

Flow Talks Music gathers Finnish decision-makers to discuss the future of the music industry

Together with Music Finland and six music industry organizations, Flow Festival arranges a panel discussion on Flow Friday at the festival area. Discussing the advancement of a more vigorous and international Finnish music industry are Finland's Prime Minister Sanna Marin and a group of other major party leaders.

Flow Talks Music will be held at the festival area's Viinilinna near the Main Stage on Friday the 12th of August at 4 pm. The panel discussion is an event organized by Music Finland and six major music industry associations that gathers decision-makers from all of the leading Finnish political parties to discuss the advancement of a more vigorous and international music industry. The organizing parties have invited decision-makers from ministers to party leaders to join the conversation and are proud to announce that the panelists include Finland's Prime Minister and leader of the Social Democratic Party **Sanna Marin**, Minister of the Environment and Climate Change and chair of the Greens **Maria Ohisalo**, chair of the Parliamentary Group of the National Coalition Party **Kai Mykkänen**, first vice chair of the Centre Party Parliamentary Group **Eeva Kalli**, Member of Parliament of The Finns Party Parliamentary Group **Ritva Elomaa**, chair of Left Alliance Parliamentary Group **Jussi Saramo** and chair of Swedish Parliamentary Group **Anders Adlercreutz**.

The executive director of Music Finland, **Kaisa Rönkkö**, states: *"It is time to switch the focus from the question is culture important to how will we build the future of cultural industries. The dialogue should be open and solution-oriented with all the different political parties and instances represented. I am thrilled that the panel will include Finland's most important decision-makers."*

The six arranging organizations, **Gramex, Teosto, IndieCo, The Finnish Musicians' Union, Finnish Music Creators' Association**, and **LiveFin**, have each gathered questions for the panelists from their members and followers in advance. The organizations act as a voice of the public as they address the questions to the panelists. Flow Festival's role is to serve as a platform for discussion and to be a part of strengthening and advancing a more international Finnish music industry together with the arranging associations. The panel discussion aims to bring forth the voice of the public to the decision-makers, reinforce the cooperation of the music industry, and promote the dialogue between decision-makers and the music industry.

After the panel, the organizing associations arrange a networking event at Flow Festival, to which they have invited more party leaders and members of parliament to meet and continue the discussion on promoting the Finnish music industry.

Flow Talks Music at Flow Festival's Viinilinna on Friday the 12th of August at 4 pm.

Flow Festival takes place in Helsinki, Finland, on the 12th–14th of August 2022.

The festival will host around 150 artists. Already announced acts are Gorillaz, Florence + The Machine, Nick Cave & The Bad Seeds, Burna Boy, Jamie xx, Michael Kiwanuka, JARV IS..., Princess Nokia, MØ, Sigrid, Bikini Kill, Freddie Gibbs, King Gizzard & The Lizard Wizard, Fred Again..., and many more.

See the full program for Flow Festival on the website: <https://www.flowfestival.com/en/artists/>.

The main partner for the year 2022 is Lapin Kulta Pure. Other partners are FREE.fi, Vaasan, Polestar, Samsung Galaxy, Valio Oddlygood®, Lanson, Juhla Mokka, POOL, Helsingin kaupunki, media partners Clear Channel, Helsingin Sanomat, Radio Helsinki, Finnkino and Resident Advisor, and production partners Stopteltat, Sun Effects, and Creative Technology.

www.flowfestival.com

www.facebook.com/FlowFestival

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www.instagram.com/flowfestivalhelsinki

Tickets:

Ticketmaster www.ticketmaster.fi

Tiketti www.tiketti.fi

3-day ticket: 225 €

2-day ticket: 185 €

1-day ticket: 115 €

3-day Gold Area ticket: 345 €

1-day Gold Area ticket: 185€

Prices are applicable for the time being. Prices include the service charge.

Press photos: <https://www.flowfestival.com/en/media>

Additional information:

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