



ASIA HOUSE

HOME OF BUSINESS - CULTURE - PEOPLE



ASIA HOUSE NEWS: GATEWAY TO INDIA

India is expected to overtake Great Britain and become [the world's 5th largest economy](#) this year after US, China, Japan, and Germany. Growth rates have been steady, above 7%, for the last 4 years. To deal with India's rapid growth and urbanization, Prime Minister Narendra Modi launched an ambitious urban development program called '100 Smart Cities' in 2015. With an investment frame amounting to 100 billion DKK over the next five years, the program will focus on the sustainable development of over-crowded Indian cities, which by 2050 will experience a population growth of up to 400 million people.

In 2017 Asia House initiated the pilot project "Gateway to India's Smart Cities", which was funded by The Danish Industry Foundation. The purpose of the project was to work with Danish SME's in creating a better understanding of how they can access the Indian smart cities market.

39 Danish SME have been represented in the project, with the result that, as of now, one Danish SME has entered a tender with an Indian company on an energy project, and about ten Danish companies have engaged in direct negotiation with Indian companies in selling Danish solutions and know-how to the Indian Smart Cities market.

Despite positive outcomes from the project, it is evident that the Indian Smart Cities market is a very complex and an internationally highly competitive market with no easy access for Danish companies, despite strong and relevant products. To be successful under the Indian Smart Cities

market, it is vital for Danish SME's to identify the right local Indian partner who is willing to front the approach to the Smart Cities market. Throughout the project, Indian companies have shown great interest in engaging in an open-minded dialogue with the Danish companies and a real interest in Danish solutions.

In this month's newsletter we are happy to present the prototype of the model "Roadmap to India's Smart Cities", which has been developed based on the learnings from the project. Our hope is that the model will support and guide Danish SMEs in moving forward into the Indian Smart Cities market.

View the model [HERE](#)



19.06.18: [Connect with the CEO - Frank Okoisor, Toyota Denmark](#)

The British Chamber of Commerce and Asia House will host an event with Mr Okoisor, CEO of Toyota Denmark, who will be sharing insights from his career during his presentation before taking a Q&A session. He will speak about his experience in the automotive industry and how young professionals can achieve success in their careers. This event provides an opportunity for young professionals to hear about the challenges of being CEO of a large organisation.

PREVIOUS EVENTS IN ASIA HOUSE



24.05.18: ROUNDTABLE DISCUSSION: ASIA HOUSE & THE ENERGY AUTHORITIES, SINGAPORE

Asia House, together with The Danish Embassy in Singapore, hosted a vibrant roundtable discussion with high-level representatives from The Energy Authorities in Singapore. It was clear from the discussion that there are great opportunities for Danish expertise, especially in areas such as Smart Energy and Energy Efficiency.



30.05.18: WHY INDIA?

The Danish Cultural Institute is set to open soon in Delhi, and the Institute hosted a networking event in Asia House. Peter Taksøe-Jensen (Denmark's Ambassador to India), Ravinder Kaur (Professor at Copenhagen University), Søren Holm Johansen (Executive Director at Rambøll) and Josefine Klougart (Author) all provided their perspectives on how Denmark and India connect, and how arts and culture contribute to the dynamics of Indo-Danish relations.



On the Global Agenda in June 2018

June 2018 has already seen a full batch of important international events:

[G7 Summit in Quebec, Canada](#), comprising leaders from Canada, France, Germany, Italy, Japan, UK, and US and the EU.

[SCO Summit in Qingdao, China](#), comprising leaders from China, India, Kazakhstan, Kyrgyzstan, Pakistan, Russia, Tajikistan, and Uzbekistan

And a first ever [meeting between a President of the United States and the leader of the People's Republic of Korea](#).



Your Danish Platform for Asian Business News

09-05-18

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12-06-18

[The winners of UNLEASH have been found](#)

07-06-18

[China's exam migrants desperate for chance to take the gaokao test](#)

01-06-18

[Thai authorities are closing Maya Bay for visitors](#)

GDPR

EU's privacy regulation GDPR came into force on 25 May 2018. Asia House has updated its Privacy Policy and these changes reflect the increased transparency requirements of the EU GDPR. The revised policy clarifies your privacy rights and how to exercise them; how Asia House collects, uses, shares and protects personal data; and the legal bases we rely on to process personal data. Please click here to read our updated [Privacy Policy](#).

If you should no longer wish to receive emails and news from Asia House, please contact ah@asia-house.dk and your data will be removed from our list and you won't receive emails or invitations from us in the future.

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