



WELCOME TO

# Sundsvall & the High Coast Region

*Work and live in  
Northern Sweden*

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*Breathtaking views from the top of Getsvedjeberget in the High Coast, one of many peaks in the region. Nothing beats a bit of winter sun.*

# 01

## Welcome to Sundsvall and the High Coast Region

### Why Sweden? Work, live, thrive!

Breathe the cleanest air you'll ever experience. Sip Europe's finest tap water – tasting like it came straight from a mountain stream.

This is a place of contrasts, where cool winters meet bright, endless summers. Winters may be long, yes – but they invite you to slow down.

Then comes summer, stretching late into the night, bursting with light and life. That's the rhythm here.

Sundsvall and the High Coast Region offer the best of both worlds: strong industries and career opportunities in cities that are vibrant, yet small enough to keep life simple.

**A little grit, a lot of joy.**



20 h

Of daylight in summer

### THE SUMMER SOLSTICE

Sunrise 2:56 am in June  
Sunset 22:45 pm in June



### MIDWINTER SOLSTICE

Sunrise 9:11 am in December  
Sunset 2:18 pm in December



"where the sun never sets in the summer"

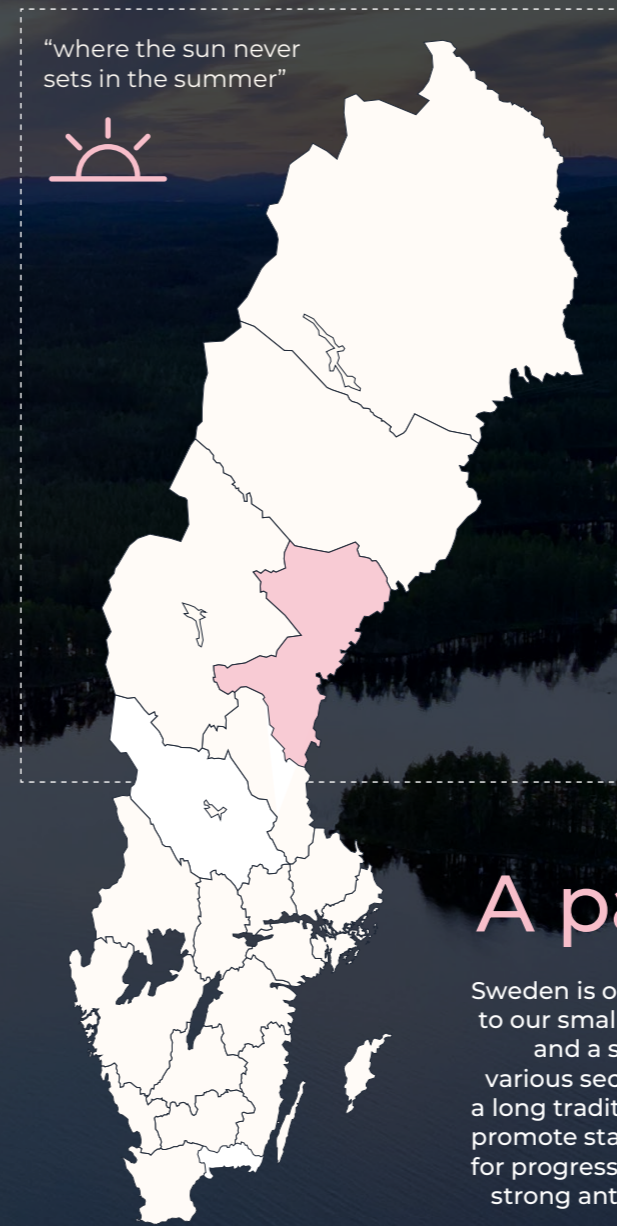


PHOTO: EVELINA YTTERRBOM

### A part of Sweden

Sweden is one of the world's top innovation leaders. Due to our small domestic market, we have a global mindset and a strong demand for international talent across various sectors. Collaboration is a core value – thanks to a long tradition of consensus-based labour relations that promote stability and progress. Sweden is a frontrunner for progressive values and leads the way in equality, with strong anti-discrimination laws that ensure everyone is treated fairly, no matter their background.

# Northern Sweden leads the way in the green transition

Sweden has long been a global leader in sustainability, and today, northern Sweden is at the forefront of the country's most significant transformation since the Industrial Revolution: The Green Transition.

Sundsvall and the High Coast Region are once again leading change – just like during Sweden's first industrial boom. Back then, forests, sawmills and paper mills shaped a region of pioneers and builders. Today, that same spirit drives the Green Transition, where renewable energy, sustainable industries and bold innovation are redefining the future. This is a place where change isn't feared – it's part of who we are.

Sweden, and northern Sweden in particular, holds a world-leading position in international investments in sustainability and clean energy. Investments in green energy, digitalization, and advanced industries in northern Sweden are expected to exceed hundreds of billions of Swedish kronor over the coming decades. This rapid transformation is creating thousands of new jobs.

With a long-term vision, a strategic location in Europe, and a thriving business landscape, Sundsvall and the High Coast Region are set to shape the future.

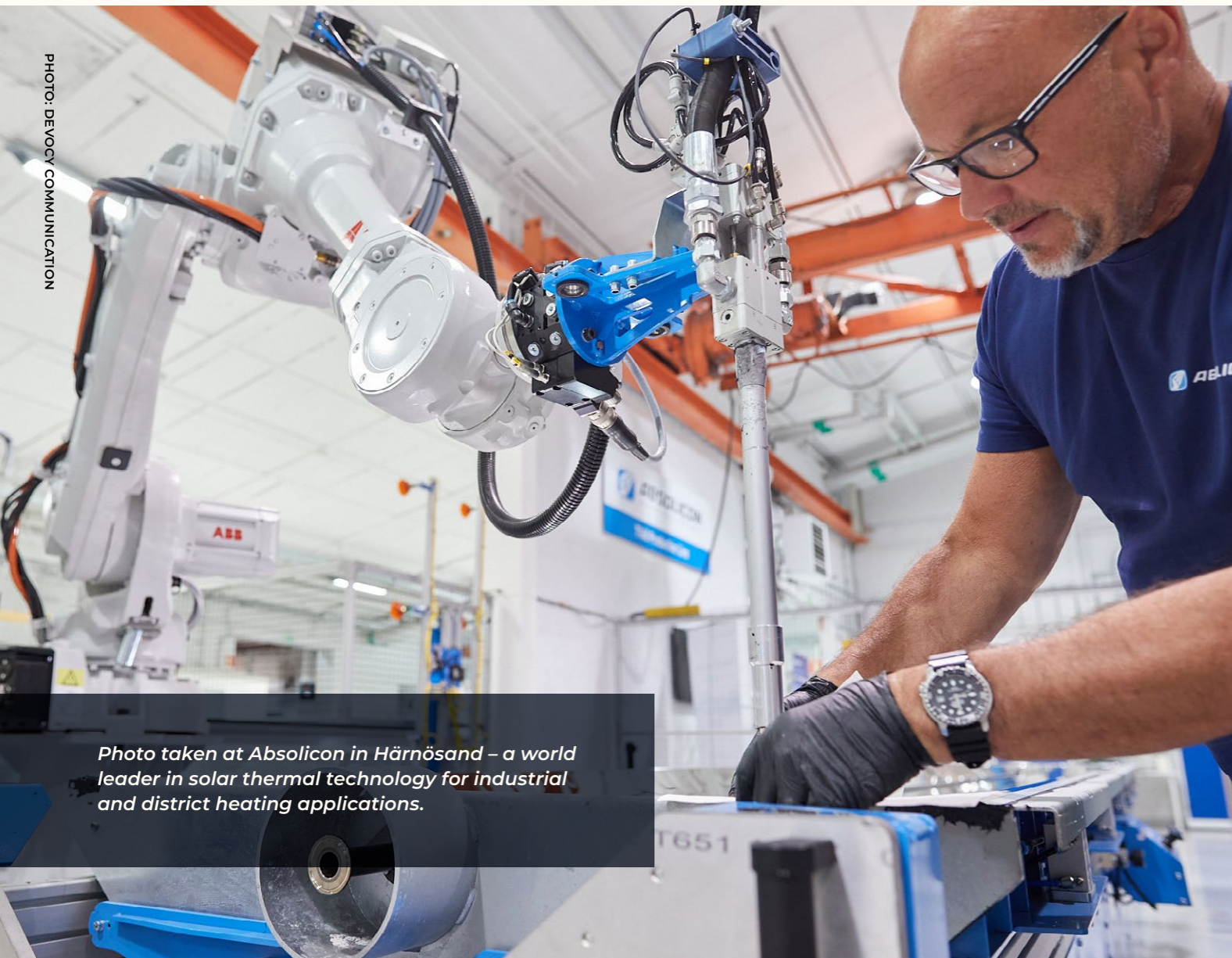


Photo taken at Absolicon in Härnösand – a world leader in solar thermal technology for industrial and district heating applications.

PHOTO: DEVOCY COMMUNICATION

# Welcome to our place!

We could spend all day bragging about the incredible people, companies, and innovations that make this region special, but we'll let a few of them speak for themselves.

**Jonna Jinton** is an artist who brought Swedish nature to a global audience. Her photography captures the breathtaking beauty of the wilderness, inspiring many to pack their bags and explore northern Sweden. She recently opened up her unique store for world citizens in Sollefteå.

**Permobil**: A game-changer in mobility, founded in the region in 1967 by Doctor Per Uddén. The company's mission is to ensure that people with disabilities have access to the same high-tech products as everyone else.

**Fjällräven** is the brand that lives and breathes sustainability, that makes outdoor adventures stylish, founded in Örnsköldsvik in 1960. The company remains committed to its mission of making nature accessible to everyone while also protecting it for future generations.

**Fredrik Bünsow**: A key figure from Sundsvall who was a timber magnate in Sweden's industrial rise during the 19th century. Today, his legacy lives on through the Bünsow Business Growth Forum, a unique arena with over 800 participants for collaboration and growth, bringing together leaders from business, public sector and politics. Unga Bünsow (targeting students at the university) is a meeting place that creates real opportunities through internships, jobs, mentoring and hands-on connections.

Two of Sweden's greatest hockey legends – **Peter "Foppa" Forsberg** and **Henrik Zetterberg** – both hail from this region. Icons on the ice, they made their mark not only in Sweden but also during many successful years in the NHL. Through Olympic gold and World Championship medals, and countless unforgettable moments, they've become symbols of Swedish hockey excellence.



PHOTO: JONNA JINTON

PHOTO: PERMOBIL

PHOTO: JOHAN WENNSTROM/FJÄLLRÄVEN

PHOTO: BÜNSOW BUSINESS GROWTH FORUM

PHOTO: DEBORA ROBINSON/NATIONAL HOCKEY LEAGUE

PHOTO: BONGARTS

# 02

## Quick facts about the region



290,000  
people

*Sweden is a long and narrow country, and while locals might notice big differences between regions, it probably feels quite similar if you're new here. Nature is always close, values are shared, and fika is sacred, wherever you are. So yes, from the outside, Sweden can seem pretty similar wherever you are. That's why we won't claim to be unique. But there are a few things that make our region ours and that we're especially proud of.*



Wind turbine logistics at the deep harbor in Härnösand

# With great winters come great athletes

Home to numerous Olympic medals, the region is a true powerhouse of winter sports talent. From snowy trails to icy arenas, this is where champions are made – and where the love for winter sport adventure runs deep.



With her nine Olympic medals, three World Championship gold medals and 37 Swedish Championship titles, **Charlotte Kalla** is the queen of the tracks and a cross-country skiing icon.

PHOTO: SKIPSTONE

# The High Coast – a jaw-dropping natural masterpiece

The High Coast is said to be Sweden's most beautiful natural area. Shaped by one of the world's most extreme post-glacial rebounds, the High Coast features towering

cliffs, rugged coastlines, and breathtaking views, earning its status as a UNESCO World Heritage site.

PHOTO: TOSHIFUMI KITAMURA/AFP



**Frida Karlsson & Ebba Andersson** the cross-country power athletes from Sollefteå with several Olympic and World Cup medals. It proves that our region isn't just a winter wonderland but a breeding ground for champions!

# Arctic rulers and winter queens

**Anette Norberg** from Härnösand led her curling team, which won two gold medals in the Winter Olympics.



PHOTO: LARS FOLKESSON

The region is home to

# 13

ski resorts

including the longest slope, Solberget, which stretches 1,600 meters.

# 100+

cross-country ski trails

## And more hiking & biking trails than we can count!



How about orienteering, theater, alpine skiing, dance, equestrian sports, music, hockey, badminton, handball, or football? There's something for everyone!



The region has nearly 600 sports clubs dedicated to children's sports, fostering an active and engaged community.

## A Region Full of Activities

# A cultural melting pot

The region is full of life and culture, offering a range of experiences like festivals, performing arts, live music, and theaters.



PHOTO: EVELINA YTTTERBOM



PHOTO: IDA OLSSON



PHOTO: MÅNS BERTHAS



PHOTO: JESSICA ARNEBACK



PHOTO: LIA JACOBI SCENKONST VÄSTERNORRLAND

# Find your activity

Explore the destination High Coast

Explore destination Sundsvall



Sundsvall and the High Coast Region are full of attractions, activities, and events waiting for you to be discovered.

[www.hogakusten.com](http://www.hogakusten.com)  
[www.destinationsundsvall.se](http://www.destinationsundsvall.se)

# Art and flavors of the north

Enjoy local theater and concerts with Teater Västernorrland or the Nordic Chamber Orchestra, or spend summer nights surrounded by forest and song at festivals like Urkult and Skule Mountain's outdoor stage.

For food lovers, the region serves nature on every plate, with wild caught salmon, cloudberry, reindeer, and flavors shaped by the northern landscape. Savor local dishes in White Guide listed restaurants, sip the world's best whisky and visit Sweden's first dedicated gin distillery. From rustic farm shops and fine dining to Sweden's oldest flatbread bakery. Every experience here is shaped by nature, craft, and a deep love for the life in the north.

# 03

## What's powering the region - a dynamic mix of sectors

The region runs on 100% clean energy. Join us in the green transition!



25,000 companies in 500 industries, a key hub for business and opportunities.



### IT, Tech & Gaming

The region is a rapidly growing hub for digital innovation and software development, attracting both established companies and startups. This dynamic environment fosters creativity and technological progress, positioning the area as a key player in Sweden's digital landscape. The growing game development scene adds a creative and forward-looking dimension.



### Tourism

Thanks to our stunning natural scenery, outdoor adventures, and rich cultural attractions, tourism is thriving. As one of the country's fastest-growing destinations, the region offers a wide range of activities, adventures, and events. Today, Sundsvall and the High Coast region is a well-known and award-winning destination for outdoor enthusiasts.



### Manufacturing Industry

Our region has a long tradition in industrial production and engineering, with 370 manufacturing companies and global brands like Elkappling, Edmo Lift, Stringo, Emhart and BAE Systems that make the area a strong hub for industrial innovation.



### Public Sector & Governance

The public sector offers opportunities to drive meaningful change. The region, and Sundsvall specifically, is a stronghold and home to government authorities within different sectors, creating a symbiosis of competence and development.



### Forest & Bioeconomy

If you're looking to make a positive impact on both the climate and society, this region is at the heart of Sweden's forest bioeconomy. As the third-largest exporter of pulp, paper, and sawn timber in the world, our region is home to global brands like SCA, Valmet, RISE Processum and Mondi.



### Start your business here

Whether you're an entrepreneur with a large industrial vision or someone looking to develop a smaller-scale and innovative idea, this is the place for you. BizMaker and Nyföretagarcentrum offer support for your startup ideas. With a focus on innovation and sustainability, this is where you'll find all the resources you need to bring your business to life.



### Energy

The region leads the way in hydropower, wind power, and green innovation – powering Sweden's sustainable growth. If you're ready to shape the future of clean energy, this is the place to be.

### Jobs and key industries!



# 04

## Learn for life

Students outside the Mid Sweden University in Sundsvall.

### An introduction to the Swedish school system and the schools in the region

*Sweden has a strong tradition of accessible and inclusive education. Lifelong learning is built on flexible learning pathways, ensuring individuals continuously develop skills and adapt to new demands at every stage of life.*

Schools in Sweden are generally free of charge, and all students in Sweden are entitled to free or subsidized school meals, ensuring that every child has access to nutritious food during the school day.

#### Pre-school and Elementary Education

The region offers a wide range of pre-schools and elementary schools for children. In Sundsvall, you will also find Internationella Engelska Skolan (International English School), which provides a bilingual learning environment and a curriculum with an international profile. For upper secondary education, Västermalm Gymnasium in Sundsvall is one of the world's 3,200 schools offering the International Baccalaureate (IB) program, giving students a globally recognized qualification.

#### Higher Education and University

Mid Sweden University has about 24,000 students in Sundsvall and Östersund, with a vibrant campus life and cutting edge research in areas like battery technology, fintech, IoT, media, and forestry. It offers English taught programs, global partnerships, and guaranteed housing for full time students.

#### Vocational Education and Training

There are a variety of career focused Yrkeshögskolan (YH) programs in fields like healthcare, construction, IT, energy, and tourism. With hands on training and strong industry ties, these programs provide fast, targeted education and excellent job prospects. The region offers some of Sweden's best adult vocational education programs. Developed in close collaboration with industry, they provide fast tracks to employment and new career opportunities.

#### Language Learning

Do you want to learn Swedish? Are you ready to move beyond just saying "tack" and "hej"? The Swedish for Immigrants (SFI) program is a free educational opportunity available in every municipality in the region. SFI helps newcomers learn the Swedish language while also providing insights into Swedish society, making it easier to settle in, work, and connect with the community.

# 05

## Meet the people

*Whether you're arriving from across the world or just across the border, you'll find that the most important guidance often comes from those who call this place home. Let's hear from Irida, Lars, Olga and Anthony, who all have one thing in common: the experience of building a new life in a new place.*

*Exploring Nämforsen's petroglyphs along the Ångermanälven River, one of Northern Europe's largest collections with 2,300 images carved by the rapids.*

# Irida Shallari

## *Pioneering the future of green electronics in Sundsvall*

*Irida Shallari, with origins in Albania, holds a position as Assistant Professor in Electronics and Embedded Systems at Mid Sweden University Sundsvall. After successfully completing her Master Studies in England and Norway she set foot in Sundsvall for the first time in 2017 when she enrolled at Mid Sweden University as a PhD student. After having lived in Norway for one year Irida wanted to stay in Scandinavia to continue her academic career.*

*“Mid Sweden University in Sundsvall was a very attractive choice for me. I was curious to learn more about their research in electronics connected to the green transition.*

Irida was also really impressed by the fact that PhD students in Sweden get a paid salary from the university. Eight years later she is still here with no intention of leaving in the near future. Life happened, and the place grows on you, she laughs when trying to explain why she has chosen to make a life and career in the Sundsvall and High Coast Region.

Swedes in general and northern Swedes in particular are considered to be distant and difficult to get under the skin.

However, Irida's experience is that the typical Sundsvall locals come out as distant, but are very positive when you approach them. Irida has made many friends since moving to Sundsvall and feels at home. In comparison with the Albanian way of life and culture, Irida has learnt to appreciate the calmness and slower rhythm of life and says that it is typical for the lifestyle of the Sundsvall and High Coast Region.

*“The Nordic calmness grows on you! I feel so at ease here and have learnt to enjoy the silence and slow down. If you are looking for a healthy work-life balance and healthy way of living your life, this is the place to be.*



PHOTO: MAJA SUNDQVIST



***“If you are looking for a healthy work-life balance and a healthy way of living, this is the place to be”***

# Lars Widmer

## From Swiss peaks to Swedish snowy trails

Lars lives in Örnsköldsvik (Ö-vik), literally with the ski tracks at Skyttisterrängen on his doorstep, only 300 meters from his apartment. This makes life very convenient for Lars who is a passionate ski orienteer and combines a professional engineer career with world elite athlete skiing and orienteering.

Lars grew up in the Swiss mountains just outside Zurich. During covid he met Frida from Dalarna in Sweden at an international skiing competition and fell in love. When Lars was offered a permanent position as a test engineer at Sanmina, and Frida managed to secure a position at RISE Processum, Research Centre in Bioeconomy, the couple decided to move to Ö-vik in 2021. Since then, he has continued his engineering career and he now works at NavAero in Sundsvall.

*Living in Ö-vik combines the best of two worlds. I feel privileged to be able to combine my two careers as a professional engineer and a world elite athlete.*

Being able to work from home two days a week gives Lars great opportunity to fit in more training hours in the ski tracks. The other days he commutes by train to NavAero in Sundsvall.

*Even though the Swedish train service is less reliable than in Switzerland you still have time to enjoy the outdoors, Lars says and laughs.*

Lars is impressed with the work-life balance in Sweden and by the low level of bureaucracy, as well as the digital and healthcare services. He points out that Swedes can be a little difficult to get to know, but coming here as an elite athlete and joining a local sports club has really helped in terms of getting new friends and socialising.

*Being part of my local ski orienteering club, Säterbygdens OK, is not all about training and performing, it is also a forum where you socialise and build friendships. I very much appreciate this part of Swedish sports culture.*

Lars has no plans to leave Ö-vik at the moment. He says that he and Frida are here to stay for a long time.

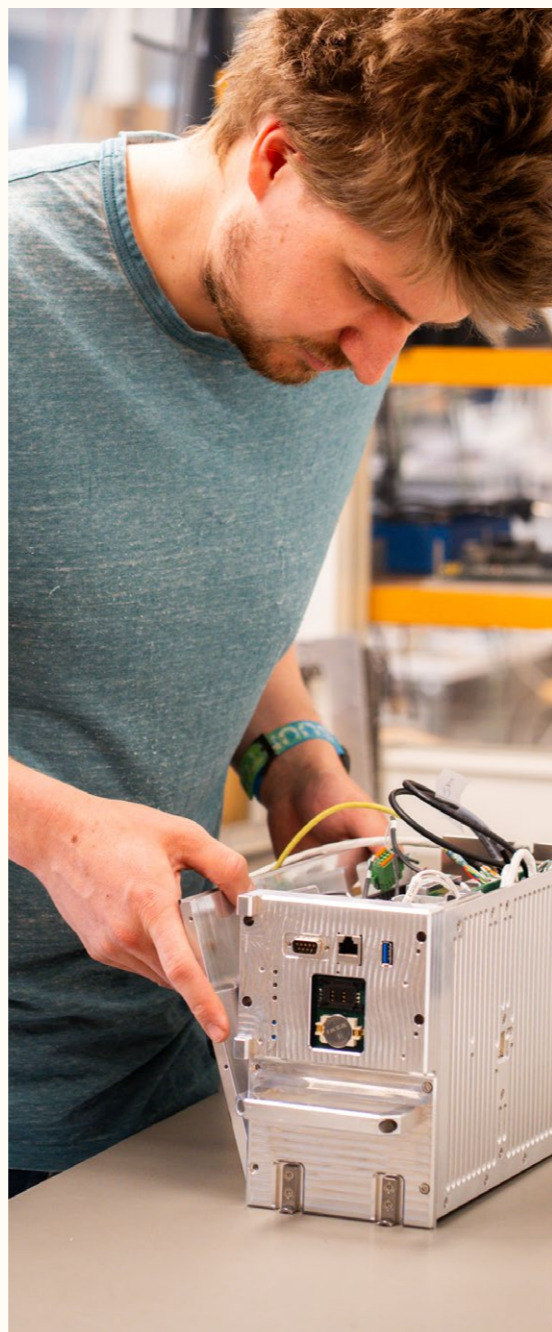


PHOTO: MASA SUNDQVIST



PHOTO: DEVOCY COMMUNICATION

**“I feel privileged to be able to combine my two careers as a professional engineer and world elite athlete”**

# Olga Cheptene

## *From Moldova's city life to High Coast calm*

In 2013, Olga relocated from Moldova to Ullånger in the High Coast Region with her husband and two children. Since then the family has grown with one more child. Olga's family got the opportunity to live in the High Coast for a trial period when her husband worked as goalkeeper for one of the local soccer teams.

*It did not take us long to realise that Ullånger is a far better place to raise a family than the capital region in Moldova. The air is so clean and I couldn't believe how good the tap water tastes. It was a luxury for us just to be able to drink the tap water, but I had no idea it could taste so good.*

Olga was also positively surprised by the village community. We felt welcome from day one in Ullånger. The people in our village really helped us to settle in and find jobs. It felt so safe coming to Ullånger and we never had to lock our door.

Olga and her husband soon decided they wanted to stay and build their future in the High Coast Region.

*It hasn't just been smooth sailing, both learning Swedish and build up a new career. But not for one single day we have regretted our decision to stay. This is by far the best decision we have made for our family and children.*

Olga has built up a whole new career during her time in the High Coast.

*Back in Moldova I had assistant positions in economics. Once we arrived here I was given the opportunity to get a job as a cleaner. That was initially a temporary solution to secure an income and get started.*

Now, twelve years later, Olga has started her own cleaning company, Olgas Städ AB, with five full time employees. As if that wasn't enough, Olga is now starting a second business in health and beauty and has recently opened a small beauty salon in her village.

### What are the top 3 things about living in the Region?

With not a slightest tone of hesitation in her voice Olga answers the friendly community.

*Everyone knows everyone and I just love being a part of our local community in Ullånger.*

Apart from that, Olga is very impressed by the quality of life. Everything you need is close by, schools, bank, health care services.

*For both myself and my husband it was fantastic to be able to spend so much time with our children thanks to the generous parental benefits in Sweden. I could recommend the High Coast region to anyone as a great place to live! We will welcome you with open arms.*



PHOTO: MAJA SUNDQVIST



PHOTO: MAJA SUNDQVIST

***“Moving to Ullånger - the best decision we have ever made for our family!”***

# Anthony Verlaine

## *A global explorer's unexpected home in Ånge*

Anthony Verlaine is a 40 year old professional explorer and entrepreneur. His career has taken him on expeditions all over the world, crossing the Amazon rainforest, kayaking in Alaska and crossing the Kalahari desert to mention a few adventures.

*“Since I was a kid I have been looking for a remote place by a lake where I could build my own house. I have visited 135 countries, but it was not until I set eyes on the islands outside Ånge I knew I had found my place in the world.”*

Anthony was primarily scouting the outbacks of Canada, Alaska and the Midwest in the US for his dream remote place, but he couldn't find a perfect fit.

### How did you find Ånge?

*“During one of my expeditions in the Namibian desert in 2009 I met and became good friends with Patrik from Sweden. One winter's day in 2022 Patrik called me and said that there were two islands for sale in a lake outside Ånge. Two days later I was in Ånge and not long after that the deal was closed.”*

Anthony has since then had Ånge as his base and spent all his savings, passion and spare time converting the islands to his home and a remote adventure destination. In the summers Anthony has attracted groups of volunteers to come and help him build this paradise home.

As of 2026, both islands are bookable destinations. Marketed as The Haven Islands, this is a place for visitors who want to experience complete silence and live in harmony with nature. All buildings on the islands are integrated in the trees and you can borrow canoes, fishing gear or skis and skates.

### So, what makes this place so special?

*“At the Haven Islands I can live in harmony with nature and just enjoy being in the present. I love taking care of the little things, like boiling water, fishing and taking care of the garden.”*

*“During the summers I can enjoy the midnight sun and winter time the aurora lights. It is amazing!”*

*“If you like to enjoy the nature on your door step, Ånge is the place to be!”*



PHOTO: ANTHONY VERLAINE



PHOTO: ANTHONY VERLAINE

**“It took me 135 countries to find my haven in Ånge”**



# 06 Cities and places in the region

### Sollefteå

Sollefteå is a place where wild rivers carve through deep forests and every season brings a new adventure. Known as the outdoor capital of Ångermanland, this is where skiing, hiking, fishing, and cycling are part of everyday life. But Sollefteå is more than just nature – it's a vibrant community where innovation, tradition, and northern hospitality come together. Whether you're here to explore, invest, or settle down, Sollefteå offers space to grow, room to breathe, and endless reasons to stay.



PHOTO: SOLLEFTEÅ MUNICIPALITY

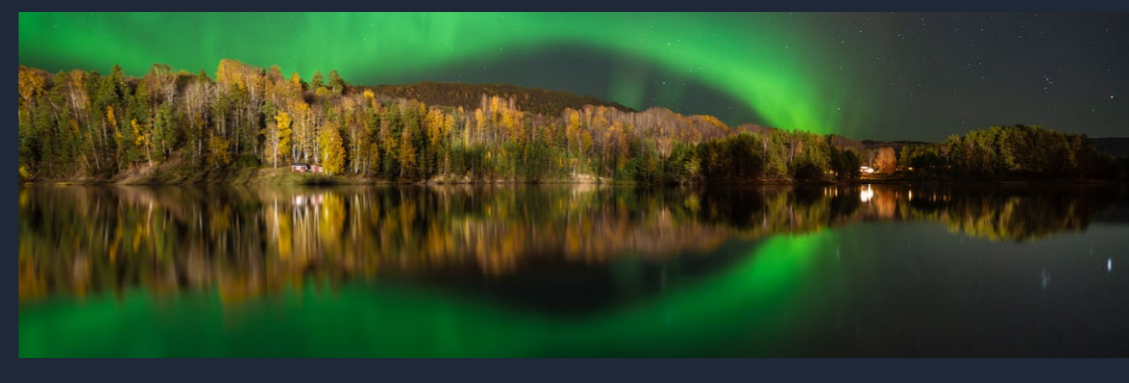


PHOTO: SOLLEFTEÅ MUNICIPALITY

### Örnsköldsvik

This name might be a tough one to pronounce, so most people call it Ö-vik. Part of the UNESCO-listed High Coast, Örnsköldsvik is a vibrant coastal town surrounded by dramatic landscapes, sea views, and endless opportunities for outdoor adventure. Ö-vik offers great job opportunities, especially in industries like engineering, tech, and green innovation – with major employers such as BAE Systems, Metsä Board, Knightec and the cluster High Coast Innovation Park. It's a place where career and quality of life go hand in hand.



PHOTO: DEVOCY COMMUNICATION

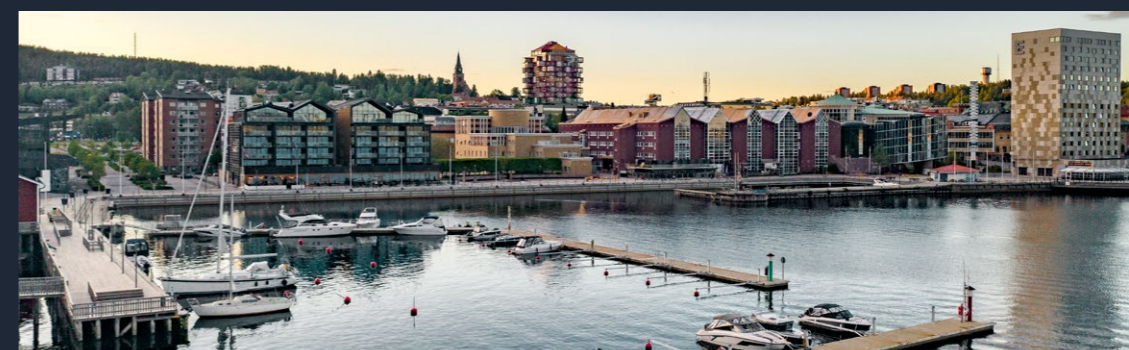


PHOTO: ÖRNSKÖLDSVIK MUNICIPALITY

### Kramfors

Located in the heart of the High Coast and nestled along the Ångermanland River, Kramfors is rich in both industrial heritage and natural beauty. The municipality played a central role in Sweden's timber and sawmill industries during the 19th century – a legacy that still shapes its identity today. Nowadays, Kramfors is growing through green industry and innovation. Major employers like Mondi Dynäs and Gerdins drive local industry, while new energy projects are shaping a sustainable future. Tourism is also a strong part of the local economy, with the High Coast's dramatic landscapes, UNESCO World Heritage sites, and year-round outdoor activities making Kramfors an inspiring place to live, work, and explore.



PHOTO: DEVOCY COMMUNICATION

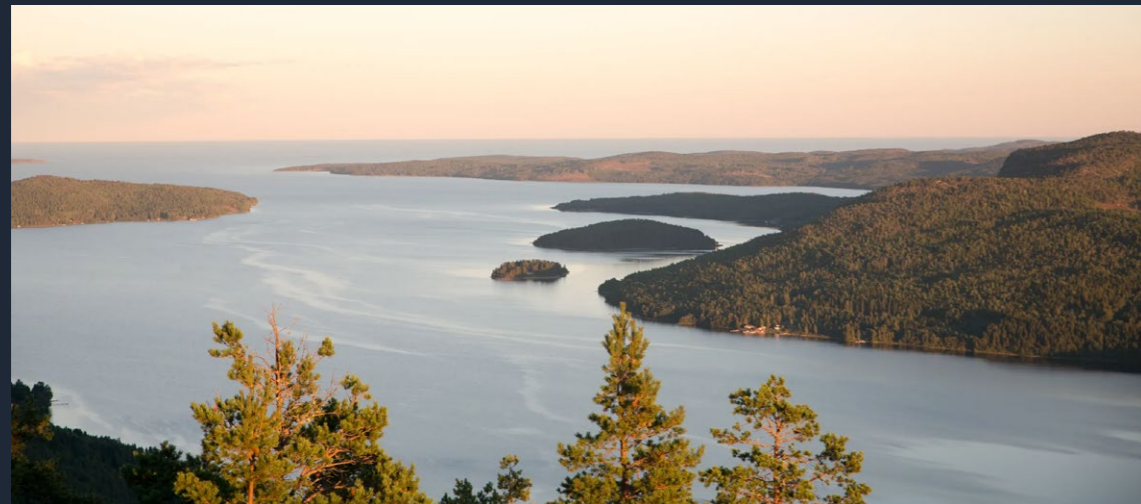


PHOTO: FRILUFTSRVÄN HÖGA KUSTEN/IMAGEBANK.SWEDEN.SE



PHOTO: HÄRNÖSAND MUNICIPALITY

### Härnösand

In Härnösand and the High Coast, you and your loved ones will find time for shared experiences. The sea lies at the heart of the city, with World Heritage nature right outside the doorstep.

Härnösand is shaped by an innovative spirit of entrepreneurship, where driven business owners and strong brands attract international attention. Gin enthusiasts in particular have a good reason to visit – Härnösand is home to Hernö Gin.

The city offers a vibrant cultural and community life that thrives across generations and delivers quality at every level. Its small scale and short distances make everyday life simple, leaving more time for what truly matters.

### Sundsvall

In the heart of Sweden, located between mountains in the north and in the south, and the Bothnian Sea to the east, lies the biggest city in the region, Sundsvall. Here, you'll find a wide job market with a strong private and public sector, and a university with world-leading research, for example in sports science, industrial IoT and educational sciences. The city also offers a rich variety of services, culture, and entertainment. A wide range of restaurants complements this, and a varied outdoor life begins right at the edge of our beautiful stone city – the world's northernmost stone city, built in a classic continental style with broad avenues and richly decorated stone buildings. In Sundsvall, you have both the time and the means to do more than just live.

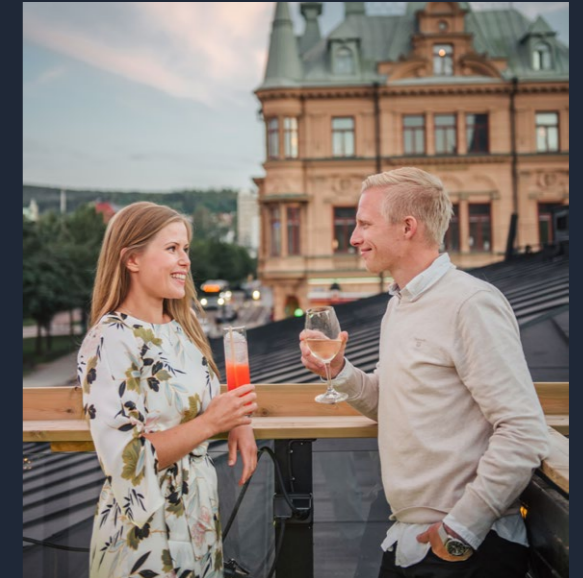


PHOTO: EVELINA YTERBOM



PHOTO: EVELINA YTERBOM



PHOTO: PÅR OLERT

### Timrå

Timrå is an extension of Sundsvall, just a 15-minute drive away, which makes commuting between the two areas easy and common. It is famous for its ice hockey team, Timrå IK – and if you want to see hockey played at the highest level in Sweden, this is the place to be. Timrå also has strong industrial roots and is home to Torsboda Industrial Park, created for sustainable, energy-intensive industries, and the world's first large-scale biorefinery, turning biomass into biofuel with innovative tech. Timrå is a place where tradition meets the future.



PHOTO: PÅR OLERT

### Hudiksvall

Hudiksvall is a city where industry, innovation and public services grow side by side. International companies like Monitor ERP, Holmen, Oilquick and Hexatronic drive global business from here, while one of Europe's leading hydraulics clusters makes Hudiksvall a unique centre of engineering expertise.

Innovation arenas such as Propell and RISE connect businesses, researchers and entrepreneurs to accelerate solutions in energy efficiency and digital transformation.

In Hudiksvall, you'll find a city that combines strong companies, pioneering research, and a forward-looking public sector, all working closely together so that talent can grow.



PHOTO: PHILIPPE RENDU

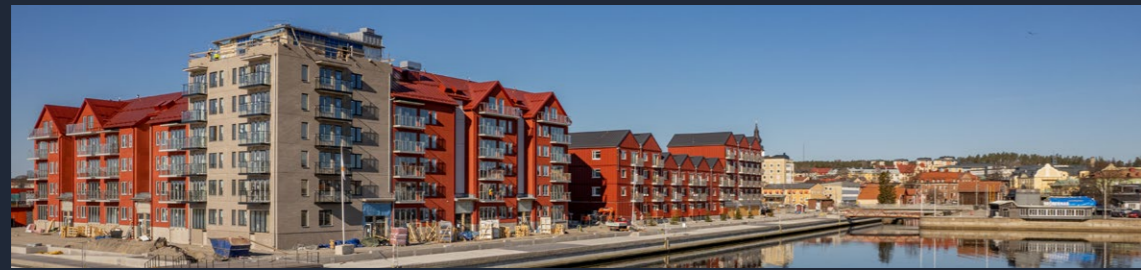


PHOTO: PHILIPPE RENDU

PHOTO: JEANETTE LAESTANDER



### Ånge

Ånge is a municipality where the power of nature and people's work shape everyday life and the future. With a strong musical heritage and hands-on culture, there is a tradition of creating together. Access to locally produced renewable energy and long industrial experience, both established companies and new initiatives are developing in step with the green transition.

In industrial areas such as Site Alby, the conditions for sustainable production and continued growth are coming together. Here, there is room to build a professional life and everyday life – in Northern Sweden.

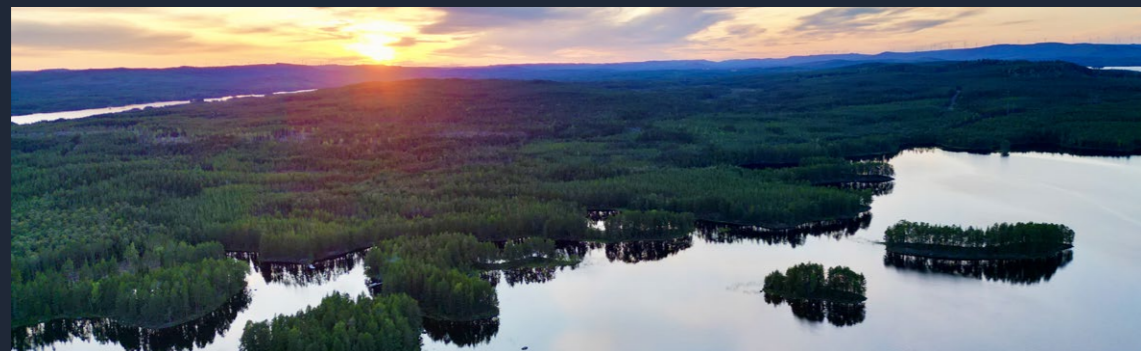


PHOTO: ANTHONY VERLAINE

### Nordanstig

Located between Sundsvall and Hudiksvall, Nordanstig combines the peaceful charm of the countryside with proximity to a broader labour market. Here, there's space to live and room for people and ideas to grow.

A lot is happening in Nordanstig right now! New schools, care homes for the elderly, and sports facilities are being built. There are also major investments in the local public health sector. Culture and community life are strong here. So welcome to real quality of life – and a community of friendly, committed neighbours. Nordanstig might just be the best place you've never heard of.



PHOTO: NORDANSTIG MUNICIPALITY



PHOTO: NORDANSTIG MUNICIPALITY

# 07



PHOTO: EVELINA YTTTERBOM

## So what about the Swedes then?

*Well, you might've heard a few things – that Swedes are quiet, reserved, and always talk about the weather. But be warned: Northern Sweden is full of surprises. While some stereotypes might hold a grain of truth, the reality is much more fun. The best way to find out? Come and see for yourself!*

**“There’s no traffic – just moose and tractors on the roads.”**

Traffic jams are rare. But yes, you might have to wait for a moose or a tractor to cross the road occasionally.

**“Reindeer are wandering the streets!”**

Not quite! You will hardly see a reindeer in the city unless they're a part of a Christmas decoration! But... there are reindeer in the region, even if you would be lucky to see them. Moose, on the other hand are spotted in many places, so look out!



A PART OF NORTHERN SWEDEN LIFE

**“We all drive snowmobiles to work.”**

Well, actually this one is sometimes true, but mostly not. Most people drive, ride a bike, or take a bus. However, in some places, a snowmobile is a practical ride!

**“It’s winter all year round!”**

No! While winters here are snowy and dark, we also enjoy vibrant springs, bright summers with the midnight sun, and colorful autumns. The winters are an excellent opportunity to witness the magic of the Northern Lights.

**“People drink more coffee than water.”**

Okay, this one might be true! Swedes love their fika; in the north, a cup of strong coffee is a survival tool and a social power tool!

PHOTO: HOGA KJASTEN DESTINATIONSTUVECKLING



PHOTO: EVELINA YTTTERBOM

**Dive into the icy waters of Sweden!**

Winter swimming is more than a thrill – it’s a beloved Nordic tradition said to boost health, energy, and happiness, all while connecting you to nature’s raw beauty.



PHOTO: EVELINA YTTTERBOM

**Two cultural icons of Swedish cuisine**

Swedish cuisine reflects its history, climate, and seasonal changes. Many dishes have roots in preservation methods like salting and smoking, to ensure food during long winters.

The High Coast is the heart of surströmming production in Sweden. Surströmming is more than just a dish– it is a cultural phenomenon. Some consider this fermented herring a delicacy, while others view it as a test of endurance. The process is straightforward: the fish is lightly salted and left to ferment for several months, producing a powerful aroma (not even exaggerating).



# 08

## Networks & Community

– Find your place to grow, explore & belong!

Wherever you choose to live in our region, you won't be starting from scratch – we're here to welcome you.

The local Welcome Service of the municipalities is your go-to resource to help you get settled. You can get assistance with practical questions, connecting with local networks, and guidance toward fun activities – whether it's football practice for your kids, a choir or climbing club for you, or weekend adventures the whole family can enjoy.

**Find your new activity and community!**



[www.sundsvallhighcoast.com/community](http://www.sundsvallhighcoast.com/community)



PHOTO: EVELINA YTTERBOM

# 09

## Useful info and contacts

**General info about moving to Sweden**  
[www.sweden.se](http://www.sweden.se)

**Destination Sundsvall**  
[destinationsundsvall.se/english/destination](http://destinationsundsvall.se/english/destination)

**Destination High Coast**  
[www.hogakusten.com/en](http://www.hogakusten.com/en)

### Created in collaboration with

**Sundsvall**  
[www.sundsvall.se](http://www.sundsvall.se)

**Timrå**  
[www.timra.se](http://www.timra.se)

**Kramfors**  
[www.kramfors.se](http://www.kramfors.se)

**Ånge**  
[www.ange.se](http://www.ange.se)

**Nordanstig**  
[www.nordanstig.se](http://www.nordanstig.se)

**Örnsköldsvik**  
[www.ornskoldsvik.se](http://www.ornskoldsvik.se)

**Hudiksvall**  
[www.hudiksvall.se](http://www.hudiksvall.se)

**Härnösand**  
[www.harnosand.se](http://www.harnosand.se)

**Sollefteå**  
[www.solleftea.se](http://www.solleftea.se)

**Mid Sweden University**  
[www.miun.se/en](http://www.miun.se/en)

**BizMaker - Get help starting your business**  
[www.bizmaker.se/en](http://www.bizmaker.se/en)

**High Coast Invest**  
[www.bizmaker.se/en](http://www.bizmaker.se/en)

**Mid Sweden Chamber of Commerce**  
[www.midchamber.se](http://www.midchamber.se)

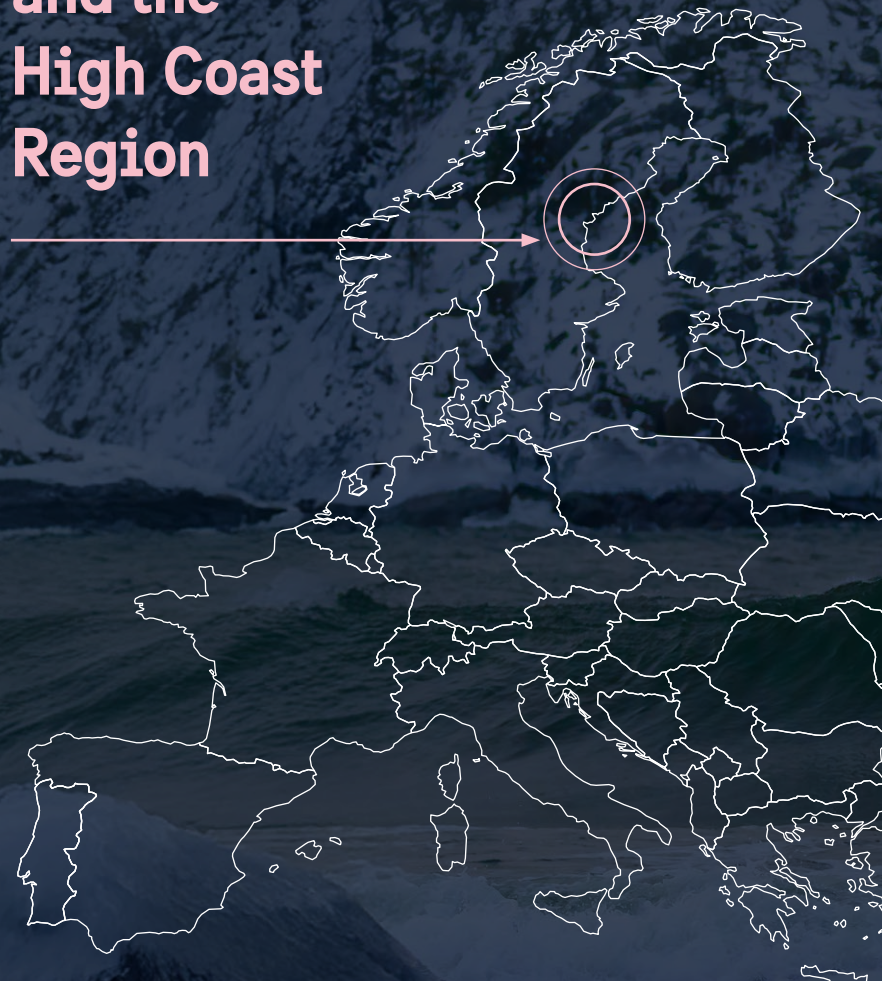
And:  
**Future Place Leadership**  
[www.futureplaceleadership.com](http://www.futureplaceleadership.com)

Layout: KNAK  
[www.knak.se](http://www.knak.se)





# Sundsvall and the High Coast Region



More about our region



[www.sundsvallhighcoast.com](http://www.sundsvallhighcoast.com)



Region  
Västernorrland



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