Unleash Your Inner Entrepreneur!

Ale’s economy is built on innovation and enterprise.
*In Ale, YOUR success matters!*

In Ale, we organised an international snowboarding championship with 10,000 visitors without snow! Most would say that this would be impossible, but not in Ale. Ale has an industrial history and industrial communities are notorious for holding back exceptional people... but not in Ale! Only the finest qualities of the industrial heritage have been inherited. Here, we act together, even when everything seems impossible.

Businesses, associations and the municipality all work together to improve the business environment and put Ale firmly on the map. In Ale, the municipality has given business real power, because it is business itself that recruits the business manager. Flexibility, good dialogue with the municipality and rapid feedback are all crucial for the business community here.

We are setting up for continued strong and rapid growth. Come and be a part of us! Unleash your inner entrepreneur!

Pia Areblad
Enterprise Manager

Webfab – a unique opportunity for entrepreneurs within e-commerce to develop ideas in tune with creative industries.

Webfab in Ale is both a physical and virtual space, where entrepreneurs can take their business ideas and creativity to the next level. In this dynamic environment, they meet like-minded people and develop together through workshops, seminars and sharing each other’s experiences. Webfab is an initiative of Ale municipality that was created to stimulate entrepreneurship and promote growth.

“Creative industries are one of the main drivers of local growth. The Webfab venture in Ale is an exciting initiative, where e-commerce and creative industries come together in an environment where the first Coca-Cola bottle was designed.”

– Rudolf Antini, CEO, The Swedish Property Federation

Ale municipality squarely on the world map after international snowboarding competition

In early 2015, Ale hosted an international snowboarding championship. Ale Invite attracted 20 of the world’s best riders, including pros Tor Lundström and Kevin Bäckström (who first began snowboarding in Alebacken), and over 10,000 visitors. It was such a great success that the contest will return next year.

Ale named Rising Star of the Year by The Confederation of Swedish Enterprise

For two years in a row, Ale has been named Rising Star of the Year in The Confederation of Swedish Enterprise’s ranking of the business climate in Sweden’s municipalities. We made it happen thanks to a strong commitment from politicians, officials and industry. The results for 2015 show even greater improvements in our business environment. We are the best in Sweden when it comes to the media’s attitudes towards entrepreneurship, access to roads, rail and air and we are now in the top three when it comes to overall business climate in the Gothenburg region!

“My business grew rapidly from a hobby activity in my laundry room to having a turnover of 4 million Swedish krona. It was the perfect choice to establish my business in Älvängen in Ale, considering the affordable premises and logistical advantages of being near the hub of Gothenburg.”

– Jennifer Forsberg, founder of JFR Jewellery AB

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– Ranjit Jakki, CEO, KraftPowercon Sweden AB

Since we, like other manufactures for the Aerospace industry, have strong connections in Gothenburg and Trollhättan, our location is optimal. Our situation in Älvängen in Ale, midway between two universities specialising in industrial technology, even helps our recruitment.”

– Borje Anderson Marten, CEO, Brogren Industries AB

The Enterprise Awards celebrates businesspeople

Once a year, the municipality and the Ale Entrepreneurs Association organise the Ale Enterprise Awards. It’s a real gala evening with dinner, entertainment and an awards ceremony for Businessperson of the Year, Entrepreneur of the Year and New Businessperson of the Year.
Join us now and influence your establishment right from the start

Ale municipality wants to work closely and in concert with industry and potential developers. After detailed planning work is started, whether it be commerce or operations, it is desirable that those who establish themselves in the region early are involved in the planning process and provide input and ideas on how Ale can make its zoning as ‘user-friendly’ as possible.

Fact box:
- Population in Ale, 2014: 28,500
- Population forecast, 2020: 31,500
- Forecast number of new apartments/villas completed by 2020: 1,250
- About 20,500 cars pass on the E45 per day, according to a survey from 2014.
- More than 5,000 people a day get on/off the commuter trains at Ale’s five stations.
- Total retail sales broke the billion barrier in 2013.
- Ale residents are relatively faithful in terms of their grocery shopping habits (index 84).
- As the current index on consumer durables is low (index 35) there is huge potential for establishment, not least given the developed infrastructure. A significant increase in the purchase of consumer durables occurred between 2012 and 2013 as a result of the motorway and commuter rail being completed in December 2012.

Take advantage of the strengths of Ale’s industry

Crafts, industrial technology and energy technology are some of the specific strengths of Ale’s industry. Ale has a long tradition of craftsmanship. Here, the foundations for the governor houses in Göteborg were built and later shipped on the River Göta to the city and out to the islands. Today, Ale’s craftsmen seem to be spread across the Göteborg region, with strong brands such as Legalett and Centrum Påle in various ways having refined and developed their construction technology in Ale.

Several major subcontractors to Volvo are based in Ale, which is just 20 minutes’ drive from the Torslanda plant. The strong industrial engineering brands here include Brogren Industries, Hamek AB, KSG and others.

With a background as the base of the Tudor factory, expertise in energy technology is huge in the municipality. The Ale-based companies in this field are KraftPowercon, Eurocable, Swansons Telemekanik, BS Elcontrol, ETC Battery amongst others. Other influential businesses in Ale are Akzo Nobel, Axel Christiernsson AB and Perstorp.

In the municipality, there are also active business networks and an established form for networking events that guarantees that you, as a new entrepreneur in the municipality, quickly get the contacts you need.

The red boxes show which areas are available for establishment.

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The Easy Life – it’s easy to run a business with innovation and enterprise

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5 good reasons to set up in Ale:

1. There are good opportunities to expand due to affordable space and low land prices.

2. Transport links are good by road, rail and water with several ports along the River Göta (ranked in first place for access to road networks, rail and air in The Confederation of Swedish Enterprise's ranking, which was launched in May 2015).

3. A maximum four-week wait to get a first meeting with the municipality’s business department, where you can meet representatives of all state bodies.

4. 70% of all customer issues to be resolved at first contact by 2018.

5. Building permits ready in 10 weeks.

“The journey towards a greater Ale has begun, and it has already seen great progress. Since we got the Ale commuter train and the new E45 motorway, accessibility has increased dramatically; it takes just under 15 minutes to reach Ale on the train from the centre of Gothenburg.”

—Magnus Blombergsson, city architect in Ale

“Ale has shown that it wants to listen seriously to the needs of business in order to grow and develop. The Business Council operates together with the business department to produce an ever-stronger climate for business.”

—Helena Björklund, CEO, Ale Veterinary Clinic; chairman, Ale Business Council

“To get strong development regarding the business environment, we work across political boundaries. We see it as a prerequisite for attracting business start-ups and promoting sustainable growth.”

—Paula Örn, chair of the municipal government (S)
—Mikael Berglund, vice chair of the municipal government (M)

Do you want to establish yourself in Ale? Here, you can find vacant premises or land.
Visit www.etableraiale.se