



 Invest In Halland

**Holland**

An emerging  
blue food node

➤ Seaweed edition

# The vision

Halland – The most vibrant food county in Sweden



## A sustainable investment in the blue bioeconomy

Holland offers a compelling investment opportunity in the blue bioeconomy sector. With its commitment to environmental stewardship, innovative technology, robust infrastructure, and supportive investment landscape, Holland is ready for long-term growth and success. Investors seeking to make a positive impact while generating strong financial returns should consider Holland as a top investment destination.



# Five ways to invest and engage

1. Establish as a seaweed producer
2. Invest capital
3. Establish as a supplier
4. Establish as a downstream value chain actor
5. Collaboration



# 1. Establish as a seaweed producer

- Undisturbed area, no islets or rocks, a net positive opportunity
- Ports with short contact ways
- Regulatory, positive authorities, a de facto fast track





## 2. Invest capital

- Robust infrastructure & support system, alignment with [EU mission](#)
- Value chain optimization
- Multi-use with windpower, existing stable players in the ecosystem



### 3. Establish as a supplier

- Broader horizon, unmet opportunities
- Sweden's level of innovation, part of ecosystem
- Robust infrastructure & support system, alignment with EU mission





## 4. Establish as a value chain actor

- Potential to source from growing supply
- Growing food ecosystem
- Robust infrastructure & support system, alignment with EU mission





## 5. Collaboration

- Research and development
- Engage with academia
- Innovation project (test beds etc.)





# Investment highlights

- No land, fertilization, or irrigation required
- Unique preparation and industrial application
- Multi-use wind power and seaweed production
- Existing blue industry ecosystem
- Large unclaimed stretches of sea surface
- Robust infrastructure and support systems
- Value chain optimization
- Alignment with EU mission



## **1. No land, fertilization, or irrigation required**

Holland embraces a future where agriculture doesn't compete for land or water. Seaweed farming in Holland thrives without arable land, chemical fertilizers, or irrigation, making it a groundbreaking low-impact alternative. This approach conserves essential terrestrial resources and aligns perfectly with global sustainability goals and climate resilience for increased defence capacity.

## **2. Unique preparation and industrial application**

The establishment of innovative drying and fractioning technologies for seaweed unlocks high-value applications from food additives to bioplastics and bioactive compounds for the pharma industry. This innovation reduces dependency on imports and establishes Holland as a leader in biotechnological advancements, furthering applications in pharmaceuticals and beyond.

## **3. Multi-use wind power and seaweed production**

Seamlessly integrating with offshore wind farms, these systems create a synergistic relationship between renewable energy and marine biomass, promoting resource efficiency and opening new horizons for integrated marine farming. Large wind parks are underway, further enhancing this collaboration between wind energy and sustainable marine practices

#### **4. Robust infrastructure and support systems**

The “Blue Hub” fosters dynamic collaboration between businesses, researchers, and authorities, enhancing the innovation ecosystem. Coupled with advanced logistics and distribution networks, Halland is primed for efficient market access.

#### **5. Value chain optimization**

Strategic efforts in Halland aim to optimize the value chain for marine products, enhancing local branding and distribution systems. These efforts not only stimulate local economic growth but also pave the way for international cooperation and trade. Halland presents significant opportunities for industrial symbiosis, utilizing by-products from various industrial processes, fostering a circular economy within the blue bioeconomy sector.

#### **6. Alignment with EU mission**

Halland’s participation in the EU “Blue Mission BANOS” offers access to research funding, partnerships, and support systems. Aligning with European sustainability initiatives ensures long-term growth and environmental stewardship, leveraging best practices and innovative solutions from across Europe.



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In Halland, we are experiencing great interest in the new blue economy, and the choice of location for our food production, focusing on seaweed, was natural considering that large quantities of seaweed could be cultivated along the Halland coast in the future.

Cajsa Torell, CEO at KOBB



# Advantages of Halland

- Strong local food ecosystem
- Devoted business angels
- Logistics and distribution networks
- Strong entrepreneurial innovation clusters
- Part of Greater Copenhagen Region & STRING Megaregion





# The ecosystem

- In Halland we care for the whole value chain, combining the blue and green – sold in grocery stores and served in top restaurants
- Circularity and industrial symbiosis – at the pulp & paper mills there is potential for a symbiosis between the bioeconomy and the future food, for sustainable growth



# The local seaweed supply chain

- For service, maintenance, supply and harvest – harbours exist in Kungsbacka (Lerkil), Varberg (Bua & Lejet) Falkenberg (Glommen) and Halmstad
- Harvest preparation industries in Bua, Lejet and Glommen





# Local networks

- **Svenskt vattenbruk och sjömat**

Industry association for companies that cultivate or harvest blue food.

- **Envolve Earth**

Transformative blue and green tech ecosystem

- **Hallands Matgille**

A non-profit hub for food in Halland. They offer support and development to make local food entrepreneurs more sustainable and competitive





# The industry

Dive into Halland and meet Halland's "blue entrepreneurs"

- Blue Fields
- Kaira Nordic
- KOB





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# Blue Fields

- Founded 2021 by Magnus Månsson
- Located in Glommen, Falkenberg
- Farming sugar kelp, additional species will follow
- Pilot farm established 2022 in Glommen, Falkenberg
- 2025 an algae farm will be established south of Bua, another fishing village in Halland





# Kaira Nordic

- Founded 2021 by Hanna Wånge
- The first seaweed farm in Halland
- Headquarters in Kungsbacka
- Farming sugar kelp
- Supply seaweed to the food industry and other markets
- Produce their own products







svensk tång  
**KOBB**

# KOBB

- Founded 2017 by Sven Sahlin, Bengt Sahlin, Nils Mårtensson and Rickard Tham
- Located in Glommen, Falkenberg
- The company is divided into two businesses that focus on the cultivation and processing of sugar kelp and the production of seaweed products
- Their vision: A sustainable world through increased use of climate-positive cultivated seaweed



## Looking to anchor in an emerging blue food hub?

Invest in Halland is a regional investment promotion agency located on the west coast of Sweden. Our purpose is to attract international investments to our region and to develop Halland as a business destination.

At Invest in Halland we help international companies invest and expand in our region by offering free and confidential guidance throughout the entire establishment process.

[Our key offerings to support your journey →](#)



# Our key offerings to support your journey

- Market intelligence and research
- Business facilitation services
- Networking and partnerships
- Legal and administrative support
- Marketing and promotion
- Infrastructure and logistics support





## Market intelligence and research

- Receive detailed market reports and industry analyses.
- Access comprehensive economic and demographic data.
- Benefit from competitive analysis and benchmarking to understand your position in the market.

## Business facilitation services

- Get assistance with site selection and location analysis to find the perfect spot for your business.
- Discover available incentives, grants, and funding opportunities.
- Receive support with navigating regulatory and compliance requirements.

## Networking and partnerships

- Be introduced to local business networks and industry associations.
- Gain access to potential business partners and suppliers.
- Have meetings coordinated with key stakeholders to build valuable connections.

## Legal and administrative support

- Get guidance on establishing a business entity efficiently.
- Receive guidance with obtaining necessary permits and licenses.
- Obtain advice on labor laws and employment regulations to ensure compliance.

## Marketing and promotion

- Participate in investment forums and business delegations.

## Infrastructure and logistics support

- Obtain detailed information on transportation, utilities, and communication networks.
- Get assistance with finding real estate and property solutions that meet your needs.
- Receive support with logistics and supply chain management to streamline your operations.



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