



# ASIA HOUSE



*A snapshot from one of the sessions at Camp 3, in which H.E. Ajit Gupte, Ambassador of India, actively engaged in facilitating the dialogue between the Danish and Indian companies*

## **Gateway to India's Smart Cities: Camp 3**

Asia House's project "Gateway to India's Smart Cities" held its third and final camp on 5 February. At the camp five Indian companies with focus on India's Smart Cities participated at a high-level. The Camp was very successful, and several Danish SMEs are now ready to engage in a partnership development with the Indian companies.

Furthermore, it was agreed that the participants would actively work on a continuation and further development of the "Gateway to India's Smart Cities" platform. Perhaps one of the main challenges – and lessons learned from the project – is the need for Danish companies to perform a Proof of Concept (PoC) on their products.

Most Indian companies see the PoC as a basic prerequisite before finalizing a contract. However, while the Indian side expect this PoC to be financed by the Danes, the Danish SMEs see this as part of the delivery.





17 January: Jacob Johansen, Consultant, at Innovation House China-Denmark and Væksthus Hovedstadsregionen's business seminar in Asia House.

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## UPCOMING EVENTS in ASIA HOUSE

08-02-18 [Korea: Architecture](#)

20-02-18 [India: Translating SME delegations into SME opportunities](#)

06-03-18 [The SDG's: With special focus on Thailand](#)



7 February: Mads Lebech, Director at The Danish Industry Foundation, presented "Global Alliances", a new thematic call for applications

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## RECENT NEWS FROM ASIA

*Your Danish Platform for Asian Business News*  
[www.asia-house.dk/news/](http://www.asia-house.dk/news/)

08-02-18 [Olympic channel to broadcast Pyeongchang 2018 across India and sub-continent](#)

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## PRESENTATIONS FROM PREVIOUS EVENTS

17-01-2018

Innovation House China-Denmark and Væksthus Hovedstadsregionen: [Innovation & Co-creation in China](#), [How to Grow Your Business in China](#), [Building Awareness in the Chinese Market](#) and [Changing Marketing in China](#)

31-01-2018

KPMG: [Financial Due Dilligence in Asia](#), Andersen Consult: [Local Partner - Necessity or Strategy](#), Innovation House China-Denmark: [How to Manage Your Local Partner in Asia?](#), and Bech-Bruun: [Contracting with](#)

07-02-18 [New, global JNTO campaign seeks to attract more travelers from afar](#)

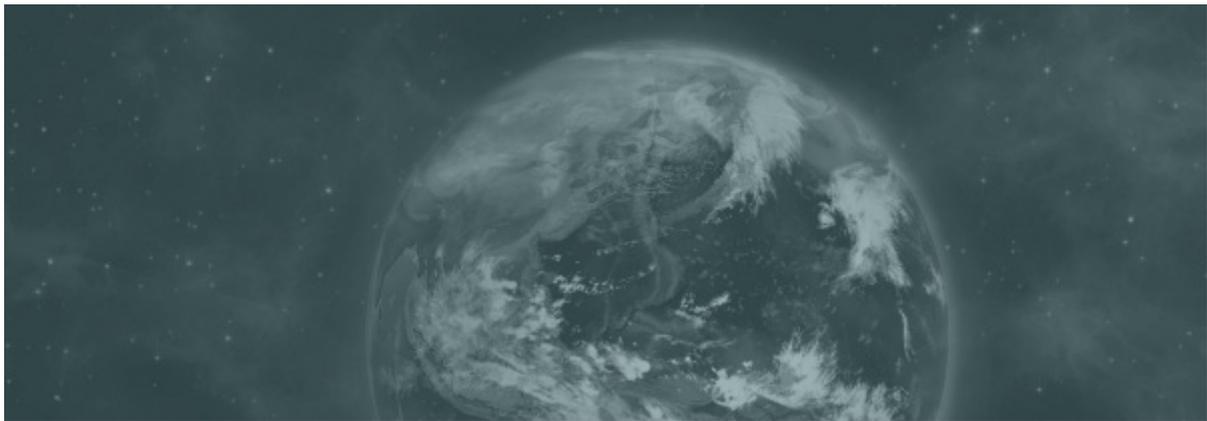
[Local Partners in China](#)

07-02-2018

The Danish Industry Foundation: [Global Alliances](#)

16-01-18 [Singapore, Malaysia ink bilateral agreement to build Rapid Transit System Link](#)

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## Global Alliances

On 7 February in Asia House, The Danish Industry Foundation presented a new thematic call for applications focusing on Danish enterprises' international relations and cooperation, emphasizing that stronger [global alliances](#) are a source for innovation, give access to new knowledge, and strengthen Danish business positions in the value chain.

The very old saying "knowledge is power" still holds sway, but you could add that *sharing knowledge* is power: If you add your knowledge, your data to a vaster pool, you can benefit from vertical use of this knowledge and it will enhance everybody's knowledge, including your own.

At the World Economic Forum in Switzerland last month, many global alliances were discussed and tested, including an initiative to create a "[BRICS+](#)" circle of countries in Asia, Africa, Latin America.

Also in January, the 11 remaining partners (after the US withdrew a year ago) in the Trans Pacific Partnership Australia, Brunei, Canada, Chile, Japan, Malaysia, Mexico, New Zealand, Peru, Singapore and Vietnam [agreed in Tokyo](#) to meet again on 8 March in Chile to try and finalize the conditions for a free trade agreement.

Not only new alliances are formed, old alliances also strive to enhance the security and prosperity of citizens. Singapore has taken over leadership of ASEAN in 2018, and under the chosen theme of *Resilience and Innovation* the ten [Foreign Ministers of ASEAN countries](#) met on 6 February in Singapore, discussing a wide range of issues and supporting Singapore's initiative to create an *ASEAN Smart Cities Network*. On 7-13 February, Kuala Lumpur will host [WUF9](#), "the world's premier conference on cities", a technical forum convened by the United Nations Human Settlements Program (UN-Habitat) held since 2002.

This increased South East Asian focus on urban development is also reflected in Asia House activities, with ongoing investigations into specific opportunities in Bangkok, Hanoi, Ho Chi Minh City and also in The Philippines. The opportunities for Danish companies are immense, but actual market access can

only be gained through alliances and cooperation with local stakeholders.

Last but not least, the biggest [winter sports](#) event of 2018 will open tonight, 8 February in Pyeongchang, Republic of Korea. A recent poll indicates that [a third of Danes](#) think a nuclear arms conflict is “likely” in 2018. Although the main focus will be on the sports competitions, the implications and possibilities of the Winter Olympics being hosted on the Korean Peninsula will test how various alliances can contribute to [dialogue and de-escalation](#) of tensions.

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