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## **Unprecedented Nordic index reveals dream employers**

Stockholm, June 16<sup>th</sup> 2011 – Universum releases the first official Nordic Ideal Employer ranking that highlights the most powerful employer brands in the Nordic region based on students' perceptions from Sweden, Denmark, Norway and Finland.

Accounting firms are most popular when Nordic business students rank their ideal employers. According to the students, Ernst & Young is the ideal employer followed by PwC. "After some tough years the banks are increasing in popularity as well as the management consulting industry", says Claes Peyron, Nordic Director at Universum. Nordea is ranked number three followed by L'Oréal, McKinsey and KPMG.

Engineering students rank Ramboll as their ideal employer followed by Siemens and ABB. "Management consulting is becoming more popular among engineering students, as well as the construction industry, software and computer services", says Lovisa Öhnell, Universum's Research Director. Microsoft is ranked fourth, followed by McKinsey and Skanska. "Engineering consulting is becoming more attractive in both Norway and Denmark while stable in Sweden and decreasing popularity in Finland", add Ms Öhnell.

Business students associate professional training and development, good prospects for future career, leaders who support their career and competitive base salary with the top three ideal employers to a larger extent than with employers overall. "These attributes are important for students and the students are attracted by employers that provide these attributes." explains Claes Peyron.

Engineering students associate the top three employers with creative and dynamic work environment, professional training and development, good prospects for future earnings and competitive base salary. In general, preferences among Swedish, Danish and Norwegian students are closely linked while Finnish students often have different priorities compared to their Nordic neighbours.

The results are based on the Universum Student Survey 2011 in which over 34.000 students at top academic institutions in Sweden, Denmark, Norway and Finland chose their ideal employers to work for. The Universum Student Survey is conducted globally on an annual basis with over 400.000 respondents. For more information on the results, please visit

<http://www.universumglobal.com/IDEAL-Employer-Rankings/Nordic-Top-50.aspx>

Universum is an international company that specialises in the field of employer branding. Universum delivers a full range of services in research, strategic consulting and communication solutions that enable employers to better understand, attract and retain current and future ideal employees. For more information, please visit [www.universumglobal.com](http://www.universumglobal.com)

## NORDIC'S MOST ATTRACTIVE EMPLOYERS 2011

<b>BUSINESS STUDENTS</b>	2011	2010	Difference	<b>ENGINEERING STUDENTS</b>	2011	2010	Difference
Ernst & Young	1	1	0	Rambøll	1	1	0
PwC	2	2	0	Siemens	2	2	0
Nordea	3	4	1	ABB	3	3	0
L'Oréal	4	3	-1	Microsoft	4	7	3
McKinsey & Company	5	7	2	McKinsey & Company	5	9	4
KPMG	6	5	-1	Skanska	6	8	2
Deloitte	7	6	-1	Sweco	7	12	5
The Boston Consulting Group	8	9	1	NCC	8	4	-4
Microsoft	9	10	1	Accenture	9	11	2
IKEA	10	8	-2	Ericsson	10	13	3
Accenture	11	12	1	Nokia	11	10	-1
Procter & Gamble	12	11	-1	IBM	12	6	-6
Handelsbanken	13	15	2	The Boston Consulting Group	13	15	2
SEB	14	16	2	Vattenfall	14	5	-9
Danske Bank	15	14	-1	GE Healthcare	15	20	5
SAS	16	13	-3	IKEA	16	17	1
Unilever	17	17	0	Sony Ericsson	17	16	-1
IBM	18	19	1	Fortum	18	19	1
Carlsberg	19	21	2	Volvo Cars	19	21	2
Bain & Company	20	32	12	Grontmij	20	-	-
Ericsson	21	18	-3	Arla Foods	21	22	1
NASDAQ OMX	22	26	4	Vestas	22	18	-4
A.P. Møller - Mærsk	23	-	-	Pfizer	23	24	1
Arla Foods	24	24	0	SAS	24	28	4
Siemens	25	22	-3	Sandvik	25	23	-2
ICA	26	25	-1	A.P. Møller - Mærsk	26	-	-
ABB	27	23	-4	Stora Enso	27	27	0
Capgemini	28	27	-1	Capgemini	28	33	5
Dell	29	28	-1	Peab	29	25	-4
Telenor	30	29	-1	Novo Nordisk	30	-	-
Tele2	31	-	-	Norconsult	31	-	-
Vestas	32	31	-1	COWI	32	32	0
Stora Enso	33	39	6	Unilever	33	29	-4
Nestlé	34	20	-14	Telenor	34	31	-3
Vattenfall	35	34	-1	Outokumpu	35	30	-5
Philip Morris International	36	-	-	Reinertsen	36	-	-
BDO	37	35	-2	Shell	37	14	-23
British American Tobacco	38	44	6	TeliaSonera	38	37	-1
TeliaSonera	39	43	4	Schneider Electric	39	41	2
Fortum	40	47	7	Bayer	40	-	-
Statoil	41	36	-5	Tieto	41	42	1
Nokia	42	37	-5	Adecco	42	-	-
Coop	43	33	-10	Pöyry	43	44	1
Manpower	44	38	-6	YIT	44	-	-
Quartz+Co	45	-	-	Philip Morris International	45	-	-
HP	46	45	-1	Visma	46	-	-
Shell	47	30	-17				
Adecco	48	48	0				
Booz & Company	49	46	-3				
Ålandsbanken	50	54	4				