Iceland is a small and highly integrated society with consumers who are quick to adapt to new technologies. The progressive and peaceful population lives in harmony with the forces of nature. Geothermal energy and glacial rivers provide efficient green energy and at the same time the nature and landscape provides a continuous creative inspiration.

**BORN GLOBAL IN THE MIDDLE OF THE NORTH ATLANTIC**

Icelandic companies are born global, due to the small domestic market. The population is small and therefore requires flexibility and the ability to think outside the box. In a way, the nation can be characterized by the Icelandic nature: flexible, energetic and hard working. Icelanders have a relaxed, informal attitude, are open and welcoming. The level of education is high, people are educated both sides of the N-Atlantic and the nation has proven to have a talent for innovation.

**STRONG INFRASTRUCTURE FOR ICT**

Iceland has built up a large-scale infrastructure that is well suited to meeting the new technological requirements of enterprises. This infrastructure has served as a major support for fast growth in the ICT industry and the fast adoption of technological solutions throughout society. Iceland is a highly competitive location for operation of Data Centers and has specialized in storage and disaster recovery for foreign companies offering a unique low-cost location for large International Data Centers, low corporate tax and highly skilled IT labor.

**ONE OF THE BEST TEST MARKETS IN THE WORLD**

Icelanders have a solution-focused mindset and the nation has a world-class IT infrastructure and possesses some of the world’s highest IDI performance according to the ICT Development Index where Iceland ranks no 3 in Europe and no 4 Worldwide*. This is why Iceland is one of the best test markets in the world. Iceland offers excellent research and development facilities where industries, educational and research institutes work in close collaboration with the business environment.


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