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“5G Ideation” will showcase the opportunities of 5G technology for startups

Within the upcoming Baltic Sea Regions 5G ecosystem forum “5G Techritory” there will be held a startup event “5G Ideation” as a sign of the Forums’ general interest to 5G solutions and collaboration with the startup world. Early stage startups and individuals interested in smart cities, smart mobility and smart healthcare have been invited to apply and take part in a working session, that will offer opportunities to network with high-level executives in the 5G tech field and encourage startup builders to acknowledge the possibilities of the upcoming groundbreaking technology. The one-day 5G bootcamp on September 26 in Riga will include startups and tech industry enthusiasts from the Baltics and Nordics and 20 visiting startups from South Korea.

As Europe is actively involved in the race for getting at the forefront of the introduction of 5G technology, Baltic Sea region is perfectly positioned to be a digital frontrunner towards 5G opportunities in Europe and to challenge Silicon Valley and Asia in this global competition. On September 27-28 in Riga, Latvia, Baltic Sea Region 5G ecosystem forum *5G Techritory* will showcase 5G global deployment, including on how to turn 5G visions into real business models. Forum speakers will include 60+ senior executives, also from *Qualcomm, Cisco, Huawei, Nokia*, and other global market leaders, as well as representatives of the European Commission and Baltic Sea Region governments.

The speakers of the Forum will also take part in the “5G Ideation” working session, introducing 5G technology, its opportunities for businesses and startups, led by Ingmārs Pūķis, the Vice President of *Latvijas Mobilais Telefons (LMT)*. The Participants will gain useful insights of technology’s benefits and overview the opportunities and challenges that 5G technology offers. In the following working session, participants of the “5G Ideation” will have a unique chance to join forces and come up with new ideas based on 5G technology in smart cities, mobility or healthcare, with the help and insights of the most senior experts in this field in the world. The speakers themselves will join the teams and tackle the ideas by solving problems together. The participants will also have the opportunity to exchange know-how with representatives of 20 startups from South Korea, the country that is among global leaders in telecommunications.

The ideation sessions will be moderated by Liis Narusk, Co-Founder and CEO of *Elevate* and a seasoned ideation veteran bringing the power of co-creation and experimentation to the table. In the end, the teams will pitch their business idea and the best ones will receive passes to *TechChill 2019* conference, as well as “5G Techritory” tickets for the whole team, giving them an opportunity to further network with making valuable connections with global market leaders and industry experts.

“With the introduction of 3G and 4G in the telecommunications industry, customers were able to use faster mobile Internet, as well as enjoy a better quality of telecommunications services. The 5G network solution, however, will have a much greater impact on potentially almost every business, enabling the full use of the Internet of Things (IoT), allowing multiple smart devices to

connect and so much more. The network development may become the ground-breaking technology that will change the way we use our devices, work, and network,” Ingmārs Puķis, Vice President of *LMT* says.

The world is moving closer to a more connected and advanced world. Fifth-generation wireless, or 5G, is the latest iteration of cellular technology, engineered to rapidly increase the speed and responsiveness of wireless networks, the technology will not only change and challenge the world of telecommunications, it will affect many industries, including the startup ecosystems around the world. 5G infrastructure will become the engine of the connected world and will rely on policy, norms, and standards that do not yet exist. With such a step forward in technologies, startup founders have to think bigger and dare to benefit from it.

“5G Ideation” is organized by *TechChill* in partnership with *LMT* and supported by “5G Techritory” and the Nordic Council of Ministers.

TechChill is well known as the year’s most ambitious and recognizable Baltic startup ecosystem event and the best opportunity to meet the most promising new founders and ideas from the Baltics. In the last couple of years, the conference has grown rapidly - from a few hundred participants to two thousand international visitors. Every February, under the *TechChill*'s leadership, Riga becomes a global innovation, business and networking center for a week. The next *TechChill* will happen on February 22-23, 2019 in Riga. More info here: www.techchill.co

Contacts for media:

Lauma Bērziņa

E-mail: lauma@ethos.lv

Phone: +371 26464279