



Press release
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www.chooseeurope.eu

Gothenburg, Sweden, Joins the Choose Europe Initiative

Choose Europe, the pioneering network designed to simplify and accelerate expansion into Europe for companies and talent, is proud to announce that Business Region Göteborg, Gothenburg's economic development organisation, has joined its ranks as a key partner.

Choose Europe is an initiative that brings together several of Europe's most dynamic regions, offering companies and professionals a streamlined, collaborative gateway to the continent's vibrant economies. With the addition of Business Region Göteborg, the initiative gains a significant strategic partner that further strengthens the network's ability to assist businesses in finding new markets, partners, and resources.

A Key Player in Europe's Business Ecosystem

By joining Choose Europe, Business Region Göteborg solidifies its role as a central node in a broader European initiative that prioritizes collaboration and economic development.

As a dominant hub for Sweden's business R&D, and a front-runner in sustainability, Gothenburg offers unique advantages to businesses looking to enter the European market. From mobility and electrification to life science and ICT, Gothenburg is an innovative and collaborative region where industries of the future are thriving.

"Gothenburg is a natural gateway to Scandinavia, and a hotspot for innovation. Our involvement with Choose Europe reinforces our mission of supporting businesses and talent on an international scale," says Patrik Andersson CEO at Business Region Göteborg. *"We believe that through this collaboration, we can create more pathways for businesses to grow, innovate, and succeed across Europe."*

Looking Ahead: Collaborative strategies for European Business Expansion

As Europe continues to solidify its position as a global leader in innovation and sustainability, Choose Europe is committed to fostering the right connections that allow companies and talent to thrive. The network provides access to an array of resources, market intelligence, and regional expertise, ensuring that both businesses and individuals—can navigate the complexities of international growth with ease.

“Europe remains a beacon of innovation, diversity and opportunity. It’s a continent united by shared values of progress, sustainability, and collaboration. A place where companies can expand with confidence, knowing they’re entering a market that values integrity, excellence and forward-thinking innovation,” says Lukas Huber, Director of Greater Zurich Area, founding member of the network.

For more information about the Choose Europe initiative visit [www.chooseeurope.eu]

About Choose Europe

Choose Europe is a collaborative network that brings together some of Europe’s leading regions to provide companies and talent with the resources and connections necessary to expand across the continent. By fostering innovation, business growth, and mobility, Choose Europe makes it easier for businesses and professionals to explore and seize new opportunities within Europe.

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About Business Region Göteborg

Business Region Göteborg is responsible for investment promotion and economic development in the Gothenburg region. Their mission is to create favourable conditions for trade and industry in the region, offering services that help companies invest, innovate and grow.

For more information about Business Region Göteborg, the Gothenburg region and how your business can benefit, visit www.investingothenburg.com
<https://www.investingothenburg.com/>