

Press release 2013-02-01

Small but tall. Västerbotten in northern Sweden reaches the world with its digital investment promotion

Financial Times department FDI Intelligence annually ranks the global investment promotion agencies based on various parameters. The magazine has for the first time examined how investment promotion agencies work with digital marketing. Västerbotten Investment Agency, working with investment promotion for one of the regions in north Sweden was on the list.

Västerbotten Investment Agency's website was ranked in 14th place globally. Ireland's investment promotion agency topped the list, followed by New York City's counterpart. As for the overall digital marketing Västerbotten Investment Agency is ranked the fourth best organization in the category of regions - "Top regional digital marketing." People may not know of Västerbotten in North Sweden. But you don't have to be large to compete on the world market. This is the second time that Västerbotten Investment Agency receives an award from Financial Times. The organization was awarded for having one of the 25 best investment promotion strategies in Europe last year.

The use of digital media in marketing is nothing new, but investment promotion organizations in general have not been quite as quick to use online tools. Karolina Andersson, Marketing Manager at Västerbotten Investment Agency believes that this way of marketing fits the organization very well. - *We are a small organization with limited budget and a mission to reach out globally and highlight the many business opportunities available in our region. Using digital media is a very cost effective way to reach our audience, which is why we devote so much effort into it. And of course we are happy that we are succeeding.*

The rankings were published recently in FDI Magazine, in the December/January edition.

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About Västerbotten Investment Agency

Västerbotten Investment Agency (VIA) is a regional investment promotion agency dedicated to make the Västerbotten province the most attractive choice for foreign investors and companies thinking about establishing or expanding their business operations in Sweden. With expertise in several key sectors, VIA offers information about business opportunities as well as assistance throughout the investment and establishment process. VIA is a regional partner to the government agency Business Sweden.