

Stockholm, 06/02/2017

## DigiPlex to participate in Business Sweden initiative to advise US firms on the Swedish Data Center market

DigiPlex, the leading Nordic data center company, will participate in an initiative by [The Embassy of Sweden, Business Sweden & Data Centers by Sweden](#) aimed to advise US companies about the low power cost level in Sweden. On January 1, 2017, the Swedish Government lowered the energy tax for data centres dramatically by 97%, resulting in the lowest price for electricity in Europe (\$0.035 to \$0.045 per kilowatt-hour). The carbon footprint is also minimal due to Sweden's extensive renewable power production.

Two seminars will be hosted in **Washington DC on Feb 14** and **Silicon Valley on Feb 16** to discuss the strategic implications of this change for US firms looking to establish a European presence.

**Byrne Murphy, Chairman of DigiPlex** said,

“Sweden has the intellectual capital, cutting edge innovation and climate to create extremely efficient and sustainable data centers. The 97% reduction in energy tax combined with Sweden’s renowned business friendliness further fuels an already strong business case. We are very pleased to be part of this important initiative and share our views on why US firms should put Sweden and the Nordic region at the top of their list of data center locations.”

DigiPlex’s brand new ISO certified data center in Stockholm, Sweden, offers up to 20 000 m<sup>2</sup> of secure and green IT housing. The 20MW facility is powered by 100% renewable energy and features DigiPlex [multi award winning](#) Air-to-Air cooling system. This system leverages the Swedish cold climate to reduce the amount of energy used to keep servers at an optimal working temperature. The result is one of the world's most energy-efficient and green data centers, with a PUE of less than 1.2.

[Forbes’ latest annual ranking](#) shows that Sweden is the best country in the world to do business in. Since 2006, Sweden has climbed from 17<sup>th</sup> place to number one. This is the 11<sup>th</sup> straight year Forbes has gauged the world’s economies to measure which are the most inviting for capital investment. The ranking graded 139 countries on 11 categories, and Sweden ranks among the top ten countries in seven of these categories.

**Tomas Sokolnicki, Head of Data Centers by Sweden at Business Sweden** said,

“We have already seen an increased level of interest in the Swedish market. Sweden's stable and robust power grid, extensive fiber network and the lowest price for electricity in Europe is a very attractive combination. The seminars that we are hosting for US companies are part of our ongoing outreach on how Sweden can partner with US firms in establishing a cost effective and sustainable presence in Northern Europe.”

To attend the seminars, please register [here](#) or contact:

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#### **About Data Centers by Sweden**

Data Centers by Sweden is a partnership between selected Swedish regions and corporate partners, offering support around due diligence and site selection for strategic or large-scale data centers.

Read more at [www.datacentersbysweden.com](http://www.datacentersbysweden.com)

#### **About Business Sweden**

Business Sweden's purpose is to help Swedish companies reach their full international potential and foreign companies to invest and expand in Sweden. We offer our customers strategic advice and hands-on support in 50 of the world's most interesting markets.

Read more at [www.business-sweden.se](http://www.business-sweden.se)

#### **About DigiPlex**

DigiPlex designs, builds and operates data centers in the Nordic region. The company specialises in delivering tailored, secure and resilient environments with the highest possible availability. Both private and public organisations, including security-sensitive customers such as government and financial institutions, trust DigiPlex data center solutions. All DigiPlex data centers are powered exclusively by sustainable sources of electricity.

Read more at [www.digiplex.com](http://www.digiplex.com)

#### **For more information, contact:**

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