

Record visitors at Stockholm digital conference

Written by Johan Nylander

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SIME, Northern Europe's largest conference about the Internet and digital opportunities, once again attracted record numbers of visitors eager to stay ahead of the digital game.

The success of the SIME event in Stockholm reflected the Swedish capital's status as one of the world's most tech-savvy cities.

According to Internet entrepreneur Ola Ahlvarsson, who headed up the conference, Stockholm is "burning hot for international investors" that are looking for innovative new start-ups.

"We received a fantastic response from the audience and partners, which is incredibly fun for us but also an acknowledgment that digital opportunities are high on the agenda," he said.

Among the major trends this year, Ahlvarsson explained, is social entrepreneuring, which is pursuing business solutions that have social value. Topics ranged from big data to waterless toilets, invisible bike helmets to 3-D printing. Attendees were also among the world's first to test out a prototype of Google Glass, which will not hit the market until next year.

A special investors summit brought together serial entrepreneurs, venture capitalists, business angels and corporate development professionals who shared experiences and discussed how to build value in the digital arena.

He sees growing interest from investors for digital health services and wearable technology (clothing and accessories incorporating computer and advanced electronic technologies). Some 1,800 people - about 200 more than in 2012 - attended the get-together, which took place on 12-13 November.

Among the speakers were Spotify's head of special projects, Shakil Khan, Eva Hamilton, CEO of Swedish National TV, Ning Li, founder of Made.com, Europe's leading online designer furniture store, and Christopher Mikkelsen, co-founder of Refugees United.

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