



## **Nordic Business Review (NBR)**

NBR offers insight into the trade, Investment and cultural exchange, and highlights enterprises, organizations and strong economic ties between the Nordic Countries and the United States. With a TransAtlantic Trade and Investment Partnership (TTIP) between EU and U.S, timing is perfect to highlight Nordic-U.S economic relationship, as well as the vast potential growth. We invite you to participate!

## **Co-Operation**

Nordic co-operation is one of the world's most extensive forms of regional collaboration, involving **Denmark, Finland, Iceland, Norway, Sweden, and the Faroe Islands, Greenland, and Aland**. Nordic co-operation has firm traditions in politics, the economy, and culture. It plays an important role in European and international collaboration. Nordic co-operation seeks to safeguard Nordic and regional interests and principles in the global community. Common Nordic values help the region solidify its position as one of the world's most innovative and competitive.

## **Co-Marketing and Co-Working**

Nordic-affiliated enterprises and organizations are looking for ways to improve co-operation and visibility in the U.S. market. With Business Executives and Non-Profit Leaders showing an increasing commitment and emphasis for co-operation, there was a clear opportunity for NBR to create a co-marketing and communication program, that will improve visibility for Nordic-affiliated business in the U.S.

## **'Done for You' Marketing Program**

'Done for You' marketing program is easy to implement and made very affordable, by pooling many partner resources. The NBR works with small to large size enterprises and organizations, to develop and publish personalized content, that is critical and relevant to the NBR audience, using regular outreach and incentives to encourage participation.

## **Eco Commerce Exchange (ECE)**

ECE is a co-marketing, working, and learning ecosystem, delivering business intelligence, the latest news and special reports on current activities in the fast growing global Eco Commerce arena. Launched in 2009 in Atlanta, to advance Trade and Investment in Eco Innovation, ECE has paved the way for new standards of partnerships, earning the respect of Business Leaders, Policy Makers, Academia, Non-Profit, and the Media. Through innovative strategic alliances, ECE continues to expand its content, communication and distribution channels exponentially.

## **How my Enterprise/Organization can participate?**

Select how you want to participate:

- [Sponsor HERE](#)
- [Expert Speaker HERE](#)
- [Co-Marketing Partner HERE](#)
- [Lease a Showroom HERE](#)
- [Adopt-A-Classroom HERE](#)
- [Regional Marketing Partner HERE](#)
- [Host a Trade Mission HERE](#)
- [Participate in Executive Bootcamps HERE](#)
- [Contribute to News, Reports, Research HERE](#)
- [Join Live Events at World Trade Center Atlanta HERE](#)
- [Host 'Investing in Innovation' Events in your region HERE](#)

## **What sorts of organizations do you promote?**

We promote [Nordic-affiliated businesses and organizations, brands, products, and services.](#)

## **International Audience**

We are motivated to help business succeed by introducing them to NBR's network of over 50 thousand Business Leaders, and ECE's fast growing international network of over two million Business Executives and Investors. We also share [NBR publication](#) with iTunes and Google Play subscribers, over 800 million people worldwide.

## **Why does NBR want to promote my business/organization and offerings?**

Like you, we are Business Executives and Volunteers in Nordic affiliated enterprises, trade organizations, and non-profits, committed to driving more trade and investment, and cultural exchange between the Nordic region and North America. We believe that that the value of NBR co-marketing program is of tremendous value for business. The NBR will provide any size enterprise or organization with the most effective way to reach unique customers, and expand in the international market. NBR team in Atlanta can assist you with media strategy, and generally helping you to succeed. That is a win-win for all of us!

## **Application Process**

We receive hundreds of inquiries per year, which is why we have an application process. Please contact us by email to request an application: [NBR@EcoCommerceExchange.com](mailto:NBR@EcoCommerceExchange.com). We will notify applicants within 30-days. If selected, you will receive 30-min FREE consultation to get started with you media program.

**Contact:** [NBR@EcoCommerceExchange.com](mailto:NBR@EcoCommerceExchange.com)