



## 2017 Atlanta Summit Overview:

The 5<sup>th</sup> annual Investing in S.M.A.R.T Innovation International Summit was held at World Trade Center Atlanta, hosted by SMART Community Exchange. Participants represented United States, Japan, Norway, Columbia, Finland, and Canada. Speakers included a welcome message from Mayor Reed of Atlanta, World Trade Center Atlanta, Tech update from City of Alpharetta, Consul General reports from Columbia, Norway and Canada, Import/Export funding information from SBA, international business reports from Japan and Europe, Cyber Resilience update, and introduction of SMART Landing Services between USA and Europe.

Participants had the opportunity to introduce themselves and share about their companies. The afternoon session gave participants the opportunity to meet one on one with the speakers and other participants, leading to new business opportunities for many of those attending.

SMART Community Exchange (SCE) announced upcoming SMART Summits for the 2017 World Tour including events in New York City, NY, Orlando, FL and Helsinki Finland. SCE also announced an invitation to open a new SMART Community Exchange including an Education Exchange in Columbia, South America.

The SMART Community Exchange International Liaison for SMART Communities Worldwide, John West, announced the invitation for SCE to participate in a new S.M.A.R.T development in India and a strategic alliance with International World Trade Centers to offer SMART Soft-

Landing and Market Entry and Expansion services to their stakeholders.

Participants learned about the recent SMART Education Exchange summit held at Georgia Board of Education in Atlanta April 2017 which featured the SCE Teacher Exchange with Finland. The first Finnish teacher just completed her time teaching at Christian Heritage High School in Dalton, GA and she shared her experiences at the Education Summit. The headmaster of Christian heritage High School attended the SCE Investing in SMART Innovation Summit and shared about the experience of having the Finnish Exchange Teacher and also his experience participating in the 2016 SMART Trade Mission to Finland.

Tana Torrano of Market Vision Consulting, LLC and Minna LeVine of Chamber of Eco Commerce are the co-founders of the SMART Community Exchange and all the S.M.A.R.T Initiatives.

Tana Torrano Comments:

“Over our careers as International Consultants, Minna and I have met with many Business and Policy Leaders from around the world. We understand that all communities share the same needs and desires for a safe and productive place to live, work and play for all their citizens.

We understand that businesses are a vital part of the community providing jobs, critical services and support for vital programs for the community, including education and workforce development.

Our goal in starting the SMART Community Exchange and other S.M.A.R.T Exchanges was to educate and inform Business, Policy, and Community Leaders about Positive Development (PD) and S.M.A.R.T Innovation, S.M.A.R.T Resources and S.M.A.R.T Learning solutions. We believe that the key for growth and development comes from taking the information through to implementation in the community. Through our SMART Education programs, SMART Summits, SMART Trade Missions and SMART Publications we educate and inform our global network about S.M.A.R.T Solutions, access to capital, Positive Development (PD) Projects and best business practices.



We are proud to see the success of our past S.M.A.R.T Summit and Trade Mission to Finland and the resulting 2017 Teacher Exchange in a Georgia school. We facilitate these exchanges at no cost to the schools and hope to increase the number of teachers from Finland to U.S. and from U.S. to Finland in 2018. The results will be to increase a Cultural Exchange and share Education best practices from both countries with support to integrate these new ideas into the schools, to the benefit of the Teachers and Students. We look forward to creating SMART Sister Classroom programs for shared STEAM Education starting in 2018. Information to Implementation is our mission and we are encouraged by the continued engagement of our global network in our initiatives.”

Minna LeVine Comments:

“Let me say, first of all, what a privilege it is for me and Ms. Tana Torrano, to have the opportunity to lead this global initiative and work with our partners across continents. As of today, our international network reaches over 2.5 million Business and Policy Leaders and their organizations. Let me also say how pleased I am to see so many people from the private, public, and voluntary sectors committed to Positive Development (PD) and S.M.A.R.T Sustainable, Measurable, Affordable, Resilient, Technology - SMART innovation.

A special thank you to our valued sponsors who have the key role of funding S.M.A.R.T. Our SMART Sister-Community program is growing fast. Today, we officially launch SMART Community Exchange (SCE) Americas program. Our shared expertise and experience from enterprises and organizations is critical to our collective success.

At SMART Community Exchange (SCE), we share Best Available Technology (BAT) and Best Practices, which when executed will result in new S.M.A.R.T profits and jobs, and positively impact the well being of people in our sister-communities, where our SMART Exchanges operate. Our partner projects include S.M.A.R.T buildings, S.M.A.R.T industrial plants, S.M.A.R.T communications networks, S.M.A.R.T utility grids, S.M.A.R.T streets and highways, S.M.A.R.T water and sewer systems, S.M.A.R.T Cyber, and other infrastructure.

The global population is expected to reach over 10 billion by 2050. Some analysts have questioned the sustainability of

further world population growth, citing the growing pressures on the environment, global food supplies, and energy resources. We must act SMART today. We do not have a choice. We have to optimize efficiencies, reduce waste, and develop SMART human capital, to manage our resources SMARTER and mitigate risk.

In our theme ‘Investing in S.M.A.R.T Innovation’, we look forward to hearing from Positive Development (PD) and S.M.A.R.T Experts, of their experience and draw on latest opportunities to ensure access to funding and customers for our PD and S.M.A.R.T partner projects and initiatives. We all view investment as a critical component to PD and S.M.A.R.T innovation and the long-term success of SMART growth. Business excellence should include Positive Development (PD) and S.M.A.R.T Innovation as a core discipline of how individuals make a difference in the success of their own business and community.

S.M.A.R.T education excellence includes STEAM and Entrepreneurship. At SMART Community Exchange, we would like to see more discussion and action on how we can work together to accomplish more. As always, our focus should be on 21st Century Education and Workforce development for S.M.A.R.T business today. We recognize that the SMART economy, the SMART society and the SMART environment go together. This can happen through investing in Positive Development (PD) and **Sustainable, Measurable, Affordable, Resilient, Technology (S.M.A.R.T)** for conservation of Energy and Resources, Cleaner Production, and Protection and improvement of the Environment.

The importance of access to Funding here cannot be underemphasized. Adequate access to funding results in SMART business and SMART economic growth. This is an upward spiral to best practices and results of a win-win for all. We look forward to learning more about your S.M.A.R.T business and sharing your S.M.A.R.T solutions with our international community. Please join our SMART Summits and Trade Missions to meet and shake hands with S.M.A.R.T business leaders in our SMART sister-communities. Our SMART World Tour’s next stops are New York City (May 22, 2017), Orlando, Florida (August 17, 2017), Helsinki, Finland (September 7, 2017). Thank you for your support”, Minna LeVine, Founder, SMART Community Exchange (SCE), CEO, Chamber of Eco Commerce.”