

Where do you do business in snow and cold?

Norrbotnen, naturally

The Icehotel in Jukkasjärvi is one of Europe's best-known tourist attractions, drawing visitors from all over the world. A million ice-glasses a year are made.

Tourism in Norrbotten is steadily growing: today the tourism sector in Norrbotten employs about 2,600 people and has a turnover of 2,600 millions kronor.

Who supplies food for the Nobel Banquet?

The 2006 Nobel Banquet menu – naturally – included Norrbotten caviar – bleak roe from Kalix. The year before, Norrbotten supplied mountain char, ptarmigan and arctic raspberries for the world's most famous dinner.

Norrbotten delicacies are culinary sensations: wild salmon caught in the Kukkolaforsen Rapids, fillet of reindeer with almond potatoes, and cloudberry parfait.

Norrbotten cooking also receives acclaim: Kattilakoski Gastronomi in Övertorneå, on the Arctic Circle in 2006 was voted Restaurant of the Year.

Where do people like to cross the border?

Haparanda has the world's northernmost IKEA. The private sector is investing 2,500 million kronor in the area. The personnel greet customers in five languages. It received a million customers in the first six months.

12 million people cross the border in a year.

Why do empty expanses attract the world's leading companies?

Arvidsjaur and Arjeplog is the hub of car and car component testing.

The world's leading car manufacturers come here to test products in an extreme climate.

The car testing sector is growing at a rate of 15-25 per cent annually.

The Vidsele Base, which extends for scores of kilometres across the inland districts, provides excellent conditions for military proving operations.

Where is darkness an asset?

Lots of darkness in winter. Round-the-clock daylight in the summer. The film industry likes that.

The vampire film Frostbiten was shot in Kalix, and has been exported to 45 countries.

Filmpool Nord in Luleå is Sweden's second largest regional film centre. Annual production is at present 3-4 feature films and about 30 short films and documentaries.

Big-name films shot in Norrbotten: Solstorm, As it is in Heaven, The Guy in the Grave Next Door, The Hunter; and the TV productions Höök and Möbelhandlarens dotter.

Where is there enough will to move a town?

A hundred years ago, the model community of Kiruna was built. Now the achievement is to be repeated: the town is to be relocated.

The ground above the mine is cracking, and 400 buildings have to be relocated. This includes the town hall - and the church voted Sweden's most beautiful building.

The goal this time: a high-tech and ecologically sound future-proof community – a new model community.

Where is there an industry without factories?

The experience industry. One of Sweden's eight meeting places for the experience industry is located in Piteå.

Rock, jazz, big band, pop, classical. The music styles jostle each other during the summer festivals in the soft light of the midnight sun.

Where is the best view?

Destination Space. Within a few years, Europe's first space tourists will be taking off from Spaceport Sweden in Kiruna. The first ticket has already been sold. Price? 1,400,000 kronor.

The space scientists in Kiruna are pioneers. The Institute for Space Physics began research way back in the 1950s.

Esrang. Carries out rocket and balloon launches for international research to investigate the aurora or Northern Lights, the ozone layer and how alloys form in microgravity.

ESA. Receives data from the world's most advanced environmental satellite.

Eiscat. International radar facility.

Where do you constantly find new natural resources?

Bioenergy. Will the northern Swedish forests once more prove to be Sweden's most important asset? Exciting research is going on in Piteå, where forest waste and residue from pulp plants become electricity and green fuels for buses, tractors and trucks. In Boden, cars run on biogas produced from household refuse and sludge.

Where is the new music created?

Piteå is home to NEO, Sweden's only professional orchestra for contemporary music. Norrbotten Big Band attracts listeners from all over the world to its concerts. The Luleå lads in Machinae Supremacy, who create computer music, gave a world premier performance with the Royal Swedish Philharmonic Orchestra. In Norrbotten new music blends with the old. Katarina Fallholm gladly embraces both Carmen and the Eurovision Song Contest.

Where is adventure?

Riksgränsen is many skiers' dream resort. Its toughest pistes put you to the test, nature is completely unspoilt – and it has the deepest snow in Sweden. In summertime the mountain areas provide another challenge: climb Sweden's highest mountain, Kebnekaise or hike in the last wilderness in Europe, Lapponia World Heritage Site, **a core Sami area**.

Where do miners sit in high-rise blocks?

The production centre of LKAB mining in Kiruna is located in the large main building with its vast panorama towards Sweden's highest mountain, Kebnekaise. The operator sits in the control room and steers the machines down in the drifts, using rotating lasers and reflectors in the drift walls. The information is passed via a wireless system to the steering system in the control room computer.

Where is there still time to meet?

Kulturens Hus in Luleå received 300,000 visitors in its first three months – in a town of just 70,000. Here, big bands meet artists from the world of musicals. Opera fans listen to understated troubadours. Russian ballet is followed by streetdance. Hard rock and dance bands play to rapturous fans. Poets and debaters take over the small stage. In the town library which has moved in, loans have increased by 30 per cent and the number of visitors has trebled.

Where is contact easiest?

The IT infrastructure in the county is among the best in Sweden. The powerful broadband network links the county's municipalities. Students at Luleå University of Technology reach their assignors and other students around the world in real time – even with large-volume transfers. The network brings big opportunities for collaboration and development, for example new care forms, such as e-health and telemedicine, in the vast county of Norrbotten.

In Norrbotten!