

The background features a series of concentric circles in a light gray color, centered on the page. On the left side, there are two large geometric shapes: a teal triangle pointing downwards and a gray triangle pointing upwards, partially overlapping each other.

# **NORDIC BUSINESS COUNCIL, USA 2021 ANNUAL REPORT**

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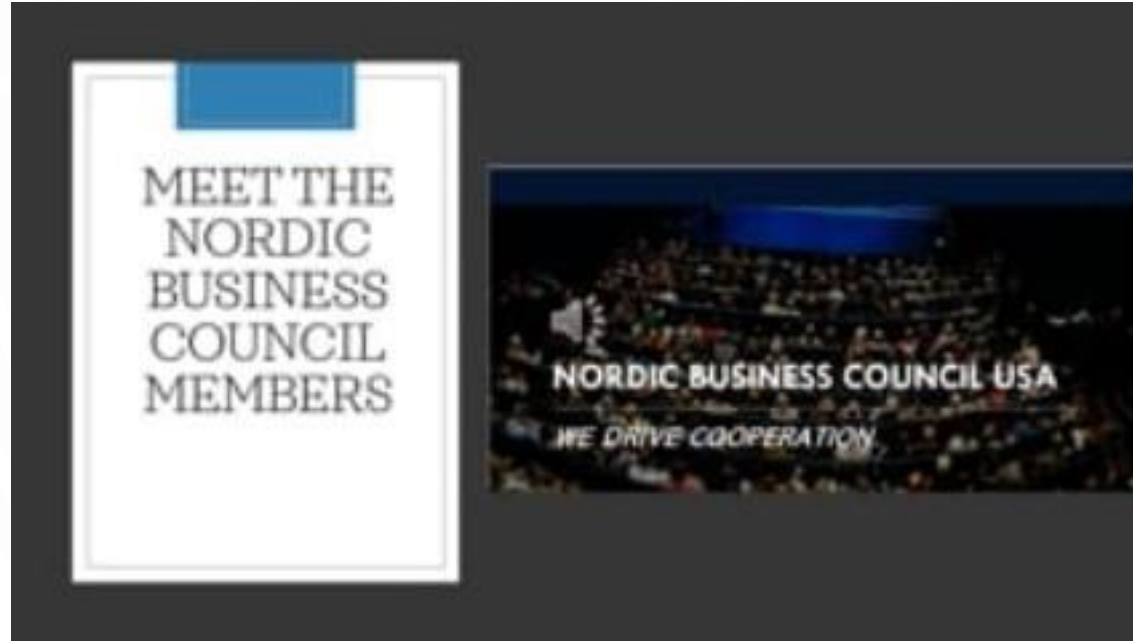
NORDIC BUSINESS EXCHANGE



# INTRODUCTION

- THANKS TO THE SUPPORT OF OUR FOUNDING NORDIC BUSINESS COUNCIL MEMBERS, WE HAVE BEEN ABLE TO CREATE AND LAUNCH SEVERAL NEW PROGRAMS IN 2021.
- WE ARE VERY PROUD OF THE PROGRESS OUR TEAM HAS MADE.
- THIS IS A REVIEW OF OUR SUCCESS FROM LAST YEAR AND GIVE YOU AN OVERVIEW OF WHAT YOU CAN EXPECT FOR NEXT YEAR.

# OUR FOUNDING NORDIC BUSINESS COUNCIL MEMBERS



Chamber of Eco Commerce



Advantages  
International LLC



**SCANFIL**



# TIMELINE

Q1. JAN – MAR

NORDIC BUSINESS COUNCIL  
MET

Q3. JULY - SEPT

NORDIC BUSINESS  
EXCHANGE FORUM 2021

Q2. APR - JUNE

NORDIC BUSINESS COUNCIL,  
USA 2<sup>ND</sup> QTR. MEETING.

Q4. OCT - DEC

SMART-R BRIEFING FOR  
NORDIC BUSINESS COUNCIL,  
USA

# 2021 RECAP

## BUSINESS PRIORITIES

- LAUNCH NORDIC BUSINESS COUNCIL, USA
- HOST BRIEFINGS FOR THE COUNCIL
- LAUNCH VIRTUAL MARKET EXPANSION PROGRAM
- LAUNCH GLOBAL BUSINESS DIRECTORIES
- HOST NORDIC BUSINESS EXCHANGE EVENT  
FEATURING US STATE PARTNER AGENCIES

## COMMUNITY INITIATIVES

- PARTNERSHIP WITH BI-LATERAL ORGANIZATIONS
- PARTNERSHIP WITH GEORGIA TECH SOFT LANDINGS
- STRATEGIC ALLIANCE WITH SELECTUSA.GOV
- STRATEGIC ALLIANCE WITH NATIONAL  
INFRASTRUCTURE BANK
- DEVELOPMENT OF 2022 US NORDIC CUP INITIATIVE



# GOALS FOR 2022

## BUSINESS PRIORITIES

- GROW COUNCIL MEMBERSHIP
- INCREASE COLLABORATION WITHIN THE COUNCIL
- CREATE SPEAKING OPPORTUNITIES FOR COUNCIL MEMBERS
- CONTINUE PRIVATE BRIEFINGS FOR THE COUNCIL RE: BUSINESS UPDATES AND PROJECT AND FUNDING OPPORTUNITIES

## INITIATIVES

- EXPAND DOING BUSINESS IN SMART COMMUNITIES INITIATIVE
- LAUNCH VIRTUAL MARKET EXPANSION COHORTS
- DEVELOP STATE VIRTUAL MARKET EXPANSION PROGRAMS WITH VIRTUAL TRADE SHOWS
- EXPAND STATE BUSINESS ADVISORY TEAMS
- INTERNSHIPS WITH NORDIC COMPANIES

## EDUCATION

- SHARE TRAINING FROM COUNCIL MEMBERS
- WEBINAR SERIES FROM BUSINESS ADVISORS
- WEBINAR SERIES FROM STATE ECONOMIC DEVELOPMENT AGENCIES

# OUR PROGRAMS

## 2021-2022



- [NORDIC BUSINESS COUNCIL USA](#)
- [SECURE AMERICA SMART-R](#)
- [VIRTUAL MARKET EXPANSION \(VME\)](#)
- [ECONOMIC DEVELOPMENT PARTNER PROGRAM \(EDP\)](#)
- [DOING BUSINESS IN SMART COMMUNITIES](#)
- [US-NORDIC CUP](#)
- [SMART COMMUNITY COUNCIL USA](#)



# THANK YOU

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THANKS TO YOUR COMMITMENT AND STRONG WORK ETHIC,  
WE KNOW NEXT YEAR WILL BE EVEN BETTER THAN THE LAST.

WE LOOK FORWARD TO WORKING TOGETHER WITH ALL OF  
YOU IN 2022.

**NORDIC BUSINESS COUNCIL, USA**