

ASIA HOUSE

HOME OF BUSINESS - CULTURE - PEOPLE



PHOTO: MARINA BAY SINGAPORE COUNTDOWN 2020

ASIA HOUSE WISHES YOU A HAPPY NEW YEAR!

Whenever we enter into a new year, we reflect on the past, plan for the future, and try to figure out realistic expectations for the year to come. Entering into 2020, we raise our vision even a little higher: What to expect from this new decade?

Peter Fisk forms his predictions into five megatrends: Shifting economic and political power to Asia, resource scarcity, technological breakthrough, social change, and rapid urbanisation.

Political leaders gave their input in new year's speeches and messages. Japan's Prime Minister highlighted the Olympic Games in Tokyo this summer. China's president Xi Jinping labelled it "a year of milestone importance". India's Prime Minister Modi wished everyone joy and prosperity. Many world leaders and opinion makers from Donald Trump to Greta Thunberg will head for Switzerland next week as they are "Stakeholders for a Cohesive and Sustainable World", the theme for this year's World Economic Forum Annual Meeting.

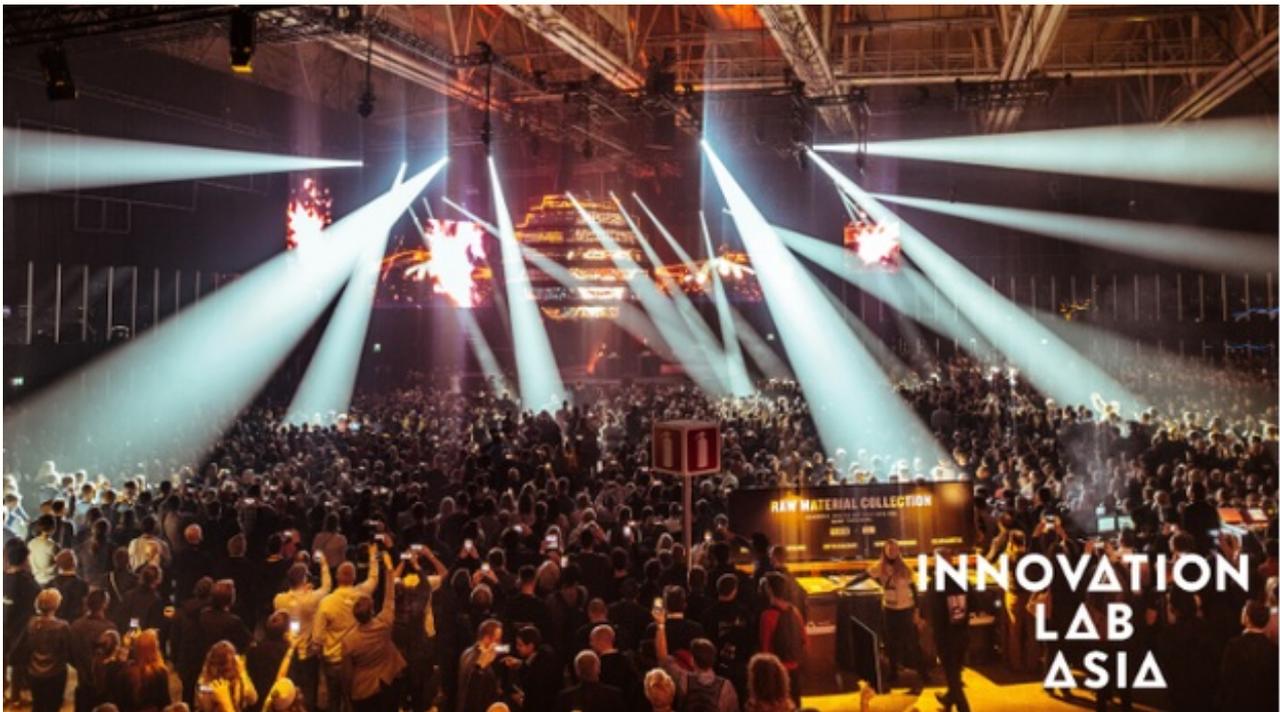
At Davos, Cyber Security will be a focus area. Do you know how many google searches the inhabitants of this planet conduct every day? 6 billion. And do you know the estimated

number of hacking attempts? 15 times as many - 90 billion. Mega trends on cyber security are predicted to be intensified in the East-West 'cyber cold war', that 5G and the IoT could make us all more vulnerable to cyberattacks, and that businesses will start to rethink their approach to the cloud.

The need for cooperation and dialogue is not diminishing! We look forward to seeing you in Asia House this year and send our best wishes for the new year to you and your loved ones.

Susanne Rumohr Hækkerup

Executive Director



FROM INNOVATION LAB ASIA, AN ASIA HOUSE PROJECT:

#NORDICMADE HEALTHTECH GOING TO ASIA

Innovation Lab Asia has initiated a new project to promote Nordic HealthTech solutions in Asia. The project will enable startups to showcase Nordic solutions and capabilities at major events in Asia for the first time. The project was announced at SLUSH 2019, is supported by Nordic Innovation and part of the #NordicMade initiative. You can be a part of it by signing up [HERE](#).

This is our first truly pan-Nordic project. Along with TechBBQ (Denmark), Startup Extreme (Norway), Icelandic Startups (Iceland), Maria01 (Finland) and Innovation Skåne (Sweden), Innovation Lab Asia is organizing two Nordic HealthTech delegations to Asia next year, each with 20 startups.

Our first destination is InnoVEX in Taiwan, from 3-5 June 2020.

Why this project?

Nordic Healthtech companies offer world class solutions, yet their access to the large and growing markets of Asia remain limited.

They lack information, network and resources to identify relevant opportunities and access to Asia, and Asian stakeholders lack knowledge on Nordic solutions and capabilities.

Why HealthTech? Why Asia? And why now?

And the markets are booming in Asia. Over the past 4 years, HealthTech investments in Asia have double to USD 6.3 billion, and with both a growing middle class and an aging population, there has never been a bigger demand for healthcare services in the region.

As populations become more health-savvy, there is also demand to rethink old models of healthcare, and governments are responding with a new openness to experimental, tech-grounded solutions.

Across Asia, governments are now creating supportive policies to upgrade their health systems, and private players are moving in to fill the gaps.

About InnoVEX

InnoVEX is a part of this trend, occurring concurrently with CompuTEX, one of the largest tech conferences in Asia, where English is the primary business language.

Although Taiwan is mostly known as a major manufacturing hub, the current government is focused on smart cities, which include new healthcare initiatives. Health and Biotech will be major platforms at the 2020 conference.

Investors, hospital systems, and health stakeholders from all over Asia will be descending on InnoVEX to find the next HealthTech solution to co-create, test, or scale into their regions.

First time we raise the Nordic flag

#NordicMade x Healthtech will mark the first time the Nordics have ever showcased together in this region. With the Nordics being considered a trusted brand in health technology, there has never been a better time to showcase our solutions to Asia.

What's in it for you...?

If you are a Nordic HealthTech startup looking to Asia, apply here to join us at InnoVEX, June 3-5, 2020. We provide:

- Travel and accommodation stipend
- Showcasing at a Pavillion, with the best Nordic HealthTech companies
- Customized meeting program to connect with the right people
- Access to PR & marketing to promote your company
- Pre-InnoVEX workshop with the Nordic Innovation House Singapore

Sign up here: <https://innovationlabasia.typeform.com/to/WcwYH8>

About #NordicMade

#NordicMade is a community-based movement for branding, marketing and outreach, to promote both regional and international awareness of Nordic tech. #NordicMade platforms gather and promote news on the Nordic tech scene, and facilitate the #NordicMade community.

We're also planning a range of activities across the Nordics, including side events, match-making sessions and investor meetings at Nordic tech-events.

GOODBYE TO...



TORBEN KRAB, Senior project manager, who is moving to **BLOXHUB** to continue supporting Danish companies striving to internationalize and seek new markets. Torben has been a core staff member in Asia House for the last six years and we look forward to continue cooperating with him and Bloxhub. We are excited to offer a new project manager the opportunity to join our team.

LAST MONTH IN ASIA HOUSE

17.12.19: Book launch reception: Carsten Dencker Nielsen's memoirs



For many years, Mr. Carsten Dencker Nielsen was a crucial part of creating the Asia House we enjoy today, and as honorary consul of Thailand he also served the diplomatic community. Sadly, Mr. Dencker Nielsen passed away last year. Martin Jes Iversen, associate professor at CBS and member of the board of the EAC Foundation, together with associate professor at CBS Camilla Sløk, spent many hours in conversation with Mr. Dencker Nielsen recording his stories for a book about his life. The release of their work was celebrated at Asia House with a well-attended reception on 17 December. The memoir, entitled "Kompagniets mand (The Company Man)", is a portrait of an unusual businessman with keen entrepreneurial spirit. The book gives a glimpse into the countries where Mr. Dencker Nielsen lived and worked – including Kenya, Nigeria, Indonesia, Japan, and Thailand – and also touches on the great adventure of the East Asiatic Company. Business relations, members of Rotary and Danes Worldwide, as well as friends and family, were present to celebrate the publishing of the book and pay their respects to a highly esteemed individual.

18.12.19: Asia House Christmas gathering



As is tradition, Asia House hosted the annual Christmas gathering before the holidays in December for the Danish expat business community in Asia. Jesper Kring, Chair of KRING Group and CEO of Valified/Nordic Impact, gave a keynote speech on Danish investments and Danish scaleups in Asia. The event also featured Asia Houses Project Manager, Peter Johansen, head of the Asia House project Innovation Lab Asia, who provided an update on the recently released Innovation Lab Asia reports on Estonia and on Japanese investments, both of which can be found at the end of this newsletter.

11.01.20: Embassy of Vietnam Lunar New Year reception



The Embassy of Vietnam in Denmark hosted a New Year's reception at Asia House on 11 January for the Vietnamese community in Denmark. The reception featured dance and music, enjoyed by the guests over a delicious Vietnamese dinner.

15.01.20: Visit Nepal 2020



The Embassy of Nepal, in collaboration with the Non-Resident Nepali Association (NRNA), hosted a promotional event centered on tourism in Nepal at Asia House on 15 January. Styled as an exhibition with booths promoting various areas of Nepali tourism, such as mindfulness and trekking, the event included an Virtual Reality stand, as well as samples of delicacies from the Himalayan nation.

INNOVATION LAB ASIA REPORTS



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