

Microsoft and Sony Ericsson unite to attract talents to the Øresund Region

Two global mobile companies with wide-scale development activities in Øresund, Microsoft and Sony Ericsson, want to create awareness of the unique opportunities within Mobile development in the Øresund region. Through a joint effort with Øresund IT, the companies hope to make wireless technology specialists come work and live in the Øresund Region, which is centered around Copenhagen and Malmö/Lund, the largest cities of Denmark and Southern Sweden. The first target for the effort is Poland, a country ripe with technology experts.

Copenhagen, May XX: The multinational corporations Sony Ericsson and Microsoft join forces in an unprecedented venture to brand the Øresund Region as the world's leading knowledge hub for competencies in mobile technologies. Along with the organization Øresund IT, the two companies are kicking off a joint employer branding campaign directed at developers, testers, program managers, and other experienced software professionals.

The initiative is meant to draw attention to the unique capabilities and opportunities in mobile technologies concentrated in the region. Sony Ericsson and Microsoft both have significant development centers in the Øresund Region employing a total of approximately 5,000 specialists in mobile solutions and related technologies. They are working to design and develop tomorrow's mobile phones and software, which in the future will be found in the pockets of consumers and professionals everywhere.

"It is evident to us that the demand for skilled employees in the mobile domain is growing significantly and will continue to do so for years ahead. And as technology partners with a mutual interest in developing best of breed products, it makes sense for us to join forces to strengthen the recruitment effort of the entire region instead of primarily thinking of each our individual needs," said Bjarne Schøn, Product Unit Manager for Dynamics Mobile at Microsoft Development Center Copenhagen.

The initiative in Poland includes advertising and contact to potential candidates. "When we have conducted this pilot project and evaluated the results, we hope to engage more companies in the initiative. If we - as companies from the Øresund Region - join hands in delivering this message, , we can demonstrate the full power and potential of the region and illustrate the numerous opportunities for building a career in mobile technologies in this region. Not just one, but several global mobile companies are located in the region and have a need for your competencies," said Gustav Brogren, Head of Strategic Resourcing at Sony Ericsson.

The recruitment effort is supported by Øresund IT, a network of IT companies in the Øresund region.

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About the companies:

Sony Ericsson:

Having sold over 100 million phones in 2007, Sony Ericsson is currently one of the five largest mobile phone manufacturers in the world. An important industry player operating in over 80 countries, our phones, accessories and PC cards are synonymous with innovation and style. With R&D sites in Europe, Japan, China, India and North America, diversity is one of the core strengths of the company. Sony Ericsson was established as a 50:50 joint venture by Sony and Ericsson in October 2001, with global corporate functions located in London. For more information about Sony Ericsson please visit www.sonyericsson.com

Microsoft Development Center Copenhagen:

With 900 passionate employees from more than 40 countries, Microsoft Development Center Copenhagen is Microsoft's biggest development center in Europe. MDCC develops a range of business management systems for customers worldwide known as the Microsoft Dynamics portfolio, including Microsoft Dynamics Mobile. MDCC was established in 2002, following the acquisition of the Danish company Navision. For more information on MDCC, go to: www.mdcc.dk

Øresund IT:

Øresund IT is a non-profit network organization uniting Danish and Swedish IT actors centered on the Øresund IT cluster. The goal of Øresund IT is to make the region more attractive by facilitating access to knowledge and contacts. Øresund IT delivers a unique value by combining the best from of Swedish and Danish traditions and know-how. For more information on Øresund IT, go to: www.oresundit.org