



Welcome to Sweden's leading  
shoppingcentre –  
Nordstan in Göteborg!



[www.nordstan.se](http://www.nordstan.se)



## NORDSTAN FACTS & FIGURES

Nordstan Shopping Centre is one of Europe's biggest indoor malls.

TOTAL AREA	320,000 m <sup>2</sup> (55 football pitches)
STORE & RESTAURANT AREA	60,800 m <sup>2</sup>
SPACES IN MULTI-STOREY CAR-PARK	2,700
NO. OF VISITORS	33,000,000 (2006)
BEST MONTH	December (3.5 m visitors 2006)
NO. OF CARS IN MULTI-STOREY	1,400,000 (2005)
NORDSTAN'S TURNOVER	SEK 3.2 billion (inc. VAT 2005)
NO. OF EVENTS	Approx. 150
WORKPLACE NORDSTAN	Approx. 6,000 people work here
STORES & RESTAURANTS	Approx. 180

**MORE FACTS & FIGURES AT [nordstan.se](http://nordstan.se)**



# THE HISTORY OF NORDSTAN

## NINETY BUILDINGS

When planning was cleared in 1960, Nordstan in Göteborg had become a slum area with a 17th century city plan. In a joint venture involving several building contractors and major banks, the district's 90 buildings – mainly from the mid-19th century – were bought up and a new city plan was approved.

## LARGE-SCALE CLEARANCE

Building work began in 1967 at Norra Hamngatan and gradually moved north. The first parts were finished in 1969 and the district was essentially complete in 1972. The total construction cost amounted to around SEK 2.5 billion at 2005 rates. At the time, the regeneration of Nordstan was the biggest ever clearance project in Sweden.



# THE BUILDINGS OF NORDSTAN

*The district is made up of eight blocks comprising nine buildings.*

## BUILDING 1

AP Fastigheter AB, 9,800 m<sup>2</sup>.

## BUILDING 2

AP Fastigheter AB, 22,100 m<sup>2</sup>.

## BUILDING 3

F O Peterson & Söner Byggnads AB, Gösta Andersson Byggnadsfirma AB and Kjell Andersson Byggnadsfirma i Västra Sverige AB, 31,000 m<sup>2</sup>.

## BUILDING 4

AMF Pension, 24,400 m<sup>2</sup>.

## BUILDING 5

Hufvudstaden AB, 51,900 m<sup>2</sup>.

## BUILDING 6

Vasakronan AB, 46,500 m<sup>2</sup>.

## BUILDING 7

Nordstan Community Association, 100,300 m<sup>2</sup>.

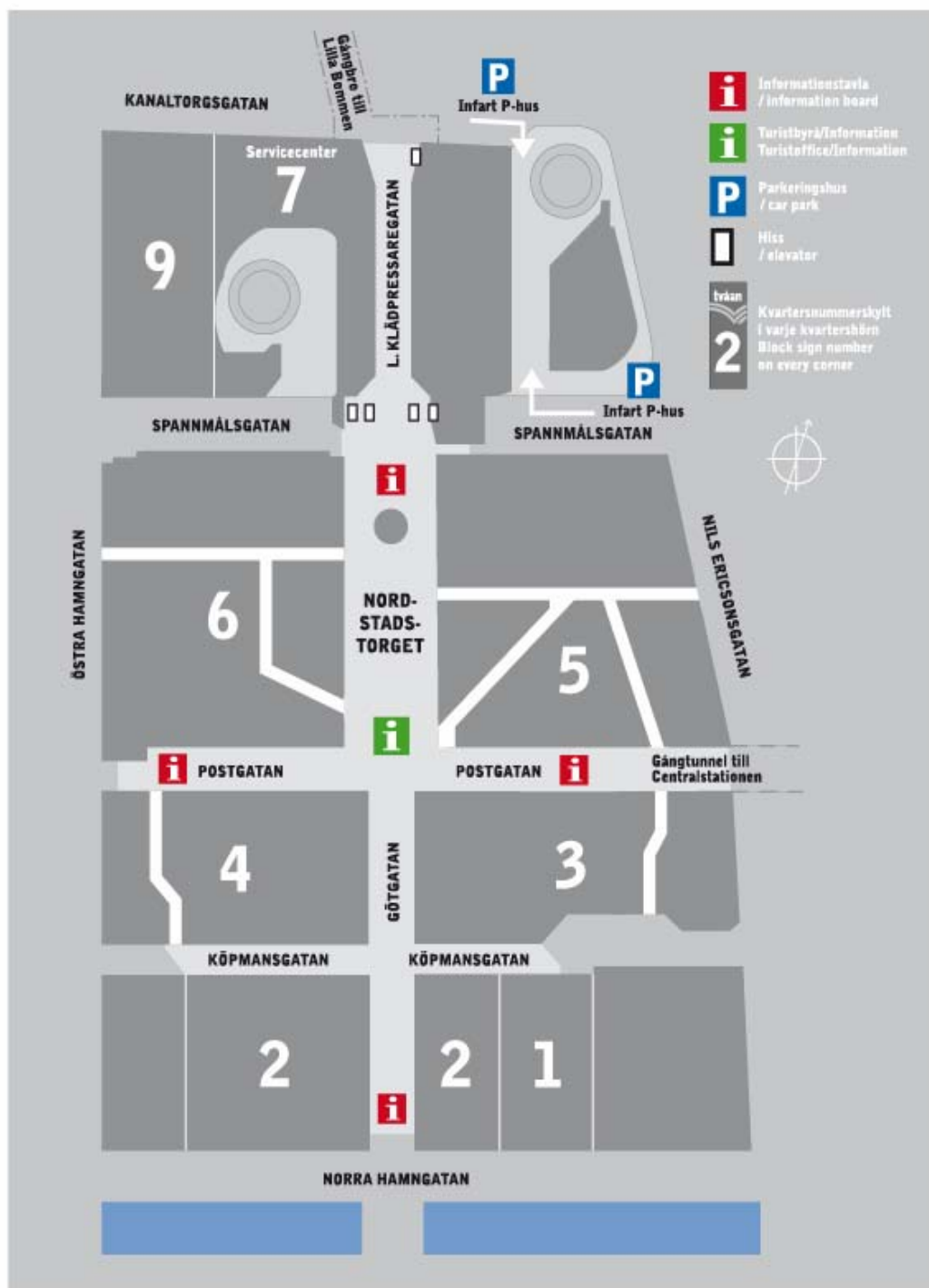
## BUILDING 9

Eklandia Fastighets AB, 20,700 m<sup>2</sup>.

### District information

The city district takes up a total land area of 60,000 m<sup>2</sup>. Covered squares and concourses encompass 8,000 m<sup>2</sup>, there is a 1.35 km road for deliveries, the shared cooling system has a total output of 19.4 MWh and the reserve power system is 1,200 kVA. The total floor area is in the region of 306,700 m<sup>2</sup>.

# NORDSTANS SHOPPINGCENTRE

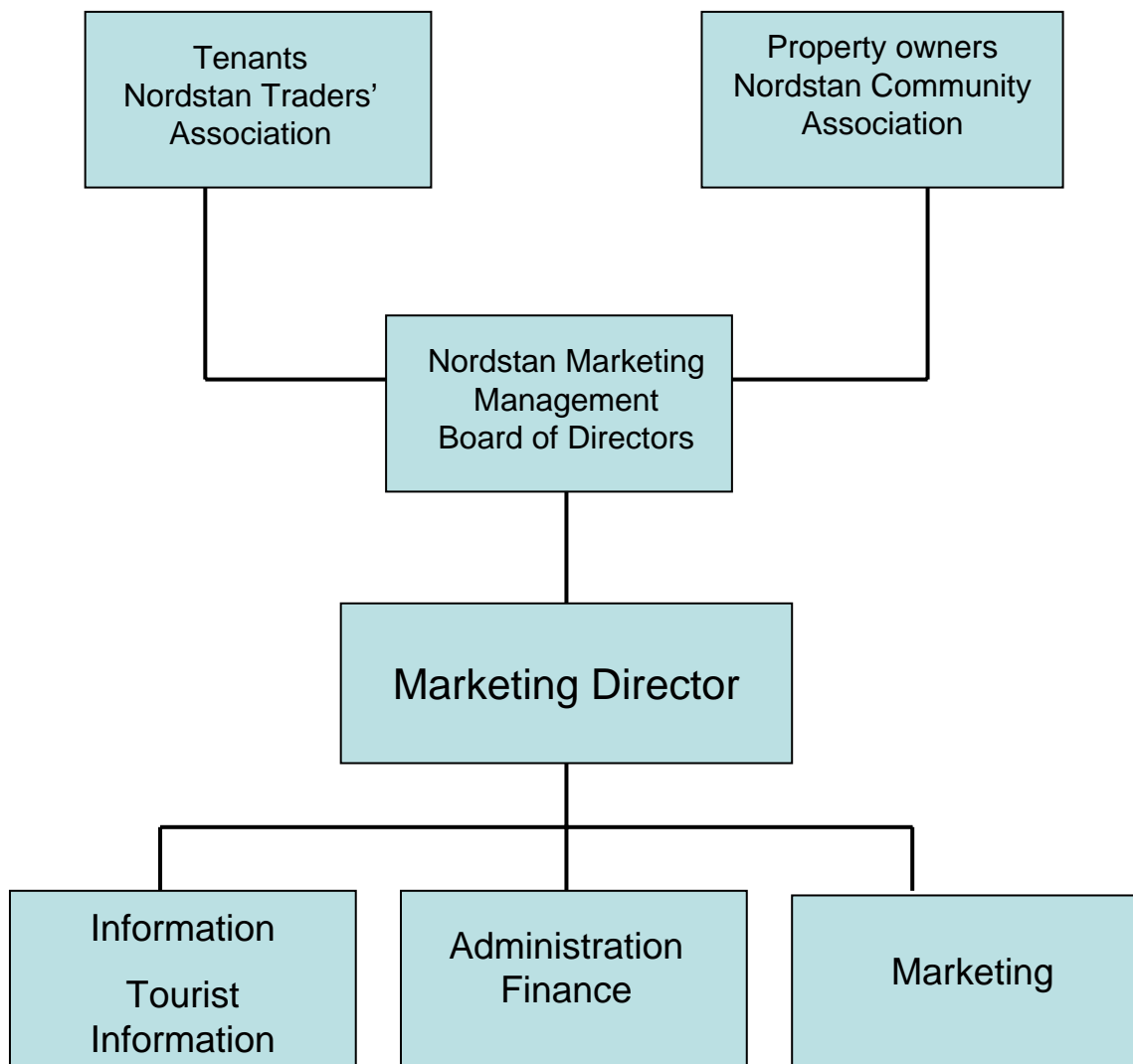


[www.nordstan.se](http://www.nordstan.se)



# NORDSTANS MARKNADSLEDNING HB – THE MARKETING MANAGEMENT COMPANY FOR NORDSTAN

## Organisation





## VISION & BUSINESS CONCEPT

### VISION

Nordstan's vision is to be 'Best in the Nordic region'. This entails that we shall be leaders in all the areas of activity that exist within the centre.

### BUSINESS CONCEPT

Our business concept is to offer a range of goods and services at Nordstan Shopping Centre that meets the requirements of city customers. The selection shall be extensive and specialised. Nordstan shall stand out as the first choice meeting-place and the most active, modern, diverse and experience-rich shopping centre in Sweden.



## MARKETING

*To promote Nordstan as a shopping centre, property owners and tenants co-operate in a joint company, Nordstan Marketing Management.*

### LONG-TERM BUSINESS PLAN

The business plan takes account of all the threats and opportunities that exist in and around Nordstan's business environment. Our strategy is based on a co-operation between property owners and tenants to create an attractive, convenient, comprehensive and vibrant environment for our visitors. We build up a good idea of consumer attitudes towards Nordstan through continuous surveys, advertising tests and other methods.

### SHORT-TERM BUSINESS PLAN

Nordstan's short-term business plan is updated annually and outlines our marketing activities.

### EXHIBITIONS

Nordstan receives some 80,000 visitors daily and is therefore an interesting venue for small and large exhibitors alike. The shopping centre hosts over 100 different activities each year. All in all we can offer 600 m<sup>2</sup> of exhibition area.

### TOURIST CAMPAIGNS

Nordstan is one of West Sweden's main tourist destinations, which places high demands on service, range and quality adapted to the tourist target group. Active marketing is essential to success, and we largely achieve this in collaboration with Göteborg & Co – the joint public and private sector company for promoting destination Göteborg.

### ADVERTISING

Programme advertising is conducted in association with exhibitors and trade fair organisers. Various themed campaigns are produced in collaboration with Nordstan's tenants.

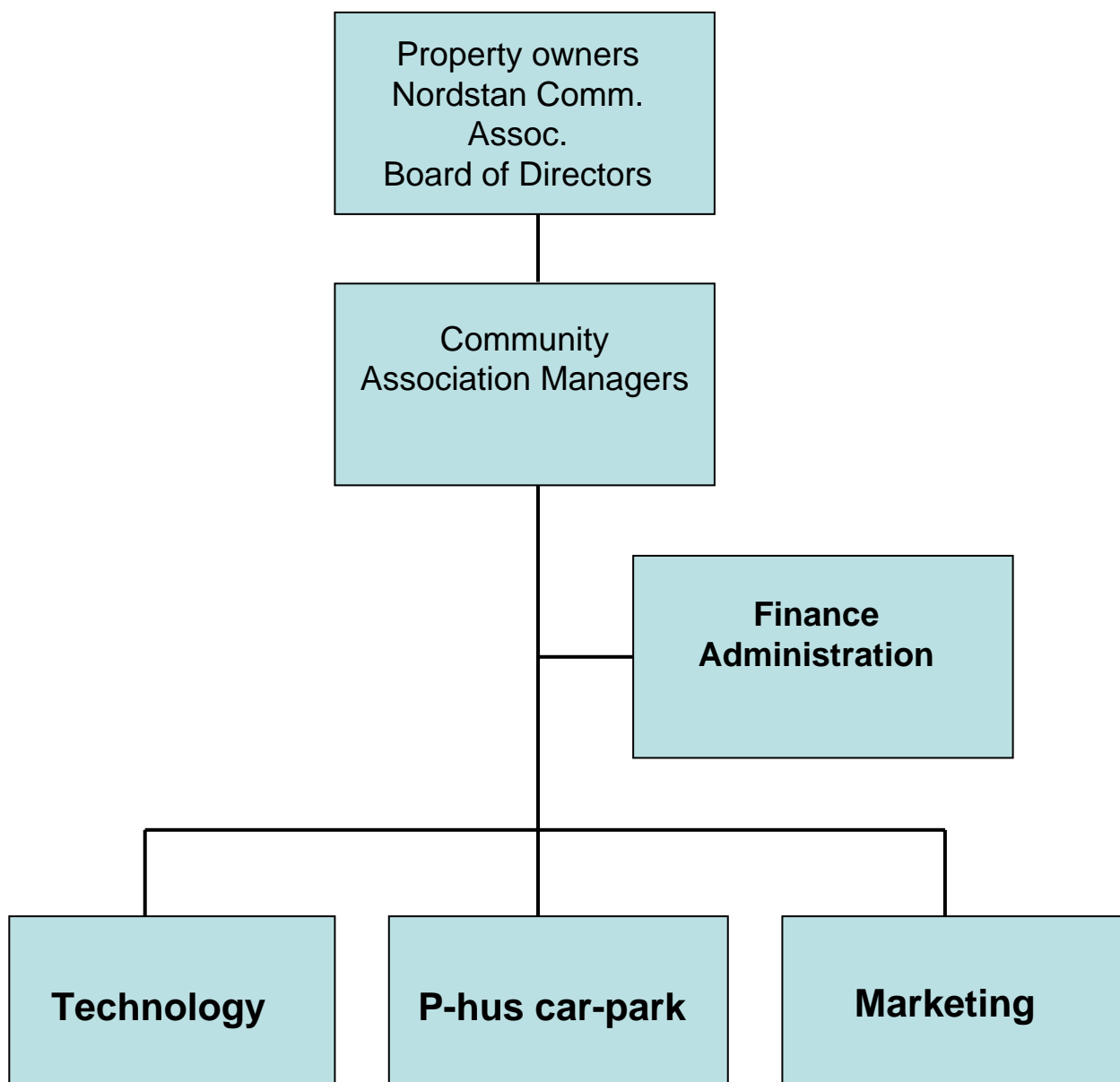
### PRODUCT DEVELOPMENT

Nordstan is a shopping centre that lives under constant renewal. We strive continuously to adapt and improve our store offering and the surrounding environment.



# NORDSTAN COMMUNITY ASSOCIATION

## Organisation





## P-HUS NORDSTAN

### FACTS

P-hus Nordstan is the centre's multi-storey car-park with 2,700 spaces over 9 floors. It offers 24-hour opening, personal service, guarded parking and a central location in the city of Göteborg.

### VISION

Our P-hus Nordstan product is an important part of Nordstan's overall operation. P-hus Nordstan shall actively contribute to the fulfilment of Nordstan's vision – to be 'Best in the Nordic region'.

### BUSINESS CONCEPT

P-hus Nordstan shall offer the best parking solution in central Göteborg to visitors arriving at Nordstan by car, with the aim of strengthening the overall attractiveness of Nordstan.

### RANGE

P-hus Nordstan offers flexible parking solutions such as short-stay parking, evening parking, hotel parking and VIP parking, and shall be the best multi-storey car-park in central Göteborg.



# THE HIDDEN TECHNOLOGY

## A 'floating' city

When the 'new' city district of Nordstan was being planned – including a land area of 60,000 m<sup>2</sup> and the substructure of streets and squares – it became clear that the groundwater level can vary greatly depending on proximity to the Göta River, the harbour canal and previously filled-in canals. There are some major variations, both in single buildings and in the district as a whole. The result was a unique foundation for the buildings, whereby the groundwater is controlled and only allowed to vary within permitted limits. At the maximum level, water is tapped off using run-off pipes. Any excess water is then pumped out into the surface water system.

## CENTRAL COOLING SYSTEM

To provide the buildings in the district with cooling for commercial and comfort purposes, there is a shared cooling system with a total output of 19.4 MWh.

## RESERVE POWER

To ensure emergency lighting on streets and squares and for tenants, there is a shared reserve power system which delivers 1,200 kVA. In the event of a power cut, the buildings' lifts can be taken to ground level for evacuation.

## COVERED STREETS AND SQUARES

Nordstan has covered streets and squares totalling 8,000 m<sup>2</sup> in area. Nordstan uses external cleaning and security companies to maintain order and an attractive environment. The security company also mans the surveillance centre, both with patrol guards and stationary personnel monitoring the CCTV system. The surveillance centre also receives alarms and operational status readings for the shared technical systems.

## DELIVERY ROAD

For distribution of goods to the stores and offices in Nordstan, there is a basement level with 1.35 km of road for deliveries. It also acts as an emergency evacuation route from all buildings in the complex.