

# C4TALENT

## Where Talent Meets Opportunity:

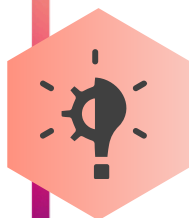
Building Thriving Business Ecosystems



## TALENT ATTRACTION

Talent Attraction refers to the strategies and initiatives used by regions, cities, or organizations to attract skilled individuals to live, work, and grow within their area. In today's interconnected world, young people, especially in Sweden, have access to global opportunities. They can study in Berlin, work in London, or start a company in New York. So why would they choose to stay or move to a small coastal town like Varberg?

## OUR VISION



Varberg - the creative hub of the West Coast. We will simplify people's everyday lives and inspire them to achieve their dreams. By 2030, Varberg will be home to a thriving and well-recognized innovation district; a vibrant, inclusive hub where diverse stakeholders collaborate to drive sustainable growth and development.

## VARBERG

Varberg is entering a phase of rapid transformation with major developments in the new area of Västerport, which is set to shape the city's future. To make the most of this momentum, the city must act strategically to attract and retain professionals and investments. While Varberg offers a vibrant lifestyle and a growing business community, it faces tough competition from larger cities and must overcome a number of structural and perception-based challenges to position itself as a city for professionals.



## OUR MISSION

To establish an innovation district in Varberg with a strong brand that enhances the city's identity and visibility by fostering collaboration among academia, business and the public sector. Through an integrated ecosystem that connects research and entrepreneurship, the district will attract talent and investment, drive sustainable growth, and position Varberg as a vibrant hub for innovation and lifelong learning.



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