



Theme: Virtual Market Expansion and Nordic Cooperation in the USA

Each year Nordic Business Exchange USA gathers business executives from Denmark, Finland, Iceland, Norway, Sweden, and the United States to meet and share business insights. Partnerships and networking are important for executives seeking to expand reach and operations, and to collaborate in research and development, manufacturing, education, and marketing of technology, products, services.

Due to Covid-19 travel restrictions, “Virtual Market Expansion” is the new norm for business. Business executives are invited to join the 2021 Nordic Business Exchange USA virtually – October 14, 2021.

Join us to:

- meet speakers from Nordic Business Council USA, Government and Economic Development Agencies, Chambers of Commerce, Academia, Trade Organizations, and Industry
- learn how your business can benefit from Nordic cooperation in the United States
- discover how Virtual Market Expansion USA can help your business successfully enter and expand reach and operations in the United States

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Agenda

Welcome Message

- Minna LeVine, Nordic Business Council Chairman USA
- Tana Torrano, Nordic Business Exchange USA

Session 1 – Live Streaming

Nordic Co-operation

- The Nordic Business Council USA Introduction
 - Messages from Council Members
 - Nordic Council Initiatives
- Nordic Business Directory
- US Nordic Cup
 - United in Gaming -Nordic eGaming Team
- SMART Education Exchange
 - TAMK
- Virtual Market Expansion
 - Council of American States in Europe (CASE) – Joshua Seeberg, President
 - Select USA – Jacqueline Vitello, Deputy Director of Programs and Events
 - Georgia Tech – Virtual Market Expansion Soft Landings Program

AFTERNOON SESSIONS AVAILABLE ON DEMAND

Session 2

Virtual Market Entry Program

- Video of VME Program
- USA Resources and Partners
- US States VME and updates

Nordic Business Directory

Closing Remarks -Tana Torrano, Nordic Business Review (NBR)