



ASIA HOUSE

HOME OF BUSINESS - CULTURE - PEOPLE



Hanoi, Vietnam

ASIA HOUSE BRIEFING

This month's Asia House Briefing has investigated the urban development market in Vietnam, focusing primarily on Hanoi and Ho Chi Minh City. Denmark has given more official development assistance per capita to Vietnam than any other country in the world, and thus holds a unique position in the country. How does this reflect in the opportunities for Danish companies within the urban development market in the two cities? This briefing will answer this question, and furthermore provide the reader with insights and contact details to key persons in Ho Chi Minh City's Danish business community.

Read the full briefing [HERE](#).



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.



12.10.18: [Culture Night](#)

Asia House is once again part of the annual [Culture Night](#), where more than 250 museums, theaters, libraries, churches, ministries and parks throughout the city welcome the public during Copenhagen's biggest annual one-day event. Discover the history of the East Asiatic Company (ØK) starting Danish globalization, enjoy music from the Confucius Institute, and see where Asia House is heading in the future. Everyone is welcome, and the only requirement is a [Culture Pass](#).



JOB OPENING: EVENT MANAGER AT ASIA HOUSE

Are you outgoing and creative with superior organization and communication skills? Does the planning and smooth execution of events, ranging from high level diplomatic meetings to topic-specific seminars and receptions, excite you? And do you thrive in small teams where cooperation, coordination and versatility are key to success? Then you may be the person we are looking for to join the Asia House Secretariat as Event Manager.

Interested? Please see the full job posting [here](#).

Application deadline: 14. October 2018

Start date: January 2019

Working hours: Full time

PREVIOUS EVENTS IN ASIA HOUSE



Rolf Holmboe, Danish ambassador to Pakistan

17.08.18: [SOUTH ASIA IN FOCUS](#)

Asia House hosted an event with a special focus on South Asia. The Danish ambassador to India, Peter Taksøe-Jensen, emphasized Indo-Danish memoranda of understanding and improved market conditions in India. Furthermore, the Danish ambassador to Bangladesh, Mikael Winther, elaborated on the strong brand and good reputation of Denmark in Bangladesh, and how Denmark is "punching above our weight". A presentation was also held by Rolf Holmboe, Danish ambassador to Pakistan, on the massive untapped opportunities in Pakistan, especially within Food, Agriculture & Energy, and how many trade obstacles have been removed within recent years. The seminar featured presentations by EKF, IFU (Investeringfonden for Udviklingslande), and the Trade Council, all of which can be found [here](#).



Daniel Laurent, senior economist to the OECD

24.08.18: [DANISH AMBASSADOR'S BRUNCH](#)

On 24 August, Asia House, together with Danish Maritime and Danish Shipping, hosted a roundtable brunch meeting for the Danish ambassadors in Asia and several senior-level management from Danish companies. Mr. Laurent Daniel, a senior economist at the OECD and responsible for the maritime industry, discussed the possibilities of reaching an international agreement on shipbuilding. The aim of this agreement would be to create equal competition in the global maritime industry, a sector that has been heavily subsidized by states throughout the years. Asia is crucial in these negotiations, and the Danish ambassadors provided thought-provoking inputs from the capitals of their respective postings. Mr. Daniel's presentation can be found [HERE](#).



Dorte Bech Vizard, Danish ambassador to Singapore

30.08.18: [DANISH FINTECH IN SINGAPORE](#)

Together with the Danish Embassy in Singapore and Copenhagen Fintech, Asia House jointly hosted a business forum on fintech in Asia. The forum gave an insight into the current market opportunities for Danish companies in Southeast Asia. Furthermore, it was discussed how Danish fintech companies can contribute to the upcoming Singapore Fintech Festival in November.



Source: <http://www.global-migration.info/>

ON THE GLOBAL AGENDA IN SEPTEMBER 2018

The image above is a captivating, colorful circle expression, but more than that: in a unique way, it depicts some interesting facts about humans migrating in today's world. The underlying data are UN statistics on people moving between countries. Some of these facts are hardly surprising: People move from South to North and from East to West. Asia is a power house of migration as the most populous region of the world. But there are many interesting facts and connections if you delve into this web of human threads that links the world closer together. By clicking on the specific regions on the [interactive map](#), data about individual countries emerge.

Denmark has, of course, always been part of the global migration patterns with groups of people settling in Denmark and Danes moving abroad. In recent decades, more people settle in Denmark than Danes moving to a new country. This also goes for citizens with a Danish passport: In the first half of 2018, [less than 9,000](#) Danes emigrated – and a little more moved back to our shores.

Thus, compared to a range of other countries, Denmark has relatively fewer people living outside the country and not a strong tradition of forging close ties with them. This is a disadvantage in so many ways, not least for Danish businesses looking for entry points into new markets. Therefore, it

is very welcome that [a taskforce is formed](#) to investigate how to strengthen those ties. As leader of the taskforce, Flemming Besenbacher, Chairman of Carlsberg and Carlsberg Foundation, and Claus Lønborg, CEO for Copenhagen Capacity, underlined in "[Børsen](#)" on 9 September 2018, "*for a smaller startup from Holbæk it can quickly become a headache to reach the right contacts in Hanoi. Here the Danish diaspora can be an important door opener that can help small and medium-sized businesses expand internationally*". Whenever possible, Asia House connects people - and we almost always find a very welcoming attitude and willingness to assist among Danes in Asia.

Susanne Rumohr Hækkerup

Executive Director, Asia House



Your Danish Platform for Asian Business News

www.asia-house.dk/news/



05.09.18: [Potential consequences of China's new mobile-phone giant](#)

What will happen if China's second- and third-largest mobile carriers merge, creating a new mobile-phone giant? The proposal to merge China United Network Communications Group Co. and China Telecommunications Corp. is currently being reviewed by top-leaders in China, in an effort to secure an edge in the race for 5G. Huawei, ZTE and China Tower may be the big losers of this mega-merger.



30.08.18: [Nepal's West Seti hydropower project in danger](#)

Chinese company CWE Investment Corporation may withdraw from Nepalese West Seti hydropower project after 6 years, as the project is deemed financially unfeasible. The signing of the MOU in 2012 was seen as the start of a partnership between the two countries, which would make Nepal less dependent on India. Harnessing the Himalayan hydropower could very well pull Nepal out of poverty.

23.08.18: [Jollibee set for global expansion](#)

In an attempt to have an equal contribution in sales from the local and international segments by 2023, JOLLIBEE Foods Corp. is expanding globally, putting up new stores in places such as the UK, Malaysia and Vietnam. These new stores will be centered around places with large Filipino populations. The company is also looking at expanding to the US.



01.10.18: [Anniversary of the Copenhagen-Delhi Route](#)

Air India is hosting the celebration of the one-year-anniversary of the Copenhagen-Delhi route to celebrate Indo-Danish ties. The celebration takes place on Monday 1 October 2018, from 17:00 – 18:45. Click [HERE](#) to see the invitation.

ASIA HOUSE / YOUR ACCESS TO ASIA

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