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May 23, 2012, South Korea - INSME General Assembly

Global Exchange in Atlanta Provides Eco Commerce Support to International Community

June 4, 2012 - Atlanta, Georgia - Chamber of Eco Commerce ---- The challenges posed by globalization, force SMEs to be more effective and competitive in implementing innovation and technology solutions. This trend is driving an increased need to access effective proven solutions. Intermediaries such as CEC and INSME, and policy leaders play a key role in providing this access and in enabling the transfer of innovation and technology to SMEs.

Organizations such as CEC and INSME, can enable and accelerate the transfer of new technology to SMEs by disseminating knowledge, facilitating alliances, promoting networking, catalyzing international cooperation and political dialogue, stimulating transnational cooperation, and building public and private partnerships. Policy leaders can help by creating innovation policies that orient public funding towards SMEs that need funding and innovation services.

‘CEC is working closely with the INSME leadership to build Eco Innovative SMEs seeking to accelerate sustainable growth across the developed and developing world. A flagship example of how CEC can add value to INSME members is CEC’s **Global Exchange in Atlanta**, which acts as an **international Eco Commerce Hub** providing business, investment, and technology commercialization advisory and management support to individuals and organizations across industries and continents. Through the use of trading and finance, the Global Exchange enables the development of Eco Innovative companies. CEC will share the objectives, develop synergies, exchange know how, and collaborate with all stakeholders to gain mutual benefits”, said Minna LeVine, CEO, Chamber of Eco Commerce.

It is no surprise that an international hub like Atlanta, would become home to **the first Eco Commerce Exchange in the world**. The newly constructed Global Exchange, which provides **Eco Commerce advisory and business support services** to individuals and small to large organizations, has raised the bar quite high for commercialization of new technology. This fast

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growing Business Exchange, brings together Innovators (entrepreneurs and companies), investors (private and public), policy and business leaders, customers (end-users of technology), and experts (Preferred Service Providers, PSP), serving specific Eco Commerce needs of individuals, and small to large size organizations.

“Since 2006, we have been building our Eco Commerce community. The goal for the Global Exchange in Atlanta, was to enable and accelerate commercialization of new technology. This is achieved through effective knowledge and information exchange between Eco Commerce experts, leaders, and learners. This fast growing network is designed to be effective with a low cost of entry and maintenance. The Global Exchange is a **model for effective globalization of new technology**. To meet our aggressive target for building and expanding our global community we deployed the right people, the right expertise, the right design, and the right tools. We look forward to building a long-term relationship with INSME leadership team and all stakeholders, contributing to innovation and technology transfer to SMEs across continents”, adds LeVine.

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For more information, please contact your CEC Chapter Leader or Global Exchange in Atlanta.

International Community include (but is not limited to): 84 Members in 34 countries across 4 continents; 18 governmental bodies, 18 International Organizations, 12 International NGOs and representatives of 35 networks and intermediaries; Arab Regional Center for Entrepreneurship and Investment Training (ARCEIT); Association of European Science and Technology (ASTP); Business Association Italy America (BAIA); Black Sea Economic Cooperation (BSEC); Business Council (Italy); CaCIA (Argentina); IPR SME Helpdesk (China); The Community Research & Development Information Service (CORDIS); Development Gateway Foundation; European Alliance for Innovation (EAI); EU Gateway Programme; EU SME Center; EU Project Incubation Centre (EUPIC); EUREKA Network; European Venture Market; G-ACUA; Hi-Tech International Business incubator Co (HTIBI).; International Organization for Knowledge Economy and Enterprise Development (IKED); Local Economic and Employment Development (OECD); LexEcon Pro Bono Initiative; SPICE Group: Technology, Innovation, Information (TII); UNIDO Exchange; WORLDBIZBANK; World Research Group; European Business and Innovation Network (EBN); European Proclusters Association (EPROCA); Brazilian Micro and Small Business Support Services (SEBRAE); INNOVA; Ministry of Economy, Trade, and Business Environment (Romania); The Entreprenure for Entreprenureurs (OSEO); Italian Business Angels Network (IBAN); Khalifa Fund for Enterprise Development (Abu Dhabi); Agency for Innovation of Chamber of Commerce (Treviso); National Office for Technology Acquisition and Promotion (NOTAP/Nigeria); Ministry of Science and Technology (Administration Center of Innovation Fund for Technology in China); INNOBIZ (South Korea); OSIBA (South Africa); SAOC (Sultanate of Oman); IZKA (Turkey); Mohammed Bin Rashid Est for SME Development (Dubai); European Association of Development Agencies (EURADA); State Secretariat for Economic Affairs (SECO Switzerland); United Nations Educational Scientific and Cultural Organization (UNESCO); Asian Development Bank (ADB)