



2023 SMART Community Exchange Report

Prepared by:
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Consulting, LLC

www.SMARTCommunityExchange.com

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About the Event

We hope this message finds you well and inspired by the discussions that took place on October 30th, 2023, at the [10th Annual SMART Community Exchange \(SCE\)](#) at Curiosity Lab, Peachtree Corners, Georgia. The event brought together a remarkable [panel of Speakers](#) who shared invaluable insights on the need for Transatlantic Partnerships to drive impactful investment in SMART-R (SMART+Resilient) projects, and the important role economic development organizations and educational and research institutions play in advancing innovation, deployment, and adoption of new technology to drive SMART-R growth.

[THANK YOU TO OUR SPEAKERS & SPONSORS](#)

Thank you to our valued speakers, sponsors, and partners for their participation in the 10th Annual SMART Community Exchange. You may learn more about the speakers on this page.

[Learn More About The Speakers](#)

[The Speaker's topics for the event included](#)

- TransAtlantic Trade
- Safety and Security
- Investing in Innovation
- Access to Funding
- Workforce Training
- Mobility
- Energy
- Logistics
- Cyber Security
- Water Technologies
- New Market Expansion
- AI and Robotics
- Community Development
- eSports and Gaming for Workforce Training
- SMART Education
- SMART Trade Mission
- US Nordic Trade
- SMART Cities
- Economic Development
- Community Engagement



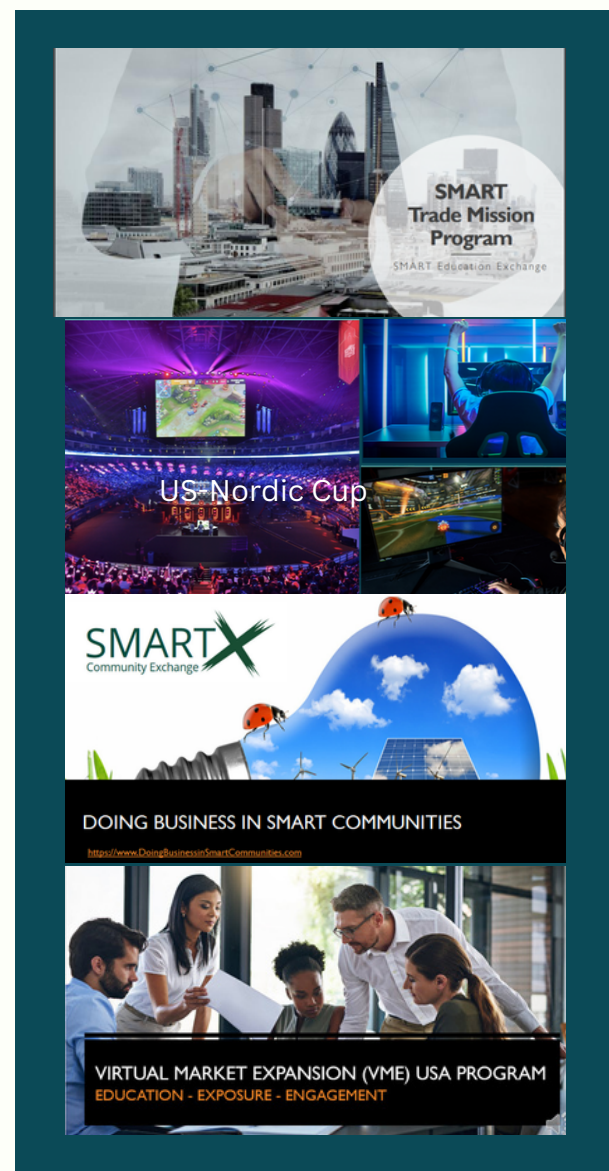
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Program Updates

During the event, Minna LeVine, Chair of the SMART Community Council, USA, announced several program updates for 2023-26.

- [SMART Community Program 2024-26](#)
- [Secure America SMART-R](#)
- [SMART Trade Missions 2024-26,](#)
- [SMART Community Council](#)
- [Nordic Business Council](#)
- [Women in SMART 2024-26](#)
- [Nordic Business Roundtables - Finland](#)
- [US Nordic Cup](#)
- [Doing Business In SMART Communities](#)
- Training Programs - 3 LEVELS
 - [New Market Expansion - Self-Directed online training](#)
 - [Virtual Market Expansion - Consultant Guided online Training](#)
 - Custom Market Entry Program - **Done for you** (Customized by request)
- [NORDIC Innovation Exchange at Curiosity Lab, Peachtree Corners Georgia](#)
- [“Transatlantic Trade, Technology, and Security Partnerships”](#)





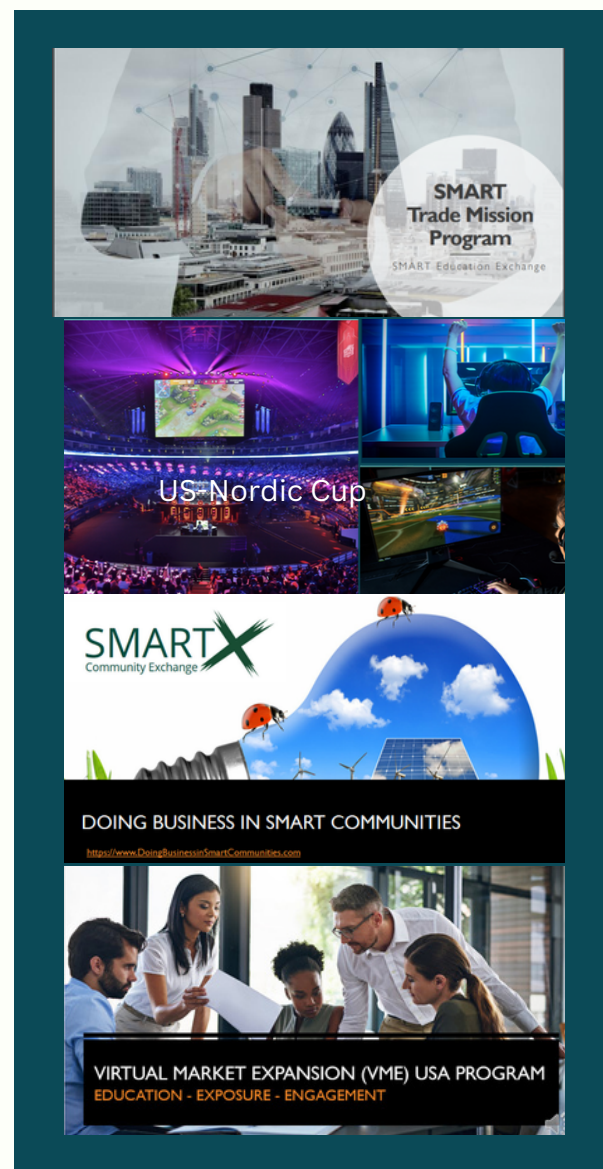
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UPCOMING EVENTS

[VIEW ALL UPCOMING EVENTS](#)

- [SMART Trade Missions 2024-26](#)
 - March 2024 - Finland and Sweden Energy Week
 - April 2024 - SMART Solutions Trade Mission to the USA
 - June 2024 - TransAtlantic Partnerships
- April 2024 - 9th Annual Nordic Business Exchange USA (dates and location to be announced)
- [Nordic Business Roundtables](#)
 - January 2024
 - March 2024
 - April 2024
 - June 2024
- [US Nordic Cup](#)
- [Doing Business In SMART Communities](#)
- Training Programs - 3 LEVELS
 - [New Market Expansion - Self-Directed online training](#)
 - [Virtual Market Expansion - Consultant Guided online Training](#)
 - Custom Market Entry Program - **Done for you** (Customized by request)
- 11th Annual SMART Community Exchange Event - October 2024 (dates and location to be announced)





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SMART-R© Communities 2024-26 Program Brief



Managed by the SMART Community Council USA, the SMART-R Communities USA program is a Private Public Partnership (P3) designed to enable and accelerate SMART-R growth. The program provides technology companies access to regional resources, training, market insights, and business ecosystems foreign investors need to start planning for a new market entry and expansion strategy, get access to a living lab infrastructure to commercialize new technology in partnership with local partners, and grow business SMART communities.

Companies are now invited to apply for 2024 SMART-R Communities USA virtual and live training program, business roundtables, and trade missions designed to bolster technology commercialization and internationalization skills and confidence, to prepare foreign companies for a new market entry and expansion in the United States.



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SMART-R© Communities 2024-26 Program Brief



Step 1 - NEW Market Expansion USA

Start learning through virtual self-paced executive-level training program to discover new business opportunities and plan for new U.S. market strategy.

Step 2- Virtual Market Expansion USA (12-months)

Continue learning virtually with U.S. industry expert guidance to launch and grow your business in the United States.

Step 3 - SMART TRADE MISSION USA (7 days)

A week of immersion and business development in a SMART Community to continue learning with local experts and connect with local technology ecosystems including SMART City/IoT, Fintech, Logistics, Medical and Life Sciences, Biotechnology, Artificial Intelligence, Robotics, Quantum Information Sciences, Cybersecurity, Aerospace, Cleantech, Energy, Agri-Agro, Physics, Chemistry, Engineering, Electronics-IT, Space, Health, Environment, Digital, Data, Software, Manufacturing, and more. [LEARN MORE](#)



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A Shared Focus on Sustainable, Measurable, Affordable, Resilient, Technology (SMART)

Our key priority is to better mitigate and manage risk for businesses and citizens. We share Best Available Technology, practices, and success stories through our web-based AR/VR platform. This platform is intended to be an inclusive initiative under which all size enterprises and organizations, both private and public, can become partners and share their SMART-R solutions, expertise, and resources to advance the SMART-R workforce development and training program in communities committed to invest in SMART-R projects. Together, we will reach enterprises and organizations, both private and public, including local governments, municipal officials, professionals, and citizens.

SMART-R Preparedness

In addition to natural disasters, our partners evaluate risk to extreme weather, from heat waves to droughts and floods and air pollution. Adopting and implementing preparedness policies that protect business, people, and natural resources, is the main objective of this program.

SMART-R Energy

Our partners help implement energy efficiency programs that help businesses and employees save money and energy, lower carbon emissions, and reduce demand on the grid during severe weather events. Our goal is to create greater energy independence, protect businesses and communities from price spikes and ensure more reliable power during disruptions.



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SMART-R Infrastructure

Our partners promote upgrades to serve the changing needs of businesses and communities. We create new models to finance resilience for business and manage risk for business assets. We harness business innovation to optimize performance and reduce costs through more efficient operation.

SMART-R Growth

Our partners attract and retain investment by building more resilient businesses and safeguarding communities from extreme weather to ensure access to funding, energy, and other critical resources. We support the private sector by creating new business opportunities, diversifying local economies, and building businesses that are more resilient to risks, through SMART-R business innovation and SMART-R job creation. We focus on industry sectors such as technology, energy, manufacturing, agriculture, health, building/construction, finance, food/beverage, mobility, communication, and more.



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SMART-R Education

www.SMARTEducationExchange.com

Business innovation, investment, and access to funding are keys to mobilizing and accelerating SMART-R market transformation. The SMART-R platform is a targeted education program that gives access to resources for businesses and supports their efforts to integrate SMART-R into core business planning and implementation. The education focus is on catalyzing a shift from “business as usual” to specific strategies for achieving SMART-R businesses and communities.

The SMART-R training program is industry-specific. Expert-led programs complement existing efforts and actions, based on comprehensive planning and consistent with SMART-R growth goals. SMART-R businesses are better able to minimize the losses by protecting their assets. Through a variety of investments, SMART-R businesses and communities can absorb weather-related shocks and adapt better to longer-term changes in temperature and rainfall patterns more easily, to bounce back sooner.

Access to funding and expertise will help businesses reduce exposure to loss and to shorten recovery periods. Funds can be used to invest in SMART-R technology and solutions in regions subject to increased climate risk. Because of the diverse ways businesses and communities might be set back by various impacts of climate risk, the challenge of strengthening resilience through SMART-R cuts across multiple sectors, industries, and areas of concern.

Nordic Trade Mission to State of Georgia



During the Georgia SMART Trade Mission, delegates visited several key locations and had several key meetings, including but not limited to:

[Tim Echols](#), [Georgia Public Service Commissioner](#), [Bomax Hydrogen](#), [Strategies for Small Business](#), [Pond Company](#), [ASHRAE](#), [Atlanta Tech Park](#), [Curiosity Lab](#), [City of Peachtree Corners](#), [Kettlerock Brewing](#), [Gwinnett Tech College](#), [Skillshot](#), [Georgia Game Developers Association](#), [Drop in Gaming](#), [Georgia Logistics Association](#), [Georgia Economic Development](#), [Employbridge](#), [CASI](#), [Georgia Center of Innovation](#), [The Clorox Company](#), [Activ Technologies](#), [DSV](#), [StaffWrX](#), [Vieaura](#), [ATDC](#), [JTEC Consulting LLC](#), [Sherpa Werx](#), [Valentine Solutions](#), and [The City of Alpharetta](#).

Nordic Delegation -[Kirsi Kinnunen](#), Energy Cluster North Savo, [Suvi Karirinne](#), Director at Vaasa Energy Business Innovation Centre, [Pirkko Taskinen](#), Director of OIA Water Ecosystem and SuperIoT DIH at University of Oulu, [Kristian Schrey](#), Viexpo - Export and internationalization Nordic Hub, [Pertti Kortejarvi](#), SMART City Innovation Cluster Finland, [Joakim Berg](#), CTO Gen-H Oy & Member of European Clean Hydrogen Alliance, Roundtable on hydrogen for residential applications & Roundtable on hydrogen for mobility and, [Jarkko Surakka](#), Global Education Exports, and University of Savonia

Key Takeaways:

The event underscored the imperative of Transatlantic Partnerships for the deployment of SMART-R solutions and impact investing, emphasizing directing investments toward projects that align with SMART-R sustainable development goals. Our valued speakers illuminated the pivotal role that businesses, communities, educational and research institutions, and investors play in the realm of SMART-R economic growth and impactful investing.

Learn More about the SMART Trade Mission Programs
<https://smartcommunityexchange.com/smart-trade-missions-2/>

SMART Community Council & Nordic Business Council

SMART Community Council USA and The Nordic Business Council USA are specially formed new Executive Councils that drive USA-Nordic and TransAtlantic cooperation, share perspectives from stakeholders, and help power enterprises, organizations, institutions, and governments with valuable insight.

We want to thank the Founding Members of the SMART Community Council and Nordic Business Council USA for helping us to build and launch our initiatives.

Learn More about the Councils
[SMART Community Council USA/EU](#)
[Nordic Business Council USA/EU](#)

Ways to Participate in the Exchange

There are several ways to participate in the SMART Community Exchange and programs. Find the level below is best for your company, at this time.

[View All Levels of Exchange Sponsorships](#)

Learn how you can participate on the level best suited to your company.

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<https://smartcommunityexchange.com>

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