
Why HELSINGBORG*

Helsingborg, Sweden –
Candidate city to host

EUROPEAN BARBERSHOP
CHAMPIONSHIPS

5-8 May 2021

****Why Helsingborg!***

For the people who live and work in Helsingborg the answer is obvious, that's why we won't end the sentence with a question mark. Read more and see for yourself why Helsingborg is so great.



**HEL
SING
BORG**
convention &
event bureau



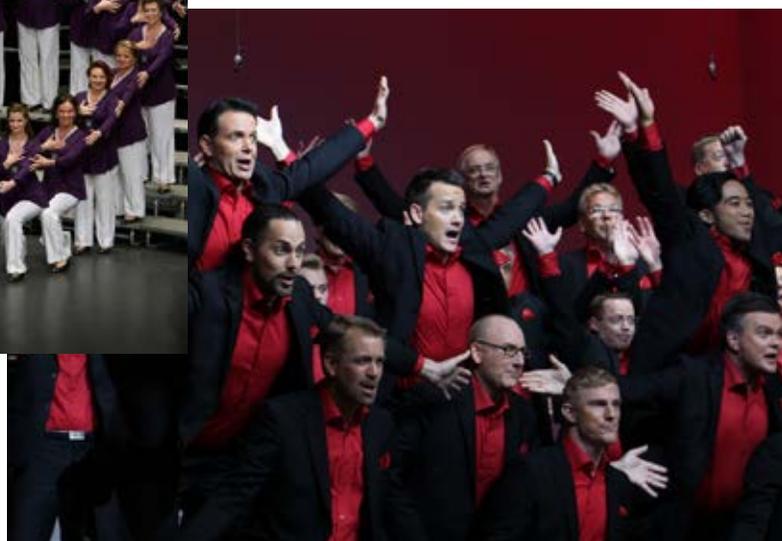
**Welcome
to the city
by the sea**

**”Joy, dedication
and support all the way
from the beginning to the
follow-up. We apply this
philosophy to all events,
big and small ”**

– Caroline Nilsson, your contact at
Helsingborg Convention & Event Bureau

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Helsingborg City

– *support letter*

2017-12-12

The European Barbershop Championship 2021

Helsingborg city has a lot to offer and is a popular destination by our visitors. The new Helsingborg Arena, located in the heart of Helsingborg, within convenient walking distance of hotels, the central station and shopping areas, makes Helsingborg a perfect location for bigger events such as the European Barbershop Championship.

During the last couple of years we have organized and hosted several larger international events, such as the World Championship Coastal Rowing, the Women's European Handball Championship and the European Veterans Table Tennis Championship, which clearly demonstrates the city's ambition and capability of hosting events.

With a personal insight in the world of barbershop, thanks to active friends and the success of the local groups in our hometown over the recent years, I'm proud to say we have a rich history of barbershop singing in Helsingborg. In hosting a European event we know that the visitors here will take away more than just another convention experience, but also new friendships, new knowledge and of course a deeper understanding of what makes the city of Helsingborg the coastal attraction and the barbershop melting pot in southern Sweden it is.

The City of Helsingborg fully supports the bid from SNOBS and SAI Nordic Light Region #32, together with Helsingborg Convention & Event Bureau, to host the European Barbershop Championship in 2021.

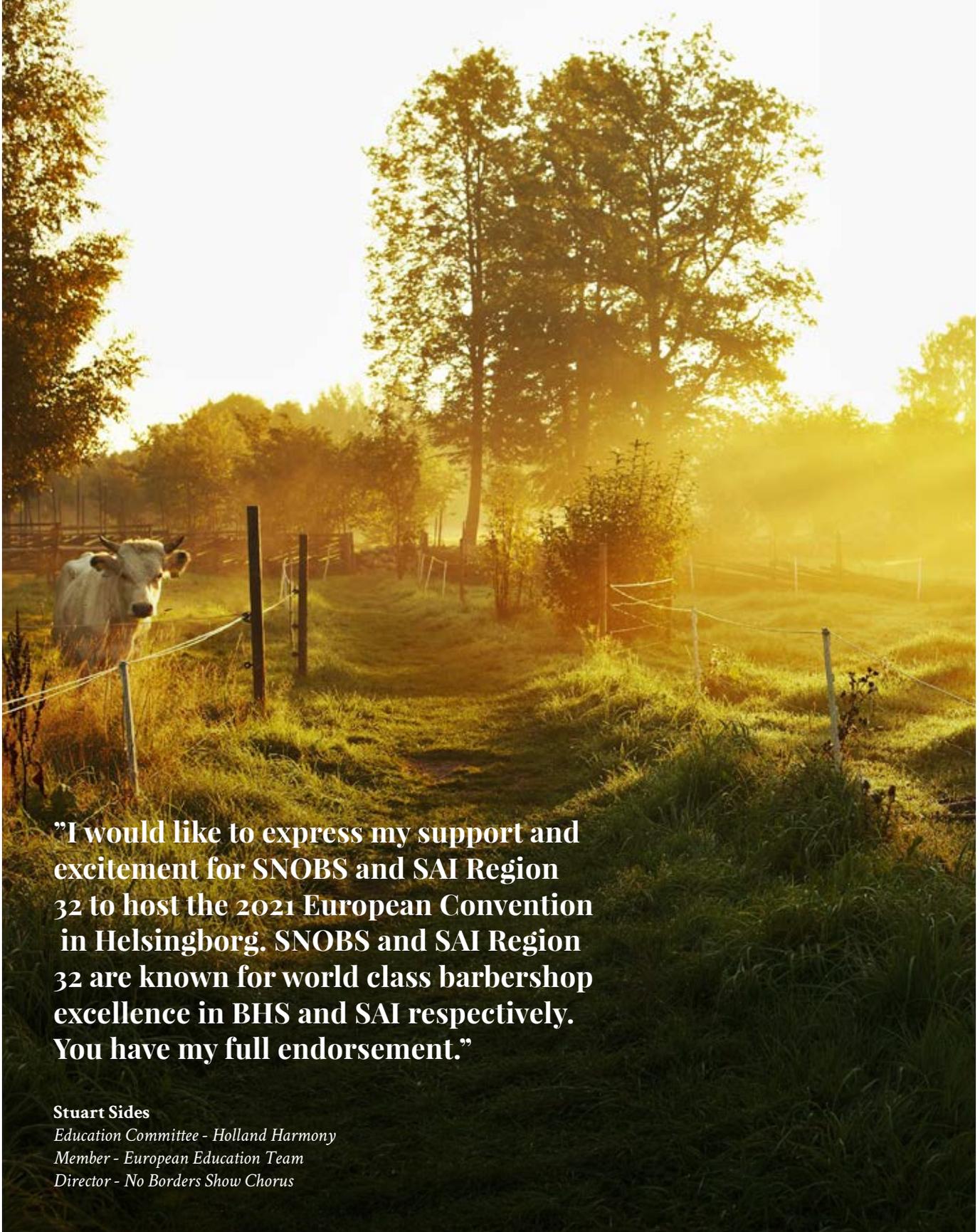
We look forward to a continued cooperation in hosting the European Barbershop Championships 2021!

Yours sincerely



HELSINGBORG

Palle Lundberg
Palle Lundberg
City Chief Executive



“I would like to express my support and excitement for SNOBS and SAI Region 32 to host the 2021 European Convention in Helsingborg. SNOBS and SAI Region 32 are known for world class barbershop excellence in BHS and SAI respectively. You have my full endorsement.”

Stuart Sides

Education Committee - Holland Harmony

Member - European Education Team

Director - No Borders Show Chorus

Event in Skåne

– *support letter*

2017-12-13

European Barbershop Championships in 2021

Region Skåne is the self-governing authority of Skåne, the southernmost county of Sweden. The county assembly is the highest political body in the region and its members are elected by the Scanians themselves. Region Skåne's competences include health and medical services, regional growth and development, public transport, culture and cross-border and interregional cooperation.

The region's track record of hosting events like the Eurovision Song Contest, Men's World Championship Handball and World Scout Jamboree shows our ambitions and capabilities.

Event in Skåne, the region's official events agency, works to make Skåne a leading venue for top Swedish and international events and we fully support the city of Helsingborg's application to host the European Barbershop Championships in 2021.

Yours sincerely

event in skåne
part of business region skåne



Pehr Palm
CEO Event in Skåne

Helsingborg

– *your host city 2021*

“There always seems to be at least one Swedish act at the top”, is something we Swedes often hear. Yes, there is some truth to that... from ABBA to Avicii, Roxette to Robyn, or hard rockers Europe to the Eurovisio’s Carola or Måns Zelmerlöw... the list goes on.

In recent years this has been the case in the world of barbershop, too. Our journey to world class barbershop performances began in the early 1990’s when the Growing Girls (representing SAI Nordic Light Region 32) won the SAI Quartet crowns. Together with the Rönninge Show Chorus they paved road for many other successful Swedish groups. But it took us well into the 2000’s before we established the concept of “the new high”. SALT started the trend by winning the Queen crowns and Rönninge now has won twice in the chorus contest... with many other groups achieving “the new high” year after year. The men of SNOBS soon followed suit with choruses like Zero 8 and quartets like Ringmasters and Lemon Squeezy. SNOBS now has won the International Collegiate Quartet gold medals four times in the last 10 years and to top it off, Ringmasters became the first Affiliate International Quartet gold medalists ever in 2012.

The answer to the success lies in a strong culture of choral singing in Sweden. For those who claim they can carry a tune, many often start out in choirs. There are roughly 600.000 Swedes singing in choirs, including barbershop. At first glance maybe not a staggering number - but it actually makes Sweden the country with the highest number of choir singers per capita in the entire world! Sweden’s strong choral tradition comes from a deep-seated culture of singing folk songs, especially around major festivities like Midsummer and Christmas.

So, why hold the European Barbershop Convention in Helsingborg, Sweden? Helsingborg has been strongly represented in the barbershop scene since 1982, when the Helsingborg Barberboys was founded (now HelsingVoice). A few years later, Pearls of the Sound was formed and ever since, both choruses have given birth to several quartets and other smaller groups nationally and internationally recognized. Pearls of the Sound is the reigning SAI Midsized Chorus champions and HelsingVoice recently placed 4th at the 2017 European Championships. With that, “the new high” has been fully embraced in this region as well!

Helsingborg has been a frequent convention city for national barbershop conventions. The leadership in both in the women’s and the men’s choruses are eager to bring another great convention to Helsingborg, and the growing membership is standing by as the local manpower



to provide the necessary support for this to be an outstanding event. With Malmö as a city close by (with the reigning SAI Small Chorus champions Malmö Limelight standing by for extra help) and the close proximity to Copenhagen, there are excellent conditions for making this an easy-access convention with possibilities for exciting excursions in the surrounding areas. Welcome to our hometown, Helsingborg, in 2021!

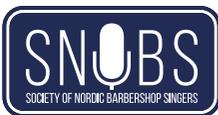
Lasse Lindelöw
HelsingVoice, President

Louise Godden
Pearls of the Sound, President

Henrik Rosenberg
*SNOBS President
HelsingVoice*

Anna Rosenberg
Pearls of the Sound

Elisabeth Augustsson
SAI32, Chair of Conventions



The beautiful town

– *by the sea*

The beautiful town of Helsingborg is located in the heart of the dynamic Greater Copenhagen area, which is home to over 3,8 million people and a highly advanced infrastructure systems, making traveling fast and easy.

Helsingborg has all the hotels, restaurants and entertainment you would expect to find in a big city, while still being small enough to find your way around.

The attractive “old town” stands out with its winding streets, quaint cobbled squares and historic landmarks. A little further on you can see the shimmering Öresund sea, just four kilometers wide. The Danish side of the coast, with Elsinore and Hamlet’s Kronborg Castle can easily be reached by boat. What better city to host the European Barbershop Championships?

Helsingborg has it all: sandy beaches, beech woods, old fishing villages, urban settings and a beautiful countryside. It’s easy to enjoy a visit to Helsingborg.

The city center offers a generous number of restaurants, cafes, shops and parks. Just minutes away from the city center, you can also enjoy a relaxing walk by the sea or in the woods. In the spring, Gröningen Park is the ideal venue for recreation, with its widespread golf course, barbecue sites, leisure areas and bathing jetties.

Helsingborg offers an excellent selection of cozy cafés and restaurants with menus from all corners of the globe.

You can also enjoy a shopping spree along Kullagatan, the oldest pedestrian street in Scandinavia. With its 500 shops and boutiques there is something for everyone. In a delightful mix and within easy walking distance you can enjoy shopping, swimming and good food.

Experience of hosting major events

In the last 5 years, 247 big and small events have been held in Helsingborg. HX is an annual 3-day city festival that attracts 30 000 visitors per day. During the UEFA European Under-21 Football Championship in 2009, Helsingborg received almost 30 000 visitors. In July 2014, Helsingborg hosted a large gymnastic event, Eurogym, which attracted 4 500 gymnasts to Helsingborg. In August 2015 we hosted Europeade, the largest folkdance and folkmusic festival in Europe with 6 000 participants. The European Veteran Table Tennis Championships took place in Helsingborg in June 2017, with over 3 000 table tennis players visiting Helsingborg. In the summer of 2018, Helsingborg looks forward to hosting one of Sweden’s biggest sporting events, “SM-veckan” (the Swedish Championships week). Over 50 competitions will take place over one week.

The City of Helsingborg has an event unit with professional and dedicated staff. The unit has a long history supporting large events and helping event organizers with, among other things:

- Advice and support to plan and hold event
- A network of professional partners
- Project management and marketing
- Contact with authorities and administration



Sweden and Helsingborg

– *easy to reach*

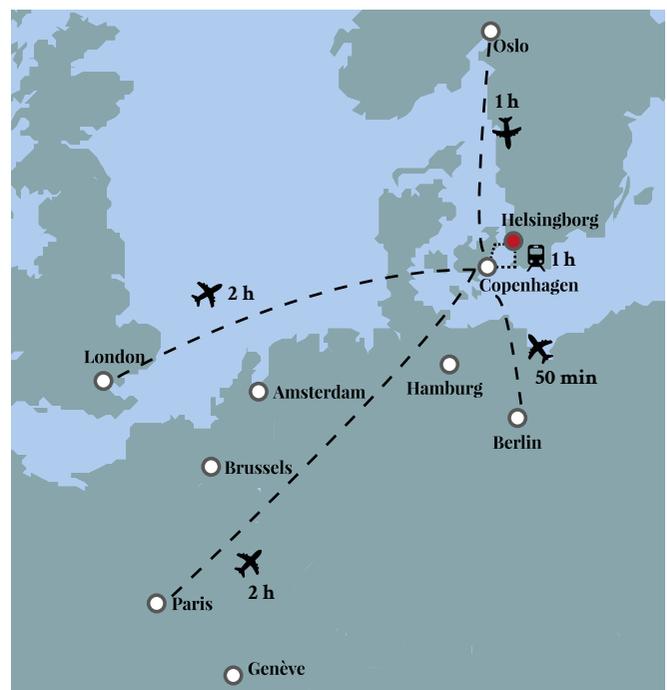
Helsingborg is a communication hub for both national and international road traffic, with the junction of the E4 and E6 European highways only a few kilometres from its centre. Copenhagen airport, Kastrup, is only about one hour away by rail or road.

There is frequent train service over the Öresund bridge, providing a convenient link between Copenhagen and Helsingborg. Another option is to take a train to Elsinore and then continue with the ferry. The ferries between Elsinore in Denmark and Helsingborg provide round-the-clock passenger and vehicle service.

The Greater Copenhagen area enjoys increasing popularity and every year hosts a number of international events. Helsingborg has all the advantages of a small town while being able to offer the wide variety of amenities expected of a large city. And you can reach just about everything on foot - hotels, restaurants, shops, meeting halls – everything within easy walking distance.

In brief

- 3 600 hotel beds
- 135 000 residents in Helsingborg
- 150 different nationalities are represented in Helsingborg, giving the city a truly international character
- Three airports within an hour's drive
- Helsingborg is a popular tourist destination, with around 500 000 bednights per year
- Helsingborg is one of Sweden's best served cities in terms of restaurants
- One destination – two countries



Map of Helsingborg

– the city center



“I am in full support of and highly recommend that the 2021 European Barbershop Convention be held in Helsingborg Sweden. It’s a lovely city, easy to get to, and the people there would make wonderful hosts.”

Sandy Marron

Certified Sound Judge, SAI

Singing Judge for European Championship 2009 & 2013

Singing Judge for BinG 2008, 2010, 2012, 2014, 2016 ... & 2018







”As a frequent visitor to the city of Helsingborg and numerous European barbershop conventions, I fully endorse Helsingborg, SAI Region 32 and SNOBS hosting the 2021 European Barbershop Convention. Their past outstanding convention hosting experience indicates that this will be a convention to remember! ”

Gary Plaag
*Certified BHS Performance Judge
Vice President Contest and
Judging Mid-Atlantic District BHS*

Helsingborg Arena

– *a home ground for events*

Helsingborg Arena is a new and modern addition to the great number of Swedish arenas. This is particularly evident in the exciting architecture, which exhibits striking soft details. The Arena was built with a focus on flexibility and variety; making it possible to host large sporting and meeting events.

Helsingborg Arena opened on the 30th of November 2012 and has hosted several events, such as; Eurogym 2014, U19 World Floorball Championship, Europeade, The Swedish Eurovision Song Contest, World Veterans Badminton Championships 2015 and the Horseweek 2015.

The arena is located in a beautiful part of Helsingborg with a number of exciting neighbours including Idrottens Hus, which has long been the city's main arena.

Helsingborg Arena is linked to Idrottens Hus with a pedestrian walkway. This provides fantastic opportunities with space for five full size courts under one roof. The largest hall has a floor area of 1 800 m² and an audience capacity of 4 700 people. The arena is also equipped with 4 kiosks and with a possibility to arrange mobile serving stations.

Helsingborg Arena provides our guests with excellent service when it comes to food. The restaurant Dahlbergs with 350 seats is run by top chef Per Dahlberg, who also runs one of Sweden's top-notch restaurants – Gastro in Helsingborg. There is also a possibility of having seated dinners in the arena for up to 1 500 people for a gala dinner.

In brief

- Walking distance from Helsingborg Central station (10-15 minutes)
- Bus and taxi transportation right outside
- Restaurant, kiosks, mobile serving stations and gala dinner opportunities
- 150 toilets
- 14 different lighting functions up to HD-light
- LED screens both in roof and along sides of the main arena

Capacity

- Three full-size courts under one roof
- Audience capacity of between 100 and maximum 4 700 people
- 14 changing rooms
- Press area and facilities for TV and media
- Separate rooms for doctors, drug testing, referees, massages and meeting rooms
- Two fully equipped conference rooms with a capacity up to 200 people.



”I support and recommend that the 2021 European Barbershop Convention be held in Helsingborg, Sweden. Helsingborg is an excellent location and the facilities are ideally suited for your convention. I think it’s a match made in heaven!”

Peter 'nooj' Nugent

Winner of:

3 BABS Quartet Gold Medals

IABS International Gold medal

DABS Mixed Quartet Gold medal

Former MD to the UK National LABBS Chorus 'Coast To Coast'

Former MD to Irelands National Chorus 'Harmony Federation'

Former MD to:

Chordetes & Fascinating Rhythm

Artistic Director for the UK Military Wives Choirs





“I would like to express my support for SNOBS and SAI Region 32 to host the 2021 European Convention in Helsingborg. The event will no doubt be very well organized by their respective teams under such strong leadership. Both SNOBS and SAI Region 32 have been shining lights for Barbershop excellence in BHS and SAI respectively. You have my full endorsement.”

Matt Gifford

Bass, Musical Island Boys (International Quartet Champions 2014)

Certified BHS Singing Judge

BHNZ Vice President



Helsingborg and Skåne

– *made for experience*

Fredriksdal Museums and Gardens

A 36-hectare oasis in the centre of Helsingborg, with buildings, landscapes and gardens that depict the history of local nature and culture. Many native species are represented in the field and pastures.

fredriksdal.se

Dunkers Culture Centre

Opened in 2002 with music, art, film and theatre, all under one roof. Here you can also find exhibitions covering the city's history. *dunkerskulturhus.se*

Kärnan

Fortress tower dating from the 1300s, part of the ancient Castle of Helsingborg. Kärnan is perhaps Helsingborg's most important symbol.

Sofiero Palace and Gardens

Sofiero is at the edge of the city and was once King Gustav VI Adolf's summer residence. The gardens are a sea of flowers, with the former king's famous rhododendrons and crown princess Margareta's magnificent borders still flourishing. Sofiero is one of Helsingborg's main tourist attractions. *sofiero.se*

Råå

Picturesque coastal community just south of Helsingborg. The old fishermen's huts along winding lanes remain in good condition. In summer, small ferries run between the harbour and the island of Ven.

Ven

Ven is an island halfway between Denmark and Sweden with an unusual landscape, best seen by bicycle. Ven is popular for day trips and is well known from history books as the astronomer Tycho Brahe's island.

alltomven.se

Elsinore (Denmark)

Helsingborg's Danish twin town, just 20 minutes away by ferry. There are many well preserved 17th and 18th century buildings in the central areas. The Renaissance castle of Kronborg, the home of Hamlet is within walking distance. *visithelsingor.dk*

Kullaberg

Nature reserve with a rich flora and fauna, situated about 30 kilometres north of Helsingborg. Along the coastline, steep cliffs drop down to the sea or stand as fantastic natural sculptures. *kullabergsnatur.se*

Contact information

– *we are here for you*

SNOBS and SAI Nordic Light Region #32, with support from Helsingborg Convention & Event Bureau, is happy to submit this letter of interest to host the European Barbershop Championships 2021.

Helsingborg Convention and Event Bureau makes event easy. Our mission is to be an active and coordinating part that provides professional support all the way from start to finish. This includes finding the arenas and venues which best fit your specific needs, as well as giving unbiased advice and tips, coordinating your contact with local organizations and arranging meetings.

We also have the Event Department which will take an active part in the LOC (Local Organizing Committee). Together we can tailor a unique solution that meets the needs and requirements for organizing the European Barbershop Championships 2021.

We intend to make the European Barbershop Championships 2021 an event to remember for both participants and visitors. Helsingborg has much to offer and is a highly appreciated destination by our visitors.

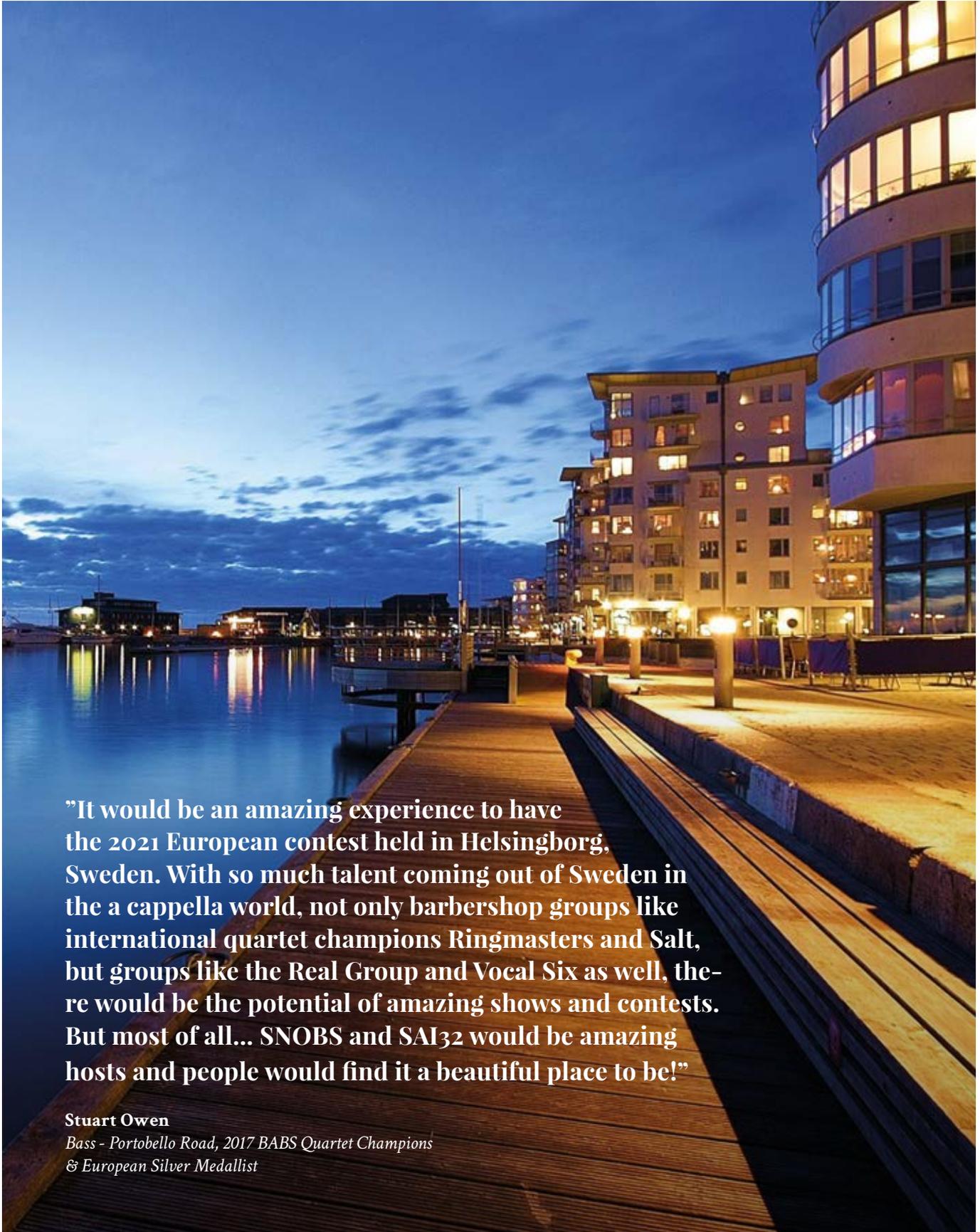
We are happy to address any questions or concerns that you may have.

The Helsingborg barbershop community stands with open arms ready to host an extraordinary European Barbershop Convention. We look forward to sharing the Swedish barbershop convention experience with all of our European brothers and sisters!

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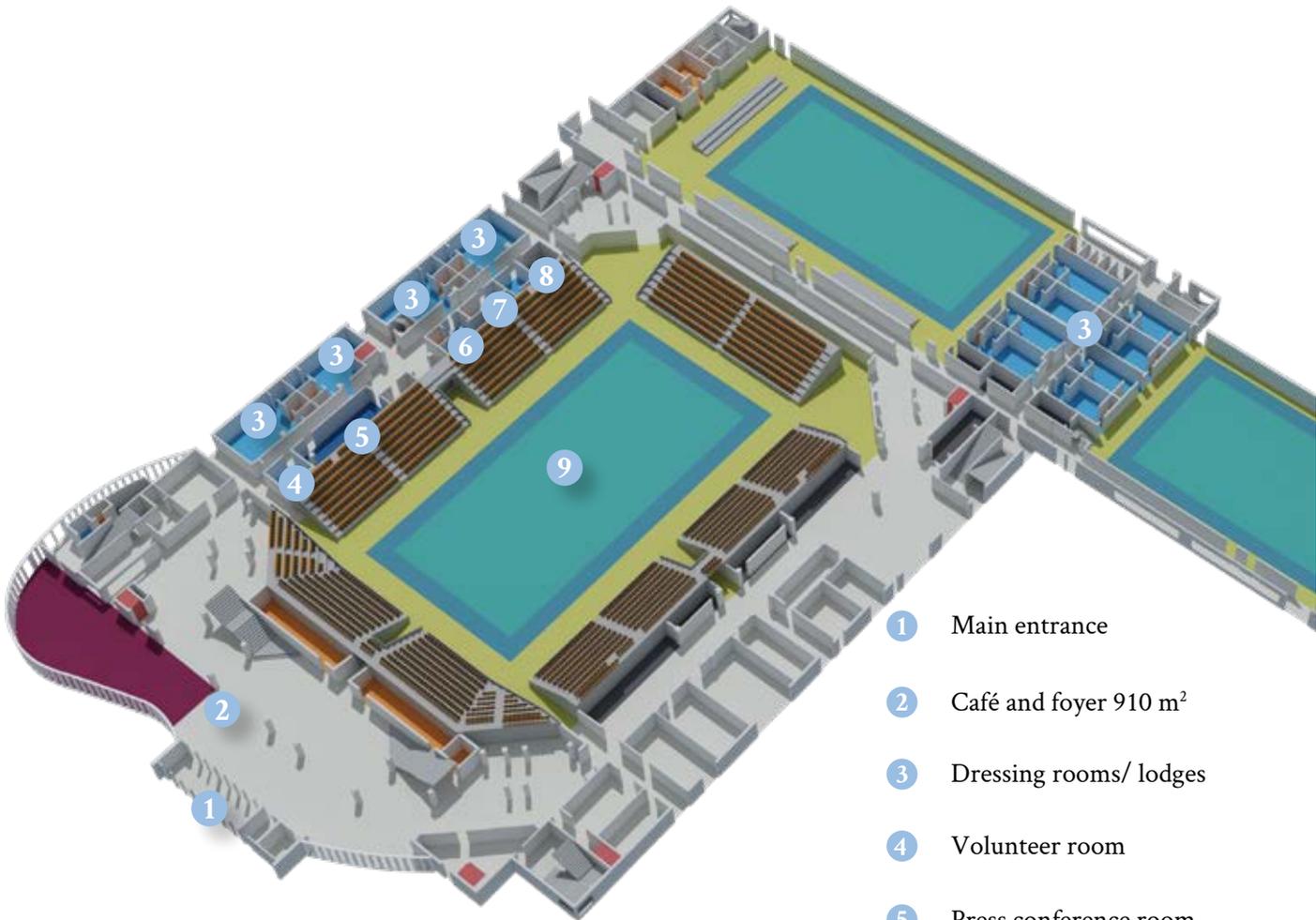
”It would be an amazing experience to have the 2021 European contest held in Helsingborg, Sweden. With so much talent coming out of Sweden in the a cappella world, not only barbershop groups like international quartet champions Ringmasters and Salt, but groups like the Real Group and Vocal Six as well, there would be the potential of amazing shows and contests. But most of all... SNOBS and SAI32 would be amazing hosts and people would find it a beautiful place to be!”

Stuart Owen

*Bass - Portobello Road, 2017 BABS Quartet Champions
& European Silver Medallist*

Appendix

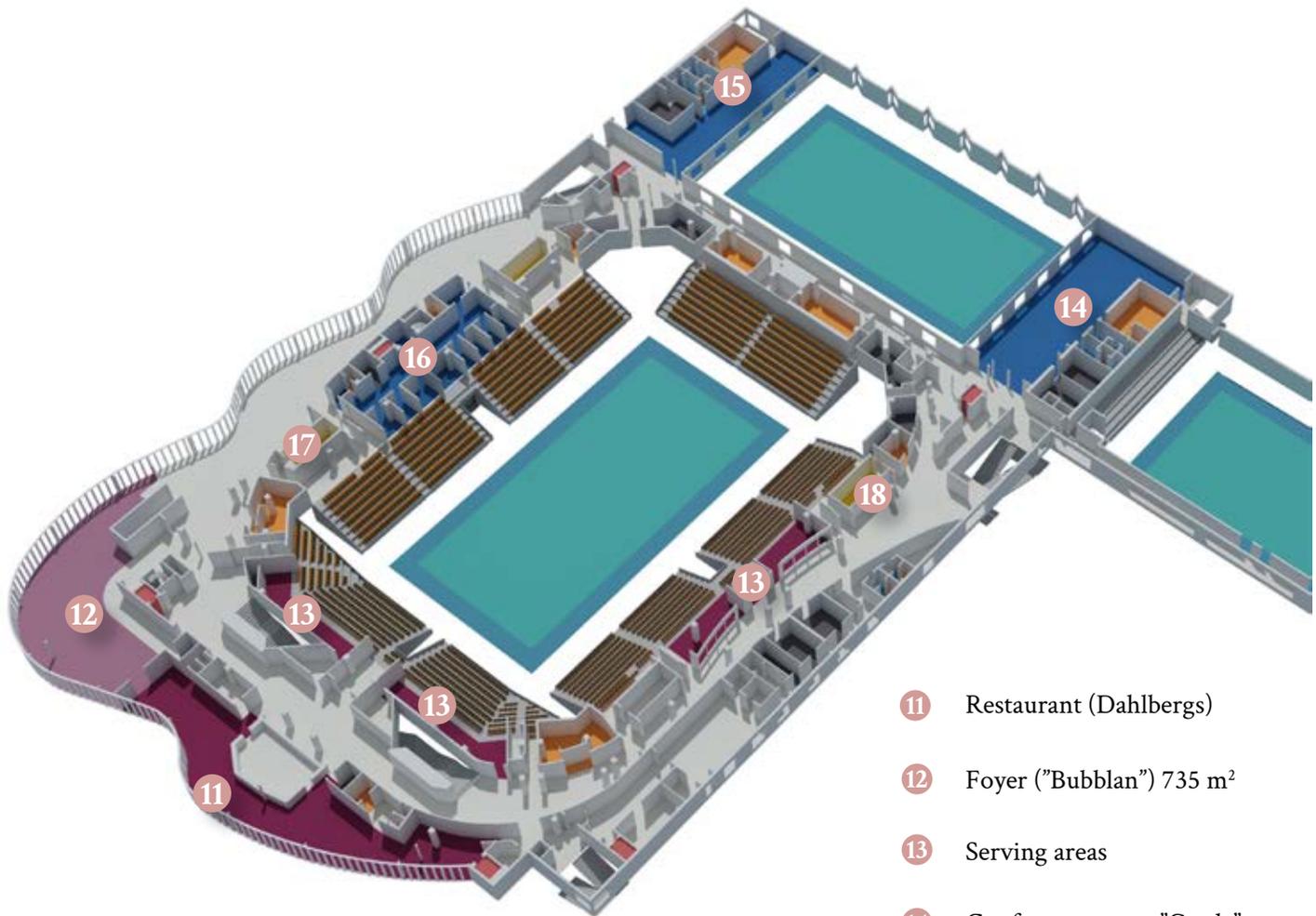
– Helsingborg Arena 1st floor



- ① Main entrance
- ② Café and foyer 910 m²
- ③ Dressing rooms/ lodges
- ④ Volunteer room
- ⑤ Press conference room
- ⑥ Massage room
- ⑦ Drug testing room
- ⑧ Doctors room
- ⑨ A-hall 1 800 m²

Appendix

– Helsingborg Arena 2nd floor



- 11 Restaurant (Dahlbergs)
- 12 Foyer ("Bubblan") 735 m²
- 13 Serving areas
- 14 Conference room "Gerda"
Fully equipped conference room
with a capacity of 200 people
- 15 Conference room "Henry"
Fully equipped conference room
with a capacity of 150 people
- 16 Press room
- 17 Kiosk
- 18 Kiosk

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HELSINGBORG

event in skåne
part of business region skåne



NORDIC LIGHT REGION #32