



The small "miracle" and Stay

Tonny Skovsted Thorup

Director, BusinessAalborg

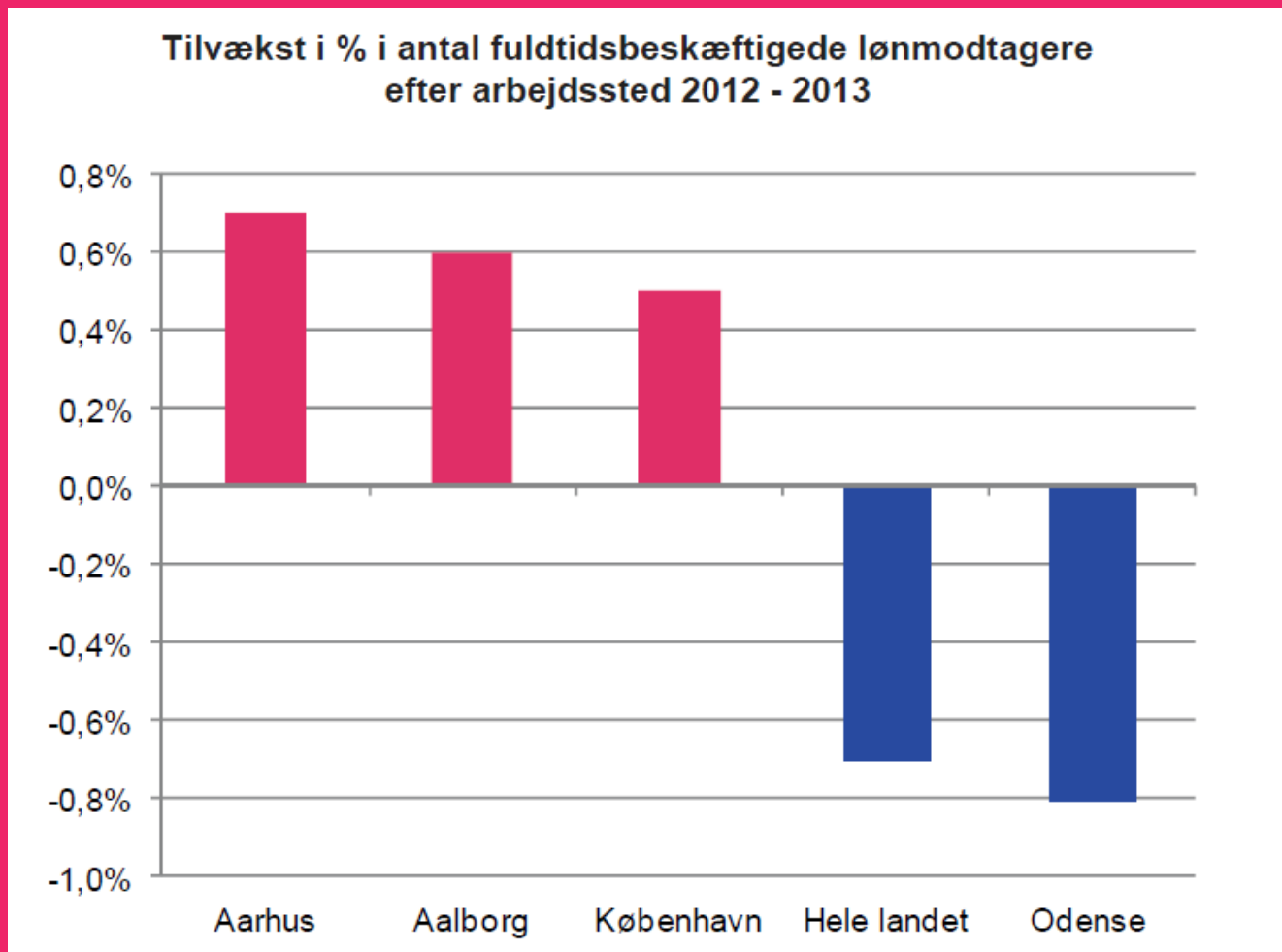
BusinessAalborg

- We're a public business development centre that helps entrepreneurs, companies and investors in the city of Aalborg
- We're project managers for cluster and network initiatives in North Denmark
- We develop business strategies for the city of Aalborg (region of North Denmark)
- We're the secretariat for Aalborg Cooperation and Aalborg Business council
- 40+ people ready to help entrepreneurs, companies and investors creating growth. We span business development consultants, entrepreneurship consultants, project managers, strategic consultants and communication
- We're available in Aalborg, Brussels (Belgium) and Stavanger (Norway)
- Project portfolio of EUR 27 million

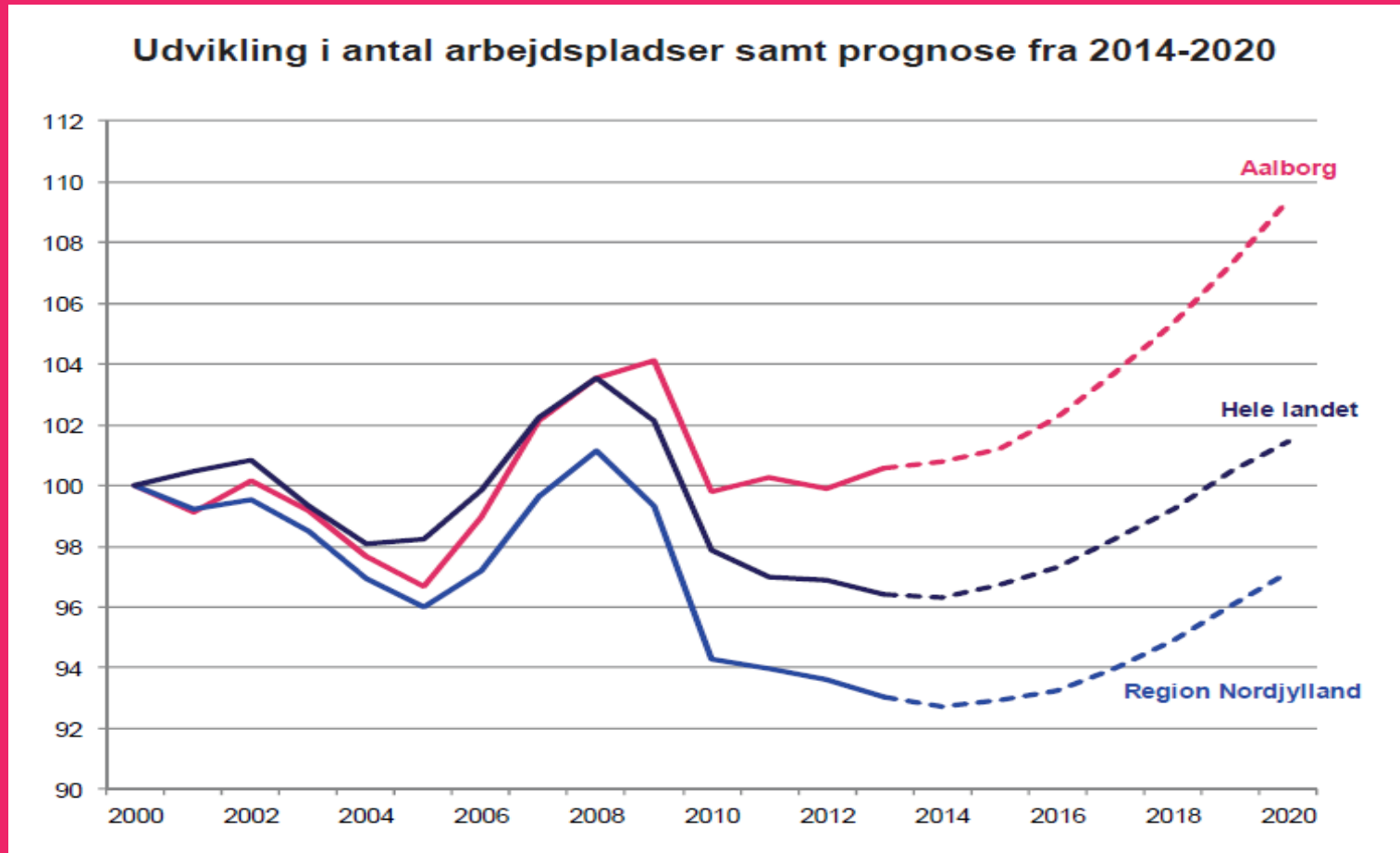


.... a small "miracle"

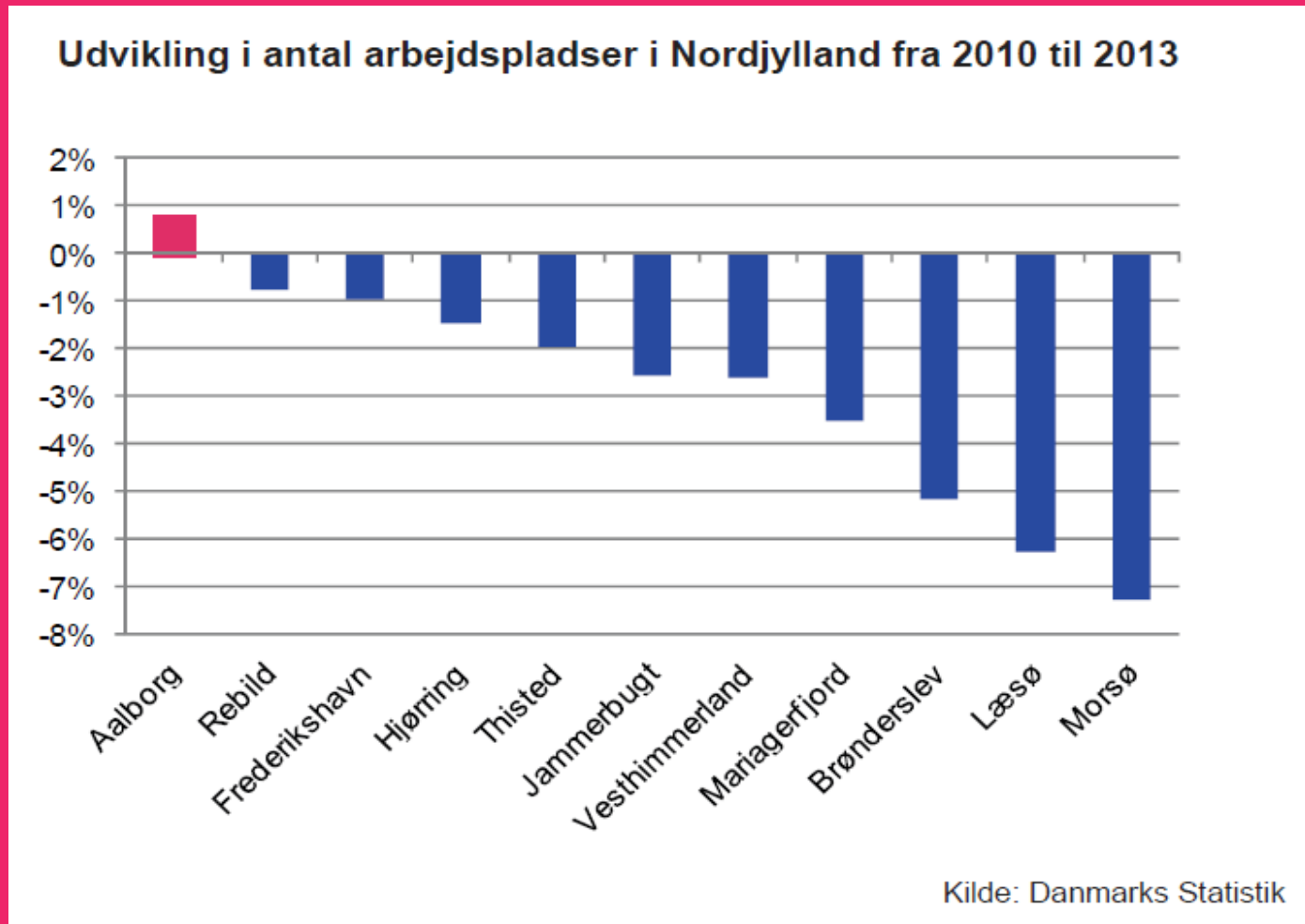
Jobgrowth in "big" cities in DK



Development in jobs

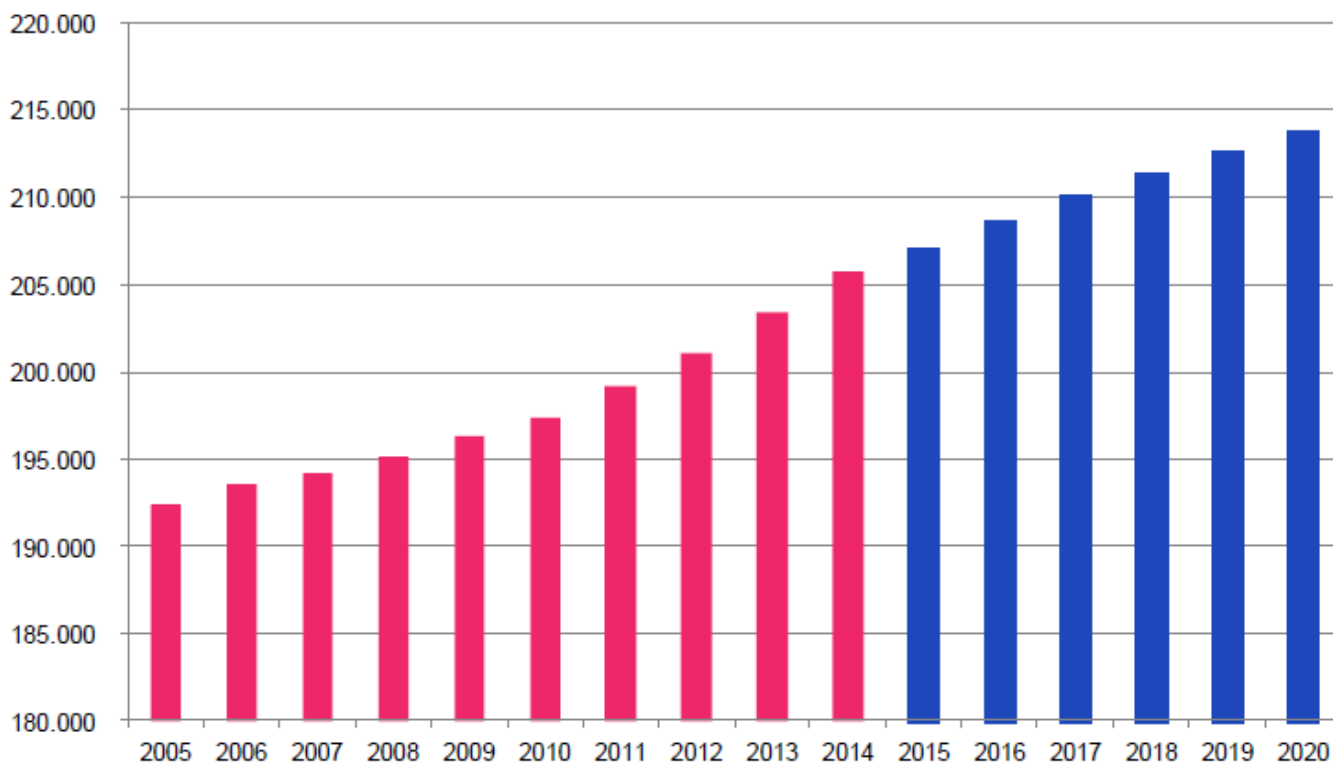


Jobs in Northern Jutland



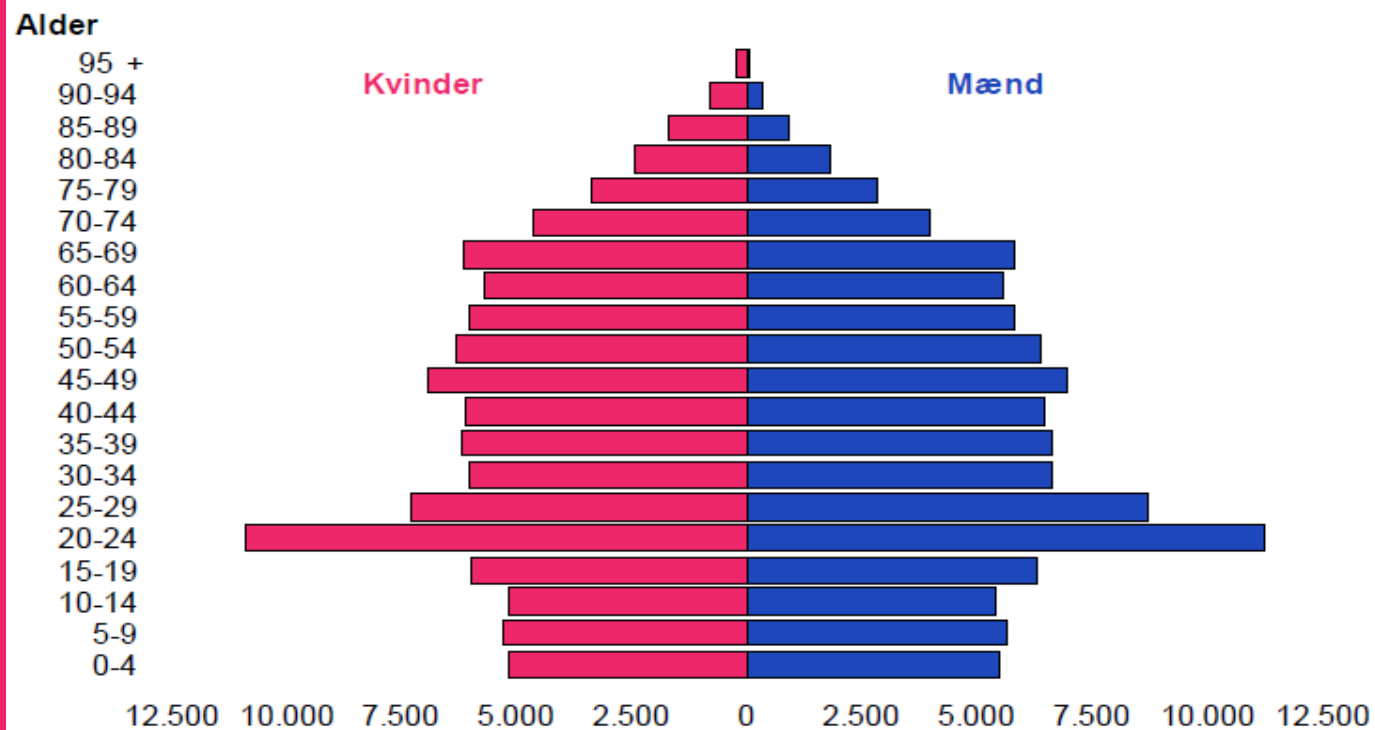
Growth in population

Befolkningsudvikling 2005-2014 samt prognose fra 2015-2020

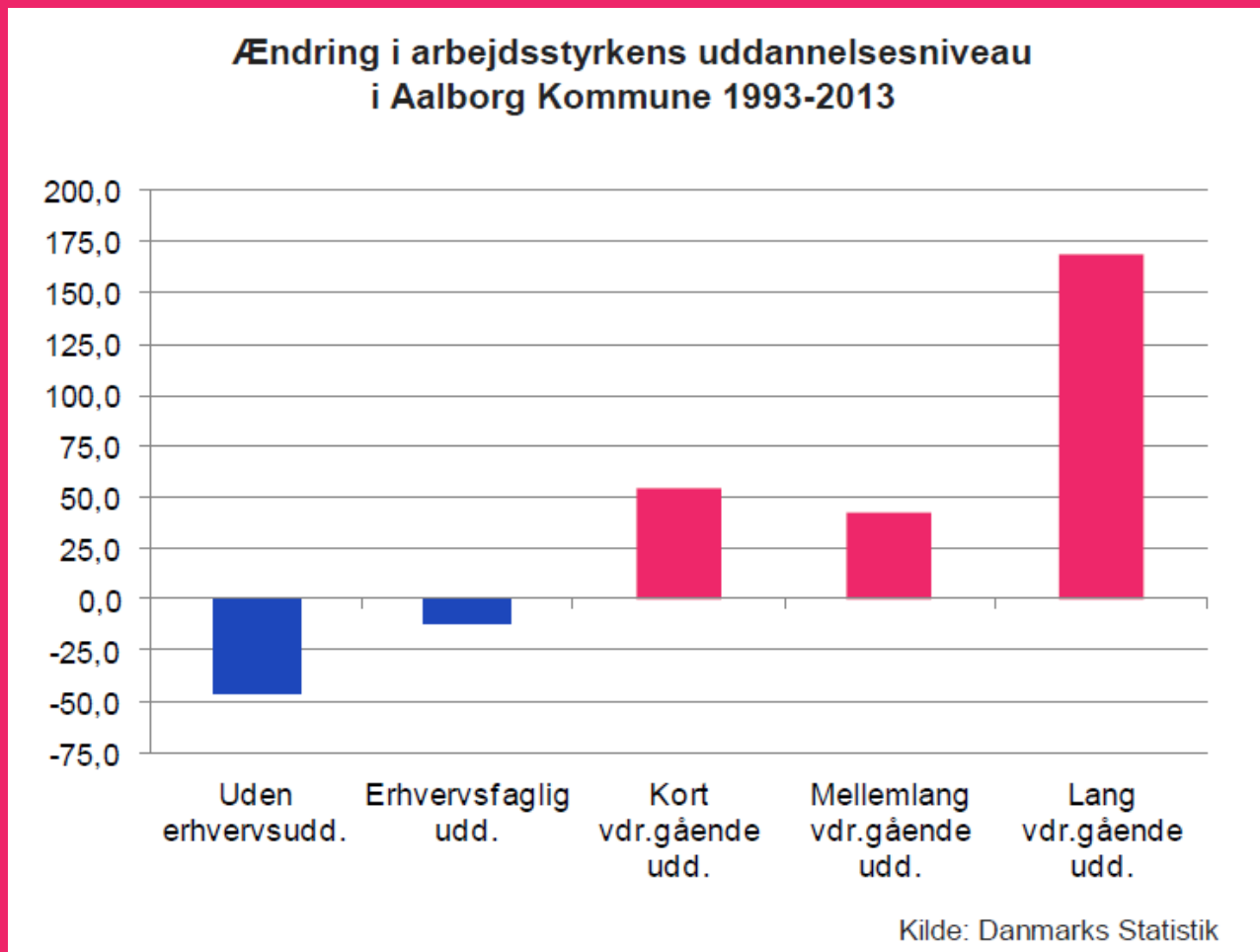


Population/age

Befolkningen fordelt efter alder og køn pr. 1. januar 2014



Level of education



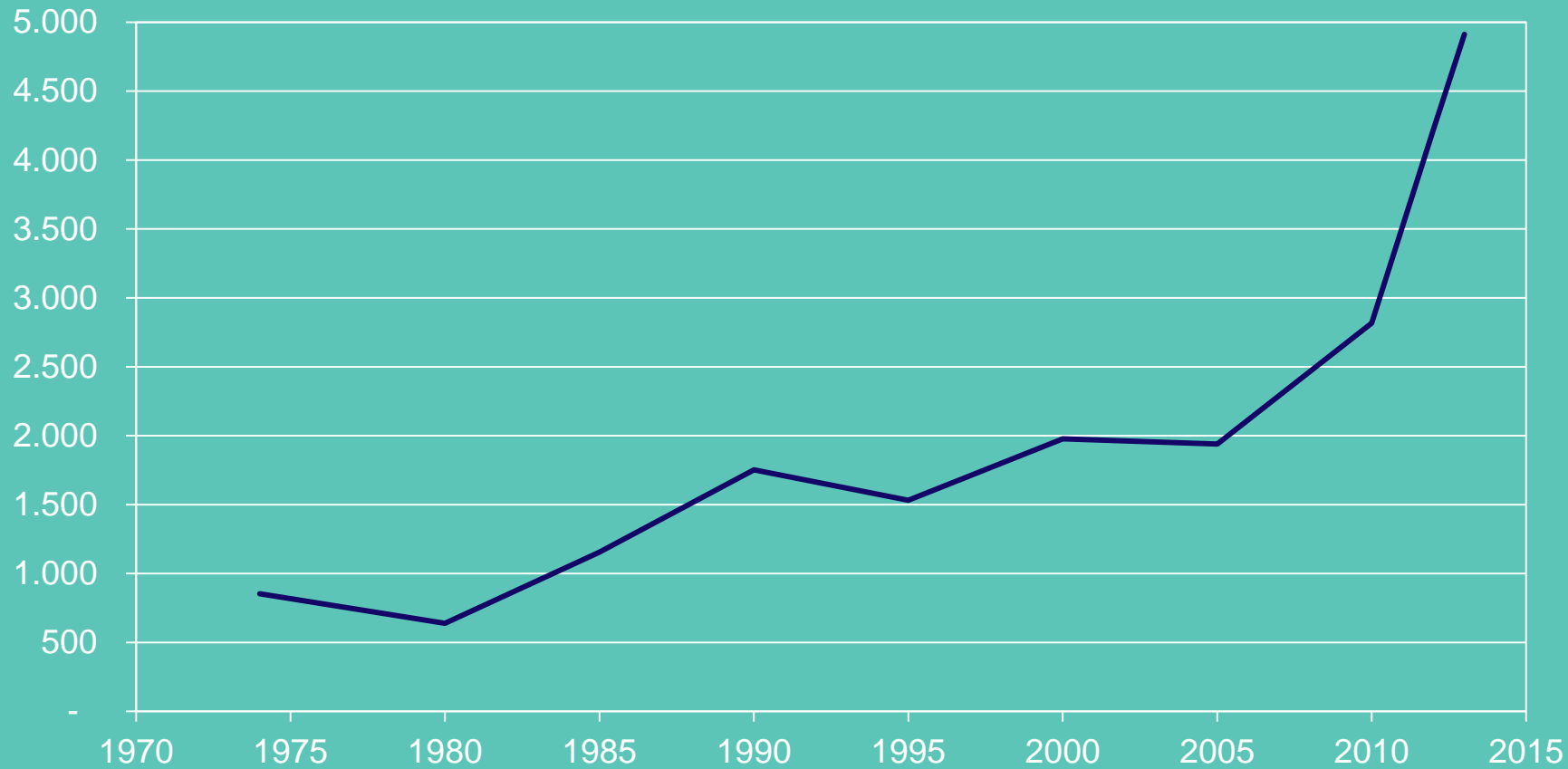
Attractive student city A path to growth



**Aalborg
Kommune**

New students

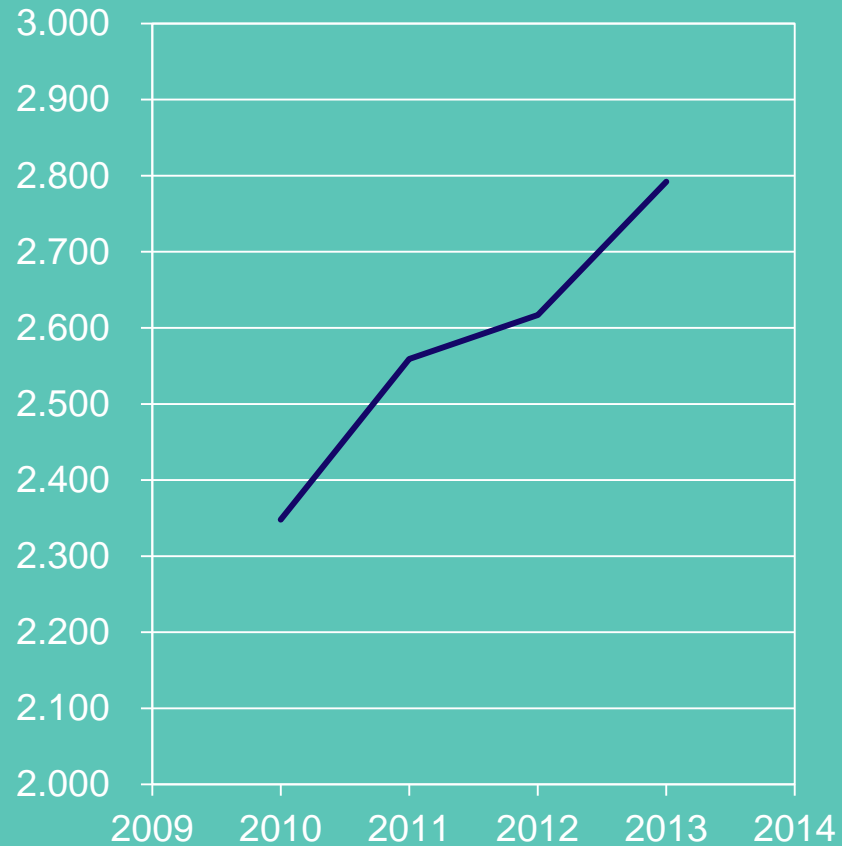
Aalborg University



**Aalborg
Kommune**

New students

University College of Northern Denmark

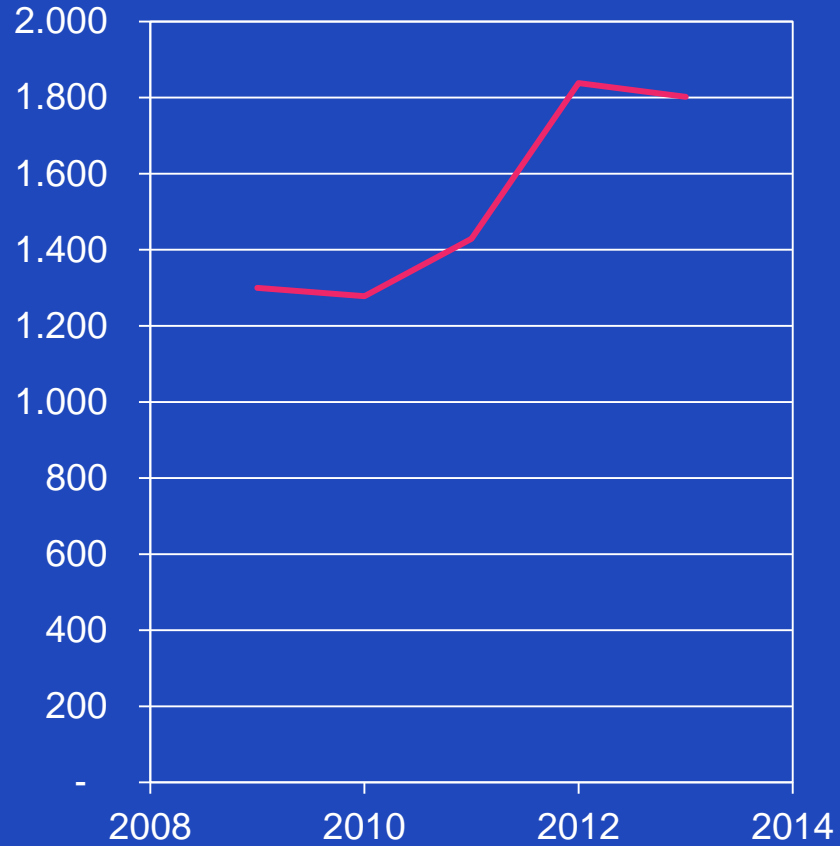


**Aalborg
Kommune**



New graduates

Aalborg University



**Aalborg
Kommune**

The responsibility

The public sector as the primary employer

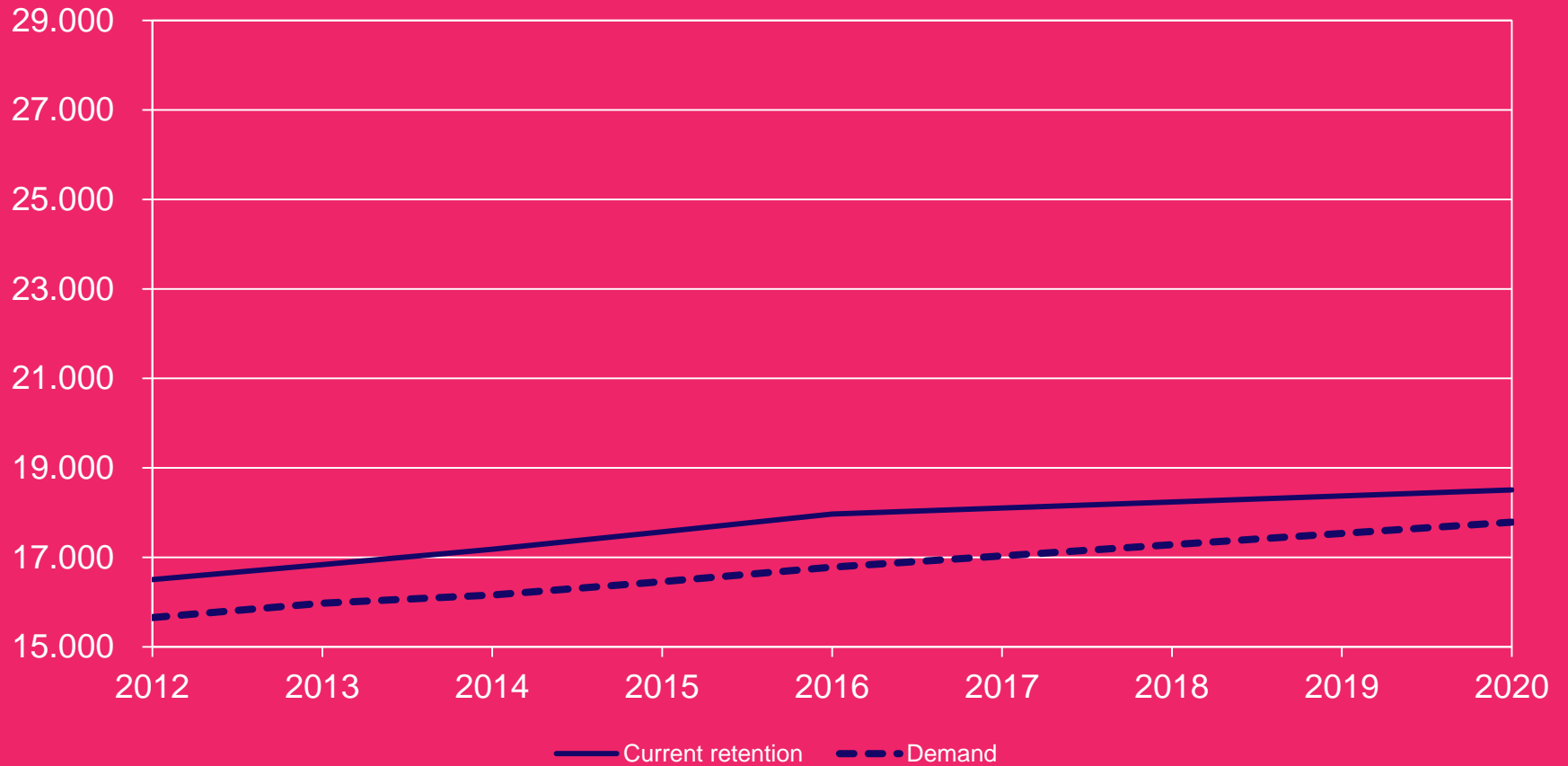
Proactive approach:

"An advantage rather than a challenge – a driver for growth"

Groundwork by Oxford Research

The groundwork

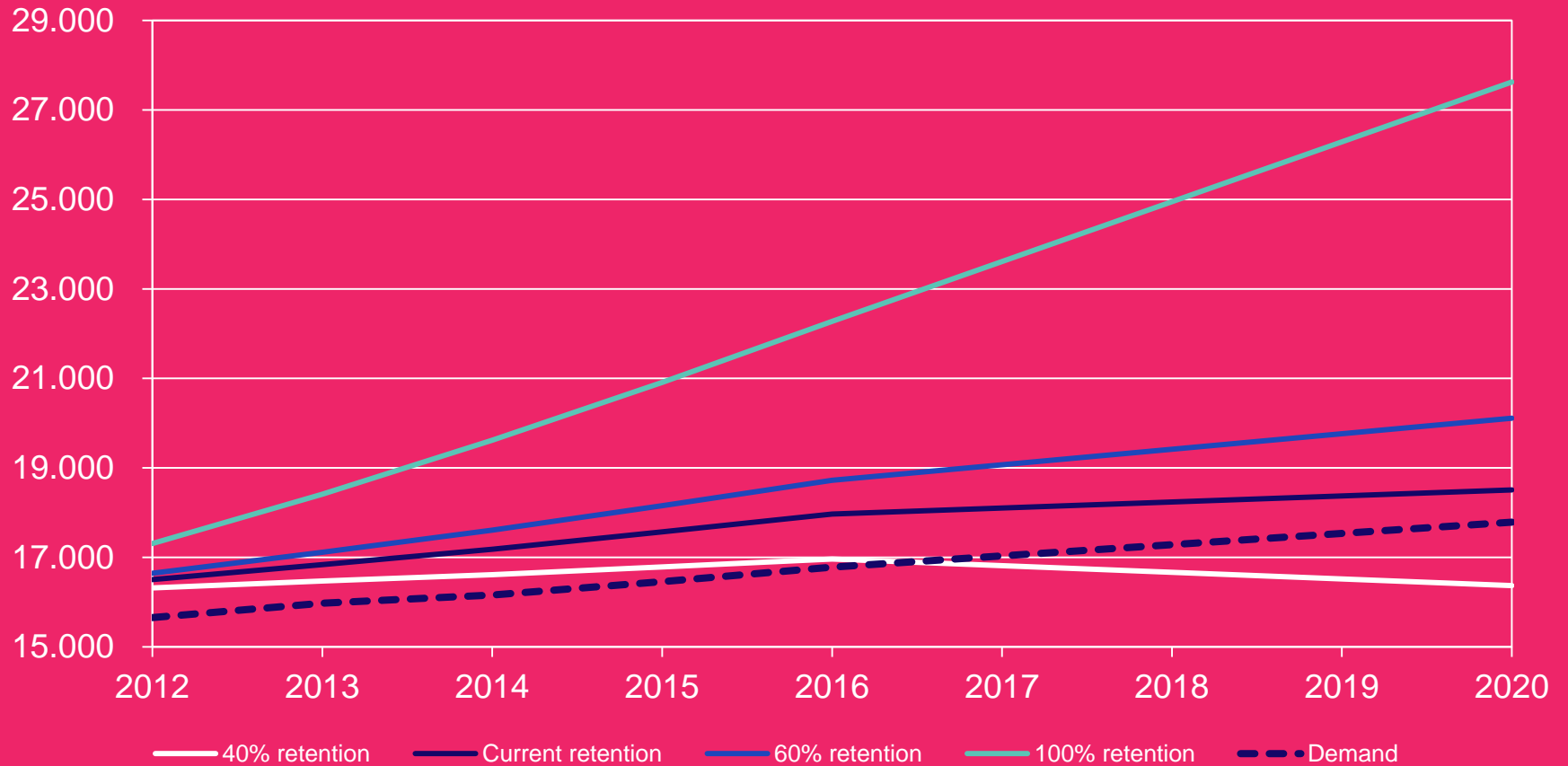
Supply and demand



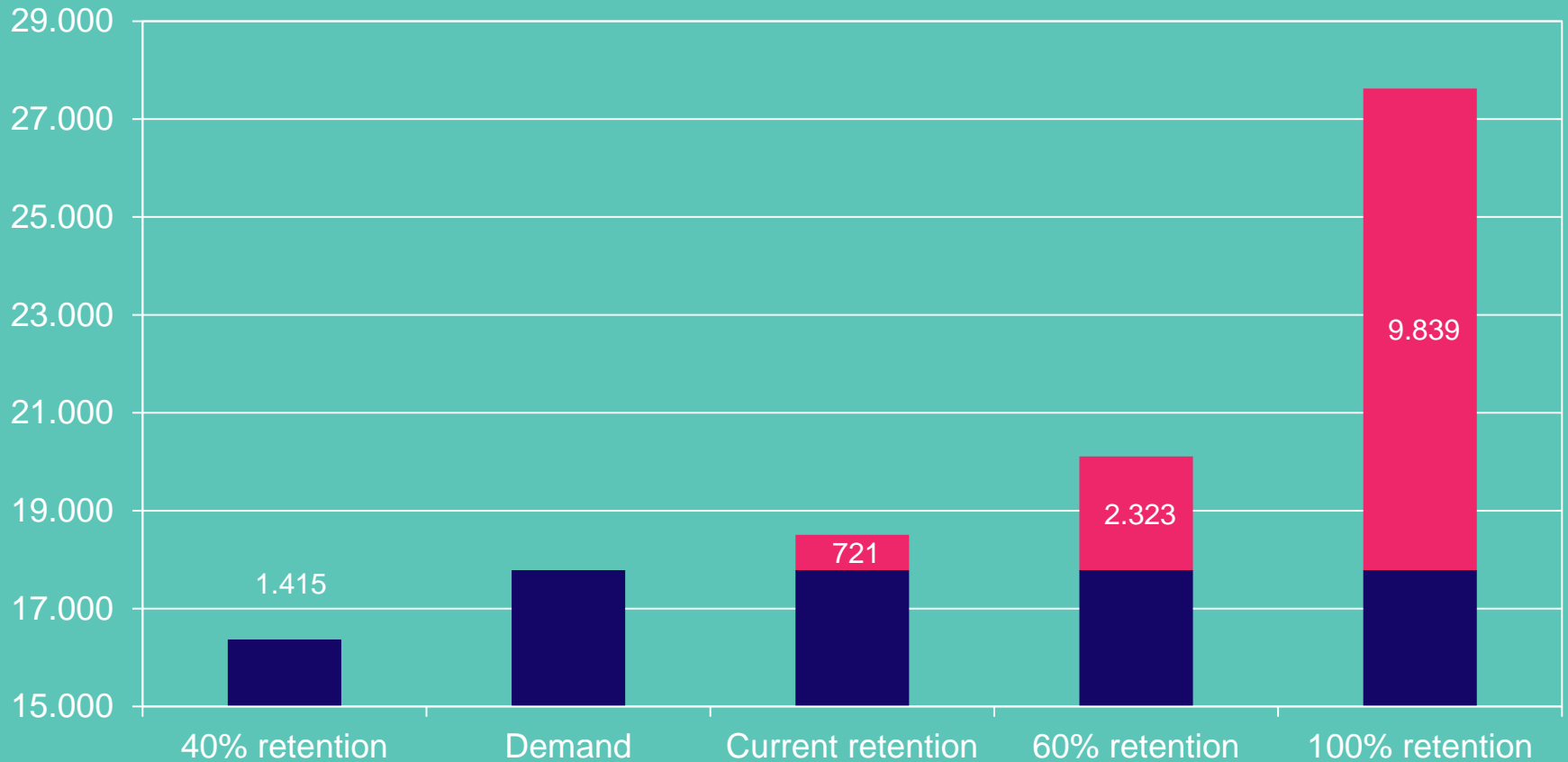
**Aalborg
Kommune**

The groundwork

Supply and demand



The 2020 deficit



The 2020 deficit

The increasing admittance of students in all universities causes the growing of the group of unemployed even if the retention relatively remains the same percentage.

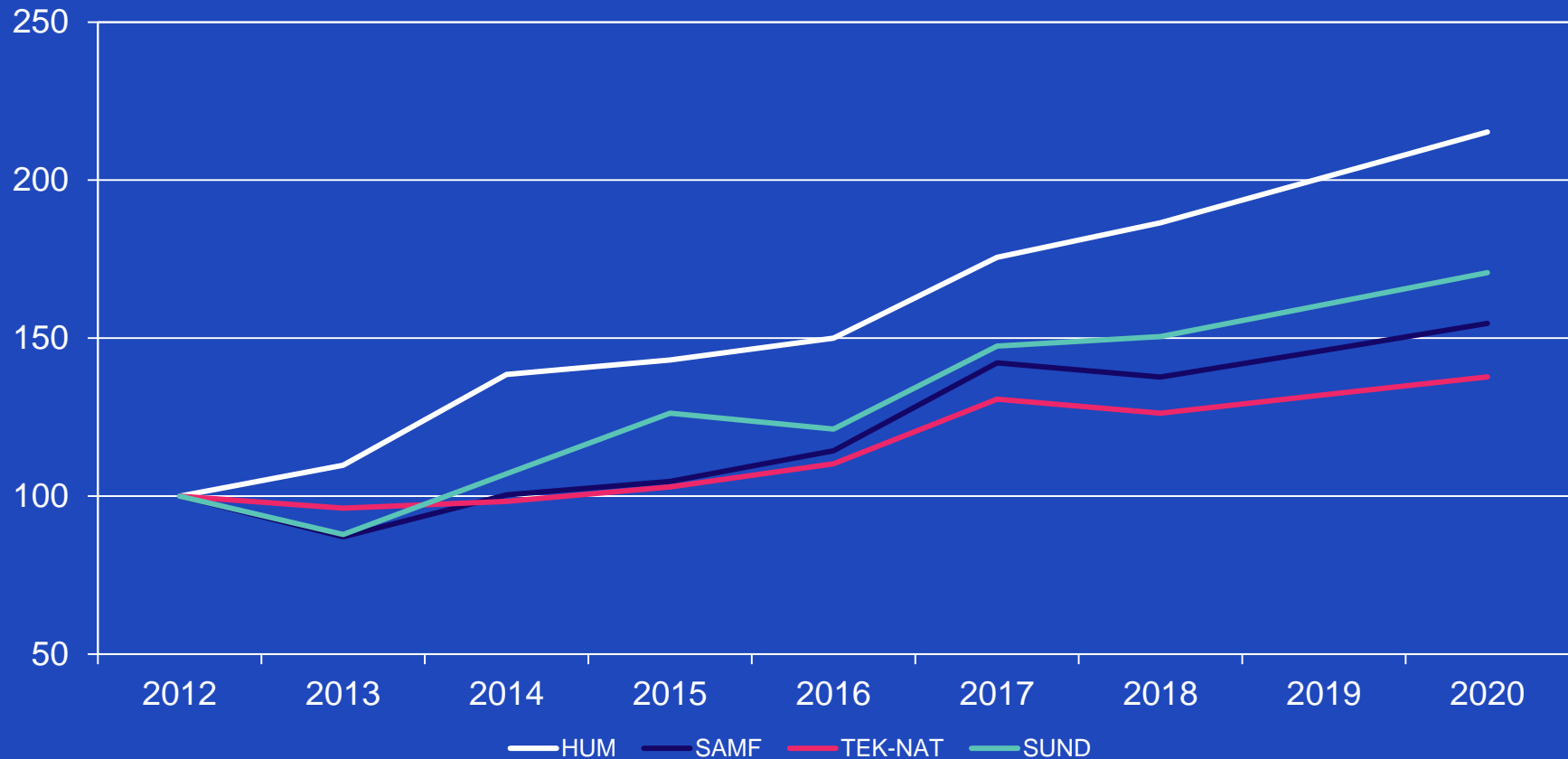
The retention of today must be seen in the context of the retention of all universities and also the retention of tomorrow.



**Aalborg
Kommune**

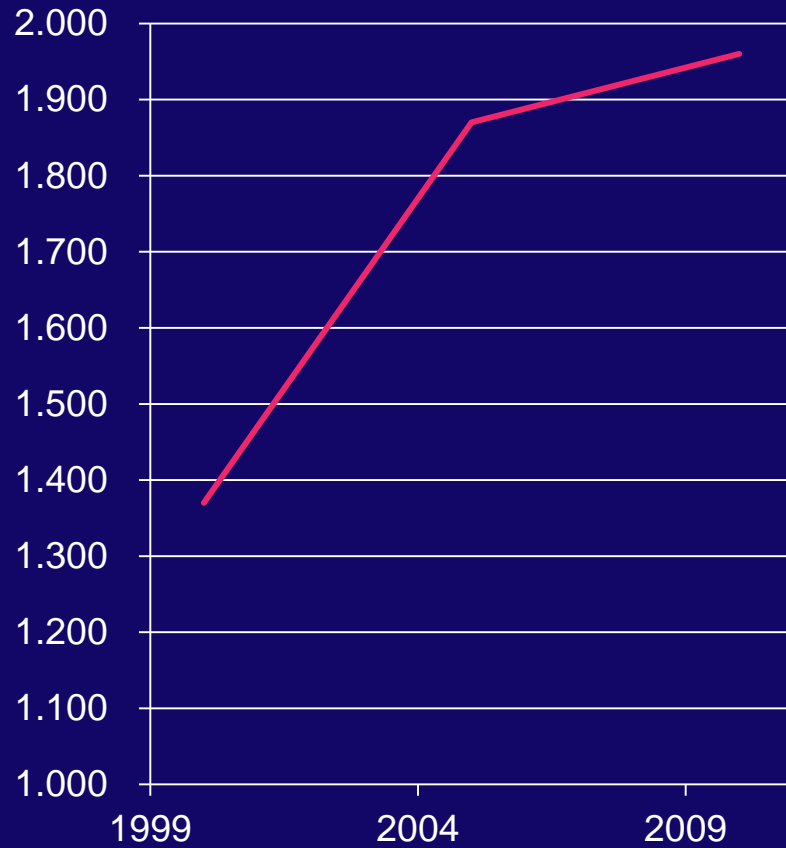
The admittance by faculty

(2012=100)



**Aalborg
Kommune**

International students



**Aalborg
Kommune**

How we do it

A partnership between the municipality of Aalborg and all relevant partners

Division of efforts into four specific targets

- Relations between students and companies
- Job creation and entrepreneurship
- Branding and attractiveness
- International perspectives



What we do

- Matchmaking between students and companies
- 200 students working for the city of Aalborg
- Matchmaking between graduates and companies
- Encouraging students and graduates to become entrepreneurs
- Branding of Aalborg as a great place to study live **and work**

Challenges

An increase in the total number of graduates in the following years impeding the retention being merely at the same level

We need to create more jobs!

An increase in the number of international students whose potential is unexploited and whose opportunities are unknown to the companies

We need to facilitate knowledge!

An increase in the number of students within the creative "softer" subjects not meeting the requirements of the companies looking for new employees

Can we "inspire" local companies on "softer competences"?