

**Press feature
November 2007**

Basic Facts about the Øresund Region

Geography

The Øresund Region is situated in northern Europe and it encompasses two of the Scandinavian countries, Denmark and Sweden. With the opening of the Øresund Bridge in 2000, Zealand along with the Danish capital, Copenhagen, and Skåne, the southernmost tip of Sweden, was connected. The Øresund Region covers 21,000 square kilometres from Båstad in the north to Falster in the south and from Kristianstad in the east to Roskilde in the west.

Population

The Øresund Region has a total population of 3,6 million of which two thirds are Danish. In the Region there are people from around 150 nations, though over 90 per cent are Danes and Swedes.

Climate

Considering its latitude, the Øresund Region's climate is fairly mild. From early April to late September the city's cafés and restaurants move the tables outdoors, while the sunbathers hit the parks as soon as the temperature rises above 18° C. The climate is very much the same as in Amsterdam or London: January and February are the coldest months with an average daytime temperature of around freezing point, while July and August are the warmest with temperatures typically between 20° and 25° C.

History

Right up to 1658, Skåne was a part of the Danish kingdom. In 1676, Denmark and Sweden fought one of the bloodiest battles in world history in the meadows around Lund killing over 10,000 people on a single day. Today disputes are friendly - you might overhear Danes and Swedes in fun saying that they love to hate each other – but the tone is friendly and the population almost feel related.

Both the Danish and the Swedish monarchy can trace their ancestry back over 1,000 years to the Viking Age and this makes them among the oldest kingdoms in Europe. It is interesting to note that through time there has always been a strong relation between the two kingdoms and even today we see the proof, the two reigning monarchs being cousins!

Politics

Both Denmark and Sweden are among the oldest democracies in the world. Both countries have constitutional monarchies with a single-chamber parliament. The monarch acts as head of state, but the power is merely constitutional and it doesn't imply real political influence. Instead he or she attends to ceremonial duties in addition to acting as cultural ambassador abroad. In Sweden, King Carl XVI Gustav and Queen Silvia of the House of

Bernadotte head the monarchy whereas Queen Margrethe II and Prince Henrik of the House of Glücksburg head the monarchy in Denmark. In September 2006, a conservative/liberal coalition government headed by Prime Minister Fredrik Reinfeldt came into power after 12 years of Social Democrat leadership in Sweden. Since November 2001 Denmark has had a coalition government led by Venstre, Denmark's Liberal political party, with Prime Minister Anders Fogh Rasmussen as leader.

Language

As far back as 200 B.C., the same language, called the inter-Scandinavian language, was spoken in the Øresund Region and in all of Scandinavia. It wasn't until approx. 1200 A.C. that it became clear that the inter-Scandinavian language had evolved and changed into different languages and today Danish and Swedish are two separate and different languages. Yet they resemble surprisingly much since only approx. 120 words differ. Therefore you will often hear a Dane and a Swede make conversation in each their language.

Due to the high standards of education in the Øresund Region English and German are spoken widely and to a high standard.

Standard of Living

Both Denmark and Sweden are renowned for the high standard of living they offer their inhabitants. The Swedish and Danish social systems include a fairly high unemployment benefit and retirement pension, up to 15 months of maternity or paternity leave, not to mention the fact that the unemployment rate is rather low and that the region environmentally is among the cleanest in Europe. As for medical treatment, you pay a relatively low fee in Sweden whereas it's free in Denmark.

In their latest survey into the standard of living in the world's cities, the renowned consultancy firm William M. Mercer positioned Copenhagen at number eleven in its 'Best Cities'-list from 2007. Wallpaper Magazine went one better in the 2001 Danish-themed issue of the magazine, which elected Copenhagen as one of today's hottest cities being at the cutting edge of i.e. architecture, design, shopping and gastronomy. In 2007, Tyler Brûlée's magazine Monocle named Copenhagen the world's second best city to live in. Tourism is an important source of foreign currency and employment. In 2006, the tourism sector in Denmark employed around 100,000 people and had a turnover of approx. 66 billion Danish kroner. In Sweden, 138,000 people were employed in the tourism sector and the 2005 turnover was 190 billion Swedish kroner.

Infrastructure

Public transport in the Øresund Region is safe, reliable, clean and cheap. Copenhagen has the fastest and cheapest airport-to-city-centre rail link of any European capital - just 13 minutes - and it only costs DKK 25,5. You can also travel directly by train from **the Copenhagen Airport** across the Øresund Sound via the 16 kilometre long **Øresund Bridge** to Malmö in southern Sweden in only 21 minutes. In fact, the distances in the region are very small and the travelling time is no more than 90 minutes no matter where you

choose to go if standing on the middle of the bridge between Denmark and Sweden.

Both trains and buses are frequent and efficient and make it fast and easy to reach every corner of the region. In addition, Copenhagen also opened a new **Metro system** in October 2002, which as from October 2007 has been extended to Copenhagen Airport. Trains operate with a four-minute interval and the journey from Cph. Airport to the city Centre takes 13 minutes.

If you want to travel by car, the road network is also first class and traffic jams are rare. Taxis are tightly regulated and operate with fixed prices.

Nevertheless, both the Danes and the people of Skåne are fond of cycling. In Copenhagen, you will find cycle paths alongside virtually every street, as well as free city bikes available to borrow from stands throughout the city from spring to autumn. Another possibility is to hire a taxi bike from one of the three companies that operate successfully in Copenhagen.

How to get there

In 1998, Copenhagen Airport was extended with a spectacular new terminal. In 2002 it was once again voted the best in the world by 80.000 passengers and has since then received several awards for being the best and most efficient airport in Europe. SAS, Europe's sixth largest airline company, has 330 daily flights to Copenhagen and with its membership of Star Alliance, SAS covers the whole world.

Flight times to Copenhagen with SAS:

- London, Paris and Geneva 1h 55m
- Berlin 1h 10m
- Frankfurt 1h 30m
- Helsinki 1h 35m
- Milan 2h 05m
- Rome 2h 35m
- New York 7h 40m
- Beijing 9h 40m
- Tokyo 11h 30m

Travel times by train between Copenhagen, Copenhagen Airport and Malmö:

- Copenhagen Airport – Copenhagen City: 13 min
- Copenhagen Airport – Malmö City: 20 min
- Copenhagen – Malmö: 34 min

Øresund Gastronomique

Both Danish and Swedish cuisines have attained high levels of excellence, where fish and seafood are particular specialities. Danish cuisine is now inspired by French cuisine, but is not quite as rich as a result of the Danes' fondness for Denmark's traditionally excellent dairy produce and of course, its links with the sea. In the famous and highly respected Michelin Guide, no fewer than seven of Copenhagen's restaurants have been awarded one star status and one, **Noma** in the harbour across from Nyhavn, has been awarded two.

Skåne takes pride in using locally grown and produced products and this reputation for quality raw ingredients is surely why Skåne is said to be the Tuscany of the North. Several of its restaurants are considered among the finest in Sweden, among others **Gastro** and **Sofiero Slottsrestaurang** in

Helsingborg or **Malmö's Årstiderna** and **Vendel at Sturehof**, which combine the best of contemporary Swedish and classic French cuisines.

Part of the Danish and Swedish food tradition are the open sandwiches. In Denmark, the *smørrebrød* tradition includes, as a speciality, the herring, which is often marinated and served raw. The Swedish *smörgåsbord* offers the same variety of herring dishes and one interesting variant is *Jansson's Temptation*, which is made of sliced herring, potatoes and onions baked in cream. Apart from that, the *smörgåsbord* will typically consist of i.e. Swedish meatballs, eel, salmon, pies and salads.

Shopping in Malmö and Copenhagen

Both Malmö and Copenhagen are very 'walkable' cities - compact and user friendly, with the main shopping areas within walking distance. In both cities the historic and charming pedestrian shopping streets are full of small, independent, often quirky shops selling high quality, well-designed products. Among the best souvenirs in Malmö are glassware from the **Glasriket factories**, typically Swedish wooden horses and wooden toys. On **Lilla Torg** you will find one of Malmö's shopping highlights: **Saluhallen**, an indoor food court with stalls selling everything from sushi to Italian ice cream. For just about anything else **Hansacompagniet**, **Hansagallerian** and **Triangeln** are the biggest shopping centres whereas **Davidshalltorg** and **Davidshallgatan** are excellent for antique and bric-a-brac stores. Copenhagen is one of Europe's finest shopping destinations. The city's main shopping area is centred on the longest pedestrian street in Europe, "**Strøget**", and the charming seventeenth century streets surrounding it. Apart from **Magasin du Nord**, the biggest department store in Scandinavia, and **Illums Bolighus** (design department store) Copenhagen boasts hundreds of wonderful independently owned shops, boutiques, restaurants and cafés. Danish design items such as **Bang & Olufsen**, **Royal Copenhagen** porcelain and **Georg Jensen** silverware are world-famous. All have showcase stores on Strøget.

In Malmö most shops are open on Sundays while shops in Copenhagen are open on selected Sundays particularly at Christmas time where especially the Christmas markets at Tivoli, Nyhavn and Christiania attract many people.
Useful links and addresses

www.malmo.se

www.skandetourist.com

www.visitcopenhagen.com

www.visitdenmark.com

www.visitoresund.info

www.visitsweden.com

Air Travel: www.flysas.com	Car Rental: www.avis.com www.hertz.com
How to get there: www.visitoresund.info	The Øresund Bridge: www.oeresundsbron.com

Denmark

Bike Rental: www.rentabike.dk	City Bikes: www.citybike.dk
Climate: www.dmi.dk	Copenhagen Metro: www.m.dk
History: www.kk.dk	Politics: www.folketinget.dk
Railways: www.dsb.dk	Route Planner: www.krak.dk
Standard of Living: www.um.dk www.im.dk	Taxi: http://www.taxinord.dk

Sweden

Climate: www.smhi.se	History: www.royalcourt.se
Politics: www.virtualsweden.net	Standard of Living: www.ud.se www.regeringen.se
Route Planner: www.samtrafiken.se www.skanetrafiken.se	Railways: www.sj.se www.skanetrafiken.se
Taxi: http://www.quark.lu.se/taxi.html	Air Taxi: www.logicair.se

Øresund Gastronomique**Denmark**

Noma

www.noma.dk

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Tel: +45 3296 3297

Sweden

Gastro www.gastro.nu Södra Storgatan 11-13 252 23 Helsingborg Tel: +4642 24 34 70	Petri Pumpa www.petripumpa.se 62, N. Vallgatan 201 80 Malmö Tel: +46 04 06 64 48 80
Sofiero Slottsrestaurang www.sofieroslottsrestaurang.se 57, Sofierovägen 251 89 Helsingborg Tel: +46 00 42 14 04 40	Årstiderna www.arstiderna.se 3, Frans Suellsgatan 211 22 Malmö Tel: +46 040 23 09 10

Shopping:**Copenhagen**

Det ny Illum www.illum.dk 52, Østergade 1001 København K Tel: +45 33 14 40 02	Illums Bolighus www.royalshopping.com 10, Amagertorv 1160 København K Tel: +45 33 14 19 41
Magasin du Nord www.magasin.dk 13, Kgs. Nytorv 1095 København K Tel: +45 33 11 44 33	

Malmö

Hansagallerian 6, Malmborgsgatan 211 38 Malmö tel: +46 04 07 70 00	Hansacompagniet www.mitthansa.com Stora Nugatan 211 38 Malmö Tel: +46 04 07 70 00
Saluhallen 6, Isak Slaktaregata 211 21 Malmö Tel: +46 040 12 71 20	Triangeln 41, S. Förstadsgatan 211 43 Malmö

Facts about Copenhagen / Øresund

The third fase of the Project Copenhagen / Øresund, runs from 2007 – 2009. The budget is over DKK 81m, including DKK 8.3m from the EU's INTERREG IIIA. The markets targeted by the project are Germany/Switzerland, Great Britain/Ireland, USA, China, Italy and Spain. Copenhagen / Øresund partners are SAS, SPANAIR, Copenhagen Airport, the Oresund bridge, Avis, Malmö Tourism, Position Skåne, VisitDenmark and Wonderful Copenhagen. The aim is to place the Øresund region on the world map and make the destination more accessible.

Links to our partners:

www.visitcopenhagen.com

www.visitdenmark.dk

www.malmo.se/turist

www.skane.com

www.flysas.com



This project is partly funded by the European Regional Development Fund, Interreg Øst-Sjælland region