



SMART Community Exchange (SCE)
Innovative Global Networking Solutions

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SMART Community Exchange Launches in Finland

Innovated in Finland, Ready for U.S. Export

Alpharetta, Georgia - October 12, 2016 - Smart Community Exchange --- The recent launch of the [SMART Community Exchange \(SCE\) Finland](#) pioneers a different way of exporting Finnish innovation. In recent years, the SCE has been developing a new approach to Finnish entrepreneurship in the U.S. by expanding trade and investment between Finland and the United States. This unique way of exporting companies from Finland to the U.S. is through the SCE partner network. The SCE is currently rolling out companies such as BrightCharger Europe, through the SCE U.S. soft-landing program.

"We are innovating a new way Finnish companies can effectively enter and expand in the U.S. market. We address the SMB internationalization challenge in a sustainable way. We seek to remove barriers to U.S. market entry, by developing an entrepreneurial mindset in Finnish companies we work with. Our business approach is designed to mitigate risk during the first years of U.S. market entry and the business model is scalable. The program, which is run by the private sector, is designed to provide SMB management teams with support they need to effectively establish their companies in the U.S. and grow their business in the U.S. marketplace. Our goal is to catalyze hands-on learning and innovative thinking on how to run a successful business in the U.S. marketplace. We focus on Finnish SMBs where the need is greatest", said Minna LeVine, CEO, Chamber of Eco Commerce.

The development of the start-up operating environment in Finland has been favorable in the past few years. However, Finland is lagging behind its peer countries in the development of the start-up operating environment and the atmosphere for entrepreneurship, states [the report 'Growth drivers and bottlenecks of start-up companies' published on 6 October 2016](#). "Finnish businesses are more growth-oriented than before and more prepared to seek growth in international markets. In addition, there is a more positive attitude towards entrepreneurship," Minister Olli Rehn lists the encouraging signals in the report. "Nevertheless, according to the report, we are lagging too far behind our competitors in international development in making the beginning and daily work of start-up entrepreneurship smoother.", [Finnish Ministry of Economic Affairs and Employment](#).

SCE partners with a range of stakeholders, including individuals and organizations, to accelerate smart growth. "Our 'from innovation to implementation' business process is unique and requires ongoing reinforcement and an entrepreneurial mind-set, partnerships with a wide variety of organizations and people from different backgrounds. We harness the power of a collaborative B2B platform and share information between business decision makers. The exchange of knowledge will accelerate and deepen the adoption of smart technology in communities. This also means that smart community developers can share their smart projects with smart tech companies and both smart tech companies and smart community developers can effectively connect through the SCE platform", adds LeVine.

SCE is currently pursuing a variety of methods to help Finnish companies expand in the U.S. marketplace. There is no one-size-fits-all approach and each company has to be retrofitted to fit each market. "Through the soft-landing program, we partner with our existing network of business decision makers across the U.S. to share business opportunities with our clients. We help our clients establish their U.S. companies and provide them with the expertise they need, through our soft-landing program. Our team of experts will coach and mentor Finnish business leaders on how to manage their U.S. operations. Our goal is to expand trade and investment between Finland and the U.S. as we create long-term benefits for companies and communities where we operate", Tana Torrano, CEO, Market Vision and co-founder SMART Community Exchange.

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