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NEWS RELEASE

Oakland County and Business Sweden to Promote Investment in Mobility and Advanced Manufacturing

- Oakland County Executive Dave Coulter and Business Sweden signed a joint statement of cooperation at U.S. Ambassador Erik D. Ramanathan's residence.
- Coulter is leading a team from the county's Economic Development Department to attract further Swedish investment because Sweden is quickly rising as an international investor in advanced manufacturing and mobility.
- Next, the Oakland County delegation arrives in Germany to attend SEMICOM Europa – 2022.

Pontiac, Mich., Nov. 15, 2022 – Oakland County Executive Dave Coulter and Business Sweden signed a joint statement of cooperation to “promote innovation and sustainable growth in the mobility and advanced manufacturing industries” at U.S. Ambassador Erik D. Ramanathan's residence in Stockholm Monday. Business Sweden helps Swedish companies grow global sales and invest internationally.

“We’ve actually got a lot in common. Michigan is about the same size as Sweden with more than 10 million people each. We’re both known for our coastlines and natural beauty,” Coulter said. “But more relevant today is our shared reputation for being a hub for advanced manufacturing, which is big business in Oakland County. That’s why we chose Sweden for our first post-COVID travel because of your reputation as an innovative leader in new technologies. We’re also a prime and welcoming location for foreign investment.”

After the signing, Coulter and the Oakland County team accompanying him attended the Mobility in Michigan event at the ambassador's residence.

At least 13 Swedish companies already operate facilities in Oakland County. Coulter is leading a team from the county's Economic Development Department to attract further Swedish investment because Sweden is quickly rising as an international investor in advanced manufacturing and mobility.

While in Sweden, Oakland County representatives met with Swedish companies that have an interest in establishing a U.S. presence, including two electric watercraft companies and a company that makes autonomous pods. Traveling with the county executive are Sean Carlson, deputy Oakland County executive; Ingrid Tighe, director of economic development; Jeanne Broad, manager of domestic and international attraction; and John Wolf-Meyer, senior business attraction manager.

Today, the Oakland County delegation arrives in Germany to attend SEMICOM Europa – 2022, co-located within the Electronica Trade Fair, the largest event for electronics manufacturing in Europe. SEMICOM

focuses on the development of semiconductor supply chains and is working to strengthen ties with the automotive industry.

At SEMICOM, Coulter and Oakland County Director of Economic Development Ingrid Tighe will present at the Smart Mobility Forum about our region's investment in mobility and advanced manufacturing. The group will also meet with companies and participate in forums and networking events. In addition to the show, the group will meet with several companies headquartered in Munich that have Oakland County facilities.

More than 1,000 foreign companies from 40 countries have operations in Oakland County. Germany ranks number two for investment in the count with at least 145 companies.

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