

Minister of Science and Culture Sari Multala and internationally recognised songwriter Teemu Brunila join the Flow Talks Music panel

Flow Talks is a comprehensive program of talks arranged at Flow Festival throughout the festival weekend. Organised with YouTube and Musiikkiala.fi on Friday August 11, the Flow Talks Music panellists have now been confirmed. The panellists include Minister of Science and Culture **Sari Multala**, Member of Parliament **Nasima Razmyar**, and internationally recognised Finnish songwriter **Teemu Brunila**, among others. Focusing on the internationalisation of the Finnish music industry, the discussion takes place on Flow Friday at 4 pm.

The Flow Talks program kicks off on Friday, August 11, with Flow Talks Music panel discussion, organised in collaboration with YouTube and Musiikkiala.fi (Finnish Music Industry). The panel invites influential figures of the Finnish music industry and high-level political decision-makers to seek solutions for the internationalisation of Finnish music.

The participants of the Flow Talks Music 2023 edition are Finland's Minister of Science and Culture **Sari Multala**, Member of Parliament and Chairperson of the Finnish Music Foundation **Nasima Razmyar**, Executive Director of Music Finland **Mikko Manninen**, Government Affairs and Public Policy for Google in Finland **Heidi Jern**, internationally acclaimed Finnish musician and songwriter **Teemu Brunila**, and Country Manager for Nordic creative agency Splay One **Elina Aspelin**. The discussion is led by communications expert **Antti Isokangas**.

The discussion aims to answer how the nearly billion-euro domestic music industry can grow even bigger. Where can we find the spark and the skills to conquer international markets? Furthermore, how can different actors in the creative industries, from the music industry to platforms and legislators, support the endeavours for global success?

Flow Talks continues throughout the festival weekend with daily changing themes. Helsingin Sanomat brings its success format Black Box (Musta laatikko) to Flow Talks on Saturday. Black Box offers quality journalism as a unique live presentation. On Sunday, Flow Talks Sustainability delves into the topic of sustainable development. The program, arranged with the City of Helsinki, includes a keynote and discussion hosted by **Thomas Kolster**, a pioneer of change and an internationally renowned thinker in marketing, business, and sustainable development. He is joined by Helsinki's Deputy Mayor **Anni Sinnemäki**, **Anu Ubaud**, the co-founder of a value-driven branding and communications agency, United Imaginations, and **Thijs Biersteker**, an environmental artist whose latest work, *Gasp*, illustrates air pollution and will be showcased at Flow.

Flow Talks opens each festival day at The Other Sound x Sun Effects venue in Suvilahti. The Friday and Saturday programs will be in Finnish, while the Sunday keynote and discussion will be in English. Explore the program further here: <https://www.flowfestival.com/en/talks/>.

Flow Festival takes place at Suvilahti, Helsinki, on the 11th–13th of August, 2023. The festival will host around 150 artists. Already announced acts include **Lorde, Blur, Wizkid, Kaytranada, Christine & The Queens, Tove Lo, Devo, Pusha T, Caroline Polachek, Suede, Moderat**, and many more.

The main partner for the year 2023 is Heineken Silver. Other partners are Polestar, YouTube, Vaasan, Oddlygood®, Lanson, POOL by Antilooppi, the City of Helsinki, and Tietoevry. Media partners are Helsingin Sanomat, Clear Channel, Radio Helsinki, Finnkino, and Resident Advisor, and production partners are Creative Technology, Sun Effects and Stopteltat.

www.flowfestival.com

www.instagram.com/flowfestivalhelsinki

www.facebook.com/FlowFestival

www.twitter.com/FlowFestival

Tickets:

Ticketmaster www.ticketmaster.fi

Tiketti www.tiketti.fi

3-day ticket: 239 €

2-day ticket: 205 €

1-day ticket (sat): 135 €

1-day ticket (fri & sun): 125 €

3-day Gold ticket: 345 €

1-day Gold ticket: 189 €

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

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

Media accreditation: <https://gest.fi/customers/aedhjf/5088?lang=en>

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