

BRAND EU- FIRST TRAINING SEMINAR

Trollhättan-Orust 8/11th April 2019

PROGRAMME

8th April 2019

Arrival of the delegations

20.30 Dinner at Hotel Scandic Swania, Storgatan 47-49

9th April 2019

Venue of the meeting: TBC

9.00 Welcome to Sweden and Trollhättan, Peter Eriksson and Anna Nilsson

9.20 Place Branding introduction, Per Ekman

10.30 Coffee break

10.40 Workshop on Place branding, Per Ekman

12.30 Lunch

13.30-14.30 Summary workshop , Per Ekman

15.00-16.00 Study visit at Film i Väst (Motion picture center)

16.00-17.00 Study visit at Innovatum

19.00 Dinner and Bowling at the restaurant Buddys (Torggatan 11)

Menu: https://docs.wixstatic.com/ugd/dc6686_85333a664cde4dc5a0a35475681a5f8b.pdf

10th April 2019

Venue of the meeting: Orust

08.00 Departure of the bus Orust. On the bus ride information will be given on all around marketing of Orust and the cooperation among the coastal municipalities of Bohuslän.

09.30 Coffee break at the Island Orust, Sjögården

10.00 Study visit at the world famous boatbuilding company Hallberg-Rassy with lecture on collaboration with local business to promote the local brand.

11.30 Lunch at Sjögården

12.30 Transport to Mollösund

13.15 Guided tour at Mollösund

13.45-15.15 Visitors as an important part of Place Branding from a local perspective by the Tourist board of West Sweden, Orust and Trollhättan.

15.15-15.30 Coffee break

15.30-16.30 Summary & conclusions from the two days in Sweden

16.45 Departure to Trollhättan

11th April 2019

Departure of the delegations

PRACTICAL INFORMATION

How to get to Trollhättan:

By Air (Stockholm)

Trollhättan-Vänersborg Airport has service to Stockholm (Bromma) airport with up to eight flights a day. The flight takes less than an hour. Upon arrival in Trollhättan it takes about 10 minutes to reach the town center by taxi. <https://www.flygbra.se/en/>

By Air (Gothenburg)

Unfortunately there are no direct flights between Northern Italy and Gothenburg during the winter season. Examples of airlines that fly to Gothenburg with transit from northern Italy are KLM, SAS, Lufthansa and Norwegian. Göteborg Landvetter Airport is located by road, 25 kilometres from Gothenburg and approx 95 km from Trollhättan.

Airport coach

It takes 20 minutes to travel by airport coach between the airport and Gothenburg centre. In the centre, there are bus stops at Korsvägen, Kungssportsplatsen, Nils Ericson terminal and Park Aveny. At the airport, the buses are located directly outside the check-in hall. The ride takes approximately 30 min and costs 120 Swedish Crowns.

You will find the trains to Trollhättan at the railway station located at the, Nils Ericson terminal.

<https://www.flygbussarna.se/en/landvetter>

By train

The train ride between Trollhättan and Gothenburg takes about 35 minutes. Because the train between Gothenburg and Oslo/Karlstad passes through Trollhättan we have very good connections in both directions(price range from 55 to 135 Swedish Crowns. To or from Stockholm one can either travel to Gothenburg and change trains there, or go via Öxnered and Vänersborg on X2000. <https://www.sj.se/en/home.html#/>

Shared Taxi Trollhättans Hyrverk

Shared Taxi from Landvetter Airport to Trollhättan <http://engelsk.trollhattanshyrverk.se/prices-places/>

Taxi Trollhättan

Price approx 1095 Swedish Crowns/car Contact +46-520 82000

By Car

One highway and three main roads connect in Trollhättan. European road 45 (E45) passes through our area from Gothenburg in the south to Karlstad in the north. Also Road 44 (Rv44) goes west towards Uddevalla and east towards Lidköping. The driving time between Trollhättan and Gothenburg is about 45 minutes, Uddevalla 15-20 minutes, and from Oslo about 3 hours.