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3rd Annual Nordic U.S. Business Roundtable September 2019

Atlanta, GA September 18, 2019 – On September 9, 2019 the Scandinavian American Foundation of Georgia in partnership with the bilateral Nordic Chambers of Commerce, Nordic Business Exchange, and SMART Community Exchange, hosted the 3rd Annual Nordic U.S. Business Roundtable on SMART growth. The summit showcased SMART solution providers from the U.S. and Denmark, Finland, Norway, Iceland and Sweden. The program included remarks from the Nordic Honorary Consuls, to the guests.

The summit brought together an intimate group of 60 thought leaders and professionals, to discuss the importance of SMART economic development, including region-to-region and business-to-business cooperation. SMART Community Exchange provided the emcee and facilitated the discussion of how cooperation between the bilateral chambers and organizations can be leveraged to create SMART growth, business, and new economic development opportunities.

Enterprises, government agencies, and non-profits took part in the summit. Speakers from U.S. Small Business Administration (SBA), Georgia Department of Education, a US expert on Cyber Security and Resilience and Nordic U.S. enterprises and organizations outlined SMART strategies leveraging technology to enhance SMART growth, business, economic development, trade, investment, education and cultural exchange.

The Summit culminated with a review of the SMART Community Exchange platform which enables a bilateral network of SMART business leaders to exchange contacts, trade and investment opportunities, and education and culture. In 2015, SMART Community Exchange launched the ATLANTA SMART Gateway City program - a soft-landing program that provides Nordic companies a platform for U.S. expansion through partners, investors, and clients.

The Nordic Business Exchange USA hosts trade missions to and from U.S., Denmark, Finland, Iceland, Norway and Sweden to expand bilateral trade, investment, culture and education. There have been six trade missions between the Nordic Region and the US for business and education leaders, over the last 4 years.

The trade missions and summits have resulted in investment in business, education and technology. The next Nordic delegation will be hosted in Georgia November 2019.

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Since its inception, the SMART Community Exchange has provided enterprises and organizations the opportunity to expand their operations in the Nordic countries and U.S. As a result, new contracts, investments, research projects, pilot projects, and partnerships have been established.

In 2019, SMART Opportunity Zone USA program was launched to contribute to SMART growth and to share best practices and best available technology with U.S. opportunity zones.

For more information about future summits, trade missions or training programs, contact: www.NordicBusinessExchange.com
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