





















**Aarhus**

## A city that fosters cutting-edge innovation

**Strong clusters, research and collaboration.**  
Health, food, cleantech and ICT/tech are some of Aarhus' strong knowledge hubs. The high concentration of specialized knowledge and talent fosters high levels of R&D and innovation. This, combined with a strong tradition for collaboration, is essential for developing new sustainable solutions – and supporting the UN Global Goals.

Google Business Region Aarhus

Instagram  
@jace.images  
#dengronne  
ambassade

Instagram  
@foodfestivalofficial  
#hotdogdm18

Instagram  
@internetweekdk  
#IWDK

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The winning innovation hubs in the future are the ones excellent at creating collaboration across sectors and in Aarhus we have a strong focus on facilitating links between students, researchers and companies.

**Mai Louise Agerskov**  
CEO Incuba

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I am very excited about Agro Food Park. I really think it's the future Silicon Valley of food. At Arla Foods, we are very proud to be involved in this special environment for innovation.

**Natalie Knight**  
Group CFO and Executive Vice President, Arla Foods

**Aarhus**

## A city in Scandinavia offering world-class settings for business and pleasure

Welcome to Denmark's second city. With 350,000 inhabitants – and an ambition to continue sustainable growth with 30 percent by 2050. Aarhus is the second-largest city in Denmark. Surrounded by forests and the sea, the city is perfectly balanced. The vibrant youth. The presence of history. Side by side. All in Aarhus.

Highest export share of green goods in the EU

Most business friendly climates in Europe

Second happiest country in the world

No. 1 in Future Readiness

**Aarhus**

## A city geared for growth and sustainable development

Corporate giants and dynamic startups. The Aarhus region is growing – economically and in terms of population. Over 1,200 new businesses start up every year, and major companies like Bestseller, Jysk and Arla Foods have main offices in the city. And Aarhus University is educating the bright young minds the companies of the future will need.

Google Do Business with Aarhus

Instagram  
#bestseller

Instagram  
#aarhus

Instagram  
#arlagrofoodpark

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We see great potential in Aarhus. It's an exciting city in tremendous development. This applies to both business, education and tourism.

**Richard Gustafson**  
CEO Jysk

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Aarhus is an innovative city in strong development, so working in Aarhus is associated with some pride. This is very important when it comes to attracting employees.

**Alan Val Nielsen**  
CEO Jernbanen

**Aarhus**

## A city with a youthful and energetic vibe

**Study hard, play hard.**  
With a top-100 university, over 50,000 students and one in four residents between the ages of 20 and 29, Aarhus is a 24/7 city of education – and recreation. A wide range of leisure activities, festivals, concerts, events, sports clubs, etc. gives the city a constant, vibrant and youthful pulse.

Google Aarhus University

Instagram  
#aarhusklubben

Instagram  
#aarhus

Instagram  
#aarhusvibes

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The Danes are some of the most genuine and friendly people I have ever met. Aarhus University is amazing and the city of Aarhus is just beautiful. You'll be wanting to visit again as just as you leave... I know I sure do!

**Charles Goss**  
Exchange student from Australia

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The Google engineering office in Aarhus benefits greatly from the local university environment. Aarhus University produces excellent computer scientists who are a good match for our teams.

**Mike Ager**  
Site Lead, Google Aarhus

**Aarhus**

## A city that's definitely worth a visit

Growing tourism and high ambitions. Aarhus offers nature, culture and city life – and tourists are taking notice. In the period 2011-2016, tourism increased by 63%, and the ambition is to double that by 2025 by continuing to invest in infrastructure, hotels and tourist attractions.

Google Visit Aarhus

Instagram  
#aarhus

Instagram  
#aarhus

Instagram  
#aarhus

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Aarhus is a dynamic city, which is known for attracting tourists from the Nordic countries and throughout Europe to experience culture, such as ARoS and the gastronomic experiences.

**Renevad Bendtsen**  
Regional Director, Norway, Denmark and Iceland, Hudson Hotel Group

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Like an ingeniously designed piece of furniture, Aarhus is both young and old, industrious and easygoing – a compact, almost petite city just minutes from dense forests and empty beaches.

**Departure.com**  
"Why Every Traveler Should Visit Aarhus", 2018