Variety is something that you really want in both business and leisure. For those in business, variety means scope and opportunities for growth. An inspiring climate creates lots of new ideas and contacts. For private individuals, variety is often synonymous with quality of life; the possibility to live the good life without having to sacrifice anything. Halmstad is a big city where there are opportunities for development on all levels. A city full of life. All year round.

Halmstad is a big city

Halmstad Näringsliv AB creates conditions for positive development of the business climate in Halmstad. We offer service, guidance and development projects; we put companies in touch with key contacts and market Halmstad as an attractive location for establishing your business.

Halmstad & Co works actively with developing Halmstad as a place for visits, meetings and events. Our goal is for Halmstad to be an attractive destination all year round. Together we offer a unique and stimulating city on many levels, where the access to the airport, harbour, railroad and European highway does not just create opportunities, but also provides the city with a wonderful pulse and the feeling of always being situated just right.
Think of just being able to let your children cycle through the forest to school. Living within a stone’s throw from the sea with an airport and the world’s most enjoyable job still just five minutes away. For Sofia Grönberg-Whitmore this is how life seems now. After just over 20 years in England, Sofia and her family opted for Halmstad. The city that this Falköping girl would visit every summer as a child and the place where she originally started her successful golf career by selling golf tees and balls. Goose bumps and a dog’s life “Of course it’s great to have so many excellent golf courses in the vicinity. I still get goose bumps when I think of Halmstad GK’s 5th hole in the Solheim Cup, with the newly mown fairway and everything. But what makes Halmstad unique is how near it is to everything. I can choose whether to walk the dog in the forest on one side of the house or take a stroll along the coast on the other. We can get just about anywhere on foot or bike.” Where’s the best place to find Sofia? “On a special bench close to the path Prins Bertils Stig, on “my very own” flat rock near Trottaberg, or in the middle of eating some Italian ice cream at Riccardo’s in Möllegård. That’s a pleasure I can never get enough of!” Sofia Grönberg-Whitmore Former European senior and junior champion, Swedish champion, former European tour professional with 6 wins, 7 second places and 4 third places. Now coach for budding golf professionals and a member of the governing body of the Swedish Golf Federation, where she wants to work to rebuild the club spirit, to awaken interest in golf and help people in Sweden to discover its joys.

Facts

Halmstad has no fewer than 10 golf courses, of which that of Halmstad GK is ranked one of Europe’s best. It is a course where the Solheim Cup, one of the world’s greatest golf tournaments for ladies, was played in 2007. Halmstad University also has the Scandinavian School of Golf, a university level golf studies course for budding golf professionals, to which around 10-12 elite players of golf are admitted each year.

"Here there is room to enjoy life"

"It can be difficult to properly understand the value of security if you have always had it. If I like you have lived in a place where it is not normal to just let children go by bike to school or clubs, then the very security and freedom we have in Halmstad is priceless.” "Deciding to move to Halmstad was also most certainly due to the fact that I myself had so many positive memories of the city from when I was growing up. Then, when we saw how good the schools were here, as well as the rewarding leisure opportunities, it wasn’t difficult for us to make up our minds.” A place where work can work “Of course, your work has to work as well. Both my husband and I fly a lot and it’s almost too good to be true that we can live right next to the sea and have the airport just five minutes away.” Sofia is now a member of the governing body of the Swedish Golf Federation, and is therefore dependent on slick transport links with a number of locations, including Stockholm. She also works with new golfing talents in the unique courses in golf studies, Scandinavian School of Golf that was recently inaugurated at Halmstad University.

World class golf studies “It is a real joy and challenge not just to coach these budding golf professionals, but also to be involved in building up golf studies courses that are of world class standard. I do not hesitate to describe them that way, as I have experience of similar courses in the USA and Europe.”

Time to enjoy “When you have worked in golf at a professional level for so long, it’s nice to find somewhere to put your roots down. To get the opportunity to discover yourself. Halmstad is somewhere where you can enjoy life. My husband, who really does travel a lot, says that there is nothing that can compare with the feeling of turning onto the lane down towards Sandhamn, where we now live. All your stress just evaporates.” Sofia has to a large degree built and designed the family house herself. Moreover, the house was awarded Halmstad’s architecture prize for 2009.

Golf bunkers and a dog’s life "Of course it’s great to have so many excellent golf courses in the vicinity. I still get golf bunkers when I think of Halmstad GK’s 5th hole in the Solheim Cup, with the newly mown fairway and everything. But what makes Halmstad unique is how near it is to everything. I can choose whether to walk the dog in the forest on one side of the house or take a stroll along the coast on the other. We can get just about anywhere on foot or bike.”
Halland belongs to a region that has all the very best prerequisites for strong potential growth. Here there is a positive climate for business, as well as a favourable one in the true sense of the word, well suited for cultivation of all types. This is why in and around Halmstad there are a great many local growers and suppliers of meat, fish and poultry, as well as a successful dairy that provides the area with uniquely fresh products produced using milk from their own cows. “Locally grown” is an expression that has taken a hold in Halmstad. Just outside Halmstad, in Möllegård, right in the middle of billowing fields of corn and green meadows, you can also find one of Sweden’s most unique and acclaimed ice cream makers: Riccardo Boggian.

“It must be good to live”

“Invested everything in the cornet”

“We have lived in a few different places, but we were always looking for the perfect place to put our roots down. So when we arrived in Möllegård, just outside Halmstad, everything fell into place. This is where we wanted to live and develop our dream of making our own ice cream.”

“I stopped working as an engineer in 2006 and invested everything in The World of Riccardo. The essence of ice cream is to use fresh ingredients and no additives.”

The recipe used in his grandfather’s ice cream business, a few miles outside Venice, now came in handy.

“Only the best is good enough”

“I use dairy products from Wapnö, an incredibly good dairy that is only a few kilometres away from here. I get strawberries, raspberries and other berries from the farms in the vicinity. I do however buy real vanilla from a supplier in Paris, and the chocolate from Belgium. I want only the best in my ice cream.”

All the ice cream is made in his own farmhouse. He never knows in advance what flavours the 23,000 visitors who come each summer to his farm will like.

“I have no ambition of having 50 different flavours of ice cream. Nine are more than enough, but what flavours there will be on the day depends on the season and the range of fresh berries.

Facts

Halmstad has a rich plethora of restaurants, a couple of breweries, and a local dairy, as well as numerous local growers and suppliers of meat, fish, poultry and game.

Riccardo’s own favourite? “Raspberry sorbet!”

You have to have the nerve to trust your raw materials and make the best of them.”

It is not just the usual ice cream enthusiasts that make the pilgrimage to Riccardo’s in Möllegård. Gourmets, restaurateurs and professional tasters are unanimous that the ice cream at Riccardo’s in Halmstad doesn’t just taste delicious, but also has soul, heart and a big pinch of Italian charm.

A big taste on a small scale

“I operate here on a small scale, but thanks to our technical and financial skills the business is going very well. My wife and I will develop the business in the future, but still keep the small scale production.”

“I hope that more people have faith in their dreams and realise them. It’s not difficult in Halmstad. This is a really good place to work and live,” says Riccardo finally, before it’s time for him to top the strawberries, peel the bananas, zest the lemons and get the new ice cream van ready for the day’s ice cream vending in the centre of Halmstad.

Riccardo Boggian

Riccardo’s own favourite? “Raspberry sorbet!”
Ginna Lindberg, a Halmstad girl who is Swedish Radio’s USA correspondent, currently resident in Washington DC.

“I really like the changes in the city centre, like the new library and the new investment around the river Nissan. And I love the fact that you can still smell the salt spray and sea as far in as the Market Square.”

Source: Hallandsposten
Many of the features of a big city
"Even though Halmstad is a small city, it has many of the features of a big city in terms of entertainment, restaurants, indeed the pulse of the place generally. After 30 trips to Japan I also think that Halmstad has the best sushi restaurant outside of Japan: Takenaka Sushi Bar is just a must for any connoisseur of sushi."

A business-friendly climate
"Another thing we find is that our visitors feel really at home when they come here. The absence of queues and the proximity to nature get rid of any stress and they can just be themselves. It benefits our relations in many ways."

"In Halmstad people listen and make a real effort to provide those of us in business with the right conditions to develop. Innovative and unconventional ways of thinking are both encouraged and accepted. Nor have we ever had any difficulty in recruiting competent staff. Halmstad University is a marvellous conduit providing HMS with the abilities and skills that are right for our business. We in turn can offer interesting work with the world as our field of business."

The quality of life is decisive
"The work is important, but you don’t get quality of life just by working. This is why I feel so much at home in Halmstad. Here I don’t have to make a choice; everything is there: good housing, a secure family environment, a wide range of leisure activities, as well as being near to other major towns and cities."

"The greatest pleasure in life is to drop anchor between Tylösand and Tylön and enjoy a good dinner on board your boat."

Facts Halmstads Näringsliv
Halmstad is located in one of the most rapidly expanding regions in the country. Here there are around 7,500 registered companies, with an emphasis on medium-sized and small industry, commerce and services. Port, rail and motorway (the E6) access means that Halmstad is very attractive from a logistics perspective as well.

"Why choose when everything is there?"
Perhaps many people believe opportunities increase in proportion to the size of a town or city. But for Nicolas Hassbjer, founder and vice-chairman of HMS Networks AB (publ), it is the other way round. The small city of Halmstad has unfaithed potential. According to Nicolas, the city can offer just what a listed and rapidly expanding export company needs, combined with a quality of life of the highest level. He of all people ought to know, given that his field of business covers the whole world.

Nicolas came to Halmstad in 1986 from Falsterbo in Skåne County to study at Halmstad University. "I chose Halmstad University as their courses involve close cooperation with business. Generally all master’s thesis work in the Halmstad University engineering courses results in products or new businesses."

Nicolas’ own degree project was nominated “Best of Year” in 1988 and he was also awarded a scholarship that then provided the foundation for HMS Industrial Networks. This is a company that today, 20 years on, has customers in 50 countries, is listed on the stock exchange and is one of the leading companies within the field of communication technology for industrial automation. HMS has won lots of prizes including being nominated Sweden’s best export company. The prize was awarded by King Carl XVI Gustaf.

The world as your field of business
"We have offices in Germany, Japan, China, Italy, France and the USA, but Halmstad is our development and production centre. And we will continue in this. Thanks to the fact that the rail and air links work so well, we can only see benefits in being based here in Halmstad. During the most hectic month where there are lots of business trips out to customers, there is at least one person from HMS in Kastrup each day."

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“There must be scope for culture!”

Halmstad has lots of scope for culture. Among these cultural opportunities are Sweden’s largest gallery (which has exhibitions on display 24 hours a day), a unique library, a flourishing musical life, and many opportunities to sit and experience cultural pearls of wisdom at both local and international level.

“...In Halmstad there really is scope to cultivate your cultural interests. In addition to a wide range of activities, there is a range of good schools to choose from. This is bound to result in there being more household names from Halmstad in the future as well."

“Small city – big names"

“It is quite incredible that a small city like Halmstad has given the world so many significant names in the fields of art and music, such as Olle Baertling, Rosette and The Halmstad Group, for instance.”

No obstacles – the whole world comes to Halmstad

“What is typical of those of us who live in Halmstad is that we do not perceive obstacles in the same way as others do. Everything is possible. ‘Of course we can!’ is a general attitude that has meant we have managed to implement many ‘impossible’ things.

When we enquired of one of the world’s best known photo artists, Albert Watson, whether he would exhibit in Halmstad in the summer of 2009, to the surprise of the world’s great cities, the answer was ‘yes’. Among other things, he was curious how a small city like Halmstad had managed to sell so many of his works. He came, was impressed, and was a big success!”

Attainable and wonderful

“I am fascinated by how Halmstad can offer so much quality culture and make it so accessible. From our gallery in Tylösand it is only a few minutes to Mjellby Art Museum. Another few minutes and you get to Halmstad Länsmuseum, you can see fine sculptures along the Nissan river (not least in the Picasso Park), and visit the library and the Stadsgalleriet, which not only affords a wonderful environment, but also has exhibitions of high quality. I would also recommend the Rotunda in Norre Katts Park – a pearl in the centre of the city, which really comes alive in the summer with poetry, music and theatre.”
There are many advantages to growing up in a small city like Halmstad. The security, proximity and the genuine interest in sport of all types, no matter what your age or your talents. For my part, my interest in table tennis started early on. Like many others, I devoted all my free time to training and playing. I certainly watched Hans Ax, Stefan Bengtham and Kjell Johansson and wished that one day I would be able to play at professional level. These dreams were never pooh-poohed but rather encouraged in every way by managers, club mates and family.

After completing VIth form studies at the high school specialising in table tennis in Falkenberg, Jörgen made his debut in the Swedish national team in 1982. Next came the world. He became world no.1 in 1991, took part in six Olympic Games and has received many other awards.

The game went on

"Time passed quickly and when you are in the middle of competing you do not manage to think of anything else but the game itself. It didn't really matter much where I lived; the main thing was that it worked well for my competing. For all these years where I lived at various addresses, I still always felt that Halmstad was home." Having reached the age of 43, he took part in his last and truly successful Olympic Games in Beijing in 2008. In 2009 he changed out of his national team strip for the very last time and changed his address, returning once more to Halmstad.

The city has changed massively in this time. Today it feels like Halmstad has become so much more exciting with all the events, sporting, cultural, and infrastructure investments, as well as the restaurants and entertainments. And you can even live in an exquisite apartment right next to the inner Nissan, right in the centre, and still have a sea view. It's a real prize location – where else would you be able to get it?"

"Halmstad Arena will definitely put Halmstad even more firmly on the map. Now we are just waiting for a new football stadium!"

Where's the best place to find Jörgen in Halmstad?

Presumably barbecuing at Grötvik, or in a café in the city with a single espresso (he seldom drinks a double, but is happy with two singles). Certainly running up on the mountain Galgberget. "The view of the city and the natural landscape from up there is simply outstanding."

Investing in sport - Halmstad Arena

Halmstad Arena is the city’s new arena for indoor sports and events, containing, for instance, four full-size indoor halls, a number of smaller specialist halls, a multisport hall for indoor athletics and football, two ice rinks and a swimming pool. Halmstad Table Tennis Club also use the Arena at a venue to train and compete.
“40,000 visitors in one day can’t be wrong. Halmstad has something extra”

Leif is like Tylösand – an experience not to be missed. Leif Karlborg, the man who moved to Halmstad and started Scandinavia’s first and so far only non-profit making life saving school, is a man with the kind of driving force and enthusiasm granted only to few people. Perhaps he is at his most congenial on land over a cup of coffee on the premises of the Life Saving School in Tylösand. But he claims he is definitely at his very best in the water. Leif has directly or indirectly saved a life every summer for 50 years.

A way of living

"Ever since I was involved in the launch of the Lifeguard Station in Tylösand, on 15 June 1960, this has been a way of living. You may think 50 years is a long time, but I’m not tiring of it. It still makes me happy to see the sea – every day she takes on a different guise."

A wide range of activities

"Many people think we just run courses for the lifeguards that they see on the beach, but our activities are much broader than that. We train lifeguards and swimming pool attendants, sea life savers, swimming instructors and CPR instructors. We are also the only sea swimming school in Halland. The Life Saving School also organises a number of special courses each year, for example first-responder courses for ambulance, fire and police personnel."

The reward – an experience for life

"The environment is certainly important, but there is also an atmosphere and attitude here that is reflected in all types of activities. Halmstad has such tremendous heart and a sense of togetherness. I also think that the city manages to safeguard what is old and genuine but still add a modern and exciting touch."

Wet favourites

"I can hardly be alone in thinking that Halmstad and Tylösand have something special to offer. We can have around 40,000 visitors to the beach on a sunny summer’s day. Each year we get masses of hopeful lifeguards volunteering who want to come here and work for thousands of hours completely free. What we can offer them is board and lodging and an experience for life."

“Out in Tylösand it’s Baywatch for real. Leif knows that the sea is magnificent; magnificent but also dangerous, in Skåne. He and the new lifeguard tower have become two symbols of the strength of character of Halmstad. The new lifeguard tower was erected on behalf of the municipality by its proponents and was finished in 2008.

Facts

The lifeguards in Tylösand are actually called Halmstad-Söndrum Livräddningsämbetet (The Halmstad-Söndrum Life Saving Society) and have been on the beach since 1958. Tylösand is today the centre of Swedish (Scandinavian) life saving. During the high summer there are 17 lifeguards on duty, with sight of these on the following beaches: Ytbekvämmet, Campingstranden, Frösakullstranden, Ringenässtranden and Vilshäradstranden. A yellow flag means that the lifeguard team is available on the beach. A red flag warns of strong currents that may carry you out to sea. Wasp stings, lost children, near-drownings, visitors suffering from dehydration – these are lifeguards are both ready in an emergency and to help with anything."
In the rankings, the Halmstad University courses in biology, mechanical engineering and electrical engineering took the top places. “Our teacher training courses were ranked top nationwide by the Swedish National Agency for Higher Education, which also gives a high ranking to our health care courses. We also come out on top in surveys of the support we give our students. And now we are also the first university college in the country to acquire the right to run MBA courses. “We want to be among the best in the fields in which we work, so it is great to get some tangible proof that we are actually meeting these high expectations.”

Innovation, cooperation and well-being

“When we market Halmstad University, we focus on three so-called key strengths: the development and study of activity, products and quality of life. In order to promote interaction between these fields, they have three themes running through them: innovation, cooperation and well-being.”

“We are a progressive and innovative educational establishment. There are thousands of product development projects that have their beginnings here at Halmstad University, for example.”

A university within reach

“The government and parliament have now allowed us to apply for powers to award doctorates, which is a prerequisite of being able to build up a specialist university in the long term.”

There is a great deal of self-confidence in Halmstad “Something that struck me in my time in Halmstad is that people don’t tell jokes about other places or their inhabitants. This is probably simply because there is no need to poke fun at others when you have a great deal of self-confidence.”

Romulo Enmark is the university rector who gets everyone rocking. Half Spanish and a former inhabitant of Skellefteå, via Göteborg and Borås he finally ended up at Halmstad University. It is a city he didn’t know much about when he took up his post of rector in 2000. But he fell in love with both the city and the University from the very first. Now he would like to stay here with his family and students also love Halmstad. Various studies have also shown that university cities are the very ones with the highest growth nationally. This is where people move to and develop.

“There are not many universities that are located in a city like Halmstad. Its proximity to fantastic beaches, an exciting entertainment scene, and a large range of recreational opportunities at all levels make Halmstad a very attractive place to study and live in.”

“Top rankings

Many of the courses provided by Halmstad University are some of the best in the country in their cooperation with the world of work, according to a report from the Confederation of Swedish Enterprise. In the rankings, the Halmstad University courses in biology, mechanical engineering and electrical engineering took the top places. “Our teacher training courses were ranked top nationwide by the Swedish National Agency for Higher Education, which also gives a high ranking to our health care courses. We also come out on top in surveys of the support we give our students. And now we are also the first university college in the country to acquire the right to run MBA courses. “We want to be among the best in the fields in which we work, so it is great to get some tangible proof that we are actually meeting these high expectations.”

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“I’m also impressed by the capacity and will that Halmstad has in finding clever and cost-effective solutions to everything. There are many signs of this and it creates a positive spirit.”

“It seems as if Halmstad and Halmstad University are more with it than ever.”

Where’s the best place to find Romulo when he’s not at the university?

“At home in the house with the family. Preferably with my electric guitar, and then it has to be hard rock.”

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