



# Building the world's leading robotics city

## Market description

### Industrial and logistics

Driven by global megatrends and the increasingly positive economic situation, demand for industrial and logistics premises is rising. As urbanization is happening at the same time as technological progress, last-mile distribution for the growing e-commerce industry is becoming increasingly important.

The robotics companies are growing at a very high speed with rates pressing 50 % and they expect to employ 4,900 employees in 2020. We are already experiencing a rise in the number of new firms establishing themselves in and around Odense. illustrated on page 16. Reflecting this development, prime yields have lowered to 6.50%, whereas secondary yields remain stable at 7.75%.

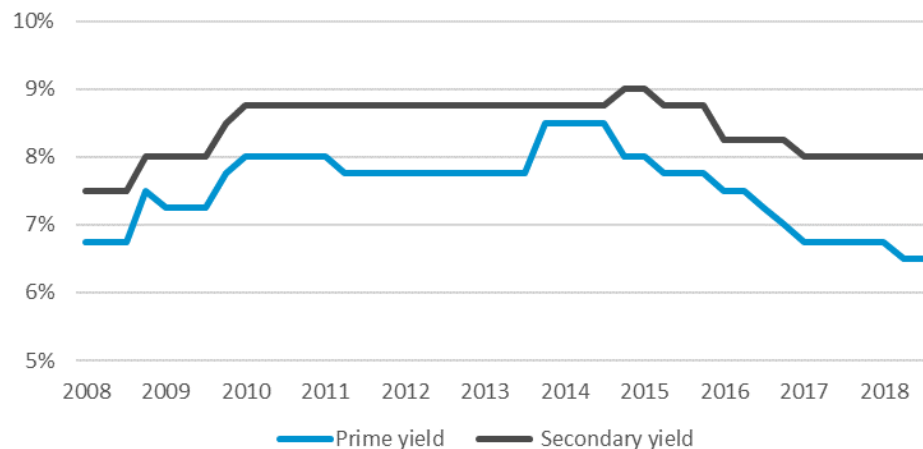
The result of the increased demand can be seen in the vacancy levels, rapidly decreasing from more than 6% in 2012 to 1.8% in 2018, which is Similarly, prime rents have started increasing to approximately € 50 per sqm per year Prime industrial rents have increased by 25 % over the last 3 years

The area south of Odense adjacent to the E20 transnational motorway has experienced very high demand, and only few properties are available, whereas there in commercial areas north of Odense are a variety of available properties.

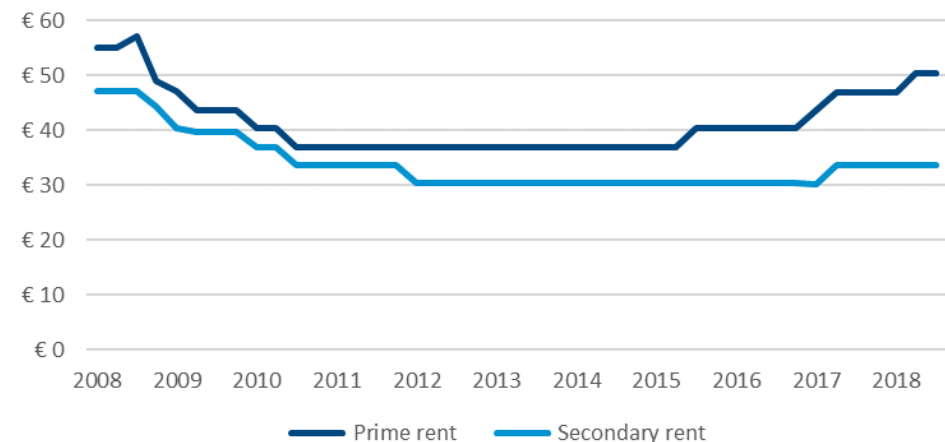
Office rents is somewhat steady on 150 € per sqm but with falling vacancy rates, the number my change.

With the robotics cluster and the increased population as a focal point the city offers a lot of possibilities for new investors and enterprises.

Industrial and logistics yields



Industrial and logistics rents



## FROM THE GLOBAL CAPITAL FOR ROBOTS TO THE WORLD'S LEADING ROBOTICS CITY

The City of Odense aims to become the world's leading robot city in order to:

- Be at the centre of Industry 5.0
- Help boost the technological understanding of kids

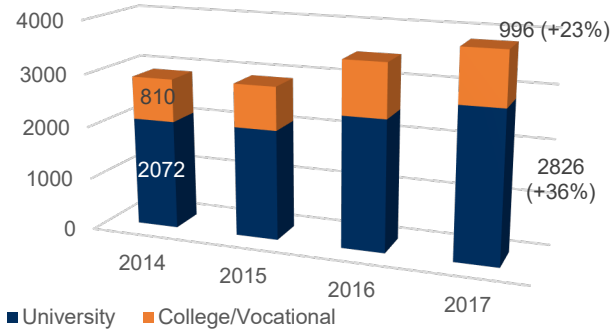
## \$25 MILL. FUNDING PROVIDED BY THE CITY OF ODENSE DIRECTLY SUPPORTING THE ROBOTICS ECOSYSTEM (FROM 2014)

- Odense Robotics
- Drone Cluster UAS Denmark
- Cluster branding activities
- Robot Academy
- #WeAreRobotHeroes
- Odense Robotics StartUp Hub
- Moving Global Talent
- Invest in Odense
- Odense Seed and Venture
- Technology in public Schools
- Odense Robot Campus

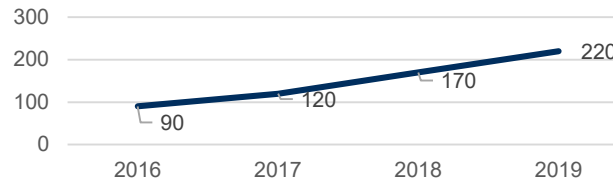
**ODE** | **ROBO** WHERE  
**NSE** | **TICS** ROBOT  
HEROES  
GROW

**37 out of 127 companies** working with collaborative and mobile robots and related products

Number of students on programs related to robotics and automation

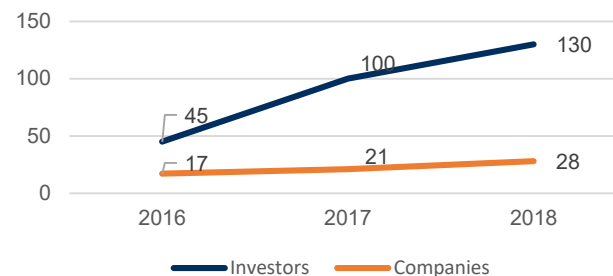


Odense International School - number of pupils

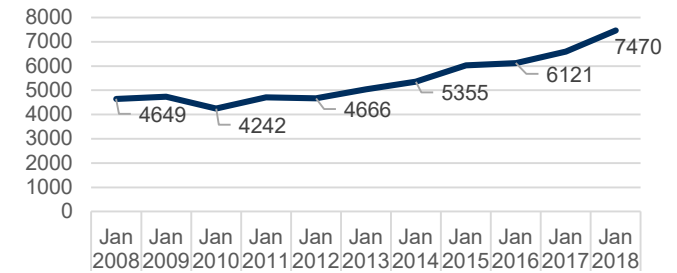


**More than \$860 million** invested in 30+ robotic companies since 2015

Odense Investor Summit



Number of foreign employees in Odense



## TRAVEL TIME TO ODENSE ROBOT CAMPUS

	Today (2018)	Tramway and bus running (2020)	National railway upgraded (2022 - 2024)
CPH Central Station ->	1 h 35 min	1 h 32 min	1 h 22 min
CPH Airport ->	2 h 45 min	2 h 15 min	2 h 00 min

## INDUSTRY 5.0

*“As a town and robotics cluster, Odense is creating an international movement. With the support of the business community and the University of Southern Denmark, Odense is on its way to fundamentally changing the western world's production environments. The goal is to free workers from repetitive tasks so they can perform more creative and productive activities.”*

Esben Østergaard, CTO, Universal Robots and Peter Rahbæk Juel, Mayor of Odense