



PHOTO: HENRIK TRYGG

Meet up in Stockholm

If you're looking for an exciting place for your next meeting or congress, turn your head towards the capital of Scandinavia. Stockholm is a compact yet cosmopolitan city with excellent flight connections and an efficient public transportation system. Combined with modern venues, great accommodation, spectacular scenery and lots of social activities, Stockholm is quickly becoming the prominent city in Europe for international meetings and congresses.

Bright ideas are born here

Sweden is considered one of the most knowledge-intensive and innovative countries in the world, and nowhere is this more true than in the Stockholm region. From the time Alfred Nobel invented dynamite in the 19th century technology has become an essential part of the Stockholm's DNA, resulting in a legacy of innovations within Life Science, ICT and Cleantech ranging from the Pacemaker and the Gamma knife to communication technologies like GSM. And today, thanks to successful startups like Spotify, Skype and King, Stockholm is considered a global tech and startup hub. In fact, Stockholm has the most unicorns per capita in the world after Silicon Valley. But Stockholm innovations are by no means restricted to solutions and products within these fields. One could say Stockholm has become a virtual melting pot for out-of-the-box thinking and creativity, attracting musicians, filmmakers, actors, game developers and designers from all over the world.

First class venues and hotels

Stockholm is packed with great venues for groups of various constellations. The city holds about 500 venues that cater groups between 25 to 2,500 people, and just about every venue is furnished with high tech equipment and versatile spaces.

Stockholm Waterfront Congress Centre, The Brewery and Kistamässan are a few popular venues worth mentioning. Also, Stockholm is home to one of Europe's largest and most modern congress and exhibition centre's, **Stockholmsmässan**, with a capacity of up to 25,000 delegates. A vast majority of all meeting venues in Stockholm are sustainability accredited by third party certifying bodies, and the same goes for the many hotels in the city. There are more than 7,000 hotel rooms within a 10-minute walk from the Central Station and more than 33 000 hotel rooms in the vicinity. Stockholm welcomes a very large and diverse legion of visitors and so the selection of hotels are just as

diverse. Whether it be an urban design hotel, an elegant historical housing or conceptual boutique hotel to your liking, all hotels are provided with free highspeed wifi and VAT included.

All within easy reach

Stockholm has a highly developed infrastructure with excellent transport facilities, making transportation to, from and within the city a rather effortless experience. Plenty of direct flights from across the world arrive and depart from **Stockholm Arlanda Airport** on a daily basis. The non-stop fast train **Arlanda Express** will take you from the airport to the heart of Stockholm in a mere 20 minutes. Upon arrival in the city center, an extensive subway transportation system will connect you with all parts of the city.

There is no getting away from the fact that traveling has some environmental impact. However, there are means to minimize ecological footprints. Stockholm Arlanda Airport was the first airport to meet the requirements for the highest level in an assessment of environmental impact of airports in 2009. Also, Stockholm's extensive and environmentally friendly local transport system ranks among the best in Europe. In fact, Stockholm was the first-ever city to be designated European Green Capital by the EU Commission in 2010, for Stockholm's efforts to improve the environment, the economy and the quality of life in the city with sustainability in mind. Actually, contrary to popular belief, sustainable actions very often lead to cost savings – another powerful argument for thinking green when choosing a meeting destination.

Want to find out more?

Visit Stockholm offers further introduction to Stockholm's potential and provides free-of-charge services and all the support needed to plan a successful meeting. visitstockholm.com/professionals