

ASIA HOUSE

HOME OF BUSINESS - CULTURE - PEOPLE



ASIA IN DENMARK

On 16 September, Jeppe Kofod, Foreign Minister of Denmark, participated at a lunch with Ambassadors from Asia and Asia House partners. Chairman Ove Ullerup introduced the Foreign Minister, highlighting a quite common perception in Denmark that we cooperate closely with Asia, where in reality, Denmark is trailing behind other Nordic and EU countries in trade volume, contacts, and cooperation. Minister Kofod emphasized Denmark's commitment to enhancing cooperation with Asia. He underlined the shared values with many Asian countries, the economic importance of Asia, and the task of ensuring a green and sustainable transition while overcoming the effects of COVID-19 on the economies.

The diplomats present, Ambassador Mary Ellen Miller of Australia, Chargé d'Affaires Shakil Sharior of Bangladesh, Ambassador Feng Tie of China, Ambassador Ajit Gupte of India, Chargé d'affaires Bernadeta Julia Pratiwi of Indonesia, Ambassador Manabu Miyagawa of Japan, Ambassador Nur Ashikin Mohd Taib of Malaysia and Ambassador Andrew Jenks of New Zealand (both resident in Stockholm), Ambassador Ahmad Farooq of Pakistan, Ambassador Leo Herrera-Lim of the Philippines, Ambassador Sang-jin Park of the Republic of Korea,

Ambassador Vichit Chitvimarn of Thailand, and Ambassador Pham Thanh Dung of Vietnam, discussed the possibilities of closer cooperation and encouraged the Danish government to prioritize cooperation with Asia.

Susanne Rumohr Hækkerup

Executive Director



#NORDICMADE NEWSLETTER

News from **Innovation Lab Asia**, an Asia House Project

Which are the 20 fastest growing Nordic startups? How much did they grow? And what do they do? These were the questions the data platform Nordic 9 set out to explore last month. The list can be viewed below, **courtesy of Nordic 9**.

But first, let's define their methodology! The focus companies were the 289 startups from Finland, Iceland, Sweden, Norway, and Denmark who raised between USD 1 and 5 million from June 2018 to June 2019. Companies whose revenue was below USD 1 million, or didn't show a revenue increase during this period were subtracted. Growth was defined as the year-on-year revenue increase.

Of the 20 best performing startups, one half grew with triple digit figures, the other half with double digits. The top 3 were: Corebon (Sweden, 457%), which has developed method for producing carbon fibre components faster and better, and with lower energy use; Detail Online (Sweden, 320%), providing insights into how online retailers present ones products; and Hoxhunt (Finland, 316%), providing a software platform for employees training and engagement in order to make them aware of possible cyberattacks.

Other relevant facts: Two of the companies had yearly revenues higher than USD 10 million, 11 had revenues higher than USD 3 million. Nine came from Sweden, six from Finland. Four showed a profit: Corebon, Bruce, Findity and Digital Workforce.

No strong patterns seem to emerge when looking at the sectors or solutions provided by the 20 companies. SaaS-based solutions are prominent (Detail Online, Hoxhunt, Hostaway, &frankly, Findity, 2021.ai, PinMeTo, Memory, Kognity) as are e-Commerce related solutions (Detail Online, Tise, Bruce, Jenny, Hostaway, PinToMe), but also Edtech, Greentech, AI and Robotics companies are to be found.

Here's the list of the top 20 fastest growing Nordic startups:

- Sweden (9): Corebon, Bruce, Kognity, Detail Online, &frankly, Findity, Volumental, werlabs, PinMeTo

- Finland (6): Leadfeeder, Digital Workforce, Heltti, HoxHunt, Hostaway, Jenny
- Norway (4): No Isolation, Nofence, Tise, Memory
- Denmark (1): 2021.ai

Sceptics may argue that these impressive growth rates reflect a pre-COVID era. Yet according to the newest analysis from Nordic 9, published only last week, equity funding into the Nordic startup ecosystem during the first 8 months of 2020 hit USD 3.35 billion, nearly the same level as 2019. For more on this, **check out Nordic 9**. The bottom line is that the Nordic startup ecosystem is alive and kicking, despite the pandemic.

**The Nordic startups were from the countries of Finland, Iceland, Sweden, Norway, and Denmark.*

PREVIOUS EVENTS

16.09.20: Asian Ambassadors' luncheon



Asia House hosted its semi-annual luncheon for the Asian Ambassadors residing in Denmark and Sweden on 16 September at Asia House, with table settings strictly in accordance the Danish health authorities' Corona-guidelines. The keynote speech was held by the Foreign Minister of Denmark, Jeppe Kofod, followed by Ambassador Mary Ellen Miller of Australia, who opened the discussion on the importance of strengthening the ties between Denmark and Asia.

04.09.20: 3daysofdesign pop-up exhibition by Ca'lyah



Design studio **Ca'lyah** displayed their Tranquebar furniture collection at their pop-up exhibited at Asia House as part of the annual Danish design fair, **3daysofdesign**, from 4-6 September. The furniture was created by multi-award winning designers Boris Berlin and Satyendra Pakahlé in collaboration with craftsmen in South India, and consists of sculptural, distinctive tables and chairs. Ca'lyah brings together renowned international designers with traditional craftspeople in a conscious interplay of modern production methods and long-held craft traditions fused with notions of sustainability. The exhibition was visited by the Indian Ambassador to Denmark, H.E. Ajit Gupte.

10.09.20: EventSpace Asia House Open House event



EventSpace Asia House, the newly-opened branch of Asia House catering to private events, hosted an Open House for our neighbors on 10 September to showcase the many event possibilities EventSpace Asia House offers. Asia House is now equipped with Bluetooth. If you would like to book the beautiful historic house for a private event, click [here](#) for more information.

UPCOMING EVENTS

[CLICK HERE TO READ THE ASIA HOUSE COVID-19 MEASURES](#)

17.09.20: EAC Thesis Prize Award Ceremony and Reception



Asia House will host an awards ceremony and reception for the EAC Thesis Prize, which aims to encourage students at CBS to study business and entrepreneurship in an Asia-Pacific context. The event will be live-streamed from 16.20 on Thursday 17 September. To see a live broadcast of the award ceremony, please click [here](#).

Protect yourself and others



Wash your hands frequently or use an alcohol-based hand rub



Cough or sneeze into your sleeve



Limit physical contact

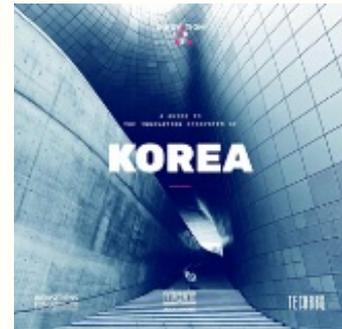
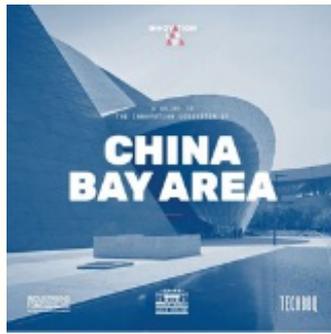
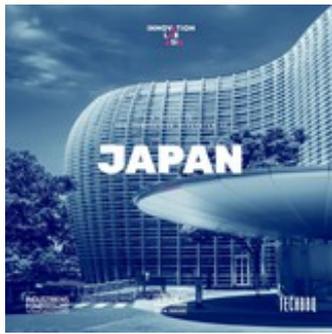


Be diligent with cleaning



If you are older or have a chronic illness, avoid crowds of people and advise others to be aware of your condition

PHOTO FROM [THE DANISH HEALTH AUTHORITY](#)



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