



ASIA HOUSE

HOME OF BUSINESS - CULTURE - PEOPLE



Manila, Philippines

ASIA HOUSE BRIEFING

Asia House, together with the Danish Embassy in Manila has taken a deep dive into the urban development market in the Philippines. This month's Asia House Briefing presents the key findings from this research. The briefing outlines an urban development market in the Philippines that is on the move and growing at a very fast pace. There is no doubt that the market constitutes huge opportunities for Danish companies, but also challenges. This month's Asia House Briefing provides the reader with insight into the opportunities in the market and gives answers to some of the main challenges.

Read the full briefing [HERE](#).



UPCOMING EVENTS IN ASIA HOUSE



17.08.18: [South Asia in Focus](#)

The newest updates on business opportunities in India, Pakistan and Bangladesh will be presented in Asia House. The Ministry of Foreign Affairs will provide insights on South Asia with presentations by the Danish Ambassadors to India, Pakistan and Bangladesh. Parallel break-out sessions by the three Trade Counselors on Water & Energy, Tech & Innovation and Food & Agriculture, will be held.



30.08.18: [Danish Fintech in Singapore](#)

Co-hosted by the Danish Embassy in Singapore and Copenhagen Fintech, this seminar will look into the Singapore Fintech environment prior to the upcoming Singapore Fintech Festival in November: What are the present market opportunities, newest trends and most recent developments? And which recent agreements have been signed between Denmark and Singapore?



19.09.18: [China Emerges as a Global Power](#)

Venue: Aarhus

Aarhus University and the Danish Institute of International Studies will, in collaboration with other Danish research institutions on China, host a one-day event to take stock of the major developments in China's domestic and international environments, and discuss their implications for Denmark.



ON THE GLOBAL AGENDA IN AUGUST 2018

In many regions of the world, August is the time for a summer break, but following local customs Asia House along with most of Denmark is back on track – even our newly planted hedge seems to have survived this splendid summer’s heat and drought.

Denmark’s economic structures and performance have gained attention in the US after a TV channel claimed it to be [very ineffective](#). Many Danish voices were raised to counter the fake facts in the Fox News TV broadcast. As Minister for Finance [Kristian Jensen](#) stated “Everyone has a right to their own opinions, but no-one has a right to their own facts”.

One fact that does seem worrying for Denmark is the comparatively [slow growth of Danish exports](#). Much has been said about the reasons, and one argument being reiterated is that relatively many Danish companies simply do not export. In the world of tomorrow, it is difficult to foresee a thriving country with such a small population if many of its companies are focused solely on their national market.

Asia House strives to contribute to Danish companies reaching out to Asia. The East Asiatic Company was “born global” and any start-up today should look to international markets. We are very pleased that the Danish Industry Foundation has granted funds for a project to map the innovations hubs in seven Asian hotspots: Japan, Korea, Shenzhen, Taiwan, India, Malaysia, and Singapore.

According to the [Global Entrepreneurship Index](#), Denmark has one of the world's best entrepreneurial environments, with skilled employees, good framework conditions and fair access to capital. However, the GEDI Index highlights one important Danish weakness: lack of internationalization; including inability to collaborate with global ecosystems in terms of innovation, funding, market access and attracting foreign talents.

The project is targeted at a wide range of decision makers and key players in Danish

entrepreneurship environments, with special focus on Danish startups and scaleups within Robotics, VR & AR, Sound & Music, Life Science, Fintech, Cleantech, AI, IoT/Hightech, Games, Edtech , Smart Solutions, Tech World, Foodtech, 3D Print, and Transportation. The project is developed jointly between Asia House and TechBBQ. Prof. Daniel Hjorth from CBS (Entrepreneurship & Organization) is a professional adviser and evaluator for the project. For more information, contact the project's manager Peter Johansen @ Asia House.

We look forward to welcoming you back to Asia House as the summer fades! For up-coming events, please check [our website](#).

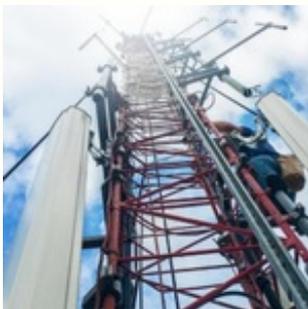
Susanne Rumohr Hækkerup

Executive Director, Asia House



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14.08.18: [Asia is winning race for 5G](#)

China is currently leading the way in investment in 5G infrastructure, with Japan and South Korea following. These countries will likely gain a competitive edge, as slow 5G investment may result in up to 10 years of economic disadvantage. 5G-technology will, among other things, be used in powering smart cities and self-driving cars, and collecting huge amounts of data.



09.08.18: [IKEA opens first store in India](#)

IKEA is opening their first store in India in their second attempt to break into the Indian market. The company hopes to reach the ever-growing middle class in India, but may face challenges.

19.07.18: [Seoul to criminalize workplace harassment](#)

Surveys showing that 70 percent of all South Koreans feel bullied at work by superiors have resulted in Seoul drafting a proposal to criminalize workplace harassment.



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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](#).

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