A summary of the matchmaking event "How to build a tech community" within the NSR-project COM³ (Building competencies for competitive companies)

During the first matchmaking session "how to build a tech community" we listened to Pontus Bremdahl, Christine Björklund and Micha Björck sharing their experiences in building the regional event Halland Tech Week and presenting the idea and the first steps in their work of making the municipality of Varberg into a mecha of tech. Below is a short summary of what was discussed.

Halland Tech Week

WHY?
There were a lot of events being arranged in the region of Halland, but it was hard to get an overview. The creator of HTW, Micha Björk, wanted to create a common platform where these events could be gathered, inspired by other tech weeks in other regions.

WHO?
A broad target group, with a broad range of participants, both from companies, students (from high school as well as university), people from academia as well as the public sector.

WHY GO REGIONAL RATHER THAN LOCAL?
It was the most natural to do, due to the small size of the municipalities in the region. It was necessary for a broad program and many participants.

WHAT KIND OF COLLABORATION DID IT RESULT IN?
The HTW events and community has created collaboration companies to companies, student to companies and companies to public sector.

KEY LEARNINGS:
- Do not have too many events, and not conflicting events. It should be possible to attend them all!
- Cluster the event around themes
- Think about the timing of the event. This year, the inspirational events were held in the mornings and before lunch, and the deep tech and workshop events, where you had to be engaged, were held in the afternoon.
- Hybrid events did not work here: either fully digital or fully physical events.

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Varberg – the next tech mecha?

WHAT?
A vision, inspired by a tech entrepreneur that said he wanted Varberg to develop into a mecha of tech.

WHY LOCAL RATHER THAN REGIONAL?
HTW has been great for the region, Halland. It has created a common arena for collaboration and increased the regional self-esteem. But we don't have this in Varberg, a connecting community which connects companies in the tech sector. We believe it is necessary with a strong community locally, to collaborate regionally, nationally, and internationally.

WHY VARBERG?
There are a lot of tech companies in Varberg, but they are quite anonymous, and people don't know about them. A lot of people living here also commutes to Gothenburg, and we want to show them that they can work here and highlight the quality of life that Varberg can offer.

THE NEXT STEP
To get more concrete and work with personas (such as the child, the commuter or the entrepreneur) – what do these personas need to build the tech mecha in Varberg?

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