

## Sky-high Øresund ICT project

Today January 28, 2010 the most aggressive and comprehensive branding project of the ICT sector (Information and Communication Technology) in the Øresund Region was presented at the 54th top floor of the spectacular venue Turning Torso in Malmö.

This was the first time the project was presented to the public, and politicians, private companies and academia from both the Swedish and Danish side of the Sound line up all together to participate and contribute to BrandIT.

BrandIT is a 3 yearlong EU Interreg project with a total budget of € 3 mill. The overall goal of the project is to increase and spread the knowledge about the ICT competences represented in the Øresund Region, and thereby create value and basis for attracting even more venture capital, research, collaborations, and investments.

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