

Creative industries, innovation and 50,000 students

Gothenburg is still a city where shipping and heavy industry have an important role, but today it also has a strong service sector and creative industries of a global standard. There are first-class environments for innovation and enterprise, and the pace of development is exciting. In Gothenburg, innovation is a lifestyle and collaboration comes naturally.

The population of Gothenburg is relatively young and well educated. Together the two internationally ranked seats of learning – Chalmers University of Technology and the University of Gothenburg – have around 50,000 students.