

## **NORDIC STARTUP CONFERENCE BROKE RECORDS WITH ASIAN EVENT**

For immediate release: April 25th, 2015

**Slush, one of the world's leading startup and technology events, attracted 15 000 people to Helsinki, Finland, last fall. Yesterday, on April 24th, Slush ASIA gathered 3000 attendees, including 250 startups, 100 investors, 200 media representatives and students from all around the world, in Tokyo.**

The twice sold out event covered speakers from over 10 countries and startups from more than 20 countries. This makes Slush ASIA the largest international startup festival ever organized in Japan.

The event featured keynotes from top speakers, including **Dave McClure**, founding partner of 500 Startups, **Tom Kelley**, partner of IDEO, **Iikka Paananen**, CEO and co-founder of Supercell and **Tomoko Namba**, founder of DeNA.

"Everyone is interested in the Asian markets, and Asian startups also want to make it big globally. Up until now language and culture differences have kept the bar high. Slush ASIA is the chance for Asian startups to show the world what they've got", says **Antti Sonninen**, CEO of Slush ASIA.

The event was also visited by the who's-who of the Japanese business environment. Several CEOs of stock-listed companies and well-known entrepreneurs visited, such as **Yoshito Hori**, the founder and managing partner of Globis Capital Partners.

### **LANGUAGE, CULTURE AND TRANSPARENCY DIFFERENTIATES SLUSH ASIA**

The aim of the event was to bring together the startup ecosystem in Asia and contribute to a new, vibrant entrepreneurial energy to Japan. Slush ASIA is different from other startup events in Asia when it comes to language, culture and transparency. The event was open to the public and hosted in English by an enthusiastic community. "I'm thrilled to see this young generation of doers step forward", says **Taizo Son**, CEO of Mistletoe Inc.

Slush ASIA is a non-profit event with a volunteer organization. The event is organized by a local organization and 250 volunteers. The volunteer group of Slush ASIA is highly international, with 25% of the volunteers coming from outside of Japan.

### **KEYNOTE SESSIONS, PITCHING CONTEST AND TECH SHOWCASES**

In addition to the keynotes, the program included Japan's most international pitching contest with 40% of the top 50 promising companies hailing from abroad. The winner of the pitching competition, VMFive, is a Taiwanese company specializing in cloud technology. VMFive's premiere product, AdPlay, is a cloud service that transforms game apps into playable ad units, which allows users to try apps before downloading. The company has already secured multiple international business partners such as app stores, ad companies, and game publishers, and anticipates billions of daily hits in Taiwan and Japan. Other finalists were FASTMEDIA, FOVE, AlpacaDB and Bento.Bioworks.

Slush will return to Asia in 2016 to continue building on the success of the first event.

Slush ASIA website: <http://asia.slush.org>

Slush website: <http://slush.org>

[Photos from Slush ASIA](#)

For more information, please contact:

Riku Mäkelä

CEO | Slush

+358 400 848 789

[riku.makela@slush.org](mailto:riku.makela@slush.org)