



**SMART Community Exchange (SCE)**  
Innovative Global Networking Solutions

## Press Release

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### For Immediate Release

#### **SMART Health & Wellness Technology 2017 Summit - Alpharetta, Georgia**

February 1, 2017 - SMART Community Exchange, Alpharetta, Georgia ---- Health and wellness business experts from Nordic Countries, Europe's hot spot for innovation in Health and Wellness share their solutions with their U.S. counterparts at SMART Executive Roundtable October 13, 2017 in Alpharetta, Georgia, and 'Traveling Sauna' event October 14, 2017 in Roswell, Georgia.

Nordic countries have internationally high standards of medical research and world-class companies in the health and wellness sectors. This dynamic, innovative environment and high level investment in research and development per capita have resulted in extensive exports in health and wellness technology. During the past years, Nordic countries' health technology manufacturing and exports have grown fast annually, and health technology exports to the U.S. have increased.

Denmark, Finland, Iceland, Norway and Sweden, have always done well in international assessments of the quality of life and happiness. The secret to this success is influenced by many factors, such as a well running society and a high level of education. Nordic countries have managed to build extremely well-functioning health services that are more cost-effective than the OECD average.

Furthermore, Nordic countries have unique information resources, and the best biobanks in Europe: According to a European Health Telematics Association's peer review Finland is sitting on a metaphorical gold mine. The quantity, timeliness and quality of health data entered and collected from routine healthcare is impressive.

**Executive Roundtable event on October 13, 2017** - Key players of the Nordic innovation system will share their expertise and latest SMART Health and Wellness solutions with their U.S. counterparts, such as SMART glucose testing system, SMART health and sports performance optimizer, SMART personalized and preventive mobile service to help people stay in good health and prevent diseases, SMART Sauna, and more.

**'The Traveling Sauna' community Health and Wellness event**, brought to you by Finnish American Chamber of Commerce Southeast ([www.FACCSE.org](http://www.FACCSE.org)), Scandinavian American Foundation of Georgia ([www.SAFGeorgia.com](http://www.SAFGeorgia.com)), SMART Community Exchange ([www.SmartCommunityExchange.com](http://www.SmartCommunityExchange.com)), and [www.USANOR.com](http://www.USANOR.com), will take place **October 14, 2017** in Roswell, Georgia. This public event will educate individuals and families about Innovation in Health and Wellness, including the benefits of Sauna. Join us to have fun, experience a real Finnish Sauna - throw water on the hot rocks, take a selfie, and enjoy the outdoors, and great refreshments!

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