

Slush, North Europe's leading startup expo returns to Helsinki in late November

Press release September 4, 2012
For immediate release

Slush, the leading European startup conference, takes place November 21st and 22nd in Helsinki, Finland. Slush brings together the early-stage startup scene from Northern Europe and Russia along with top-tier angel investors and venture capitalists from Europe and the US. Slush is organized by the Helsinki-based seed accelerator Startup Sauna.

The Northern region has long been a technology entrepreneurship hotspot. Technologies such as Linux, Git, MySQL, GSM, IRC, and SSH and products like Angry Birds, Spotify, Skype, QlikTech, Yandex, and Mail.ru all originate from the so-called Slushy region - a dark, cold and remote area that's geographically smaller than California. With attendees and startups from over ten countries, Slush offers a comprehensive snapshot into the region's up-and-coming startups and tech trends.

More than ideas, Slush is about action. Over 250 promising startups will participate and pitch their businesses to investors as well as potential users, partners and employees.

"Slush is an experience more than a conference, and offers great visibility for startups. We won't settle for merely curating discussion - our aim is that the Slush startups will raise significant funding having taken part in the event", says Miki Kuusi, the event organizer.

The conference is organized by Startup Sauna, a seed accelerator for the most promising startups from Northern Europe and Russia. Organized twice a year, Startup Sauna program tours the whole Northern continent on a lookout for the best participants. Slush is a continuation to that work, and offers a wider startup audience access to some of the world's leading investors and experts. The 5th edition of Slush is bigger than the previous years with 500 startups and 2,500 expected participants over two days.

Registration for press delegates is now open at slush.fi/media or by emailing heini.vesander@slush.fi

For more information

Event website: <http://www.slush.fi>

Mikko Kuusi
+358 40 351 3931
miki.kuusi@slush.fi

Heini Vesander
+358 40 747 1661
heini.vesander@slush.fi
