

Workshop: Grow Your Business Nordic

Results from the group discussions

<p>Discussion 1 What would be the point for me/us going Nordic?</p>	<p>Similar culture The close culture reduces hurdles Strong Nordic brand: clean, nature and trust Trust in the Nordics - both between and from the rest of the world Nordics as a steppingstone - funding and network More and easier visibility in the Nordics than e.g. USA Similar healthcare system/market Good solutions shared to the benefit of the Nordics Bigger knowledge pool</p>
<p>Discussion 2 What difficulties do you see going Nordic?</p>	<p>Not knowing the opportunities Awareness and Learning from each other Search for profits Finding providers/someone who is interested in investing Providers being too slow Risk aversion Procurement procedure Legal barriers - taxes Few opportunities for focussed networks Finding relevant connections (on the markets)</p> <p>Solutions: Together on solving our welfare challenges Speeding up how to do the procurement process in the Nordic countries (EU) Accelerator awareness/access Matchmaking with potential providers Cities/municipalities join forces in applications/procurements Multilevel discussions Joint Nordic governmental effort - platforms, speed Platform for networking and collaboration between Nordic companies, stakeholders and facilitators (A similar platform are to be found within the Smart City cooperation. The project is called the Nordic Urban Living Labs – a cooperation between 13 cities sponsored by Nordic Innovation)</p>