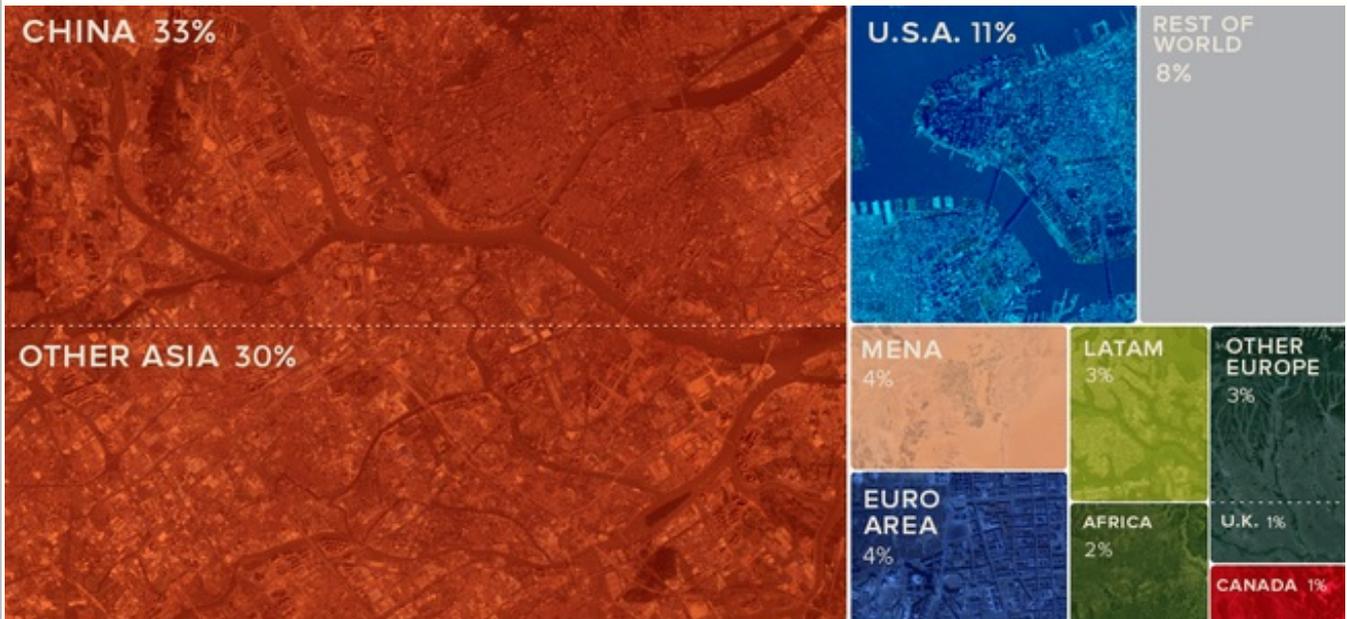




ASIA HOUSE

HOME OF BUSINESS - CULTURE - PEOPLE



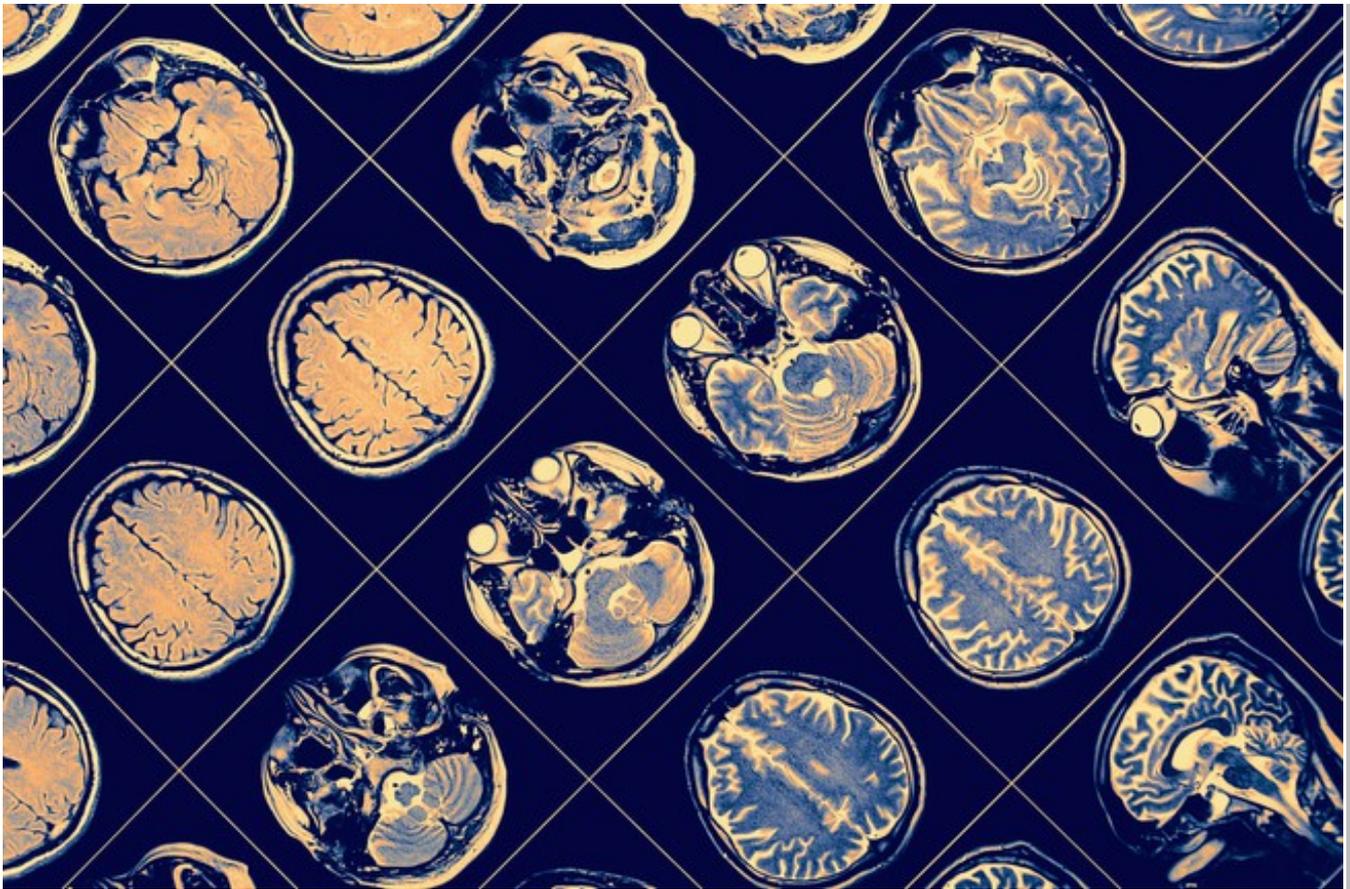
THE PERCENTAGE SHARE OF GLOBAL GDP PPP GROWTH (2019F)

The Global Future

We have grown used to statements about this being "Asia's century" and that economic and political weight is shifting from West to East. Often, though, graphics can do more than words to illustrate facts. The depiction above of global growth in 2019 brings home the message very convincingly. As less than 10% of Denmark's export is going directly to Asia, providing 63% of this year's global growth, it is relevant for every business sector and every enterprise to consider their Asia strategy.

Susanne Rumohr Hækkerup

Executive Director



LOOKING FOR DATA FOR MACHINE LEARNING?

PERHAPS ASIA IS THE PLACE

Large amounts of quality data are a key requisite for Machine Learning. But often these data are difficult to find and very expensive. Akshay Pai, Co-founder and CTO of Cerebriu may have found a novel approach.

Last week, Asia House hosted an event for the artificial intelligence (AI) and machine learning (ML) community. The focus of the evening was a foundational problem for companies and researchers in this area: You need a good quality dataset to train your machine learning model, but how do you get that data to begin with?

High cost and privacy

The four speakers participating in the event came from the healthcare sector where this issue is particularly acute. Obtaining large amounts of quality health data is costly and time consuming, and complicated by the thorny issues of patient privacy.

While the four speakers used a variety of tools to overcome this hurdle, one approach stood out. Akshay Pai from Cerebriu bought his data from Asia. Cerebriu is a company that helps augment the radiologist workflow within brain imaging.

Pros & Cons of going to India

Working with Indian hospitals, Cerebriu was able to access very large and diverse datasets at low cost. One center alone would often have more than 500,000 images in their picture archives, ensuring a high level of variance.

Furthermore, building a relationship with the hospitals was fast and easy. The hospitals were private and bureaucracy relatively straightforward, with a low number of decision makers involved.

Finally, the hospitals had already obtained data acquisition compliance from patients, meaning patient privacy issues were taken care of.

The main downside related to data quality. The images provided were mainly 2D (and 3D images are much more powerful). Furthermore, since there were no standards on how to label images, radiologists created their own individual labels, which added much time to the crucial task of labelling and validating data. At any rate, the data was in English, making it doable for non-Asian readers.

Looking for a well-trodden path

As more startups with data requirements look to Asia, some of these obstacles may be removed, either by improved standardisation at the clinical source, or via the hiring of local consultants to perform data labeling. Data acquisition for Machine Learning may become a future path for collaboration between Danish and Asian innovation ecosystems.

UPCOMING EVENTS IN ASIA HOUSE



16-17.04.19: Photo Exhibition - Better Life, Dream Come True: Poverty Alleviation in China

A photo exhibition centered on eradicating poverty in China will be on display in Asia House on 16 and 17 April. Hosted by the Chinese Embassy, the exhibition is open to the public from 9:00-16:00 both days. Entrance is free of charge.

30.04.19: NORDIN - Export Workshop 1

On April 30, NORDIN will have its first selection workshop in Asia House, with the purpose of selecting the first five Danish greentech and five foodtech SMEs that will be enrolled in NORDIN.

NORDIN
THE INDO-DANISH
SME PLATFORM

08.05.19: Miktos - A different approach to the Chinese market

On May 8, there will be a seminar on Chinese

HOW TO BUILD A SIGNIFICANT SALE IN CHINA WITH SMART SOCIAL MEDIA TACTICS

8TH OF MAY AT 15:00
ASIA HOUSE, INDIKAJ 16,
COPENHAGEN 2100



social media marketing in Asia House. The seminar, hosted by Miktos, will focus on Chinese Social Media marketing and Cross Border eCommerce (CBEC). Focal points include learning how to leverage Chinese “secondary” social media platforms and stimulate interest with WeChat Mini Programs, micro-influencers and Chinese contextualized short videos. [Read more info and sign up here.](#)

LAST MONTH IN ASIA HOUSE



08.04.19: Asian Ambassador's Luncheon

At this year's Spring Luncheon for Asian Ambassadors and Asia House Partners, Mr. Morten Løkkegaard, Member of the European Parliament representing Venstre (the Liberal Party), and Vice President of the Alliance of Liberals and Democrats, gave a key note speech on the present challenges facing Denmark, Europe and Asia.

Mr. Løkkegaard emphasized that Brexit, the UK wishing to leave the EU, was the unfortunate result of a great number of miscalculations at the political level in the UK, and many British politicians not wanting to take responsibility. He underlined that he was not surprised that the UK Parliament continued to vote down proposals for the conditions of leaving the European Union; these deals were all worse for the UK than staying in the EU. The only positive results of all the political energy and time spent on Brexit during the last two years was the understanding at all levels in the EU that the Union must reform and revitalize.

The key elements were mitigating and adapting to **climate change** and unifying Europe on the challenges of **migration**. These two questions are the defining ones for Europe in the coming years after **elections to the European Parliament in May**. Mr. Løkkegaard saw specific challenges posed by nationalist right-wing forces in Europe and some European governments, but remained confident that they would not become a deciding force in the new parliament. Another positive, albeit bittersweet, consequence of the Brexit turmoil was the firm support for the European Union among citizens across Europe, including Denmark. Mr. Løkkegaard stressed that he had not received confirmation from the Prime Minister on the date of the upcoming **general elections in Denmark**, but saw 26 May as an educated guess. At the political top level, new leaders of the EU will be appointed in autumn, and Mr. Løkkegaard emphasized Ms. **Margrethe Vestager**, the Danish Commissioner for Competition, as the most popular commissioner. Margrethe Vestager is warmly supported by the ALDE party group in the European Parliament, but not by the Danish government as her political party, det Radikale Venstre, belongs to the opposition. Mr. Løkkegaard underlined the crucial relations between **Europe and Asia** to ensure continued growth and free trade and saw the present exchange of views between the EU and **China** as the natural consequence of a maturing partnership.



04.04.19: Collecting data for AI - in Asia and elsewhere

On April 4, Asia House and Innovation Lab Asia hosted an event for the artificial intelligence (AI) and machine learning (ML) community. The focus of the evening was how to obtain data to train a

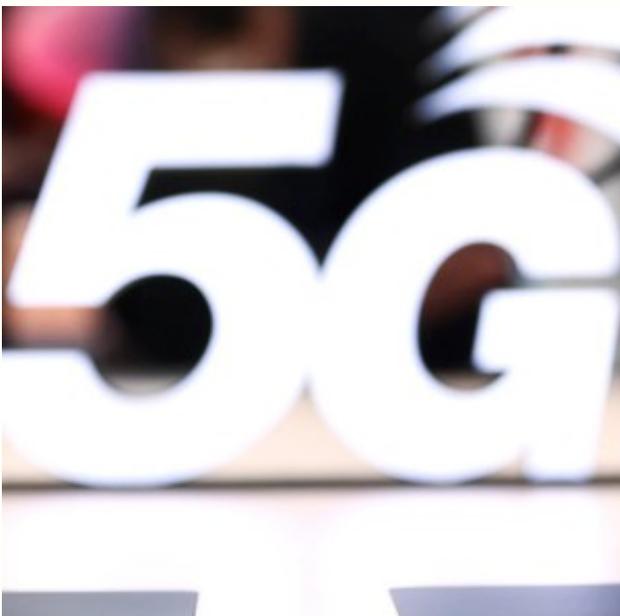
machine learning model. Akshay Pai from Cerebriu, a company that helps augment radiologist workflow with brain imaging, held a presentation on buying health data from Asia. Other speakers included Eric Navarro, Machine Learning Engineer at Radiobotics, and Maria de Freitas, Growth Lead of Imagine Projects.



20.03.19: Asia Days 2019

Once again, Asia Days hosted a networking event in Asia House, as a part of their yearly event on business in Asia. Asia Days is a two days event at CBS that seeks to increase the knowledge and opportunities for students in the business environments of Asia, as well as grow the network of students, professors 2017 speaker and business people with an interest in Asia.

TOP STORIES FROM ASIA

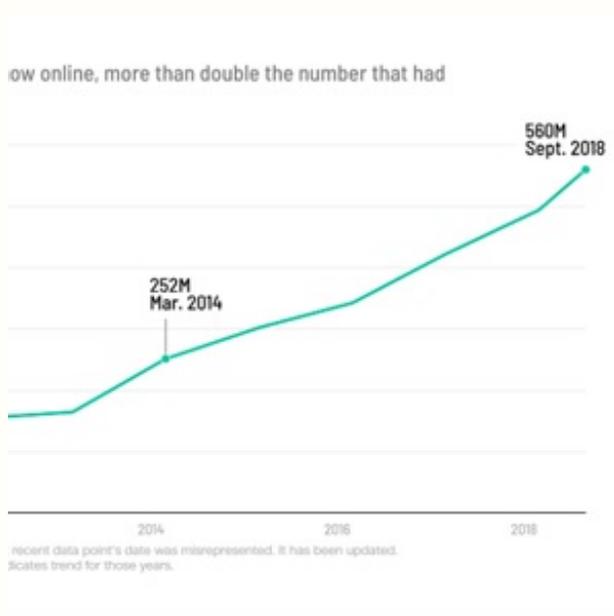


03.04.19: South Korea becomes first country with 5G network

On April 5, South Korea will become the first nation in the world to provide commercial 5G network to users of Samsung Galaxy S10 5G smartphones. South Korean Samsung will be ahead of many competitors in the field of 5G, as they will have hands-on experience adapting to the network change soon to be available in other countries. For Huawei, who have been rejected by many Western countries as a 5G network provider on security reasons, this means an opportunity to showcase how the company's equipment runs with 5G, as Huawei is a supplier for LG, Samsung and Ericsson.

29.03.19: Genome-edited food will soon be available in Japan

An expert panel in Japan has decided that genome-edited food should not be subjected to regulations under the Food Sanitation Law. With no safety examination required, smaller companies can take part in developing genetically modified food, thus promoting governmental plans to advance the bioindustry. The largest obstacle to a genome-edited food revolution in Japan seems to be the consumers, many of which are not comfortable on account of a lack of knowledge on the subject.



22.03.19: Silicon Valley giants bet on India's music industry

Silicon Valley tech giants are hurrying to India in order to profit from the country's massive and continuing internet boom. The number of Indian internet users are at an all time high at an estimated 560 million users, but more than 800 million Indians are expected to join the internet in the future. Google has already rolled out YouTube Music in India, and Facebook has followed with a licensing agreement with the Indian music industry in Bollywood. Both of these services are currently competing with Spotify, Apple Music, Amazon, as well as local services Gaana and JioSaavn.

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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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