



ASIA HOUSE

HOME OF BUSINESS - CULTURE - PEOPLE



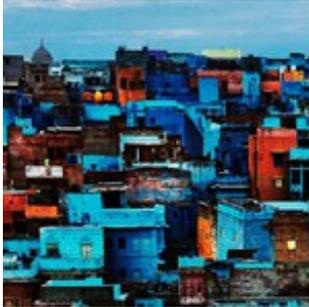
ASIA HOUSE BRIEFING MAY 2018

This month's Asia House Briefing looks into import/export data; Compiling and understanding such data is becoming increasingly difficult due to global value chains, multinational constructions and the growing importance of services in international trade. This increases the risk of manipulations and misconceptions of data that most people otherwise perceive with authority.

The Asia House Briefing "Perils & Pitfalls of Export Data", looks deeper into trade statistics and answers questions such as: How can USA be Denmark's second, third and sixth largest export destination at the very same time? What is the difference between the numerous different export figures (for the same year) casually used by journalists and politicians? And why are Danish imports from Sweden (EUR 9.7 billion) and Swedish exports to Denmark (EUR 9.3 billion) not identical?

Access the full briefing here: [Perils & Pitfalls of Export Data](#)

UPCOMING EVENTS IN ASIA HOUSE



30.05.18: [Why India?](#)

The Danish Cultural Institute will very soon open in India, where they will co-locate with the new Royal Danish Embassy in New Delhi. This seminar will address how Denmark and India connect, and how arts and culture can contribute to further the dynamics of Indo-Danish relations.



31.05.18: [Accessing the Korean Market with Nordic Certifications](#)

This seminar takes a closer look at the opportunities arising for Danish companies from the Korean “chemo-crisis”.

PREVIOUS EVENTS IN ASIA HOUSE



25.04.18: IMPACT INVESTING

The seminar ‘Impact Investing’ took place in Asia House and guest speaker Amit Bouri, CEO of the Global Impact Investment Network (GIIN), presented about the trends and tendencies for Impact Investing in South & South-East Asia. Stine Bosse, Member of the Board, GIIN, focused on the

current situation for Danish Impact Investors to the region and Stefan Maard, Managing Director & Co-Founder, DIVA Ventures, touched upon some of the challenges of Impact Investing and how they might be addressed.

Impact investing is perhaps the strongest upcoming trend in the financial sector, and South and South East Asia the fastest growing markets in the world. On this seminar, we combined these two mega-trends, and shed light on trends and challenges for Impact Investing to South and South East Asia.



24.04.18: BOOMING BANGLADESH

On 22 March, the UN confirmed that Bangladesh will be a candidate for LDC Graduation by 2024. To celebrate the country's progress and highlight the business opportunities that such a graduation entails, the Embassy of the People's Republic of Bangladesh hosted an event at Asia House on 24 April.

At the event, Regional Director for the UNDP in the Nordics, Camilla Brückner, spoke about Bangladesh's active adoption of the SDGs as a planning tool and guideline through their integration into the country's Five Year Plan, and how they were used as a way to further accelerate development in Bangladesh. She highlighted the key policy gaps and challenges currently facing the country: data availability and quality, financing, capacity development, localization of the SDGs, and coordination among institutions, but pointed out that all of these can be traversed by addressing the broader SDG agenda. The Sustainable Development Commission estimates US\$ 5 trillion in business opportunities and 230 million new jobs by 2030 in Asia.

Ulrik Federspiel, Senior Advisor at Haldor Topsøe gave an overview of Topsøe's long-term positive engagement with Bangladesh.

H.E. Ambassador Muhammad A. Muhith closed the event with an introduction to current and upcoming projects in sustainability and infrastructure, inviting interested Danish businesses to contact the Embassy to discuss potential collaboration in these areas.

NEW POSITION: STUDENT ASSISTANT

We are hiring a new student assistant (8 hours / week) to our team at the Asia House Secretariat.

Are you a strong communicator, well-organized with attention to detail? And are you interested in contributing to fruitful Danish-Asian relations? Then this will be the job for you.

For more information about this position, please click [here](#)



On the Global Agenda in May 2018

The global agenda in May is focused on nuclear issues and political negotiations concerning Iran and North Korea. When and if the US President and the leader of North Korea meet in June, it will be the crowning of many years of expectations from Pyongyang. The chosen venue, Singapore, is a testimony to the growing importance of ASEAN with Singapore holding the chairmanship this year, and of Singapore itself, a country which “punches above its weight class”.

The Australian research institution, Lowy Institute, has published an interesting “[Asia Power Index](#)”, trying to measure which countries influence the region the most. Its findings are not revolutionary news to most, but the systematic approach and choice of parameters to measure provide food for thought. Some key findings are that USA and China are super powers, with China expected to overtake the US shortly on most parameters, except one: cultural influence. Japan and India are major powers, with Japan losing influence whilst India is gaining. Combining a country’s influence with its size and resources, the index pinpoints a “power gap”, with some countries overachieving in comparison to what should be expected (Japan, Singapore, Australia, South Korea, Malaysia, Thailand) and others underachieving (Pakistan, Sri Lanka, Russia, North Korea).

On 4 May, the finance minister and central bank governors of the 10 ASEAN countries met in Manila with their colleagues from China, Japan, and South Korea, [once again underlining](#) their resistance to all forms of protectionism. Among other things they reiterated support for accelerating infrastructure development and promoting local currency-denominated green bonds to meet the region’s infrastructure needs.

In this month’s [Asia House Briefing](#), we highlight the importance of understanding what lies beneath the surface of facts and figures concerning *export data* - this data is crucial as planning and measurement parameters, but only if used with necessary insight and prudence.

As a follow-up to last month’s Briefing on *Accessing the South Korean market with Svanemærket*, we

kindly invite you to attend a [seminar on 31 May](#), exploring how to use Nordic labels as an export platform.

Susanne Rumohr Hækkerup
Executive Director, Asia House



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15-05-18

[North and South Korea to hold high-level talks on 16 May, 2018](#)

09-05-18

[Japan offers facial recognition technology for the KL-Singapore high-speed rail project](#)

26-04-18

[Singapore and Vietnam sign agreements to boost cooperation](#)

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