

Press release

## Swedish tech news in English for a global audience

**Data Centers by Sweden is launching a tech news channel with The Local, enhancing the prominence of Swedish tech news with a mix of independent news stories and branded feature articles designed to help raise awareness internationally for Sweden's growing data center industry.**

Tech giants like Facebook and Amazon have already committed to building data centers in Sweden, and other international players including Interxion, Equinix, Sungard, Tieto, Digiplex, and Hydro 66 have made data centers an increasingly important industry for the country.

"We are very excited to be working with The Local to give Sweden's tech scene – and the data center industry in particular – greater visibility internationally," says Tomas Sokolnicki, Head of [Data Centers by Sweden](#) at Business Sweden.

"The Local is daily reading for foreign IT professionals based in Sweden as well as decision makers in other countries considering investments in Sweden. Having stories published in English alongside The Local's flow of daily news from Sweden means we can broaden the reach of our own data center stories", says Patrik Öhlund, CEO of [Node Pole](#).

Sweden's data center industry is expected to bring economic effects of 50bn SEK by 2025 and account for almost 30,000 jobs, according to a study by Boston Consulting Group commissioned by Business Sweden.

"Information about data centers isn't only about infrastructure, energy, and cooling systems. We want to educate readers about the whole eco-system for data centers; connectivity, as well as cloud computing, Big Data, the Internet of Things, and high-performance computing," says Mattias Fridström, Chief Evangelist at [Telia Carrier](#).

With more than 1.2 million monthly readers around the world, [The Local Sweden](#) is the country's largest English-language news channel and the primary channel for non-Swedish speakers to learn about Sweden – wherever they may be.

"Data Centers by Sweden has lots of compelling stories to tell and we're thrilled to partner with them so those stories travel beyond Sweden's borders," says David Landes, The Local's Head of Commercial Content.

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**About Data Centers by Sweden**

Data Centers by Sweden is a national partnership between selected Swedish regions with prepared site solutions and corporate partners specialized in key investment aspects, offering support around site selection and due diligence for strategic or large-scale data centers. The project is managed by Business Sweden and partly financed by The Swedish Agency for Economic and Regional Growth.

**About The Local**

With six million readers every month, The Local is the largest independent, English-language news network in Europe. Founded in Stockholm in 2004, The Local now provides authentic, locally-sourced daily news from nine countries across Europe. Our country journalists' insightful and engaging daily coverage is essential reading for the international community and serves as a vital source of original local content for newsrooms around the world.

**About Business Sweden**

Business Sweden's purpose is to help Swedish companies reach their full international potential and foreign companies to invest and expand in Sweden. We offer our customers strategic advice and hands-on support. Business Sweden is owned by the Swedish Government and the industry, a partnership that provides access to contacts and networks at all levels. Business Sweden was founded on the first of January, 2013, by a merger of the Swedish Trade Council and Invest Sweden.