



ASIA HOUSE



Happy New Year from Asia House!



Asia House Briefing, January 2018: This month's briefing sheds light on the Sustainable Development Goals with a special focus on Thailand. For Danish companies looking to implement the SDGs in Thailand and secure the associated benefits, a strategy embedded in the local context is a must.

Access the briefing here: [The Sustainable Development Goals: With special focus on Thailand](#)

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On the Agenda in January 2018

Asia Houses wishes all our partners and members a very happy New Year! 2018 is descending upon us after the positive economic developments of 2017 and although most analysts temper the expectations for increasing high growth on a global scale, optimism prevails. In its annual report on the [global economic prospects](#), published on January 9, the World Bank expects global growth to continue. Asia will, once again, outperform other regions with overall growth rates above 6 percent. Some analysts warn that "[black swans](#)"-events as unique, eye-catching, and hard to find as the bird, could occur and cause catastrophic ramifications. In his [New Year message](#), UN secretary-general Guterres issued a "red alert" for the world, urging unity. On 23-26 January, politicians, business leaders, opinion makers, and media will convene in Davos at the annual [World Economic Forum](#) to meet, inspire, and debate this year's theme [Creating a Shared Future in a Fractured World](#). For the first time in decades, the US president

and India's Prime Minister will attend.

In 2015, the global community committed to attaining 17 development goals before 2030, the [SDGs](#). This month's [Asia House briefing](#) sheds light on the Sustainable Development Goals with a special focus on Thailand. For Danish companies looking to implement the SDGs in Thailand and secure the associated benefits, a strategy embedded in the local context is a must.

In January 2018, Asia House will co-host two business seminars: On 17 January, focus will be on [brand-building in China](#) and its fundamental challenges to conventional thinking on branding and marketing, and on 31 January, experts will share their take on the necessary considerations that are key when [selecting the right local partner](#) on Asian markets.

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