

## 50+ international investors join Slush conference, new tech, design and business speakers announced

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For immediate release

Today, Slush announces the first 50 investors joining the Helsinki, Finland based technology and startup conference on November 21-22, 2012. Amongst them are venture capitalists and angel investors from Northern Europe, Russia and the US. Accel Partners, Digital Sky Technologies, Balderton Capital, London Venture Partners and Felicis Ventures headline the investor lineup.

“During its five-year existence, Slush has become the leading meeting point for the international investor community, and prominent VCs and angels alike know to come here to find the breakthrough firms from all of the Baltic Sea area” tells **Peter Vesterbacka**, the founder of Slush and currently the CMO of Rovio Entertainment.

With the recent global success of Rovio’s Angry Birds and the fellow Finnish gaming house Supercell’s Hay Day and Clash of Clans, startups are increasingly recognized as economic drivers and employment creators in Finland. Consequently, Finnish Prime Minister **Jyrki Katainen** will also be present at Slush to take part in the veritable startup craze sweeping through the region.

“Beyond gaming and IT, the flagship sectors of the area, Slush represents the wide variety of strong industries and expertise in our region. The speaker list, updated today, also features innovative speakers from the fields of design, medtech and cleantech, while even nuclear and space technology will be present” tells **Miki Kuusi**, the main organizer of Slush.

Other highlights of the program include smartphone developer Jolla’s highly anticipated launch of its new OS (Sailfish), the Russian innovation center Skolkovo’s exhibition of Russian high tech startups as well as exclusive announcements from several Slush area technology firms.

The main attraction of the conference, however, are the 500 startups from Northern Europe and Russia that attend the conference to meet potential investors and advisors and gain media exposure and customers. Startups can apply to attend one of the three different tracks until November 12th, 2012 at <http://www.slush.fi/startups>

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