

# Arctic Connect – Arctic cooperation for a new digital highway to Asia

Digital infrastructure is essential for global trade and the development of the world economy. Today, data traffic between Europe and Asia is carried by cables on the seafloor of the Red Sea and the Indian Ocean. A collaborative project is currently underway in the Arctic region to construct a new fibre optic cable along the Russian Arctic Ocean coast.

Digitalisation leads to the development of new global products and services. Development work is based in the European Arctic region, meaning the northernmost parts of Sweden, Norway, Finland and Russia. The Arctic becomes a global hub as a result of this fibre optic sea cable, connecting Europe with Asia.

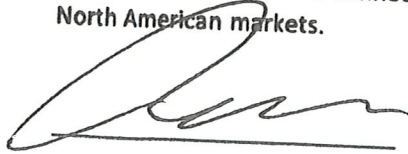
Together with companies in the aforementioned countries, the Arctic Connect project has now been established, with the Finnish partner Cinia, whose principal owners are the Government of Finland, Bredbandsfylket in Tromsø, Norway, IT Norrbotten in Sweden and Polar Net in Russia.

However, this is not just about connecting Europe and Asia. The parties are also operators of one of Europe's largest open, fibre optic-based high speed networks. Through collaboration within the Arctic Connect project, the Northeast Passage Network with its new fibre optic sea cable connections between North America and Norway can also be connected. This establishes a global, international hub in the Arctic region.

The new digital routes will provide access to Asian, North American and European markets, allowing companies to reach one another more easily, more quickly and more efficiently, to increase exports and business collaboration between companies in the respective countries.

Digitalisation as well as new products and services require infrastructure capable of supporting digital services. This creates a differentiated industrialisation in Sweden as well as in the Arctic region at large – whilst enabling seamless distribution of services and business models throughout the affected markets.

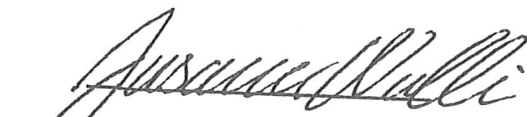
A project of this magnitude requires understanding of diverse cultures, the will to collaborate, political courage, business development – as well as financing on regional, national and global level. We can conclude that in order to increase growth, not just for our affiliated companies but for society as a whole, Arctic Connect is a much needed project to connect the Asian, European and North American markets.



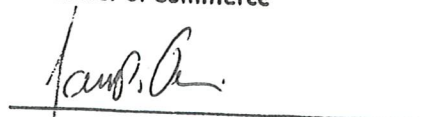
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