

NORDICS LOOK AT INCREASING STARTUP COLLABORATION - PRINCE DANIEL TO SLUSH IN NOVEMBER

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This year, top Swedish business influencers will take part in Slush, Europe's largest startup and technology event, held in Helsinki, Finland on November 11-12. Prince Daniel will attend the event and SEB's Chairman Marcus Wallenberg, Skype and Atomico founder Niklas Zennström and Klarna's founder and CEO Sebastian Siemiatkowski will speak. Slush is also expecting more than 200 Swedish startup companies to participate.

SLUSH DRAWS TOGETHER STRONG REPRESENTATION OF POLITICAL INFLUENCERS, BUSINESS LEADERS AND ENTREPRENEURS FROM SWEDEN AND FINLAND

Over the past four years, startup and technology event Slush has become the largest of its kind in Europe, and continues growing with the goal of accelerating entrepreneurship in Finland, Sweden, and beyond.

For the first time this year, Slush will feature a Nordic forum for CEOs and Chairmen of large stock-listed Nordic companies. The event aims to discuss the opportunities available for large enterprises when collaborating with agile startup companies. Slush is expecting a total of 250 participants. Their companies' combined turnover is close to a trillion euros.

"For the Nordic economies, an increasing number of successful startups is important to continue to generate noticeable business value. Albeit resting on many successful global champions, our economies need to further explore the question how we can further improve the environment for our local fast-growing startups. We need to constantly fight for our competitiveness in relation to other successful business and innovation clusters in the U.S, Europe and Asia", says **Marcus Wallenberg**, SEB.

Marcus Wallenberg will also speak on the main stage of Slush, amongst other business leaders, investors and successful entrepreneurs, including **Niklas Zennström**, who supports and invests in Nordic tech companies through his VC firm Atomico.

"I have been involved in Nordic technology for many years as both a founder and investor, and there has never been a better time for entrepreneurs across the region. This is evident in the explosion of great companies and exceptional founders, and of course the remarkable growth of Slush over the last few years into one of the world's most important technology events", says Atomico's founder Niklas Zennström.

Slush will also draw together a record number of Northern European 'unicorn founders', or the founders of private companies with a valuation more than one billion dollars. They include **Iikka Paananen** (Supercell), **David Helgason** (Unity Technologies), **Kristo Käärmann** (Transferwise) and **Pieter van der Does** (Adyen).

PRINCE DANIEL'S FELLOWSHIP AND THE FINNISH STARTUP FOUNDATION SHARE SIMILAR GOALS

Prince Daniel is known in Sweden as an active supporter of entrepreneurship. The Fellowship program, launched in 2013 by Prince Daniel and the Royal Swedish Academy of Engineering Sciences (IVA), aims to promote culture that embraces entrepreneurship. The project draws together notable founders and business leaders, who share the common goal of inspiring the next generation of young entrepreneurs throughout for instance university collaboration and mentorship programs. Some of the other notable figures behind the Fellowship include IKEA's **Ingvar Kamprad**, Spotify's **Daniel Ek** and **Martin Lorentzon**, and **Karl-Johan Persson** of H&M.

The Finnish startup scene has a respective counterpart, the Startup Foundation. Founded in 2012 by 57 entrepreneurs, including amongst others Supercell CEO Ilkka Paananen, Nokia Chairman **Risto Siilasmaa**, and serial entrepreneurs **Sami Inkinen** and **Petteri Koponen**, the foundation aims to enhance entrepreneurial opportunities in the Nordic region, and to bring up-and-coming and established entrepreneurs together for mentorship. The Startup Foundation also organizes larger events such as the annual Slush conference in Helsinki.

Prince Daniel's visit to Slush in November will further introduce Sweden and Finland to each other's entrepreneurship-driving activities, and cross-border collaboration will be established if such opportunities arise.

SLUSH - A NON-PROFIT ENTITY

Slush is a two-day technology and startup event that draws together a crowd of 15.000 technology entrepreneurs, venture capital investors, business influencers and journalists to Helsinki, Finland. In 2015, the event will take place on November 11th and 12th.

Slush aims to improve the profile of the Nordic countries as entrepreneurial technology hubs, to better attract talent and venture capital from around the globe. The event is unique, because it is organized by a non-profit community.

The registration and media accreditation for the event are open at www.slush.org and the organizers are expecting the event to sell out for the fifth year in a row.

FURTHER INFORMATION

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