



An initiative of the European Union



**CLUSTERS MEET
REGIONS**



MALMÖ | **15-16**
SWEDEN | JUNE 2023

**CLUSTERS AS BOOSTERS OF INNOVATION
IN INDUSTRIAL ECOSYSTEMS**

Participants Booklet



REGISTRATION

ECCP

Registration for onsite attendance is open. You are still able to register. Please follow the [link](#).

The event is free of charge.

EVENT INFORMATION

The event will take place in the Media Evolution in Malmö on 15 and 16 June 2023.

The agenda of the event is available [here](#).

Evening activity at your own cost:

During the evening of the 15th, there's an optional activity at your own cost: *Dinner with New Friends*. Email your interest to lisa@mediaevolution.se, and they will pair you up with others attending the event, book a table for you at a nice Malmö restaurant, you show up, order what you want, have a nice time and pay for your own dinner.

Transport in Malmö

There are city buses that bring you to the Media Evolution building. Bus number 5, which goes through the city centre, will drop you off in front of the building.

SITE VISITS

Site visits take place on day 2 between 12:15-14:00. Participants have the opportunity to visit companies of the Southern Sweden Innovation system focusing on the priority areas.

If you didn't sign-up for a study visit and have changed your mind, reach out to lisa@mediaevolution.se or rebecka@mediaevolution.se and state your place of choice.

Site visit 1

Tech: Study visit at [Ublox](#) company connected to the priority area of tech, the visit led by the cluster [Mobile Heights](#). Ublox develops some of the world's leading IoT communication modules, GNSS modules, chips, and services - all supporting the industrial, automotive, and consumer markets. At the study visit, they will talk about some of their newest developments.

Site visit 2

Advanced Materials and Manufacturing: Study visit at [Duni](#) company connected to the priority area of Advanced Materials and Manufacturing, the visit led by the cluster [Packbridge](#). Duni AB is a Swedish industrial company that manufactures products for table setting and serving. The company has 2,400 employees in 24 countries. The head office is located in Malmö. At the study visit Duni will share their sustainability journey from disposable items to a company with a circular orientation.

Site visit 3

Food - Skåne Food Innovation Network and Packbridge: Study visit at [Orkla](#) company connected to the priority area of Food, the visit led by the cluster [Livsmedelsakademin](#). Orkla is a branded consumer goods company with a major focus on promoting sustainable development within the industry. At this study visit, you will get a deep dive into their work and try some of their new samples!

VENUE INFORMATION

When and where is the event taking place?

The event will take place in [Media Evolution](#) in Malmö on 15 and 16 June 2023.

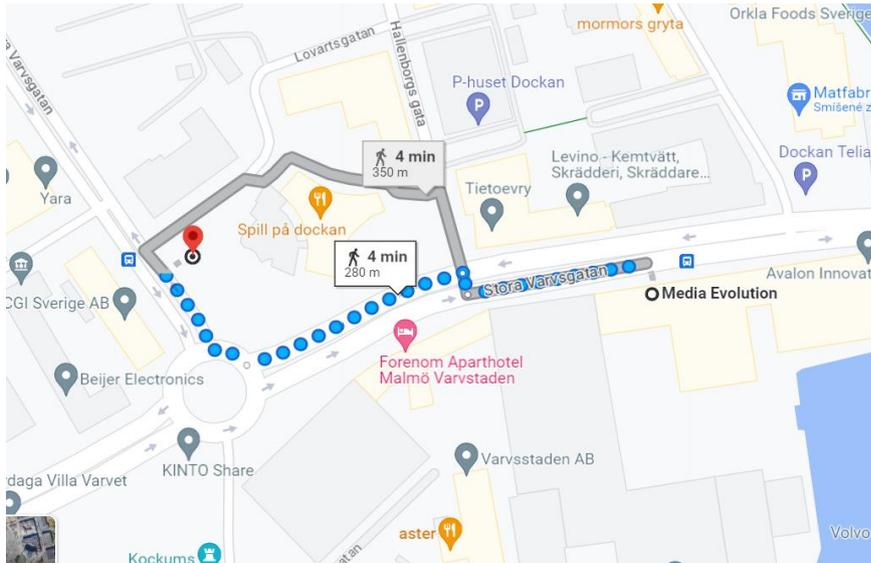
Venue Address: Stora Varvsgatan 6A, 211 19 Malmö, Sweden

Media Evolution has barrier-free access.

Web: <https://www.mediaevolution.se/>

[See on the map](#)

Parking area: Malmö Stapelbäddsparken, 211 75 Malmö, Sweden (4min walk), 27 SEK per hour



About Media Evolution

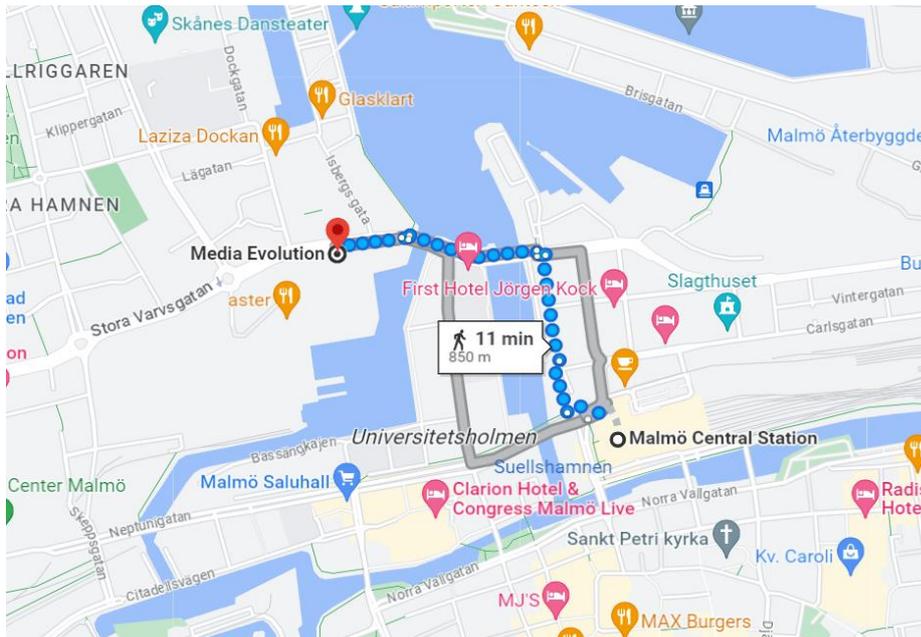
Media Evolution is a non-profit member organisation that brings together the innovative tech agencies, the creatives, the big corps, the makers, the academy, the strategists and the local municipalities and regions of southern Sweden. All of these share the reality of digital transformation – but have very different things to contribute to making sure it evolves in the way we want to.

Media Evolution started in 2008 as a joint initiative between the private sector, the academy and the public sector to promote the conditions for growth and innovation in the media industries. As time has passed, media has grown to incorporate all sorts of organisations dealing with digital development, and today, there are more than 350 of them.

TRAVEL INFORMATION

When travelling to Malmö by plane, it's easier to fly to Copenhagen airport. It's only 20 minutes away by train. Trains run 24/7. Once you have travelled over the Öresund Bridge to Malmö Central Station, the walk to Media Evolution is only a few minutes.

CENTRAL STATION, MALMÖ TO MEDIA EVOLUTION



There is also an airport in Malmö (Sturup), but it takes a bit longer to get from the airport to the city center/Media Evolution. From the airport, you go by airport-shuttle buses that leave every once in an hour.

INFORMATION ABOUT MALMÖ + ACCOMMODATION

The third-largest city in Sweden, Malmö is thoroughly modern, with cutting-edge design and architecture, a booming tech sector, and four Michelin-starred restaurants in a relatively tiny metro area of just 728,000.

The city proper of Malmö has just 316,000 year-round residents, yet people who visit Malmö are often struck by how this city boasts one of the most unabashedly international cultures they've ever seen, rivalling that of most other Nordic metropolises.

People who visit Malmö are equally drawn to the cobblestone streets of the quaint, 15th-century city centre and the funky, experimental restaurants and clubs that are scattered throughout the district.

Accommodation

As you plan your trip, we want to provide you with some hotel recommendations.

- We are partnering with [Elite Hotels](#) and can offer you 15% off their regular rates.
- Choose between two hotels located right in the heart of the city and just a short stroll from Media Evolution. Use these links for booking:
 - [Elite Hotel Savoy](#) or [Elite Plaza Hotel](#) to get a discount.
 - [Hotel MJ's](#) – A stylish boutique hotel located in the city centre. Don't miss the cocktail bar.

