

# **New Initiative Strengthens Stockholm's Game Industry - SEK 11.5 Million Invested in the Press Start GameTech Initiative**

**Flemingsberg, 2026-06-18**

**A total of SEK 11.5 million is now being invested in the development of Press Start GameTech Hub - an initiative aimed at strengthening the GameTech sector in the Stockholm region. The project is led by the Flemingsberg Science Foundation and Södertörn University and will run from September 2026 to 2029.**

The Press Start project aims to support the growth and establishment of small and medium-sized GameTech companies in the Stockholm region by increasing collaboration, improving access to business support, and developing testing and innovation environments.

The gaming industry is one of Sweden's fastest-growing creative sectors and plays a major role in innovation, exports, and talent development. At the same time, Stockholm currently lacks a cohesive structure comparable to the game hubs found elsewhere in the country. Today, Press Start is the only GameTech hub in Stockholm. With increased funding, stronger conditions are being created for both established studios and emerging startups to grow within the region. Through Press Start, a shared platform is being established where companies, academia, and public sector actors can meet, collaborate, and grow together.

"Through Press Start, we have managed to bring together 600 members from across the Stockholm region in record time. The Swedish Agency for Economic and Regional Growth's investment of SEK 4.5 million through the European Regional Development Fund (ERDF), together with Huddinge Municipality's co-financing of SEK 1 million, enables the next phase in the development of the games cluster in Flemingsberg. We are now launching an incubator-like programme for studios while also enabling investments in GameTech applications within life sciences, industry, and critical societal functions. Flemingsberg Science now operates both a life science cluster and a games cluster, creating major opportunities at the intersection of these fields." - Johnny Högberg, CEO, Flemingsberg Science

## **Growth, Innovation and New Partnerships**

The project builds on the work already underway within Press Start and strengthens support for studios and startups at different stages of development. Through targeted initiatives in business development, mentorship, and internationalisation, companies will have better opportunities to grow and reach new markets.

An important part of the initiative is the development of testing and collaboration environments where game technologies can be applied and further developed together with other sectors, such as industry, life sciences, education, and public safety. The focus is on connecting companies' expertise with concrete needs, thereby creating innovations with both commercial and societal value.

## A Unique Environment in Flemingsberg

Flemingsberg holds a unique position thanks to its concentration of academia, research, and industry. The area is home to institutions such as Södertörn University, Karolinska Institutet, KTH Royal Institute of Technology, and the Swedish Red Cross University, alongside a growing life science cluster and world-class research.

Through the project, links between companies and key actors within the ecosystem will be strengthened, giving students, researchers, and businesses greater opportunities to collaborate and develop new solutions. Södertörn University plays a central role in the initiative through its game development programme, relevant research expertise, and long-standing commitment to collaboration between academia and society.

“It will be truly exciting to further develop Press Start together with Flemingsberg Science. For Södertörn University and Innovation Station, this is a strategically important initiative that creates new opportunities for our students, deepens collaboration with industry and other higher education institutions, and contributes to the innovation ecosystem in Flemingsberg. Press Start will also strengthen the university’s contribution to regional development and to initiatives within arts and culture.” - Johanna Tollbäck, Head of External Relations, Södertörn University

## About the Project

Press Start GameTech Hub is run by the Flemingsberg Science Foundation and Södertörn University. The project is co-funded by the European Regional Development Fund (ERDF) and Huddinge Municipality, and will run from September 2026 to 2029.

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