



ASIA HOUSE

HOME OF BUSINESS - CULTURE - PEOPLE



Asia House Briefing

This month's Asia House Briefing looks into the phrase '*chemo-phobia*', which in recent years has become a standard expression in South Korea. This is due to continuous scandals regarding chemicals in daily care and hygiene products, such as diapers, sanitary pads and toothpaste.

South Korea has, because of these scandals, started to turn towards products from the Scandinavian region, especially Denmark with South Korean consumers increasingly aware of Svanemærket.

This is an important reflection of the need for tapping into the specific context of the Asian markets in order to increase exports.

Access the full briefing here: [Asia House Briefing April 2018](#)





19 March: At the Spring Asian Ambassadors luncheon, Mr. Lars Tvede, Entrepreneur, Investor & Author, talked about his experiences with innovation over the years, and how innovative societies keep surpassing obstacles that can sometimes inhibit growth and prosperity.

UPCOMING EVENTS in ASIA HOUSE

24-04-18 [Booming Bangladesh](#)

25-04-18 [Impact Investment](#)

16-05-18 [Accessing the South Korean Market with Nordic Certifications](#)

An opportunity to visit Sri Lanka:

[Investment & Business Conclave 2018](#) (19 June - 21 June 2018)

Asia House Welcomes Signe Weber Carlsen



Our new Administration & Event Coordinator.

Signe has international experience in project coordination and administration, as well as market analysis, data collection, relationship building and intercultural communication. She holds Master's degrees in International Studies from Aarhus University, and Political Science from VU University, Amsterdam.

Signe's key responsibilities will include management of administrative tasks and relations with our customers.

RECENT NEWS FROM ASIA

Your Danish Platform for Asian Business News

www.asia-house.dk/news/

03-04-18

[China Increases Tariffs in Midst of US-China Trade Spat](#)

28-03-18

[Korean Companies with Eco-Friendly Technologies Are](#)

PRESENTATIONS FROM PREVIOUS EVENTS

19-03-18

Lars Tvede: [Surprising Things I Have Learned About Innovation](#)

23-03-18

[India is Expected to Establish Itself as the Third Largest Tourism Economy in 10 Years](#)

Read more news



On the Global Agenda in April 2018

The 2018 "[Global Trust Barometer](#)" from Edelman, a global communications company, headlined "**A World of Distrust**", highlights important undercurrents: The populations' trust in government, media, and business is high and on the rise in Asian countries like China, India, and Indonesia, while it is low and slipping further in other parts of the world, most notably in the US.

During the **Spring meetings in the IMF and the World Bank**, 16-22 April in Washington D.C., various seminars will focus on [Building Trust and Resilience](#) and [Restoring Trust by Curbing Corruption](#).

[FAFPI](#), the **Fight Against Facilitation Payments Initiative**, a new Danish multisector initiative by the Danish Ministry of Foreign Affairs, the Confederation of Danish Industry (DI), leading Danish companies, and NGO's was [launched](#) in March. Christine Lohmann from [DI highlighted](#) that "*It is illegal to pay facilitation fees. However, under Danish law, it can be accepted if it is normal custom in the country in which you operate and there is hardly any doubt that Danish companies also meet these requirements. However, it is strictly prohibited under English law and if a Danish company is taken to have paid facilitation money in any country, it may be banned in the entire Commonwealth*".

A **Nordic summit with India's Prime Minister Modi** will be held on 17 April in Stockholm, and Prime Minister [Lars Løkke Rasmussen highlights India's](#) growing importance in Asia and globally ahead of a planned bilateral meeting in Stockholm.

An escalation of mistrust and tit-for-tat rhetoric surrounds **trade relations between the US and China**. The [Chinese leadership has stressed](#) that it will fight US protectionism "at any cost".

ASEAN Finance Ministers and Central Banks governors [met](#) on 6 April in Singapore, [underlining](#) their commitment to international trade and investment.

After a string of scandals on the consumer market, demand for safe and reliable products is rapidly

increasing in **South Korea**. European companies benefit from this as their products are generally more trusted. [This month's Asia House Briefing](#) highlights the opportunities for Danish companies as South Koreans place a high level of trust in *Svanemærket*.

[Impact Investing](#) is one of the strongest trends in the financial sector and in South and South East Asia, the fastest growing markets in the world. On **24 April**, Asia House looks very much forward to hosting a seminar combining these two trends and shedding light on the movements and challenges for Impact Investing to South and South East Asia. Speakers will be [Amit Bourj](#), CEO of GIIN, [Stine Bosse](#), Board member of GIIN, and [Stefan Maard](#), Managing Director and Co-founder of DIVA Ventures.

Susanne Rumohr Hækkerup
Executive Director, Asia House

ASIA HOUSE / YOUR ACCESS TO ASIA

Indiakaj 16 / DK-2100 Copenhagen O / +45 35 26 56 11 / ah@asia-house.dk



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Our mailing address is:
ah@asia-house.dk

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Asia House - Indiakaj 16 - DK-2100 - www.asia-house.dk

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