



ÖSTERSUND

Quality of life included

A city for the future



Östersund invites you to enjoy life, all year round. This is a place where you can feel good about life – and about yourself. The city has a unique setting, where the pulse and atmosphere of the commercial centre is complemented by fantastic scenery of the surrounding countryside. In Östersund, Nature will always be your neighbour. You will find that jobs, schools, day-care, health service, bars and restaurants are all within reach, leaving you more time to deal with the important things in life.

Job opportunities are found within most sectors. Educational options range up to university level. Overall, Östersund's economy sector expresses a

solid faith in the future and a belief in the need for successful projects, in order to generate more jobs and earning capacity.

Deciding where to live is a very personal choice. Why not settle for a nice, roomy apartment in the city, or go for that lovely house in the friendly neighbourhood right outside of the city centre. Add to that the high, clean air, the solemn, light summer nights, and real winters with lots of snow – besides, in how many places could you skate on drinking water?

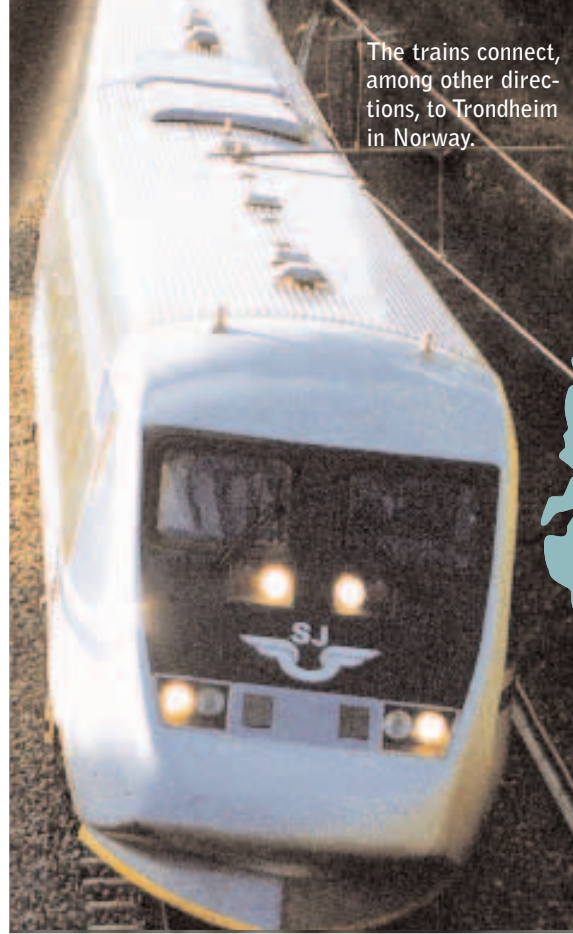
Welcome – to a life where quality of life is included.



Located in the middle of Sweden, the city is easily accessed by plane (a 50-minute flight from Stockholm) or train (a 5-hour trip) – but as technical progression allows for worldwide trips in all directions, geography becomes a minor issue here.

The most important thing will still be your everyday setting, where your life actually takes place. You will find everything you need within close reach. It is just the way things are in Östersund.

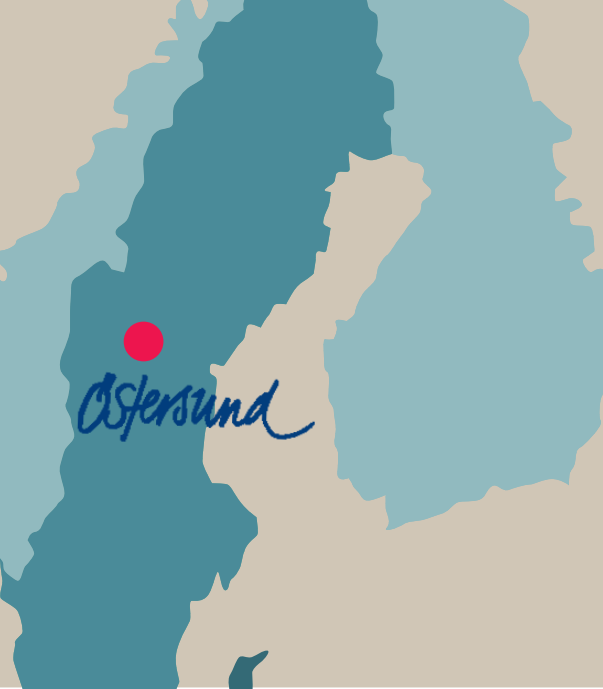
The trains connect, among other directions, to Trondheim in Norway.



Going to work.



The gate to the mountains.



Go anywhere

– thanks to excellent communications

CENTER STAGE

Östersund is always within reach. The airport is located on Frösön, only a 10-minute ride from the city centre. Stambanan and Inlandsbanan offer several domestic departures, but there is also a direct connection to Trondheim in Norway. Thanks to information technology, broadband allows you to go anywhere in no time. Östersund Airport boasts highly modern facilities, offering both domestic departures as well as charter travelling.

Visit Stockholm during your lunch break – it isn't that far away.



TAKE THE BUS!

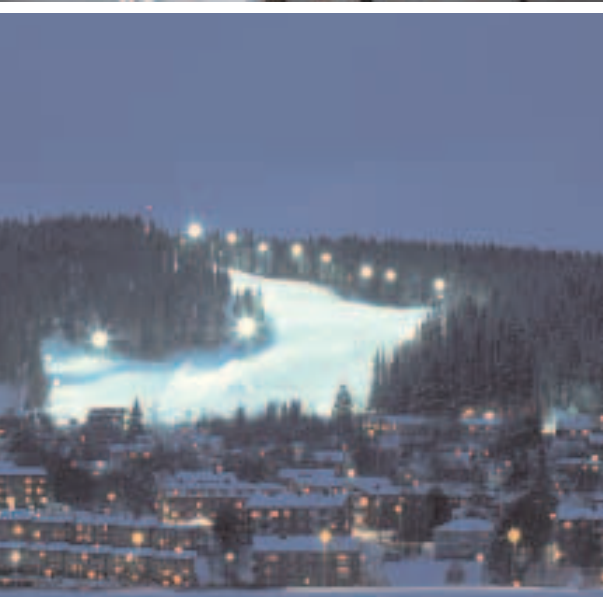
The regional bus lines of Länstrafiken and local buses cover most of Östersund and its surroundings. It is an easy thing going to town – just hop on a bus! Getting stuck in traffic on your way to work? This won't happen here! And if you suddenly feel like taking off for a skiing adventure in Åre, Vemdalen or Bydalen – well, there are buses for those needs as well.

EVERYTHING WITHIN WALKING DISTANCE

Östersund's infrastructure is characterized by its many bike lanes. All year round, the roads are kept snow-free in order to ensure passage for the city's many cyclists. When the ice has set on Storsjön, you will find bike tracks together with a car file, walking paths and skating lanes of various lengths. Downhill skiing is also an option while you are in Östersund, as Gustavsbergsbacken on Frösön is located almost in the centre of the city. If you would rather enjoy cross-country skiing, many miles of prepared tracks await you, for either exercise- or competition purposes.

COUNTRY LIFE - KEEPING THE CITY WITHIN EASY REACH

If you long for a life in the country, Östersund is the place for you. Nature will be your next-door neighbour, wherever you choose to settle, inviting you to enjoy forests, lakes, rivers and the open land. Where else could you lead a country life in the city? In Östersund, you can.



A ski-slope in the city centre.

Living in Östersund means getting that little extra out of life – great housing, a wide range of spare time activities, and time to care for your family and friends.

Find the house of your dreams, in the city or out in the countryside. Östersund offers something for everybody.



The old town blocks offer attractive accommodation.



Live in the country and have the city within easy reach.





A colourful centre where people meet and greet.



Östersund is building for the future.



Time to play!

LIVING IN ÖSTERSUND

Would you prefer a country house, an apartment in the city or something in between? In Östersund, you can have it all.

Located on a slope by the Lake Storsjön, Östersund offers, from almost any place in the city, a great view of the lake and the distant mountains. And did you know that Östersund is also a low-cost region when it comes to electricity, water and food?

Child care and primary school provides you with the option to choose a 10-year obligatory school, starting at age 6 and thereby including a "bonus year".

With jobs, housing, schools and plenty of leisure time activities in one and the same area, you will find time to just enjoy life.

PEACE AND QUIET

With tranquillity always present, it is easy to find harmony. Östersund has a different pace than the bigger cities. The many green areas close to – and in – the city offer plenty of family-friendly leisure-time activities. Or just sit a while by the shores of Storsjön and reflect your thoughts in the glittering surface of the lake. Badhusparken is a popular park with a café and an outdoor stage. In the winter, the park is transformed into a winter land, inviting younger and older children to play in the snow castle or just skate around the park.

PULSE AND CHARM

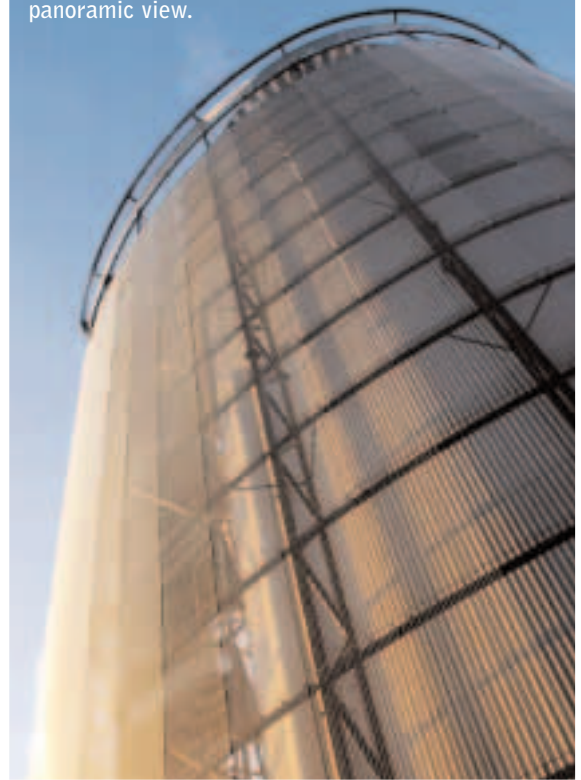
Prästgatan is the main shopping street, where people of all ages and from all places get together. The idyllic city centre presents a variety of coffee shops, cafés, pubs and restaurants, where the latter offer menus with regional specialties as well as exotic, international menus. Östersund manages to blend the pulse of a big city with the charm of a small town.

Find your dream house

– the choice is yours



Electrical energy company Jämtkraft built the giant accumulator Arctura in order to ensure electrical energy supply in the region. Their restaurant, located 65 metres above ground, offers a fantastic panoramic view.



Solectron is one of the main employers in Östersund, designing, developing and producing full-scale solutions within Electronics and Telecommunication.



The tents made by Hilleberg have accompanied many an adventurer, in desert storms as well as on Polar expeditions.

Östersund's economy sector is characterized by activity, ambition and progression. By co-operating, existing companies find new markets for their services. The close-knit relation to schools and the university opts for great opportunities to exchange knowledge. The university students are an important resource for employers. Most companies in Östersund are medium- or small-scaled – some of them boast world-leading positions within their branch.

Areco – manufacturer of snow-cans.





Ambitious companies

– progressing to the future

BUSINESS AND COOPERATION

Östersund's many companies comprise a wide spectrum, stretching from manufacturing to information, service and tourism. The spirit of exchanging experiences and knowledge has so far resulted in a growing number of co-operative projects, where Odenskog, Frösö Strand, Storsjöstråket and the university campus are some examples. Östersund's entrepreneurs always keep one foot in the present – while stepping into the future with the other.

The trading tradition in the region has a long history. When times were harsh, you had to make the best of what the land offered. That way of thinking has laid the ground for the trade of today. There are many examples of companies refining raw material typical for the region, or building on local experience.

Milko – Sweden's largest dairy product company depends on local farmers for their production. Byggelit – manufactures chip particle boards for the Nordic market, aiming at roofing, walls, floors and decoration. Ullfrotté – worldwide deliverer of merino wool reinforcement clothing. Hilleberg the Tentmaker – one of the world's leading manufacturers of top-quality tents, counting 30 years in business.

Areco and Lenko produce and deliver snow-cansons to most ski resorts in Europe and USA.

TRADE AND TOURISM

As the region's only city, trade is central – something which is noted by tourists. The stores carry a detailed assortment which makes for a great shopping experience. For the entrepreneur interested in tourism, the area offers many possibilities.



Merino wool reinforcement clothes from Ullfrotté.



Storsjöhyttan – glass artists in action.



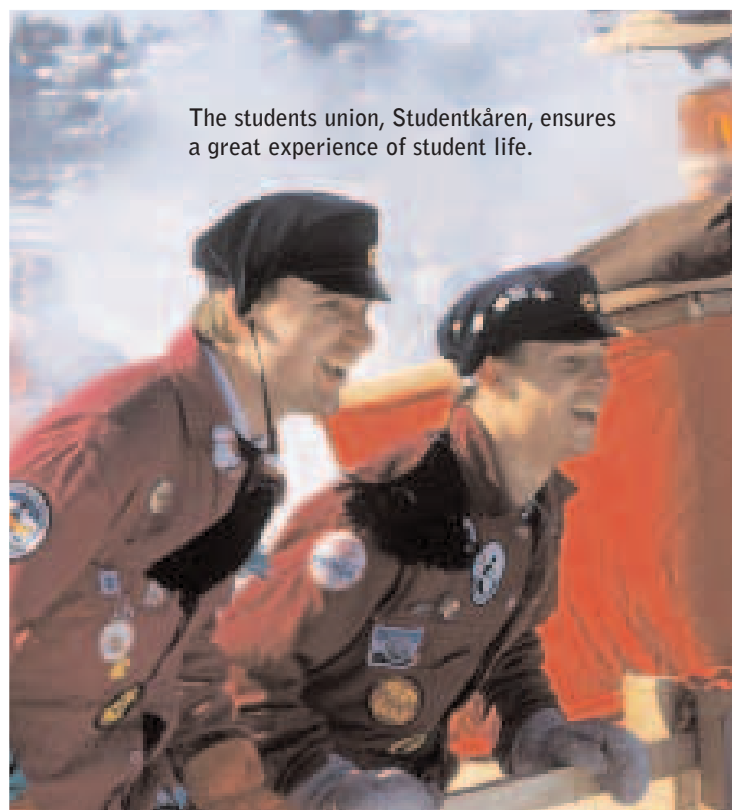
The university attracts student from all parts of the world.

Campus area facilities are top modern.



The proximity of Åre attracts many students to the university, Mid Sweden University. Åre is northern Europe's most prominent ski resort, only an hour-ride away from Östersund. International competitions are arranged annually, among them the Alpine World Championships 2007.

But Åre is accessible for leisure-time activities all year round, with the different seasons each offering their specialties. In summertime, hiking, fishing, paragliding, kayaking or horseback-riding are the most popular adventures. The multi-arena of Multihallen hosts large indoor events, competitions and fairs. There are also conference facilities offering pools, spa treatments and golfing.



The students union, Studentkåren, ensures a great experience of student life.



The university co-operates with the National Centre for Winter Sports, and boasts one of the world's most high-tech laboratories for evaluations and tests.

Mid Sweden University

A YOUNG UNIVERSITY

In January 2005, Mid Sweden University, comprising the campuses of Härnösand, Sundsvall, Örnsköldsvik and Östersund, received its official status as a university.

Mid Sweden University offers a wide variety of courses and educational programmes within the social and behavioural sciences, as well as in information technology and the natural sciences, language and media research. Programmes in nursing, teaching and engineering are also available. If you prefer to study from home, you can choose from Mid Sweden University's selection of 40 educational programmes and 500 courses.

CAMPUS – IN THE CITY CENTRE

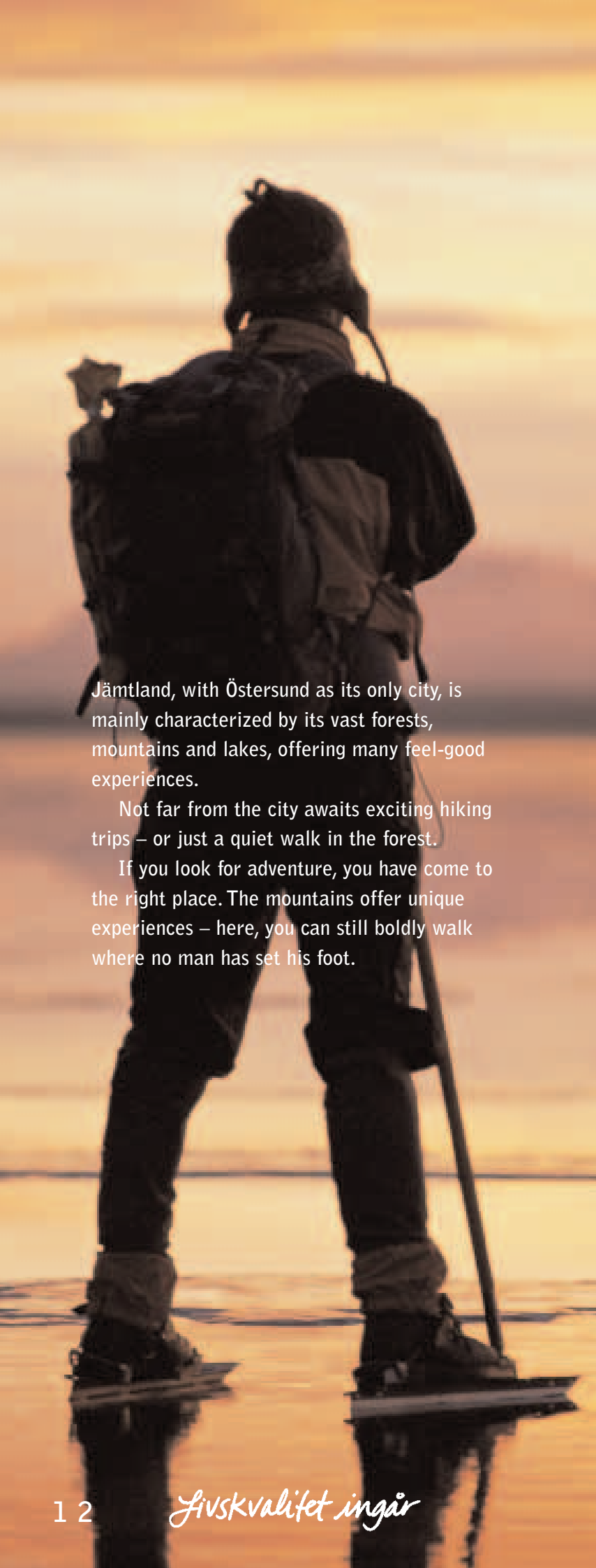
The university campus has its own part of town in central Östersund. After the regiment A4 had been closed down, the area was re-modelled into a light-enhancing, top modern setting, inspiring to studies and social activities. The campus area also hosts different companies, organisations, cafés and restaurants. With its many open, green spaces, it has become a natural meeting place. Lectures, student service and activities are all in one place, connecting the campus to the city centre.

– a city campus



RESEARCH AND DEVELOPMENT FOR THE FUTURE

Mid Sweden University's research areas are internationally recognized, and several other areas are under development. Research is carried out through joint projects with other universities, as well as with the economy and public sectors. Dynamics and pioneering are important traits in education – as is research – all in order to support the development of the region.



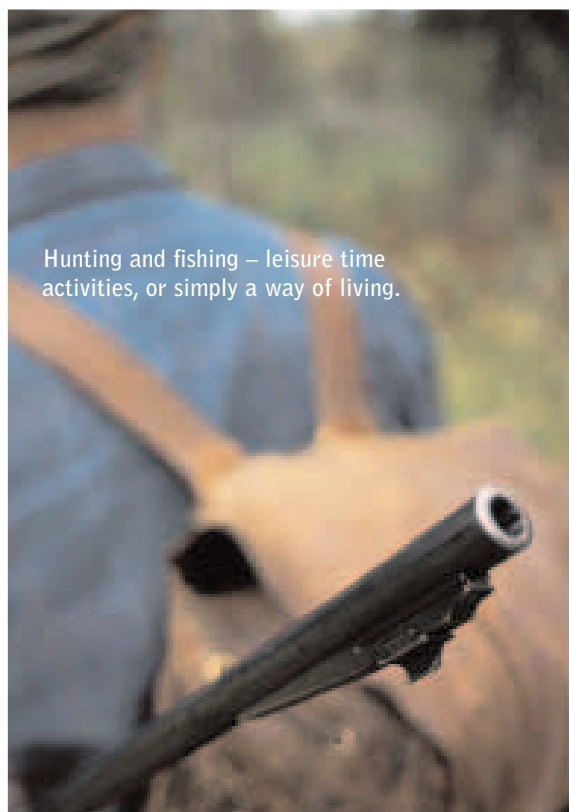
Jämtland, with Östersund as its only city, is mainly characterized by its vast forests, mountains and lakes, offering many feel-good experiences.

Not far from the city awaits exciting hiking trips – or just a quiet walk in the forest.

If you look for adventure, you have come to the right place. The mountains offer unique experiences – here, you can still boldly walk where no man has set his foot.



Östersund hosts international sports events each year. In 2008, the Biathlon World Championships will take place here.



Hunting and fishing – leisure time activities, or simply a way of living.

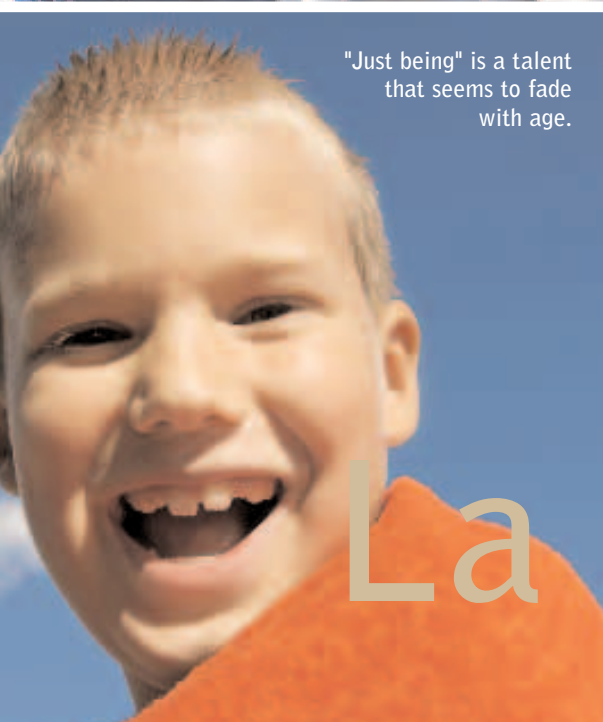


"Spring-winter"
– the fifth season.

Ice climbing on Frösöberget.



"Just being" is a talent that seems to fade with age.



La Dolce Vita

– all year round

During summer, the beautiful spots in and around Östersund become the target for many a picnic basket. How about a trip to one of Storsjön's numerous islands, such as Andersön, a nature reserve? Or visit Verkön Castle, or the beautiful, picturesque island of Frösön with its mountain climbing, panoramic views, home of the famous Swedish composer Peterson-Berger – Sommarhagen – or the old homestead of Stocke Titt. Biking, paddling or walking – it is easy to find your own favourite way of exploring the city's surroundings. Jump into the water or spend a day at "Äventyrsbadet" with its many pools, or try the open air pools of Lövsta. Sailing and windsurfing are also popular activities.

WINTER EVENTS

Snow-proof winters open up for several events in Östersund, ranging from cross-country skiing and the biathlon World Cup series, to Swedish Championships in racing, beside international scooter competitions. Hosting international events is one of the things Östersund does best. The city has also fostered many successful skiers and elite athletes. The National Centre for Winter Sports evaluates performances made by Sweden's top sports stars.



The shores of Lake Storsjön have a spot to offer for everyone.

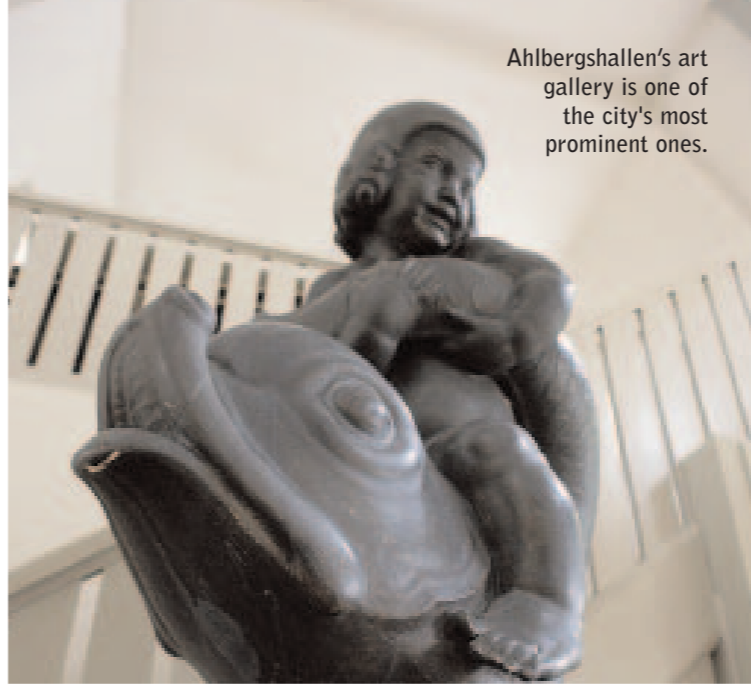


Each summer, in July, thousands of people come to experience Storsjöyran – a huge, vibrating 10-day street festival that culminates during three intense days of partying, with performances by both national and international artists.

Of course, Östersund is also able to offer a varied programme of music, theatre and cultural events during the other 51 weeks of the year!



Greet the King of the forest at Moose Garden in Orrviken.



Ahlbergshallen's art gallery is one of the city's most prominent ones.



Ulf Lundell, a national icon, often performs at the street festival, Storsjöyran.



At Jamtli Historieland, you can travel back in time.



Frösö Zoo is one of Östersund's most popular attractions.

Sweden's largest street festival

– and lots more

A STREET FESTIVAL WITH POISE

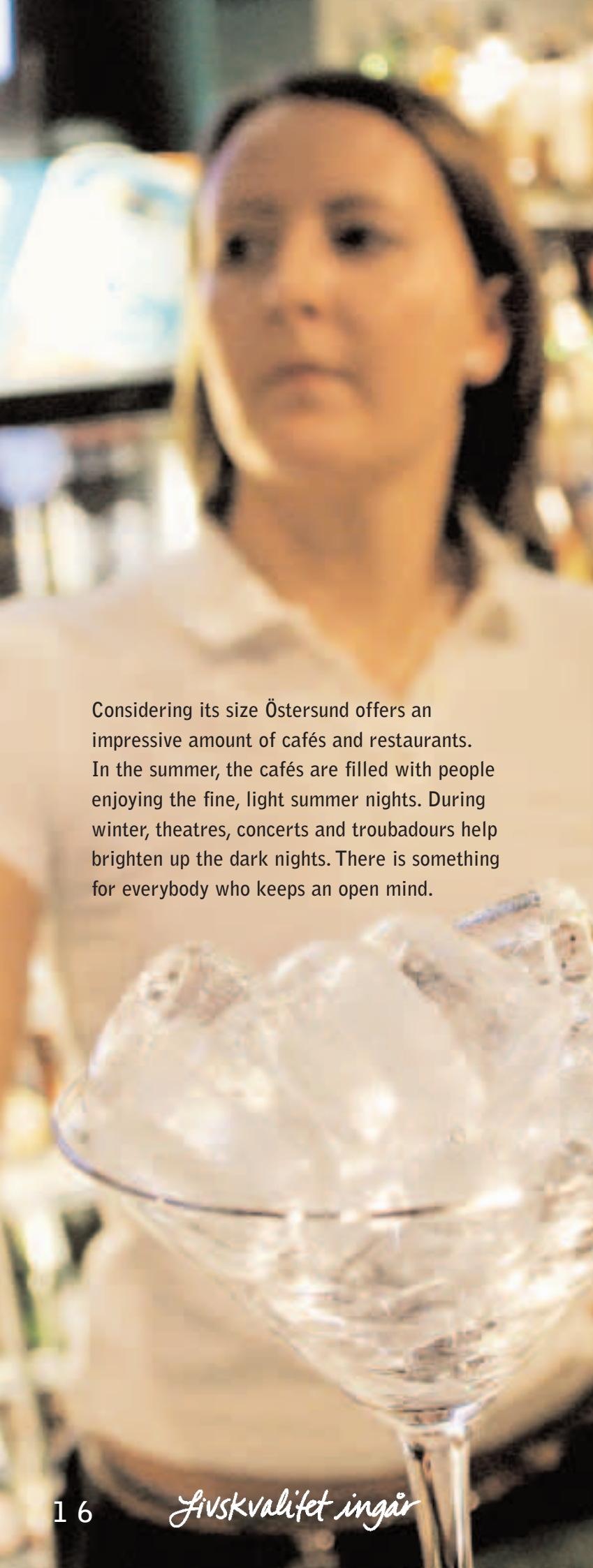
Storsjöyran dates back to the 60's, but found its current form in 1983 when it became the first music festival in Sweden with stages and restaurants built temporarily in the middle of a city for the sole purpose of the festival. Today, "Yran" is one of Scandinavia's largest music festivals, with about 55 000 paying visitors and 300 000 visits during the festival week. Each year, performances comprise approximately 70 groups or artists. About 900 artists and one million visitors have visited Yran so far.

Some of the stars who have entertained the audience at Yran are Bryan Adams, Pet Shop Boys, The Darkness, The Pretenders, Pulp, Iggy Pop, Suede, The Corrs, Motörhead, BB King, Maria McKee, The Jayhawks, Junior Delgado, Del Amitri, among many others.

Yran is but one of the many attractions Östersund has to offer. Whether you are old or young, there is always some type of musical event for you to attend: jazz, blues, soul, folk music, theatre, opera, rock – or classical music events – it's your choice!

Minors can play and experiment at Kultur & Musikskolan (culture and music for children), Östersunds teaterverkstad (theatre), Cirkus Kul & Bus (circus lessons). There are also rehearsal studios in the old court house, Gamla Tingshuset. Films are shown in the eight salons of the movie theatre Filmstaden, or at Östersunds Filmstudio, and at Regina.

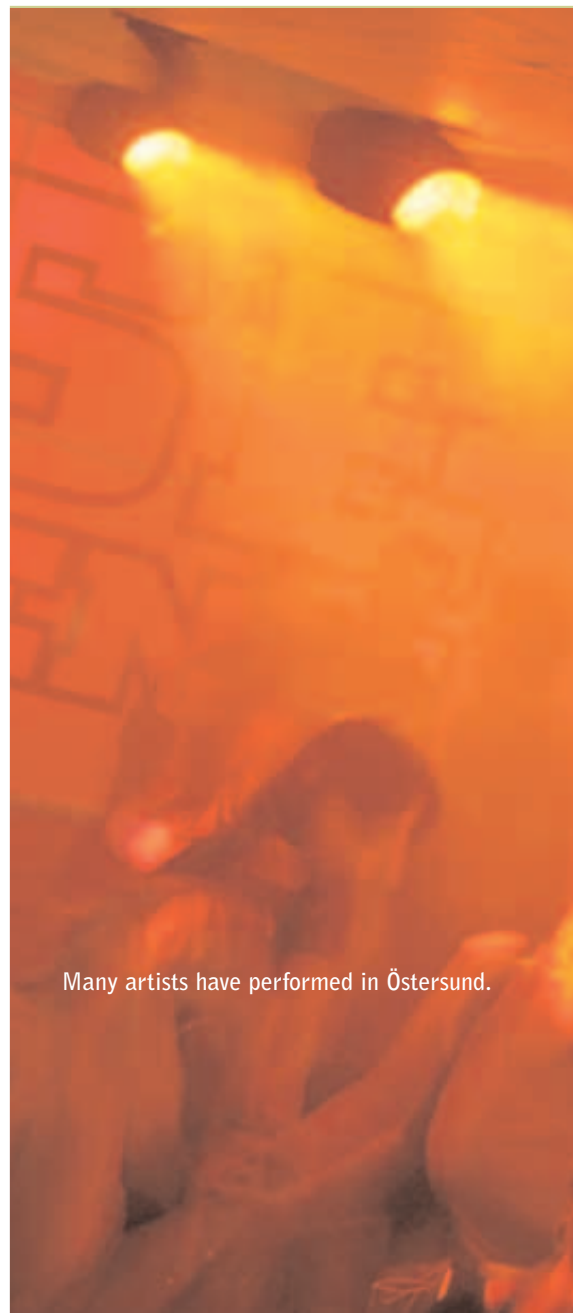
Östersund is also a vibrant centre for arts, media and design. Storsjöbygden's arts and crafts traditions are a common sight in galleries and finer gift shops.



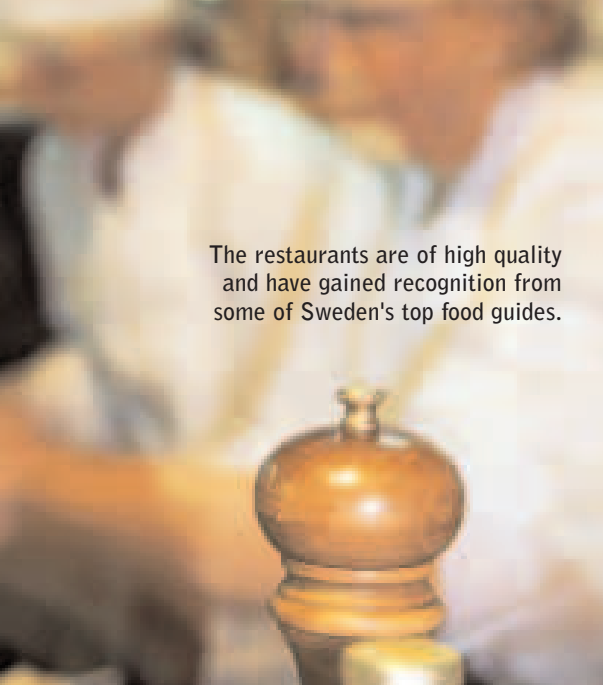
Considering its size Östersund offers an impressive amount of cafés and restaurants. In the summer, the cafés are filled with people enjoying the fine, light summer nights. During winter, theatres, concerts and troubadours help brighten up the dark nights. There is something for everybody who keeps an open mind.



Outdoor cafés are very popular in the summer.



Many artists have performed in Östersund.




The restaurants are of high quality and have gained recognition from some of Sweden's top food guides.

Darkness falls across the land ...

Let's get the party started!

A CITY OF FUN



A night on the town could be anything you want it to be. Variation is key, and Östersund is very much aware of this: Restaurants offer exciting menus, either regional, national or international. A small, cosy pub or a dance club. Lighted candles in solitude or join a bubbly crowd by the bar.

MUSIC AND THEATRE

If you want to have fun in Östersund – you can! Concerts, music festivals and other cultural exhibitions are current events. Artists from near and far come here, some famous, some waiting for that song to finally hit the charts.


If you appreciate fine arts and theatre, many plays premier during the year, with both national and regional ensembles.

AN EVENING DIP

A very exotic experience, Vinterstaden's ("Winter City") baths are for the brave only. Group reservations can be made for a night with outdoor bathing in Storsjön, overlooking the water and the island of Frösön – sauna included, of course. No time for hesitation – just do it!

BADHUSPARKEN

During those warm summer nights, the park Badhusparken is a popular meeting place for everybody who wishes to enjoy the mild air and the beautiful view of the water and harbour. The café is open, and concerts are a frequent event during summer. Miniature golfing and soft-ice are local summer favourites.



What can be better than to enjoy a good cup of coffee ...?

Östersund

– twice the size during winter



Vinterstaden ("Winter City") comprises the area around Badhusparken and the ice between Frösön och Östersund. Thanks to Vinterstaden, the city expands during winter time.

But Vinterstaden is so much more than just a geographical point. It is an experience. The people of Östersund come here to meet and hang out, to ski or to skate on the almost 20 kilometre long track known as "Medvinden". Whether you prefer to play with your children or to experience as

many adventures as possible, this is the place for you. Ice-yachting, riding a sled with a dog team, scooter racing, golfing, parachuting ... There have even been horse racing competitions out on the ice! The sun chairs are ready and warming, tasty food is sold at low prices. If you prefer to take a break indoors, why not enjoy a cup of hot chocolate at the café in Badhusparken.

Vinterstaden is open as long as the ice holds your weight!





A MEETING PLACE DURING THE CENTURIES.

For thousands of years, Storsjön has functioned as a natural meeting place for trading and social activities. Water ensures life, and the area around Storsjön has a history as a centre for the ruling powers wanting to control the area of Jämtland. Frösön has an interesting history of culture and politics, with the court of Jamtamot, where important legal issues were decided upon. Östersund was not founded until 1786. The name reflects its position: east of the strait.

Storsjön counts 452 square metres, which render it a fifth place among Sweden's largest lakes when it comes to width, and a third place when measuring water volume. It is larger than Siljan and deeper than Mälaren, to compare with other large lakes in Sweden. The water is cold and clean.

Stable ground conditions, rich in calcium, makes for excellent water quality. Thanks to sediment deposits, archaeologists have been able to date the lake back to 6 922 B.C.

The lake hosts 18 fish species and a sea monster, which is protected by law!

