

Press Release

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Slush Expands to a New Vertical – Slush Music Welcomes 1,500 Music and Tech Influencers to Helsinki

This fall Europe's leading startup event Slush introduces an entirely new event to its lineup – a two-day music and technology conference Slush Music, held on Nov 30–Dec 1 in Helsinki. Slush wants to help entrepreneurs in the music industry by bridging the gap between tech, music and entrepreneurship.

“Many events already exist where technology meets music. However, these events seem to follow the same pattern: artists perform and tech-heads network with each other. Slush Music aims to break this pattern by creating more interaction between music and tech entrepreneurs,” explains **Nicolas Dolenc**, President and Executive Producer at Slush.

Slush Music is a natural expansion to the 15 000 visitor event in Helsinki. “This fall, we chose to focus on music because the Nordic countries already have a strong foothold in the music industry. We believe that Slush Music will help bring this talent to the knowledge of the rest of the world,” says **Marianne Vikkula**, CEO at Slush.

The Cable Factory in Helsinki welcomes Slush Music guests on Nov 30 and offers an exclusive platform to discuss the most striking topics in the music industry, including copyrights and licensing, direct investing in music, blockchain and music, and emerging music markets. On Dec 1, the Slush Music crowd will join the rest of the Slush visitors at the Exhibition and Convention Center of Helsinki, where the Slush Music attendees can follow the main program on five stages.

Among the announced speakers are **Benji Rogers**, Founder & Chief Strategy Officer at PledgeMusic, **Sam Lake**, Creative Director at Remedy Entertainment, **Chris Thur**, Co-founder and CEO at Yousician, **Andreas Liffgarden**, Co-founder of Soundtrack your Brand, **Julie Knibbe**, Head of Product Strategy at Deezer, and **Samu Haber**, Artist at Sunrise Avenue and Manager at Comusic Ltd.

The main partner of Slush Music is Finnish Composers' Copyright Society Teosto. Other announced partners include Warner Music Group, Universal Music Group, Sony Music, Sennheiser, Radiot.fi, Nordic Music Export Office, Music Finland, Genelec and Bauer Media.

The registration for the event is now open at music.slush.org

More information

Nicolas Dolenc
President & Executive Producer
Slush
+358408618282

About Slush

Slush is held each fall in Helsinki to bring together the leading actors in the global tech ecosystem to accelerate the growth of startups. In 2015, Slush had 15,000 attendees, including 1,700 startups, 800 investors and 630 journalists, representing 100 countries. Slush is a student-driven non-profit movement originally founded to encourage entrepreneurship in Finland. Slush also organises events in Tokyo, Shanghai and Singapore
More information: slush.org