

# Plans for the ship Götheborg take shape – new experience center proposed at Masthuggskajen in Gothenburg

Following growing interest in the future of the Götheborg of Sweden, Greencarrier is now presenting more detailed plans for a new permanent berth and an adjacent experience center at Masthuggskajen in Gothenburg. The aim is to create a new destination in the city ahead of the 300th anniversary of the Swedish East India Company in 2031. The first visual renderings are now being revealed.



The initiative includes an interactive experience center located directly next to the ship, where visitors can explore the history of the Götheborg, Gothenburg's role as a trading city, and the importance of maritime trade – from the 18th century to today's global trade and logistics.

– The Götheborg is a symbol of Gothenburg's origins as a city of trade and maritime heritage. With this project, we aim to both preserve history and create something that inspires the future – a place where business, academia, and the public can come together, says Stefan Björk, founder of Greencarrier and initiator of the project.

## A new destination for the city and its visitors

The proposed location at Masthuggskajen will make the ship more accessible and visible to both Gothenburg residents and international visitors. Plans also include a restaurant and office spaces for businesses related to shipping, trade, and logistics in connection with the ship and experience center.

The project aligns with Gothenburg's ambition to strengthen its attractiveness as a destination and meeting place. The vision is to create a vibrant cultural and knowledge hub that contributes to the city's development and strengthens its connection to the sea.



### **Timeline linked to the 2031 anniversary**

The goal is for the experience center to be completed in time for the 300th anniversary of the Swedish East India Company in 2031. The plans have been developed in collaboration with the architectural firm Rstudio and project developer CoForma, and dialogue is ongoing with the city, where Business Region Gothenburg plays a leading role.

– To realize the project on time, we need a decision during the spring. We hope that both the people of Gothenburg and policymakers – like us – see the opportunities this ship and experience center could create for the city, tourism, and business, says Stefan Björk.

### **A long-term investment**

Greencarrier, which has owned the Götheborg since 2021, plans to finance the experience center and continue to be responsible for the ship's operations and maintenance. The vision is to create an iconic location and a vibrant meeting place for future generations.

– The Götheborg belongs to the people of Gothenburg. Together with enthusiasts, companies, and the city, an impossible project was made possible – a dream became reality, and the ship was completed in 2003. Since then, it has had a strong international appeal and opened doors around the world. Now we want to complete the journey and give the Götheborg its natural home port in Gothenburg. With this proposal, we aim to make the ship more accessible to everyone, continue sharing its history, and preserve it for future generations, says Stefan Björk.

For now, the ship remains at Eriksberg and is open to visitors for much of the year.

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