

## New digital exhibition highlights Värmland's entrepreneurial history through historical share certificates

**A new digital exhibition, WOW Värmland – stories of innovation, adversity, and courage, is launched today. It offers a unique insight into the economic development of Värmland, a region in western Sweden, through historical share certificates from Lars Wingefors' private collection. The exhibition highlights the role of entrepreneurship and capital in the region's growth – from the era of ironworks to today's business landscape.**

*"Värmland's entrepreneurial spirit has played a crucial role in the region's development, and the exhibition shows how the drive of previous generations laid the foundation for today's economy. Hopefully, it can inspire future generations to continue developing the region,"* says Lars Wingefors.

WOW Värmland is free and digital exhibition available at [wowvarmland.se](https://www.wowvarmland.se). It is initially available in Swedish, with an English version to be added later. Visitors can explore stories of innovation, adversity, and courage in Värmland's entrepreneurial history – from ironworks to women's rights, barbed wire, and the so-called "bandy baron".

### **For further information, please contact:**

Daniel Engh

Head of culture & collections | Lars Wingefors AB

Phone: +46 707 73 97 40

### **About Lars Wingefors AB**

Lars Wingefors AB (LWAB) is a private investment company founded by entrepreneur Lars Wingefors, based in Karlstad, Värmland, Sweden. The company is the largest shareholder in the publicly listed Embracer Group and Asmodee Group. The largest private subsidiary of LWAB is the real estate developer Bröderna Wingefors AB, with a growing portfolio of properties in western Sweden. LWAB also holds a portfolio of minority investments in other companies, particularly tech-based businesses.

### **About WOW Värmland**

WOW Värmland is part of an initiative highlighting the importance of capital markets for local businesses and long-term investments – in Värmland and other Swedish regions. By showcasing historical share certificates and encouraging dialogue around access to capital, the organisers aim to deepen the understanding of the connection between capital, growth, and entrepreneurship.

The exhibition is produced by Lars Wingefors AB in collaboration with Digital Venue and is available online to a broad audience.

### **Image Attachments**

WOW Värmland

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