



Intersport Sweden invests in logistics and e-commerce in Jönköping County

Aware of how today's and tomorrow's consumers are utilizing both the digital and physical worlds; Intersport Sweden has chosen to adapt quickly to the new business logic and set up a new central and e-commerce warehouse solution in Logistic Park Nässjö, Jönköping County.

Intersport has invested in new technology and warehouse automation to ensure efficient logistics and quick deliveries, both for online consumers and for the physical stores across the country.

One of the primary reasons for the new establishment being located in Jönköping County is the central location, in close proximity to several transport options and with 80 percent of the Swedes within a radius of 350 kilometres.

Companies – both Swedish and international – can benefit from Jönköping County in many ways. One way is to tap into the skills in the logistics and e-commerce areas where companies in Jönköping County excel and compete at a high level. Invest Promotion helps companies to develop successful businesses in Jönköping County, e.g. by providing strategic advice, market and industry insights, access to business networks, finding the right location, and hands-on establishing support.



Photo: Intersport



In Sweden, Intersport has 150 stores and rapidly growing e-commerce, which places high demands on the supply chain function. The location in Jönköping County gives us leading logistical conditions and enormous potential to further strengthen our customer offering. The proximity to the railroad also enables environmentally friendly transports, which is in line with our strategy.

Pontus Petersson, Head of Project management at Intersport Sweden

Benefits for Sweden and Jönköping county

- A 24.400 square-meter automated central warehouse, for both retailing and e-commerce, serving as a central part of Intersport Sweden's new business model.
- The new logistics solution provides a more streamlined cost structure for Intersport and a better shopping experience for the customers.
- Great opportunities for climate-friendly transports thanks to the proximity to PostNord's terminal and Nässjö intermodal terminal with incoming transports from the port of Gothenburg.
- Approximately 35-50 new jobs in the region.

Why invest in Jönköping County?

- A forward thinking and business friendly climate with high employment rates and low levels of sick leave. A stable and sustainable society by default.
- A unique location in the centre of Sweden and Scandinavia – the most central and ideal location to reach the big Scandinavian city regions.
- Quality and efficiency at heart. A long history of medium and small-sized enterprises and a business community characterised by a spirit of entrepreneurship, cooperation, innovation and endurance.
- Mature logistics infrastructure with efficient roads, railways and airport. 10.000 employees in the county within logistics and e-commerce.
- The Jönköping University has a unique partnership with the business community in the county and employment market in general.



The experts at Invest Promotion will gladly assist you with advice, guidance and contacts that help to grow your business here.

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Invest Promotion is a hub for business development in the Jönköping County.



Invest Promotion, Jönköping County, is a regional partner to Business Sweden