

# NORDIC Business Exchange June 2023 NORDICS

## REPORT

### NORDIC Business Council USA

*We drive cooperation.*





# Agenda

## Transatlantic Partnerships

- **TRADE**
- **TECHNOLOGY**
- **SECURITY**



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# 2023 Nordics Business Roundtables



To drive [Transatlantic Trade, Technology, and Security Cooperation](#) the NORDIC Business Council ("NBC") hosted NORDIC Business Exchange 2023 NORDICS Business Roundtables June 2023 in [Helsinki](#), [Vaasa](#), and [Kuopio](#) regions in Finland.

The Business Roundtables followed by touring the NORDIC region and private meetings between the NORDIC Business Council and Leaders from Business, Industry, Academia, and Governments to discuss 2023-26 NORDIC Business Exchange partner projects, programs, initiatives, and strategic partnerships.



# Program Updates



The NORDIC Business Council announced the NORDIC Business Exchange (“NBE”) 2023-26 program updates:

- [Virtual Market Expansion \(“VME”\) USA](#)
- [SMART Trade Missions USA](#)
- [NORDIC Innovation Exchange USA](#)
- [US-NORDIC-GERMAN Cooperation](#)
- [WOMEN in SMART](#)
- [USA-NORDIC Cup for esports](#)

As a result, enterprises and organizations seeking to participate in the NBE program, can now [APPLY HERE for more information](#)

**NORDIC BUSINESS COUNCIL USA**

*WE DRIVE COOPERATION.*





# Bilateral Cooperation



The NORDIC Business Exchange (“NBE”) program gave insights of bilateral B2B and B2G cooperation. The business roundtables and meetings offered the participants a dynamic discussion with Business, Industry, Academic, and Government Leaders across the Atlantic.

As a result, the NBE program was expanded to provide participants access to new market expansion training, resources and contacts they need to launch and grow business in the US, Nordics, Europe, and internationally.

Market Expansion USA [Trade Mission](#) series for [Doing Business in SMART Communities](#) was announced and delegates can now apply for October 2023-26 executive-level virtual and live training and trade mission cohorts.



Learn from Local Government



Learn from Local Business



Site Visits



One on One Meetings and Networking

# Market Expansion USA



- [Self-assessment for NEW Market Expansion USA readiness \(no cost\)](#)
- [Self-directed online NEW Market Expansion USA executive-level training](#)
- [Consultant-guided online executive-level training](#)
- [Customized Market Expansion USA and NORDICS program - done for you \(by request\)](#)
- [SMART Trade Missions USA](#)
- [NORDIC Innovation Exchange Living Lab USA](#)
- [Investing in America](#)



**VIRTUAL MARKET EXPANSION (VME) USA PROGRAM**  
**EDUCATION - EXPOSURE - ENGAGEMENT**



# Thank You

The NORDIC Business Council (“NBC”) is a specially formed Executive Council that drives USA-NORDIC cooperation, shares perspectives from stakeholders, and helps power enterprises, organizations, institutions, and governments with valuable insight.

*We appreciate our valued Founding Members, Council Members, Partners, Sponsors, and Participants for supporting the Council to build, launch, and grow unique partnered projects, programs, and initiatives.*

[NORDIC Business Council \(“NBC”\)](#)

