

Nicosia, 28 June 2016

## Finnish and Nordic Startup Ecosystem Seminar

The European Commission invites entrepreneurs and startups to a seminar about the Finnish and Nordic Startup Ecosystem and Startups4Peace project, which is implemented by the Finnish Embassy in partnership with the Turkish Cypriot Chamber of Commerce (KTTO) and Cyprus Chamber of Commerce and Industry (KEBE). The seminar, which will take place on Thursday, 30th of June from 15:00 – 17:00 at Merit Hotel Nicosia, will also inform participants about how to win a trip to the legendary and leading startup event SLUSH in Helsinki, Finland.

The keynote speaker at the event is Ghita Wallin, Chief Marketing Officer of SLUSH Brand Team, and the event will be open to all startups and entrepreneurs in the Turkish Cypriot community and will highlight the Startups4Peace project implemented by the Embassy of Finland in partnership with KTTO and KEBE. The Startups4Peace gives Cypriots a chance to take part in Europe's Leading Startup Event: SLUSH which takes part in November each year. In 2015, Slush brought together 15,000 attendees, including 1,700 startups, 800 venture capital investors and 630 journalists from exactly 100 countries.

The Finnish and Nordic Startup Ecosystem Seminar is taking place in partnership with the Embassy of Finland, Turkish Cypriot Chamber of Commerce, Turkish Cypriot Chamber of Industry, Turkish Cypriot Businessmen's Association (İŞAD), Businesswomen's Association, Junior Chamber International (JCI), Young Professionals Platform, Turkish Cypriot Chamber of Shopkeepers & Artisans, and the Young Businessmen's Association (GIAD).

### Background:

Ghita Wallin is presently responsible for the Slush Brand Team. Previously she has headed the Slush Partnerships and Media Operations. She is an expert on the characteristics of the Finnish and the Nordic startup ecosystem, as well as European startup scene. Ghita Wallin has education from both Finnish Aalto University in Industrial Engineering, majoring Strategic Management, and Masdar Institute of Science and Technology in Abu Dhabi.

Slush is all about startups. It helps the next generation of world conquering founders forward. Europe's leading startup and technology event, and expanding in Asia, brings together founders and tech talent to meet with top-tier international investors, executives, and media. Slush has grown from a 300-person assembly to a world-renowned event, now spreading globally. The philosophy behind Slush has remained the same: to help the next generation of great, world-conquering companies forward.

Startups4Peace is a competition hosted by the Embassy of Finland in Cyprus in partnership with the Cyprus Chamber of Commerce and Industry and the Turkish Cypriot Chamber of Commerce. The objective is to encourage innovative startup entrepreneurship with intercommunal vision in Cyprus, to bring together and to increase contacts between the Greek Cypriot and Turkish Cypriot startup communities and to support young entrepreneurs in developing their business.

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Interested individuals can get more information on this event on the EU Infopoint Facebook page [f/abbilgi](https://www.facebook.com/abbilgi) or by contacting the EU Infopoint: [info@abbilgi.eu](mailto:info@abbilgi.eu), 228 2577 and 11A Hasene Ilgaz Street, Köşklüçiftlik Nicosia.

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