

BSR - company perspective

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Baltic sea region



- › Ericsson has operations in all countries around the Baltic sea
- › Opportunities in
 - Business
 - Talent
 - Innovation



b u s i n e s s



- › Infrastructure business
 - › Management systems business
 - › Services business
 - › Phone/tablet chip business
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- ➔ Established and growing for Ericsson
 - ➔ However, many companies may need support

T a l e n t



- › Some development offices in the region
- › Some R&D partners in the region
- › So far university collaboration is mainly local
- › Critical mass in research and university infrastructure
- › Language is a (slowly) decreasing problem

Innovation



› Startups

- Strategic investments
- “first customer”
- Partnerships

› Example areas:

- “Internet of things”
- Mobile services
- Radio technology

➔ However: Cross-disciplinary opportunities



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