

ASIA HOUSE

HOME OF BUSINESS - CULTURE - PEOPLE



PHOTO FROM THE PRIME MINISTER'S OFFICE OF SINGAPORE

ON THE GLOBAL AGENDA IN JUNE 2019

“Our world is at a turning point. Globalisation is under siege. Tensions between the US and China are growing”. With these solemn words, Singapore’s Prime Minister Lee Hsien Loong initiated his [keynote speech](#) at the 18th IISS Shangri-La Dialogue on Friday 31 May 2019 in Singapore.

Mr. Lee recounted the past centuries of external rivalry for influence in South East Asia and underlined that he did so “to show that Southeast Asia is no stranger to the great game of nations” and that “the US-China bilateral relationship is the most important in the world today. How the two work out their tensions and frictions will define the international environment for many years to come”.

Mr. Lee emphasized that “on many accounts, China’s growth is a tremendous boon, both for itself and the world” who both “have to adapt to this new reality. China has to recognize that it is in a totally new situation created by its own success. China can no longer be expected to be treated in the same way as in the past when it was much smaller and weaker.” “China must now convince other countries through its actions that it does not take a transactional and mercantilist approach”.

Mr. Lee underlined that “the rest of the world too has to adjust to a larger role for China” and that

“the US, being the preeminent power, has the most difficult adjustment to make” and complained that “attitudes on both sides have been hardening”, with “Americans now openly talking about containing China” and in China “they reject what they see as efforts by the US to impose its political system and values on China”, “coupled with a strong vein of nationalist fervor”.

Mr. Lee noted that “the US is a young country that wants everybody to be like them, while China is an old country that believes no one else can be like them” and urged the world to “work together to maximise the chances that countries will have the wisdom and courage to make the right choices and opt for openness and integration”.

After the general elections a week ago, the Danish political parties are negotiating big and small issues. Who will take the reins to lead Denmark in the coming years will hopefully have that wisdom and courage to reach out to Asia and to those who work for openness and integration. Singapore should be high on that list.

Susanne Rumohr Hækkerup

Executive Director



PHOTO FROM [THE G20 2019 WEBSITE](#)

G20 MEETING IN OSAKA 28-29 JUNE 2019

For the first time, Japan will host the yearly summit of [world leaders in G20](#). Japan’s Prime Minister Shinzo Abe has set out an ambitious agenda with [seven focus areas](#):

- Promote free trade**
- Science and technology innovation**
- Infrastructure**
- Global health**
- Climate change and energy**
- Aging populations**

Promote the Sustainable Development Goals

During the [B20 meeting](#), gathering business leaders from the participating countries, [Prime Minister Abe](#) emphasized that “*Pessimism* comes from the temperament, optimism from the will” and stressed that he “will exercise leadership as the chair with such a strong will and exert every effort to seek a consensus by identifying our common grounds not emphasizing our differences”.

During the Summit, documentation and speeches will be published by the [G20 Secretariat](#) and the [Japanese G20 chairmanship](#).

INNOVATION LAB ASIA

FROM INNOVATION LAB ASIA, AN ASIA HOUSE PROJECT:

Shenzhen - the spot for rapid prototyping

Shenzhen is the global hub for manufacturing and production. In this post we highlight three landing spots for Nordic hardware startups looking for opportunities within rapid prototyping and product optimization.

In 1980 Shenzhen became China’s first Special Economic Zone. Today, it’s the global powerhouse for electronics development and manufacturing.

Low cost prototyping

From the sprawling Foxconn Longhua Campus, where 250,000 employees assemble iPhones and Kindle-devices around the clock, to the famous Huaqiangbei electronic mega-market, where you can source any kind of component, this region invents, manufactures, finances, and ships more products than any location on earth.

For comparison, while a basic PCB (printed circuit board) might cost 20€ and a day or two to assemble in Europe, the equivalent can be made in 20 minutes for less than 1€ in Shenzhen.

A 3D-printer isn’t enough

However, many early stage startups find it hard to navigate through the maze of startup support mechanisms available in Shenzhen. Often, bare-bones offices with a couple of 3D printers market

themselves as accelerators, even though they hardly offer any services to companies.

Add to this, differences in business culture and fears of IPR theft, startups often find themselves left in the dust over large companies with more time and resources to navigate the pitfalls. As always with Asia, finding the right partner is crucial for success.

Three landing spots to start with

Below, we outline three landing spots that early-stage Nordic companies considering Shenzhen as a point for prototyping and manufacturing.

Troublemaker

<https://troublemaker.site/>

“When people come to China, they typically lose 2-4 weeks simply acclimating,” says Henk Werner, one of the four co-founder’s of Troublemaker.

This makerspace-cum- startup hub founded by 4 European expats, including a Norwegian and Swede, is building out one of the most comprehensive early-stage landing programs for Shenzhen.

Alongside a comprehensive product development platform that helps people or companies prototype, manufacture, and market hardware products, they are developing an online training course for companies to learn what to expect before they even land in China, to make sure they can hit the ground running.

Hax

<https://hax.co/shenzhen/>

Many startups may have already heard of Hax, a competitive program which bills itself as the first and largest hardware accelerator.

HAX invests in 45 hardware startups each year and supports them in every way possible: prototyping, industrial design, supply chain management, and so on. The program is structured into 2 stages, with only the first stage taking place in Shenzhen.

During this stage, companies will be taken through as many prototype iterations as possible, after which companies are taken to San Francisco, to build traction and raise follow-up investment.

Startup apply for the program via their online portal, and if the application is interesting, will be invited for further interviews.

nHack

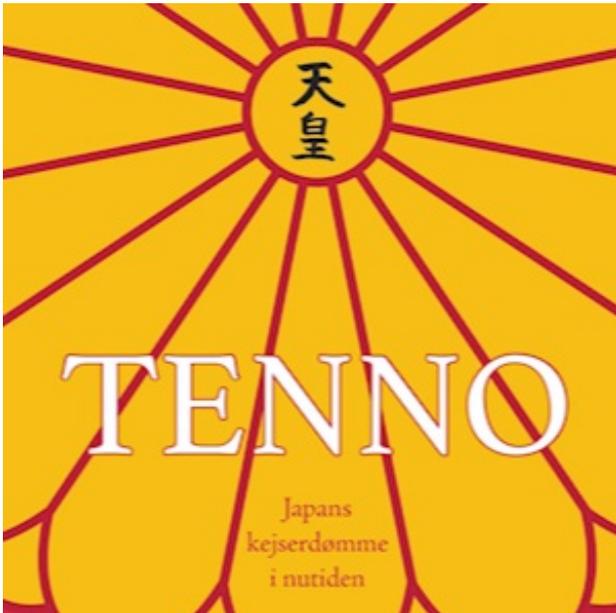
<https://www.nhack.io>

nHack is an investor and accelerator specializing in bringing Nordic companies into China. Their academy in Shenzhen, focused on hardware startups, guide companies through the right local partnerships and manufacturing centers to get their products off the ground and into global markets.

Like HAX, nHack is selective in its portfolio companies, who typically receive between \$25-100k in exchange for 7-10% equity, and are charged a small fee for a 3-5 month accelerator program. To apply for joining the next cohort, companies can submit a simple application on their website.

Alongside their main activities, nHack partners often travel to the Nordics to educate startup about opportunities in China, so we recommend following them on [LinkedIn](#) to see when they will be speaking near you.

UPCOMING EVENTS IN ASIA HOUSE



12.06.19: Tennô: Japans Kejserdømme i Nutiden

On June 12, the Denmark-Japan Society will be hosting a talk by journalist Asger Røjle Christensen on the current status of the Japanese Empire at Asia House. Asger Røjle Christensen has published a book on the imperial history of Japan to mark the abdication of Emperor-Emeritus Akihito and the ascension of the new Emperor Naruhito, the 126th Emperor of Japan. NB: The event will be held in Danish.

01.07.19: Bridging the gap to China

Nordic-China Startup Forum and Innovation Lab Asia is co-organizing the event "Bridging the Gap - Opportunities for Danish Startups Entering the Chinese Market" which will give you insights, knowledge and confidence for your future expansion in the Chinese market. During the event, China experts will share their knowledge on the trends in technology, real life cases on cultural differences and challenges, and a startup will explain their experience on expanding to China.



SPECIAL MENTIONS

Opening of the first Embassy of the Philippines in Denmark

The first ever Embassy of the Philippines in Denmark opened earlier this year, marking 73 years of diplomatic relations between Denmark and the Philippines. Asia House welcomes the first ever Filipino Ambassador, H.E. Leo Herrera-Lim, and looks forward to a fruitful collaboration.



PHOTO OF H.E. AMBASSADOR LEO HERRERA-LIM BY HASSE FERROLD



PHOTO OF FORMER AMBASSADOR JAI-CHUL CHOI AND HIS SPOUSE BY HASSE FERROLD

Former South Korean Ambassador to Denmark returns home

Asia House bids farewell and thank you to the Ambassador of the Republic of Korea, H.E. Jai-chul Choi, who returned to his home country on May 24. Former Ambassador Choi served in Denmark from 2016 to 2019. Asia House wishes him all the best in the years to come.



PHOTO OF EXECUTIVE DIRECTOR OF ASIA HOUSE AND H.E. AMBASSADOR SANG-JIN PARK

Welcome to the new South Korean Ambassador to Denmark

Asia House welcomes the new Ambassador of the Republic of Korea, H.E. Sang-jin Park, who started his diplomatic career in the Ministry of Foreign Affairs in South Korea in 1987, and has previously served as the South Korean Ambassador to the People's Democratic Republic of Algeria from 2015 to 2018. Asia House looks forward to continuing a close relationship with the Embassy of the People's Republic of Korea under H.E. Ambassador Sang-jin Park.



10 Year Anniversary of the Equestrian Statue of King Chulalongkorn, Rama V of Thailand

This week marks the 10th anniversary of the Equestrian Statue of Rama V of Thailand in Asia House. The anniversary will be celebrated to honor the Thai king, who was an integral part in establishing diplomatic relations between Thailand and Denmark.

LAST MONTH IN ASIA HOUSE

29.05.19: Clean Connect China-Copenhagen

On 29 May, Asia House hosted EU-China Cleantech Conference 2019. The event was organized by Greentech Challenge and Umore and included keynotes, pitch sessions and a workshop on how to access the Chinese market for cleantech. The winner of last year's Cleantech Conference - Ramkumar Nair from Swedish startup Mycorena - shared his experience on going to China, while the five startups selected for this year's conference presented their cutting-edge solutions. These companies were: Naked Energy, Zemission, TESSELO, Vertoro, and Heliac.



22.05.19: Denmark - Philippines: Great Business Opportunities

On May 22, the newly opened Embassy of the Philippines in Denmark hosted a seminar on Danish business opportunities in the Philippines. The new Ambassador, H.E. Leo Herrera-Lim, gave a speech on relations between the Philippines and Denmark, which was followed by a presentation from the Danish Ambassador to the Philippines, H.E. Jan Top Christensen, on business opportunities in the Philippines. The event also featured case stories by Danish companies, such as COWI, with experience working in the Philippines. The seminar was followed by a reception to welcome the new Ambassador, as well as to bid farewell to the departing Danish Ambassador.

Ambassador Herrera-Lim's presentation can be found [here](#).

Ambassador Christensen's presentation can be found [here](#).

The COWI presentation can be found [here](#).



PHOTO OF H.E. AMBASSADOR JAN TOP CHRISTENSEN AND H.E. AMBASSADOR LEO HERRERA-LIM

20.05.19: China's Road to Europe

On May 20, the think tank Mandag Morgen held a seminar centered on Chinese investment in Europe at Asia House. The seminar featured talks by researchers Matthew G. Ferchen, Research Fellow at Leiden Asia Center and Non-resident Scholar at Carnegie-Tsinghua Center for Global Policy, and Nis Høyrup Christensen, researcher at the Department of International Economics, Government at Business at Copenhagen Business School. In addition to the research experts' view on Chinese investment, several members of the Danish business community shed light on their own personal experiences with the subject: Tom Behrens-Sørensen, former A.P. Møller-Mærsk, Lone Fønss Schrøder from Concordium and Volvo, Hans Halskov from Across Partners, and Peter Bay Kirkegaard from the Confederation of Danish Industry. The event concluded with a networking session.

mandagmorgen
TÆNKETANKEN



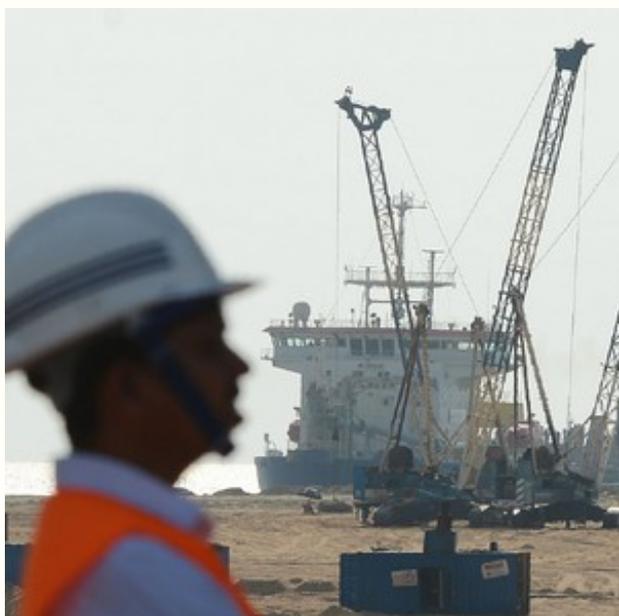
08.05.19: Miktos - A different approach to the Chinese market

On May 8, Miktos hosted a seminar on Chinese social media marketing and Cross Border

eCommerce in Asia House. Miktos is a company specializing in helping foreign brands gain traction in the Chinese SoMe and eCommerce market, and is based in both Copenhagen and Chongqing. The key note speakers were CEO of Miktos, Jacob Juul-Lou, and CMO of Miktos, Brenda Hart. The event concluded with a networking session.



TOP STORIES FROM ASIA

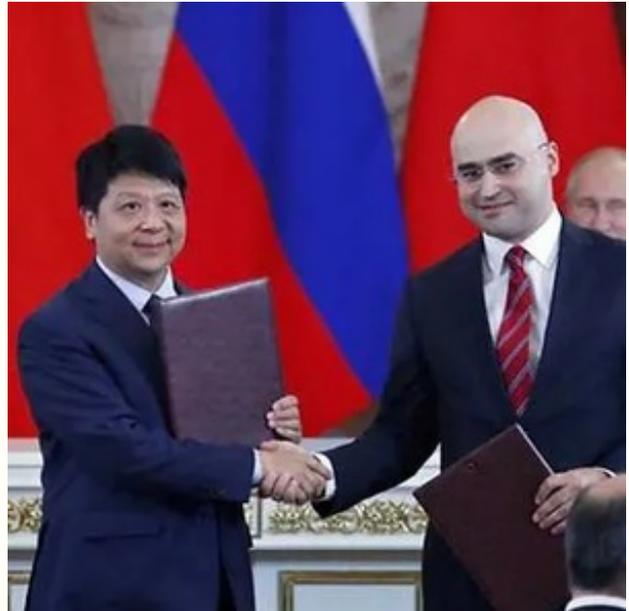


06.06.19: A Japanese and Indian alternative to China's BRI?

India and Japan have teamed up in an effort to help Sri Lanka develop Colombo Port, prompting speculation of a challenge to China's Belt and Road Initiative. Japan and India has partnered up before in a project involving a diesel power plan on the Andaman and Nicobar Islands.

06.06.19: Huawei signs deal with Russian MTS to develop 5G network

Chinese Huawei signed an agreement with Russian MTS to develop a 5G network in the country over the next year. The company has had a turbulent year following the US allegations, where Huawei has been accused of spying for the Chinese state, and the subsequent ban of Huawei equipment. The agreement was signed on the sidelines of a meeting between President Xi Jinping and President Vladimir Putin in Moscow.



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