

TECH NORDIC ADVOCATES AND GLOBAL TECH ADVOCATES: GLOBAL LAUNCH PAD – GATEWAY TO GLOBAL MARKETS

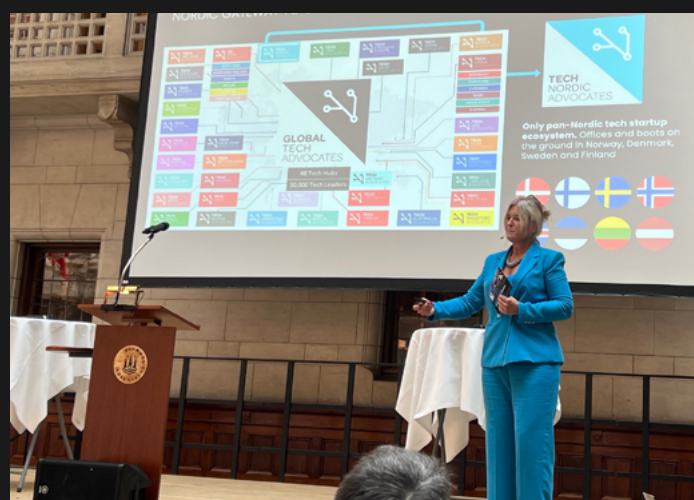
On 25th April at Copenhagen City Hall, Tech Nordics Advocates and Global Tech Advocates hosted 'Global Launch Pad – Gateway to Global Markets' to focus on the importance of international market access for startups and scaleups. The occasion also marked the 10 year anniversaries of both GTA and TNA.

Jeanette Carlsson, Founder of Tech Nordic Advocates, opened and hosted the event to over 300 Advocates, dignitaries and guests. Opening keynotes were delivered by:

- **Jens-Kristian Lütken**, Mayor of Copenhagen, Employment and Integration
- **Per Thau**, Chairman, Tech Nordic Advocates
- **Sindre Bornstein**, Managing Director, Nordic Innovation, Nordic Council of Ministers
- **Merete Clausen**, Deputy CEO, European Investment Fund (EIF), European Investment Bank

We then had the official launch of 'Global Launch Pad – Gateway to Global Markets' with remarks from Tracey Perera, GTA Head of Community and Corporate Development on GTA Launch and Esther O'Callaghan OBE on the latest initiative between GTA and Coldplay. My thanks go to all the Advocates who travelled to Copenhagen to attend the event:

Nick Giles, Matic Boh, James Klein, Emma Sosner, Anders Nilsson, Garry Bernstein, Paresh Deshmukh, Leslie Sarma, Raj Mendhir, Josh Liu, Flavilla Fongang, Naomi Timperley, Suki Fuller, Emem Rita Usanga, Hélène Mendy, Kelly Chan, Victor Gaspar, Ani Kaprekar, Priya Guha, Michael Legge, Maryem Sâder, Barry O'Brien, Marit Etterhus, Af Malhotra, Lauri Määttänen, Balázs Horváth.



We held a 'pass the mic' session, so that each Advocate could introduce herself/himself.

Following this session, there were a variety of panel sessions and discussions including:

- Why Global Collaboration Today is More Important Than Ever
- Bringing Underrepresented Voices to the Global Stage
- From Garage to Global: Stories from Global Tech Startups

The final session featured Interactive Global Roundtables: Advocates and tech leaders hosted tables allowing participants to have a 'curated tour of the room' to connect with tech pioneers, entrepreneurs, investors and various ecosystem leaders; there were four types of themed roundtables:

- **Country tables:** Denmark, Sweden, Norway, Finland, Iceland, Baltics, UK, US, Canada, India, China, Singapore, Malaysia, Taiwan, Saudi Arabia/Middle East, France, Italy, Benelux, Hungary
- **Tech tables:** AI & generative AI, cyber, semiconductors, biotech, robotics, cloud computing, Web3, Women in Tech, Black Women in Tech, quantum and more
- **Verticals:** healthtech/medtech/life sciences, edtech, fintech, proptech, cleantech, sustainability, space tech and more
- **Partner tables:** Spencer West, London Stock Exchange, COWI, Magnusson, Grant Thornton

The event concluded with a drinks reception and networking. Many congratulations to Jeanette and Tech Nordic Advocates for organising the event.

