



ASIA HOUSE

HOME OF BUSINESS - CULTURE - PEOPLE



EMPTY STREETS IN TIVOLI IN COPENHAGEN. PHOTO: TV2 LORRY

USHERING OUT 2020

The Danish philosopher Søren Kierkegaard famously said that *Life can only be understood backwards, but it must be lived forwards*. The year 2020 has proven this fully. Glancing back at predictions made one year ago, 2020 was supposed to be a year of growth, of innovation - and Olympic Games.

Then the COVID-19 pandemic struck. Just a year ago, no one outside a small, worried cluster of health experts talked of contagious diseases as an all-defining factor. Yet, here we are, in the middle of a pandemic that has shaken the foundation of what were previously fixed beliefs. We will look back at 2020 and try to understand backwards. Despite all the negative impact of the pandemic, one important lesson is already manifest: the previously unknown, underestimated ability to change and adapt to new circumstances on a global, national, and personal level. This agility will bring new possibilities once the pandemic is under control.

Asia House will nurture this, bringing Denmark and Asia closer together. We wish you and your loved ones a happy and safe holiday season and look forward to seeing you in Asia House in 2021!

Susanne Rumohr Hækkerup

Executive Director



NORDIC HEALTHTECH

New report from [Innovation Lab Asia](#), an Asia House Project

The Nordic healthcare ecosystems are globally renowned for providing efficient, high-quality, population-wide health-care. These healthcare systems have also provided an ideal framework for Healthtech innovation centering around the following four characteristics.

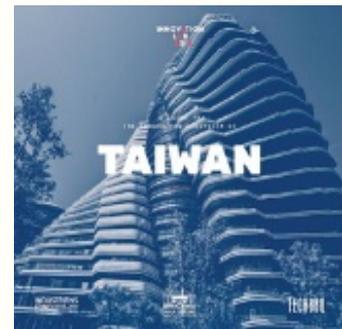
Firstly, these healthcare systems have traditionally been quick to adopt new Healthtech and digital solutions, with a particular focus on enabling the elderly and disabled to function independently in their own homes. This has given local companies a perfect opportunity for testing and developing solutions through public-private partnerships, leading to the creation of a range of companies that deliver products and services targeting the elderly and disabled people.

Secondly, the public healthcare systems - and the Nordic societies as a whole - are characterized by a high level of trust in public institutions and between citizens, paving the way for the development, piloting, and commercialization of personalized home medical care.

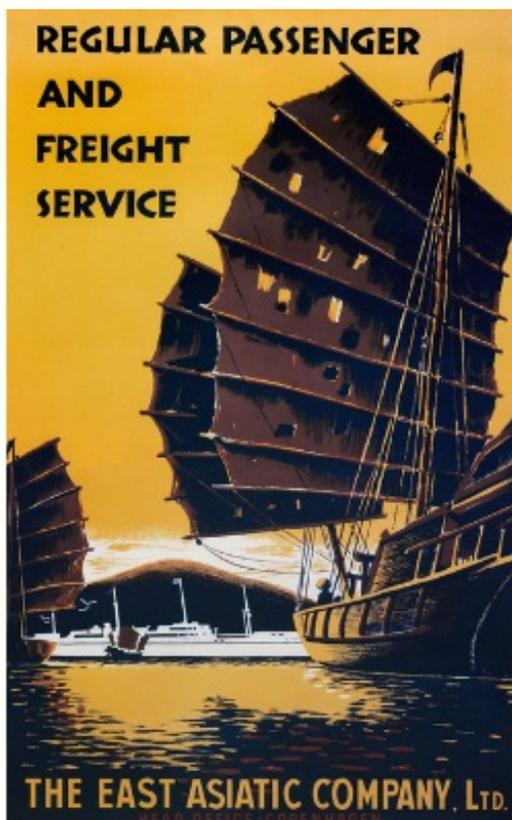
Thirdly, the public healthcare systems have developed a unique register of health data dating back to the 1960's, allowing for cross references between registers. The quality of the data is unparalleled among other regions, where data was mainly collected by private sector insurance companies for administrative purposes. Today, the accessibility of high-quality data and biobanks provides the basis for AI-driven Healthtech solutions, as well as strongly documented use cases and Proof of Concepts for Nordic-developed solutions.

Finally, the Nordic countries are characterized by high digital competitiveness and a high level of digital skills in its population. This makes the region well-suited to develop, test and launch solutions within telemedicine, digital healthcare, and ambient assisted living technology.

INNOVATION LAB ASIA REPORTS



HAPPENING IN ASIA HOUSE



EAST ASIATIC COMPANY POSTERS NOW AVAILABLE!

This December, EventSpace Asia House held a give-away on Instagram and Facebook where participants could win an EAC poster by casting their vote for their favourite design. The people have spoken, and the two most popular EAC posters have now been reprinted. The winner of the give-away gets to take home his very own Sven Dalsgaard EAC poster (the dark blue one above), created around 1950. Dalsgaard, a Dadaist who also dabbled in poetry, was fascinated by dualism, here represented in the juxtaposition of the great, modern EAC ship and the little rowboat. The saffron-coloured poster, which was created in the 1930s, depicts a similar contrast of antiquated vs. modern ships, but little else is known about the design or the artist.

The posters will be available for purchase from January 2021, by appointment at Asia House and through our [Instagram](#).

HAPPY HOLIDAYS FROM ASIA HOUSE



During this unusually quiet season, we are all eagerly waiting for the Covid-19 situation to stabilise and hope it will be possible to re-open for events in January. Until then, we wish you a lovely holiday and a Happy New Year! We look forward to seeing you in 2021!

EVENTSPACE



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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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