

PRESS RELEASE:



Tech Nordic Advocates launches in Finland and announces partnerships with the Helsinki and wider Finnish ecosystem

January 18, 2021, Helsinki: Tech Nordic Advocates (TNA), Northern Europe's largest tech/startup ecosystem, is launching in Finland. The aim is to support the growth of the Nordics/Baltics into a leading global tech hub. TNA has supported and partnered with Finnish tech startups, scaleups and the wider ecosystem and events incl. Arctic 15 and Slush, since the launch 5 years ago.

Jeanette Carlsson, Founder & CEO, Tech Nordic Advocates, says.

"TNA aims to be the leading platform and driving force for Nordic and Baltic tech startup, scaleup and ecosystem growth across the region, and help Nordic/Baltic startups and scaleups expand and grow globally through our 18 Global Tech Advocates tech/startup hubs. As we ramp up, the time has come for us to launch officially in Finland to make it easier for us to support and open up our global network to the Finnish ecosystem and partners"

TNA is simultaneously announcing partnerships with key players in the Finnish ecosystem to support this mission. The Chair of the Finland Board will be **Ville Salonen**, Partner at Magnusson. Head of Unit, NewCo Helsinki **Tommo Koivusalo**, will join TNA's pan-Nordic/Baltic/Global board.

"I'm very much looking forward to further collaboration with Tech Nordic Advocates in our mutual support for the Finnish tech/startup ecosystem. Our technology lawyers in Magnusson Finland have deep knowledge of the latest legal developments and businesses all growth companies need to know about. We are the right legal partner for businesses from new-born startups and scaleups to full maturity and beyond," Salonen comments.

"I'm happy to welcome Tech Nordic Advocates to Finland, delighted to join the TNA Board and looking forward to further collaboration. Helsinki aims at being one of the most fascinating cities to found new business and we are on a constant basis looking for partners who can bring value to the local tech/startup ecosystem. In this aspect I see great potential in TNA's strong network", Koivusalo comments.

International Reach for the Finnish Startups

In addition to Magnusson and NewCo Helsinki, TNA is announcing partnerships with other leading Finnish tech/startup ecosystem partners, like Nordic Startup School and Helsinki Business Hub (HBH), including HBS' Startup Space Helsinki, a virtual co-working space and community.

"The collaboration with Tech Nordic Advocates will strengthen the international reach of Startup Space Helsinki network significantly. We at Helsinki Business Hub are excited to offer the Startups in Finland valuable events & services and deliver the whole Nordic ecosystem within reach," Panu Maula, Venture & Talent Advisor, Helsinki Business Hub describes.

"NSS is hoping to create more collaboration on not only Nordic-level but on the European level as well, to help startups grow and scale faster internationally. With TNA, we are creating one of those bridges, since we work together for a better startup ecosystem in Nordics", Tomi Terentjeff, Co-Founder, Nordic Startup School continues.

More information and interviews: Media@technordicadvocates.org /+ 45 51 27 89 78

Notes to editors:

Tech Nordic Advocates

TECH NORDIC ADVOCATES is Northern Europe's largest – and only pan-Nordic/Baltic (not-for-profit) – tech/startup ecosystem network of founders, startups, scaleups, investors, mentors, startup/scaleup hubs, incubators, accelerators, corporates, universities and public sector organisations, working together to stimulate Nordic/Baltic startup, scaleup and tech sector growth. Tech Nordic Advocates is the Nordic/Baltic sibling of Tech London Advocates, London's influential private tech sector network of over 10,000 tech leaders, and engine behind London's tech sector, and the Nordic/ Baltic arm of Global Tech Advocates, the world's only global tech community of over 14,000 tech leaders across 18 global tech hubs from Silicon Valley to Nordics, Baltics, rest of Europe, China, India, South-East Asia and Australia/New Zealand. technordicadvocates.org

Social Media

LinkedIn: tech-nordic-advocates/

Facebook: facebook.com/technordicadvocates/

Twitter: [@TechNordicAdv](https://twitter.com/TechNordicAdv)

Press and Media Enquiries: Media@technordicadvocates.org

Magnusson

Magnusson is recognized as a top-quality business law firm in the Nordic-Baltic region. Our team of 20 lawyers in Finland provides advice to organizations of all sizes, from start-ups to stock market-listed companies. We deliver what we promise, and our clients speak highly of Magnusson's fast and efficient cross-border teamwork. <https://www.magnussonlaw.com/fi/>

Social Media

LinkedIn: magnusson/

NewCo Helsinki

NewCo Helsinki promotes our city's entrepreneurial culture and startup activities. We provide both new and established companies with comprehensive basic information, support measures and operating models for successful business. We also help startups to acquire financing, reach out to collaborative partners and create networks for internationalization. Our teams of experts offers cost-free advice in ten languages across all business sectors. Check out our services and give us a ring today. We can help you to succeed. newcohelsinki.fi/en/

Social Media

LinkedIn: newco-helsinki/

Facebook: facebook.com/newcohelsinki/

Twitter: [@newcohelsinki](https://twitter.com/newcohelsinki)

Nordic Startup School

Nordic Startup School was founded to improve the quality of startups and educate their founders to become the best possible entrepreneurs they can be. Since they need a lot of help during the journey, we also engage with other great entrepreneurs and investors to build up an accelerator that will help and nourish startups to reach their potential. nordicstartupschool.com/

Social Media

LinkedIn: nordic-startup-school/

Facebook: facebook.com/nordicstartupschool/

Twitter: [@SchoolStartup](https://twitter.com/SchoolStartup)

Helsinki Business Hub: Startup Space Helsinki

Startup Space Helsinki provides Finnish companies a 24/7 platform for virtual co-working, networking, events and an access to free ecosystem services ranging from Investment Advice to Legal Advice. Startup Space is operated by Helsinki Business Hub and multiple service partners to provide startups with the help they need for growth & a place to meet virtually. <http://startupSPACE.fi>. Workspace: <http://join.startupSPACE.fi>

Social Media

LinkedIn: <https://www.linkedin.com/company/helsinkibusinesshub/>