



Welcome to Skellefteå

SKELLEFTEÅ

An aerial night photograph of a city, likely Trondheim, Norway, showing a dense urban area with many lit-up buildings and a river in the foreground. A white circle is visible in the upper left corner of the image.

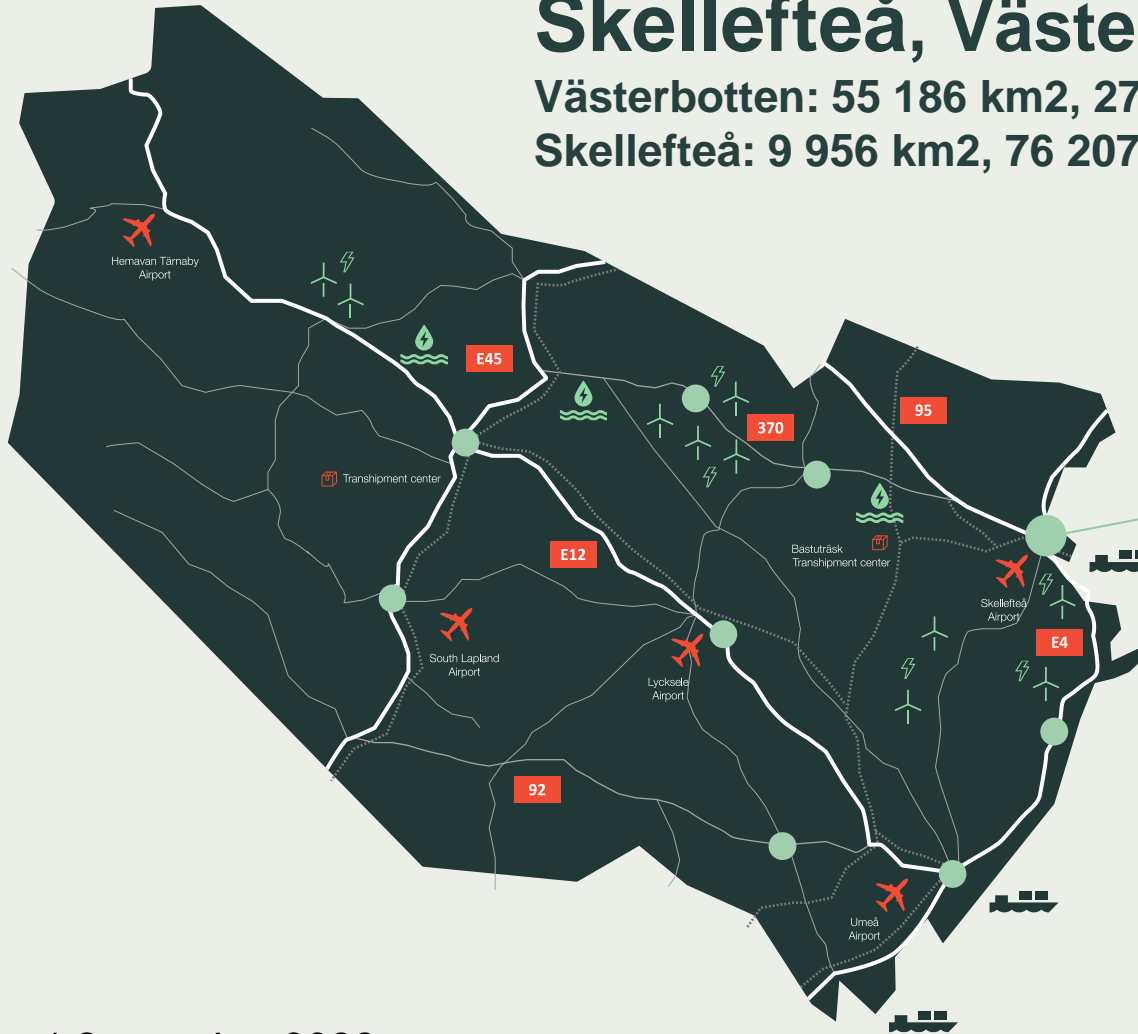
Competence attraction Today and tomorrow

**SKU
EFTEA**

Skellefteå, Västerbotten

Västerbotten: 55 186 km², 276 727 inhabitants, unemployment 3,7%*

Skellefteå: 9 956 km², 76 207 inhabitants, unemployment 3,3%*



Skellefteå



* September 2023

An aerial photograph of a city, likely Trondheim, Norway, featuring a wide river with several bridges. The scene is captured during sunset or sunrise, with a warm, orange glow in the sky. The city buildings are visible on both sides of the river, and a large bridge spans across it. A red rectangular overlay is positioned in the center of the image, containing white and black text.

TIME
WORLD'S
GREATEST
PLACES

2022

The logo for SKELL EFTA, consisting of the words "SKELL" and "EFTA" stacked vertically in a bold, white, sans-serif font. A white circle is positioned to the right of the text.

SKELL
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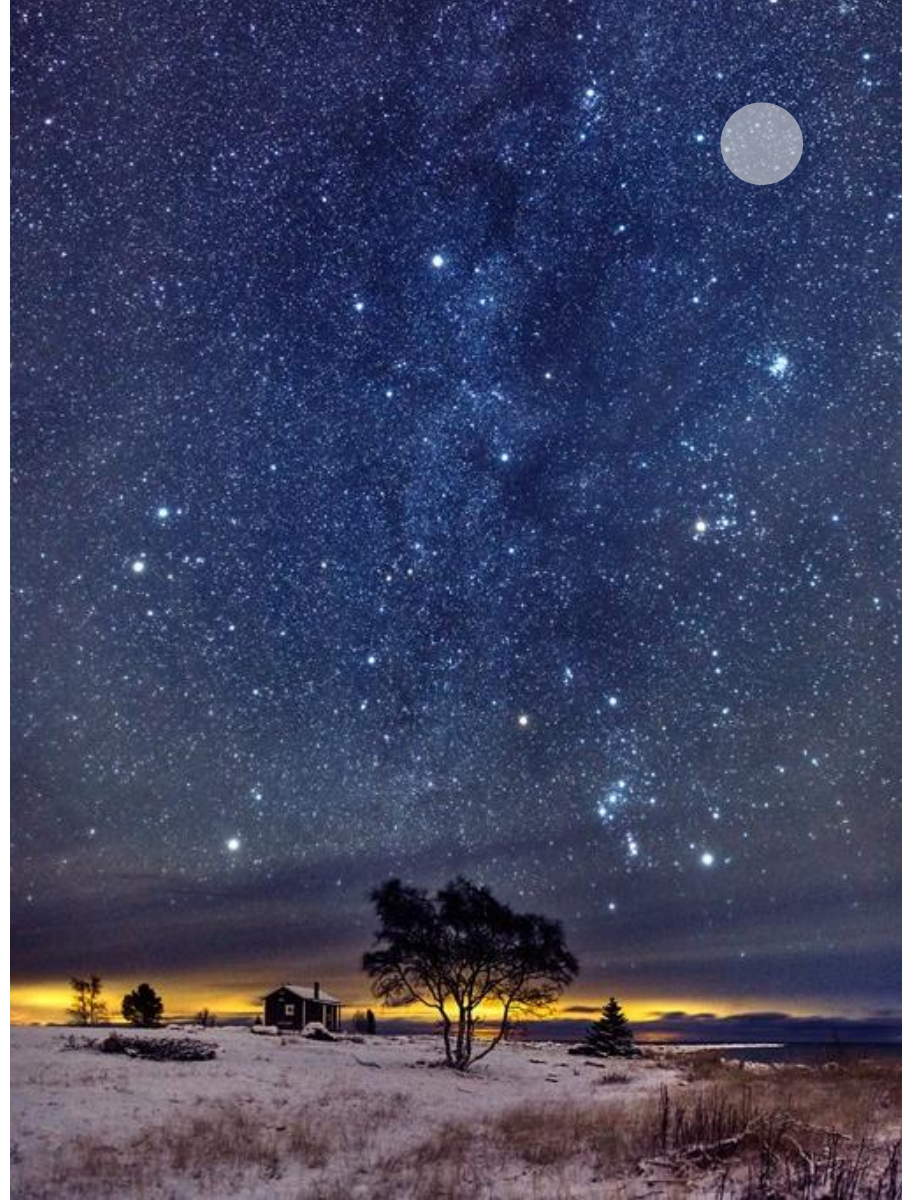
**SKELL
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**This is only the
beginning.**

**SKELL
EFTEA**



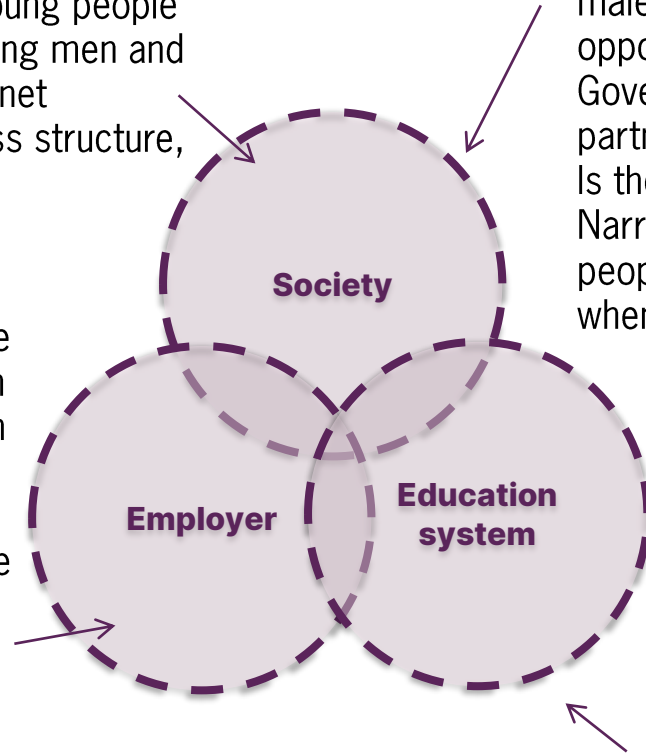
An aerial night view of a city, likely Stockholm, showing a dense urban area with many lit-up buildings and a river in the foreground. The sky is dark with a white circle in the top left corner.

Talent attraction
Competence attraction
People attraction
Landing and integration
People retention
Reducing churn

Competence supply? A thousand questions in one.

Demographics, socio-economics, young people vs. retirements, education level among men and women, proportion of men/women, net migration, skills structure vs business structure, migration flows.

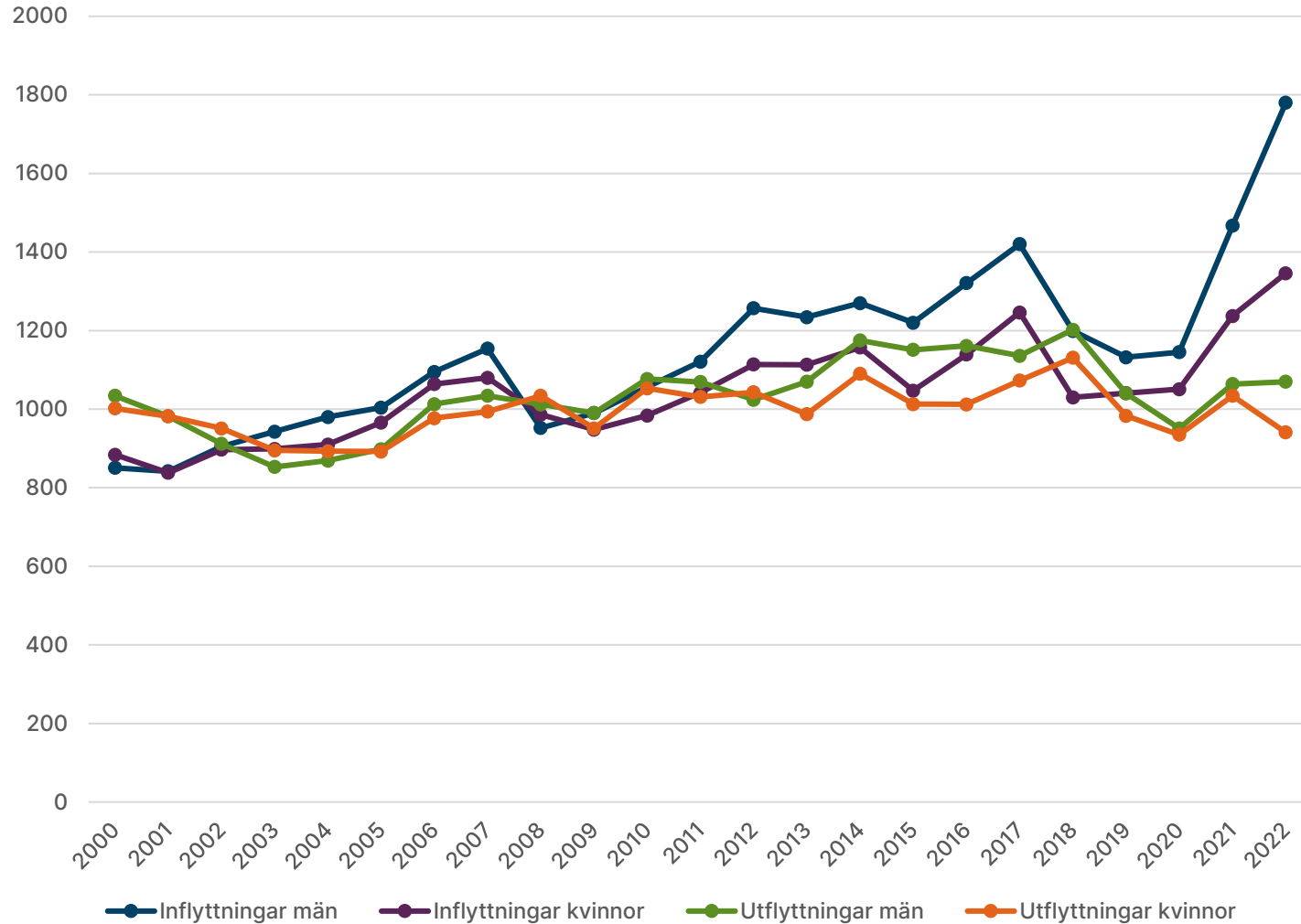
Are we an attractive employer? For both women and men? Do we create flexible work possibilities? Women in male-dominated professions, men in female-dominated professions? Are we attractive to our current employees? Do we know why people quit? Do we have the right skills in the organization? For future needs? Internationalization? Re-skilling, up-skilling? Digitization and new ways of working? Labour competition/cannibalization?



Are we attractive? Are we showing off our attractiveness? For whom? Enough homes and what type? Attractive job opportunities? Do they show up? Career paths – are there several attractive employers or just one/few? Are there attractive career paths in traditionally female-dominated or male-dominated occupations? Breadth in business? Good opportunities for developing your own business? Government jobs? Are there any jobs for accompanying partners? Capacity and quality in preschools and schools? Is the society developing? Culture? Arts? Associations? Narrow-minded society or open? Hospitality? How are people from other countries received? Do you want to stay when you've moved here?

Sufficient capacity in the education system? What types of education are attractive to young people today? For girls/boys, women/men? In the future? Do young people need an education to get well-paid jobs? Upper secondary education? VUX? YH? University? Research institutions? Private and public actors? Do the courses/programmes meet the needs of the business world? Applied research? Research collaborations with local business?

Migration 2000-2022 men and women



But how?





SE26

SOCIETY EXPO 2026

SKELLEFTEÅ SWEDEN

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Thank you!

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