

Nordic Investors & Organizations Support 2nd Impact & Sustainable U.S. Commerce Certified Trade Mission May 12-16 2014

WASHINGTON, Apr. 14 /CSRwire/ - Nordic investors and local associations plan to gather and to meet at the 2nd U.S. Department of Commerce Certified Impact and Sustainable Trade Mission to the Nordics, in collaboration with the U.S. Embassies across the region including Norway, Denmark, Sweden, and Finland the week of May 12-16 2014

The U.S. Department of Commerce in partnership with [Watershed Capital Group](#) is organizing the trade mission to the Nordic Region.

Supporters of the mission include:

- SITRA - Finland
- Impact Scandinavia -Sweden
- VOXTRA - Norway
- Den Sociale Kapitalfond - Denmark
- Forum for Social Innovation - Sweden
- Deloitte - Denmark
- Vinge - Sweden
- AmCham - Norway
- Swedish Trade & Investment Council - Sweden
- AdeB – Norway
- Sorenson Global Impact Investing Center

"This Trade Mission is a good opportunity to share experiences on growing impact investing markets both in the US and Nordics," expressed Sami Tuhkanen Director at Sitra.

"Using the power of finance and markets to tackle the most difficult social and environmental problems has the potential to transform our societies. The Nordics offer a great source for impact investment and social innovation, and this Trade Mission is an important step to converting ideas into concrete actions and investment," said Mette Linaard, Partner & Global Public Sector Social Innovation Lead, Deloitte Denmark.

"The timing for the mission could not be better. Though Norwegian investors have long been active within socially responsible ventures, a mission probing actual impact – and *real returns* – is just now an acceptable point of departure," said Jason Turflinger Managing Director at AmCham Norway.

"Sweden and the U.S. alike are at the forefront of sustainable business. There is however still much progress to be made within this critical area, and the work of mainstreaming impact investing is an important vehicle. This trade mission, enabling an exchange of impact investing insights, trends, and developments between Swedish and U.S. stakeholders, is a great initiative as part of driving this progress.", said Vivianne Gillman, Head of Business Sweden in New York.

"As a certified trade mission, our aim is to work with Watershed Capital Group to present to international investors the great opportunity to invest with impact in the United States. Five years ago, there were not many impact investing fund managers. Today, there are hundreds. This trade mission allows the rest of the world to see the great diversity of impact investment strategies in the United States," said Paul Thanos, Director, Office of Finance and Insurance Industries at the U.S. Department of Commerce.

“Impact investing is an idea whose time has come. We look forward to having the US-based fund managers join us to share their experiences,” Pål Dale Managing Director at Voxtra Oslo Norway.

“We see a substantial increase in interest from US funds and investors towards Norway and the Nordic countries in general, and as the trade mission focuses on Impact Investing, we are sure that the trade mission will attract lot of interest,” said Per André Dagslet, Head of M&A in Arntzen de Besche.

“We are very pleased to see that Impact Investing is creating a lot of interest in the Scandinavian countries. As we look forward, this trade mission will no doubt be an important catalyst to solving some of the world’s thorniest and persistent societal problems,” expressed Anders Aabo senior associate Sorenson Global Impact Investing Center.

“As investors see the diversity and strong track records of the fund managers who were part of this U.S. delegation, investors are realizing they can both achieve their return targets and have a positive impact. This realization is the start of Impact Investing moving from a niche sector into the mainstream,” said Michal Whelchel, Co-Founder of Watershed Capital Group.

“We have amazing group of people come together to make this mission a great success, which include our local supporters, local embassies in the region and the US Department of Commerce,” said Shawn Lesser Co-Founder Watershed Capital Group

The Trade Mission will take place in the Nordic Region with delegation meetings in Oslo, Copenhagen, Stockholm and Helsinki. The trade mission delegation will include approximately ten US-based impact and sustainable fund managers who will meet with Nordic, family offices, foundation asset managers, pension funds and investment firms.

The objectives of the mission are to foster relationships between Nordic investors and U.S fund managers and to present to Nordic institutional investors a representation of the diverse fund strategies within Impact Investing in the U.S. This event is a great opportunity for investors to learn about the growing field of impact investing

If you would like to attend and you are an investor please apply/register [here](#)...

If you would like more information, please contact Shawn Lesser at shawn@watershedcapital.com

About Impact & Sustainable Private Equity Certified Trade Mission:

The trade mission organized by Watershed Capital Group in cooperation with the U.S. Department of Commerce, features U.S.-based private equity and venture capital firms representing the United States as a compelling destination for foreign alternative investments. U.S. and Foreign Commercial Service support the goals of this event, but does not endorse the specific products or views of the participating organizations. The government of the United States, particularly the United States Department of Commerce and U.S. Embassies, are not involved in selecting or recruiting for this mission. Such selection and recruitment is strictly left to the mission organizer.

About Impact Investing:

Impact Investing is an emerging investment strategy that seeks to generate positive financial, environmental and social returns. JP Morgan’s survey indicates a growing market for impact investing, with respondents planning to commit USD 9 billion to impact investing in 2013, up from a total commitment of USD 8 billion in 2012.

About Watershed Capital Group:

Watershed Capital Group is a specialty consulting firm assisting sustainable companies and fund managers raise capital and execute M&A transactions. Watershed assists clients in raising capital, executing mergers and acquisitions, and in evaluating strategic financial options. A new model of value creation is emerging deploying capital in strategies that recognize the inherent link between natural, social and financial capital. Watershed's clients are entrepreneurs, companies, and fund managers scaling sustainable solutions that lead to competitive advantages and long-term value creation. Learn more at watershedcapital.com.

This is not a conference. Rather it is a trade mission certified by the United States Department of Commerce and carried out by Watershed Capital Group, LLC, the mission organizer.

Due to applicable securities laws, there will be no solicitation of investments or sale of investments during the presentations, which will be limited to qualified, accredited attendees. The events are educational only. No securities are offered or sold. U.S. and Foreign Commercial Service supports the goals of this event, but does not endorse the specific products or views of the participating organizations. The government of the United States, particularly the United States Department of Commerce, and U.S. Embassies, are not involved in selecting or recruiting for this mission. Such selection and recruitment is strictly left to the mission organizer.

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