

The Crown Prince of Norway Will Be on Stage at Slush

Slush will host a royal guest on November 30 in Helsinki. Crown Prince Haakon of Norway will join Slush to attend several happenings during the event and to open the Nordic Showcase on stage, presenting the rising Nordic companies that are aiming to be the next tech rockstars. The Crown Prince will also be seen on stage together with philosopher Pekka Himanen at Slush in Messukeskus Expo and Convention Centre.

His Royal Highness and Pekka Himanen will discuss dignified life at Slush 2016. In 2006, Himanen, His Royal Highness and John Hope Bryant founded Global Dignity. The objective of this international forum is to support everyone's right to a dignified life.

"This year marks the 10th anniversary of Global Dignity and we wanted to invite Crown Prince Haakon to Finland on this occasion. Global Dignity has been active in over 60 countries on 6 continents. More than one million people have participated in its activities. I look forward to our joint session with enthusiasm", Himanen explains

The theme fits Slush very well. "Slush wants to offer diverse perspectives to entrepreneurship. To many Slush visitors, entrepreneurship is their way to create something meaningful, thus we wanted to bring this topic to be part of our stage program as well. We are of course very happy that the Crown Prince is interested in the Nordic startup scene and supporting the objective of Slush", tells Katariina Helaniemi, Chief Program Curator at Slush.

The visit of Crown Prince Haakon at Slush also supports the other objective of Slush: creating and boosting the Nordic startup ecosystem. Slush aims to boost the Nordic technology community to attract more talent and capital to the Nordics from all over the world. The Nordic Showcase is one example of this while bringing the rising stars of the Nordics onto the stage at Slush.

The Nordic collaboration is a long-term focus of Slush. Last year, Prince of Sweden, Daniel, joined the event. In addition, over 200 Nordic startups attended Slush. The collaboration is visible also outside of the Slush event. In October, Nordic startups and Slush rang the Nasdaq opening bell in New York to celebrate the launch of a new €1.5 million Nordic startup fund.