



# NORDIC Business Council

We Drive Cooperation

## SUMMARY REPORT

### 2025 TRANSATLANTIC BUSINESS ROUNDTABLE PEACHTREE CORNERS, GA



[www.SMARTCommunityExchange.com](http://www.SMARTCommunityExchange.com)



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## TRANSATLANTIC TRADE, TECHNOLOGY, AND SECURITY PARTNERSHIPS (TTTSP)

The Transatlantic Trade, Technology, and Security Partnership (TTTSP) is a collaborative initiative aimed at strengthening the economic, technological, and security ties between the United States and Europe.

This partnership focuses on several key areas and their will be monthly high level briefings on the following topics.

- **Market Expansion and Business Advisory:** The TTTSP provides executive-level advisory, mentorship, and training to support market entry and expansion. This includes access to critical intelligence, new markets, funding, and business prospects.
- **Infrastructure and Resilience:** The partnership emphasizes the development Frontier Technologies: The partnership explores emerging technologies such as cloud computing, big data, blockchain, AI, and cybersecurity.



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## TRANSATLANTIC TRADE, TECHNOLOGY, AND SECURITY PARTNERSHIPS (TTTSP)

- **Mobility and Transportation:** The TTTSP supports advancements in mobility and transportation, including electric vehicles, drones, and integrated mobility solutions.
- **Frontier Technologies:** The partnership explores emerging technologies such as cloud computing, big data, blockchain, AI, and cybersecurity.
- **Safety, and Civic Engagement:** The TTTSP addresses issues related to digital inclusion, education equity, public safety, and ethics and privacy.
- **Finance and Health:** The partnership promotes financial technologies, venture capital, and public health initiatives.
- **Education and Culture:** The TTTSP supports 21st-century pedagogy, smart learning environments, and cultural initiatives.

**The TTTSP aims to remove barriers to market entry, foster innovation, and promote resilient growth through strategic partnerships and collaborative efforts.**



# ABOUT USA-NORDIC TRADE

**The United States and the Nordic countries share important trade and investment ties.**

## **Investment Ties:**

The United States is a significant non-European trading partner for the Nordic countries (Denmark, Finland, Iceland, Norway, and Sweden).

[U.S.-Nordic investment ties are worth billions of dollars, and affiliates of Nordic multinational enterprises collectively employ approximately 281,300 workers in the United States.](#)

*Source: Congress.gov*

## **Trade Relations:**

While the specifics of trade volumes may vary, the overall economic relationship between the U.S. and the Nordic countries remains robust.

These nations engage in bilateral trade across various sectors, including technology, energy, and consumer goods.

## **Historical and Cultural Ties:**

The Nordic countries and the United States share deep historical, linguistic, and cultural connections.

These ties contribute to a favorable environment for trade and investment collaboration.

## **Innovation and Business-Friendly Environment:**

The Nordics are known for their innovation, business-friendly policies, and high standards of living. U.S. companies find opportunities in these countries, while Nordic firms also invest in the U.S. market.

In summary, the U.S. [and the Nordic countries maintain strong economic relations, benefiting both sides through investment, trade, and shared values.](#)

*Source: Congress.gov*

# KEY INDUSTRIES

The United States and the Nordic countries share important trade and investment ties across various sectors. Key industries that see significant trade between them:

## **Technology and Innovation:**

Both the U.S. and the Nordic countries are known for their innovation-driven economies.

Technology trade includes software, hardware, telecommunications, and digital services. [Collaborations in research and development \(R&D\) also contribute to this sector.](#)

## **Renewable Energy and Environmental Solutions:**

The Nordics have been pioneers in renewable energy, particularly wind and hydropower.

U.S. companies invest in Nordic clean energy projects, while Nordic firms explore opportunities in the U.S. [market, including solar energy and electric vehicles.](#)

## **Healthcare and Life Sciences:**

The healthcare sector sees significant collaboration. Nordic pharmaceutical companies export medicines and medical devices to the U.S.

[Research partnerships, clinical trials, and biotechnology exchanges enhance this sector.](#)

## **Aerospace and Defense:**

The U.S. aerospace industry is a major player globally. Nordic countries participate in joint ventures, supply chains, and defense-related projects.

[Collaborations range from aircraft manufacturing to satellite technology.](#)

*Source: Congress.gov*

# KEY INDUSTRIES

## **Financial Services and Fintech:**

Both regions have strong financial sectors. U.S. financial institutions operate in the Nordics, and Nordic banks have a presence in the U.S.

[Fintech startups and digital payment solutions drive cross-border trade.](#)

## **Consumer Goods and Retail:**

Trade in consumer products, fashion, and retail is significant. Nordic design, textiles, and home goods find markets in the U.S. American brands also have a presence in Nordic retail outlets.

## **Environmental Technologies and Circular Economy:**

The Nordics emphasize sustainability and circular economy practices.

[U.S. companies collaborate on waste management, recycling, and eco-friendly technologies.](#)

## **Automotive and Transportation:**

Automotive components, electric vehicles, and transportation infrastructure are areas of trade. Nordic automotive manufacturers supply parts to U.S.

[automakers, and vice versa](#)

## **Creative Industries (Design, Gaming, and Entertainment):**

Nordic design, video games, and entertainment content have global appeal.

[Licensing agreements, exports, and cultural exchanges contribute to this sector.](#)

## **Food and Beverages:**

Nordic food products, such as seafood, dairy, and specialty items, find markets in the U.S. [American food and beverage companies also operate in the Nordics.](#)

In summary, the U.S. and the Nordic countries engage in diverse trade across these sectors, fostering economic growth, innovation, and collaboration. The Nordic Countries and U.S. Relations - [CRS Reports provides further insights into their economic relations.](#)

*Source: [crsreports.congress.gov](https://crsreports.congress.gov)*



## **2025 Transatlantic Partnerships Roundtable at Peachtree Corners, GA**

**Hosted by Nordic Business Council, USA**

Thank you to the Curiosity Lab team for a successful 2025 Nordic Business Roundtable event. Gratitude to Ambassador, Consul General of Finland to the United States, Jarmo Sareva, all NORDIC delegates, U.S. economic development and regional innovation and technology hub partners, honorary Consuls, SMART Community Council Members, Nordic Council Members, and other strategic partners for participating in the NORDIC Business Council hosted meetings and business roundtable for Transatlantic Trade, Technology, and Security Partnerships.

**Date of Event:** February 19, 2025

**Location:** Curiosity Lab, Peachtree Corners, Georgia

**Business Roundtable Hosts:** [Smart Community Council USA](#), [Nordic Business Council USA](#), [City of Peachtree Corners](#), and [Curiosity Lab](#).



## Event Overview

The Transatlantic Trade, Technology, and Security Partnerships Business Roundtable was held at the Curiosity Lab in Peachtree Corners, Georgia. This executive-level forum aimed to enhance transatlantic trade, technology, and security partnerships by facilitating market entry, promoting innovation, and providing access to critical resources.

The roundtable took place within the framework of transatlantic cooperation in the fields of Trade, Technology, and Security, involving enterprises, organizations, and governments across the United States, U.S. Territories, Europe, India, and Africa. Organized in close cooperation with the [SMART Community Exchange USA](#) and NORDIC Business Council USA partner network, the program offered insights into bilateral B2B and B2G cooperation.

The roundtable provided a dynamic discussion platform for business, industry, and government leaders. Speakers and panelists addressed the need for Trade, Technology, and Security cooperation, as well as access to funding. The event offered unique opportunities for exchanges between participants, with English as the primary language.





## Key Objectives

**Market Expansion:** Facilitating new market entry and expansion for businesses.

**Innovation and Collaboration:** Promoting innovation through strategic partnerships.

**Access to Resources:** Providing participants with access to critical intelligence, new markets, resources, business advisory, funding, and business prospects.

## Event Highlights

### Speaker Series:

- Discussions on doing business in SMART communities, and safety and security.

### Market Expansion USA, EUROPE, INDIA, AFRICA Cohorts:

- Executive-level advisory, mentorship, and training for market expansion.

### Trade Missions:

- Forums, business roundtables, and site visits to drive transatlantic partnerships.



## Briefings

- **Smart Community Council USA, Nordic Business Council USA, “Transatlantic Trade, Technology, Security Partnerships”,** Minna LeVine
- **SMART Community Exchange, Smart Communities 2025-29 Program,** Tana Torrano
- **Consul General and Ambassador at Finland’s Consulate in New York,** Jarmo Sareva
- **Consul General of Netherlands to the United States,** Jaap Veerman
- **Consul General of Ireland to the United States,** Frank Groome
- **French Chamber of Commerce,** Katherine Lafourcade
- **Georgia Department of Economic Development,** Coryn Marsik
- **Georgia Public Service Commissioner,** Tim Echols
- **North Dakota Trade Organization,** Drew Combs
- **City of Atlanta Mayor's Office,** Nicholas Mulkey
- **City of Peachtree Corners,** Seth Yurman
- **Curiosity Lab,** Brian Johnson
- **Security Advisor, Smart Community Council USA,** Col. Jeff Gaynor
- **SMART Community Exchange Strategic Partner, CyberBytes Foundation –** Nancy Pattillo and Sam Hanson
- **SMART Community Exchange Strategic Partner – Rowen Foundation,** Mason Ailstock
- **Smart Community Council USA, India Advisors,** Mohankumar Nadarajan and Athar Iqbal
- **Smart Community Council USA, Africa Advisor,** Delore Zimmerman
- **Transatlantic Partnerships for Esports and Gaming,** Todd Harris



## **Discussions and Outcomes**

### **Strategic Partnerships:**

- Exploration of partner projects and initiatives.
- Opportunities for collaboration among the United States, Europe, Africa, and India.

### **Market Opportunities:**

- Identification of market entry and expansion opportunities.
- Insights into the regulatory environment and market dynamics.

### **Resource Access:**

- Access to funding opportunities and business advisory services.
- Introduction to critical intelligence and new markets.
- Market Expansion Guides for USA, All Nordic Countries
- TransAtlantic Partnerships Resources and trade missions for United States, Nordics, Netherlands, Ireland, France, India and Africa



## Action Items and Next Steps

### Follow-Up Meetings:

- Schedule follow-up meetings with key participants and potential partners.

### Partnership Opportunities:

- Explore potential partnership opportunities in [SMART Community Partner Projects](#) identified during the roundtable. [Learn More](#)

### Resource Access:

- Facilitate access to critical resources and funding opportunities for participants.
- SMART Community Review Newsletter - Subscribe at no cost  
Smart Community Review link: [Linkedin](#)

## SMART Community Programs

- Register for [SMART Community Programs](#) to receive access to Market Expansion Guides for US, EU and Asian Countries, Training Programs, SMART Community Briefings, SMART Community Strategic Partner Project Blueprints, SMART Community Project updates, C-Level Business Roundtables, and bi-lateral trade missions. Created in Partnership with SMART Community Council and Nordic Business Council.



## **Conclusion**

The [Transatlantic Trade, Technology, and Security Partnerships](#)

Business Roundtable was a successful event that brought together leaders from six countries, states, cities, and industries to foster trade and investment through strategic partnerships. The event provided participants with valuable insights, resources, and opportunities for collaboration, paving the way for future strategic B2B and B2G partnerships.

## **NORDIC Business Council USA**

The NORDIC Business Council USA is dedicated to fostering Transatlantic Trade, Technology, and Security Partnerships through the Market Expansion USA program. Our initiative supports business investors, innovators, and entrepreneurs in scaling cooperation and commercialization with strategic economic development, regional innovation and technology hub, and business ecosystem partners across the U.S., Europe, Asia, and Africa.

We engage with government officials, offering educational content and events to facilitate partnerships and empower entrepreneurs. By leveraging our connections and participating in global tech events, we help organizations enhance their market presence and explore new opportunities globally.

**We invite you to join our future bi-lateral trade delegations  
2025- 2029.**



## More Information

Connect with us:

[Minna LeVine](#)

[Tana Torrano](#)

## Learn about our Programs

[SMART Community Review](#)

[SMART Community Exchange](#)

[SMART Community Programs](#)

[Pictures From The Event](#)

If you have additional pictures, you may upload them in the shared Google Drive Folder or share directly with [ttorrano@marketvision.org](mailto:ttorrano@marketvision.org)

[We invite you to join our future bi-lateral trade delegations 2025- 2029.](#)

- [Apply Here for More Information](#)
- [Learn More about future trade missions and Roundtables.](#) By invitation only. Request an invitation