



ASIA HOUSE

HOME OF BUSINESS - CULTURE - PEOPLE



NEW ASIA HOUSE INITIATIVE

Asia House is happy to announce that together with 12 Danish Chambers of Commerce in Asia, a joint initiative has been established to assess how the Chambers can enhance regional cooperation among themselves, as well as strengthen support for Danish companies wishing to enter Asian markets. The initiative has been funded by the EAC Foundation.

The initiative is based on an analysis of the Danish Chambers of Commerce, and is already in motion, with data currently being collected. This analysis will provide a better understanding of the Chambers of Commerce from a regional perspective that is not available today.

The analysis will be discussed at a regional workshop in Bangkok on 7 June, with the participation of all chambers. The workshop will be the first of its kind and will give the Danish Chambers a unique platform for initiating a new era of regional cooperation and further engagement in supporting Danish SME's in accessing the Asian market.

The comprehensive knowledge acquired by the Danish Chambers of Commerce on the markets and the countries they operate in is invaluable to the Danish SME wanting to access a new export market. Danish SMEs often express the need for specific knowledge and insight from other Danish business people about Asian markets, which are highly complex, both in their formal and informal

structures.

The same conclusion was also presented in January when the working group on Danes living abroad, appointed by Danish Prime Minister Lars Løkke Rasmussen, presented their assessment of how Denmark best can utilize the Danish diaspora, and how they can promote Danish exports. The Danish Chamber of Commerce in Japan has contributed to developing this initiative with Asia House. Leon Esben Ota, the Executive Director, believes the initiative is important:

“We are very happy to be a part of this initiative between the Danish Chambers of Commerce in Asia and Asia House. For me there is no doubt that the Chambers should be central in strengthening Danish businesses in Asia. Decades ago information and exchanges for the Danish Community were centered around the big Danish multi-international companies in Asia. Today this center has fractured into a more dispersed group of Danes living in Asia. The Chamber of Commerce has a vital role to play together with Danish embassies to ensure a platform for Danish companies wanting to do business in Asia. A cross-regional cooperation amongst the Danish Chambers of Commerce will serve to further strengthen this perspective; having 12 chambers across Asia together with Asia House committed to this, I see the possibilities and prospect of growth going forward.”

Asia House looks forward to presenting in August the findings from the analysis, and to continue collaborating with and supporting the Danish Chambers of Commerce in their important work.



SURVEY: INVESTING IN ASIA?

Innovation Lab Asia asked 40 Nordic investors how they view Asia as an investment destination, and what specific factors influence their commitments to the region. Only five (13%) of the surveyed investors currently hold investments in Asia. Of these, only one was “strongly committed to Asia” while the other four had “small or very small involvement” with Asia. However, more than half of the surveyed investors (53%) were interested in Asian opportunities. The main challenge to further commitment was lack of knowledge and experience: Asia is too far away, too unknown, and too difficult to access without a trusted network. Read the full survey [here](#).

UPCOMING EVENTS IN ASIA HOUSE



22.05.19: Denmark-Philippines: Great business opportunities

This year, Denmark and the Philippines celebrate 73 years of diplomatic relations, marked especially by the opening of the Embassy of the Philippines in Denmark in January 2019. In celebration of this, a seminar about Danish business opportunities in the Philippines will be held at Asia House on Wednesday May 22 at 14.30. The seminar will be followed by a reception to warmly welcome the new Ambassador of the Philippines to Denmark, as well as bid farewell to the departing Ambassador of Denmark to the Philippines. Please sign up [here](#).

29.05.19: Clean Connect China-Copenhagen

Asia House and Innovation Lab Asia are happy to host the [EU-China Cleantech Competition 2019](#). The EU-China Cleantech competition seeks to bridge the gap between the Chinese and European markets by inviting 12 European Cleantech companies to meet with Chinese investors and potential partners. In the end three winners will be selected. The event is a partnership between Greentech Challenge and Ümore.



LAST MONTH IN ASIA HOUSE

30.04.19: NORDIN - Workshop 1

Asia House project NORDIN had an exciting launch on 30 April at Asia House. NORDIN, designed to help Danish SMEs navigate the complexities of the Indian market, was created in collaboration

with GreenTech Challenge, the Confederation of Danish Industry (DI), the Trade Council of Denmark, and is supported by the Danish Industry Foundation. More than 20 handpicked Danish SME's in the Foodtech and Greentech industries participated. With focused presentations, sector tracks, networking lunch and group sessions, it was an intense day of learning, networking and fruitful dialogue across the board. NORDIN has had a very encouraging start, and the development of a business community with engaged and enthusiastic companies with a keen interest to kick-start activities in India through the NORDIN programme is in motion. NORDIN looks forward to working closely with the selected companies, and help them succeed in the Indian market.



NORDIN - WORKSHOP 1



NORDIN - WORKSHOP 1

16-17.04.19: Photo Exhibition - Better Life, Dream Come True

The Chinese Embassy hosted a photo exhibition calling attention to projects eradicating poverty in Jilin province in China. The opening reception on 15 April included the Chinese ambassador H.E. Deng Ying, as well as a speech by Ms. Wang Xiaoping, the Director General of the Publicity Department of Jilin Province, who presented the book "Up and Out of Poverty" by President Xi Jinping to the Chairman of the EAC Foundation Board, Erik Bøgh Christensen. The exhibition was on display at Asia House and open to the public 16 and 17 April.



PHOTO EXHIBITION: BETTER LIFE, DREAM COME TRUE



ON THE GLOBAL AGENDA IN MAY 2019

On the local agenda in Denmark, the upcoming elections to the [EU parliament on 26 May](#) and the Danish parliament, [Folketinget, on 5 June](#) are dominating the news, and when browsing through the rules it becomes evident that holding elections demands resources and technical expertise. Due to Denmark's size, though, our election officials don't face huge challenges, even with two elections within two weeks. Elections in other democracies pose the same challenges as for the Danish authorities and voters, but on a much bigger scale: In [Indonesia](#), the electoral commission now have counted 75 pct. of the votes cast by the almost 200 mill. eligible voters in the presidential, parliamentary, and local elections held on 17 April, with grave consequences for

some of the [electoral staff](#). In [Thailand](#), the electoral commission and courts have now decided on the results for more than 95 pct. of the seats in the new House of Representatives after the more than 50 mill. eligible voters cast their votes on 27 March. And in [India](#), general elections to the Lok Sabha are being held between 11 April to 19 May 2019, with the results of the votes from more than 900 mill. eligible voters to be [announced on 23 May](#). Japan and Thailand have celebrated their heads of state, with [emperor Naruhito](#) ascending to the throne on 1 May and [King Vajiralongkorn, Rama X](#) being crowned on 4 May.

Susanne Rumohr Hækkerup

Executive Director

TOP STORIES FROM ASIA



29.04.19: Burmese mangroves threatened by charcoal trade

Illegal charcoal trade in Myanmar is responsible for the mangrove deforestation. Producing charcoal is illegal in Myanmar, but still trade is booming. Charcoal is sold to Thailand, where it is redistributed to China, Japan, South Korea, Malaysia and Indonesia by sea. Mangroves are one of the most efficient buffers against carbon emissions, proven to be four times more efficient than an equivalent area of rainforest.

29.04.19: Grab versus Go-Jek

The rivalry between Singapore-based Grab and Indonesian Go-Jek, both ride-hailing transport services, has been evident in South Asia for some time. The two companies may share a market, but their visions and approach differ, and the winner of this battle may determine the type of start-ups emerging from Asia for years to come.



17.04.19: Fossils of unknown human



species found in Philippine cave

Fossils of a previously unknown human species have been found in Callao Cave on Luzon island in the Philippines. Three individual fossils were found, one from 67,000 years ago, and one from 50,000 years ago. Researchers have determined that the Homo Luzonensis, as the species has been named, was smaller than Homo Sapiens, and ate meat and used stone tools.

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