

## Angry Birds Creator to Participate in Central American Nearshore Summit

Written by Australian Business

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MANAGUA, NICARAGUA, September 20, 2013 **/24-7PressRelease/** -- Peter Vesterbacka, Chief Marketin Officer of Rovio Entertainment Ltd. and creator of Angry Birds, has recently confirmed his participation as speaker at the first Central American Nearshore Summit (CANS) 2013 that will take place in Managua, Nicaragua on November 7th and 8th. Vesterbacka now becomes part of the select group of speakers that will be sharing their knowledge and experience in this event.

Vesterbacka is best known as the Mighty Eagle at Rovio, where he led Angry Birds into a multi-billion dollar franchise. He also serves as Senior Advisor at Transfluent Ltd., a high-tech solution for language translations in social media, and has been active with startup companies for years. In 2011, TIME magazine recognized Vesterbacka as one of the most influential people in the world.

CANS, an event focused on promoting Central America as an outsourcing destination, will include a series of presentations from international experts on important topics such as global trends, innovation, investment, site selection and business opportunities offered in Central America. The elite group of speakers at this exclusive event is composed by:

Ann Harts, Principal of Hickey & Associates, LLC, Atul Vashistha, Founder and Chairman of NEO Group, Bert Quintana, President and CEO of Sitel, Dawn Evans, President and CEO of Sourcing Interest Group (SIG), DJ Edgerton, Founder and CEO of Zemoga, Kirk Laughlin, Founder and Editorial Director of Nearshore Americas, Michael Barrett, Co-Founder and CEO of Unosquare, and Peter Ryan, Lead Analyst IT Services of Ovum.

CANS is being coordinated by the investment promotion agencies of five Central American nations that will present the region as a competitive, unified and attractive outsourcing destination; among them are CINDE (Costa Rica), FIDE (Honduras), Invest in Guatemala, PROESA (El Salvador) and PRONicaragua. Also, this summit will be the first time the agencies promote the entire regions as a destination for investment, which is already home to some of the most internationally renowned companies such as IBM, Intel, XEROX, Transactel, Sykes, Stream Global Services, Citi, Sitel and Hewlett-Packard.

PRONicaragua is the official investment and export promotion agency of the Government of Nicaragua, established in 2002. It is a non-profit, public-private institution whose mission is to generate economic growth and job creation in Nicaragua by attracting high-quality foreign direct investment. The agency provides complimentary support services to qualified investors seeking investment opportunities in our country. For more information visit [www.pronicaragua.org](http://www.pronicaragua.org) or contact us at

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