



DISCOVER INNOVATION CITY COPENHAGEN

Ørestad is Copenhagen's biggest development site. In autumn 2016, a full 150,000 sq m was sold, mostly for residential construction purposes and in May, By & Havn is welcoming investors to take part in the next phases of housing development. At the same time, key players are joining forces in Ørestad Innovation City Copenhagen inviting companies, universities, employees and students to join forces in a network emphasizing the potential of the district.



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Ørestad is turning into one of Copenhagen's biggest neighbourhoods. Plans for the area were first drafted in the early 90s and layers have been added in recent years. A new arena just opened offering services to a number of companies and residents in the neighbourhood. In late 2016 another 150,000 sq m of land was sold and now another 60,000 will be put on the market to be used for townhouses and highrise apartments in Ørestad Syd. It is the development company By & Havn that develops Ørestad along with other big development areas in Copenhagen.

There has been demand for housing in Ørestad Syd and By & Havn wanted to take advantage of this development momentum instead of reserving the plots for business development.

The number of jobs increased 70 per cent in Ørestad between 2009 and 2014. Its many jobs and access to 20,000-23,000 students are both aspects of Ørestad that Innovation City Copenhagen intends to make more visible.

- Demand for building sites in Ørestad Syd has been huge. Each parcel of land has attracted several interested buyers, and the skilled partners we are working with will ensure architectural variety and high quality housing. We have also ensured that our partners have the ambition and solidity to implement and deliver high quality buildings regardless of whether the wind on the housing market shifts, says Jens Kramer Mikkelsen, CEO of By & Havn.

The majority of the various new housing projects will be built over the next few years, although the first of them already started in 2016.

All eyes will be on Ørestad for more than its noteworthy housing activity these next few years. The networking organization Ørestad Innovation City Copenhagen (ØICC) wants to help attract and stimulate business and knowledge development in the region's biggest and fastest growing business area which is what Ørestad has become in recent years. The idea is that this goal can best be achieved when the various companies and organizations in the district join forces in a formal intersectoral partnership throughout Ørestad.

- There is a global focus on "innovation districts" and their effect on companies and organizations. There is a fantastic momentum in Ørestad, and we would like to use it to attract even more small, medium-sized and large companies. This is why we have taken the initiative to create the networking organization Ørestad Innovation City Copenhagen, says Jens Kramer Mikkelsen, CEO of By & Havn, who was appointed the new organization's first chairman.

ØICC was established to contribute to increasing the value of Ørestad as a location for companies and employees. There are many national and international examples of similar successful networking organizations.



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- It was actually at MIPIM 2016 that we announced the start-up of Ørestad Innovation City Copenhagen. Ørestad accommodates a lot of interesting know-how companies and with 20,000-23,000 students it is a very attractive location for new companies, says Jens Kramer Mikkelsen, CEO of By & Havn.



PHOTO: BY & HAVN/PETER SØRENSEN

Copenhagen University is located in Ørestad





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The most recent building site sales have made 1,500 new housing projects possible, including highrise construction and townhouses.

- New ways to work and collaborate will be critical for every knowledge company in the future. We need to be able to attract the best heads from both sides of the Øresund. And with less than 5 minutes to the airport and the bridge to Sweden; and with the Metro and the regional train right outside the door, we can't imagine a better location than Ørestad, says Søren Brøndum, CEO of the consultant Rambøll Danmark. Rambøll has 13,000 employees and is headquartered in Ørestad.

Solstra Capital Partners is the majority stakeholder in Bella Center, Denmark's largest convention center also situated in Ørestad, and is also responsible for nearby office building Copenhagen Towers and Crowne Plaza Hotel. Managing partner Oscar Crohn from Solstra Capital Partners sees a clear competitive advantage in the network.

- Solstra's involvement in Ørestad is substantial. The company runs a hotel and owns a major business complex, Bella Center, and is developing the neighbourhood around the Center. Even though, within Ørestad, we compete for companies' and residents' favour, we are stronger together than we are alone—especially internationally. We are hoping that Ørestad's location will convince international companies to choose Copenhagen rather than Stockholm or Helsinki as their Scandinavian and Baltic market hub. In that competition, we are stronger as part of a network, says Oscar Crohn, Solstra Capital Partners.

Ørestad Nord is the home of the southern campus of Copenhagen University and the IT University as well as the University AAU, which is just a stone's throw away. About 20,000 university-level students study at one of the Ørestad campuses.

By & Havn CEO Jens Kramer Mikkelsen is convinced that the combination of Ørestad's unique location and the many knowledge companies is just what it takes for Ørestad Innovation City Copenhagen to be a success:

In fact, Ørestad is Copenhagen's 'Airport City', located in the heart of things, with the motorway and the Øresund train - not forgetting the Metro, which runs 24/7. No other part of Greater Copenhagen or the Øresund Region offers the same flexibility or unique location. The new network organisation will make this even clearer. It will also be a catalyst for creating an innovation environment for companies, educational institutions and cultural operators, says Jens Kramer Mikkelsen. ■

By Kamilla Sevel