

## ASIA HOUSE NEWSLETTER MAY 2021



**ASIA HOUSE**  
HOME OF BUSINESS - CULTURE - PEOPLE

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## Midsummer greetings

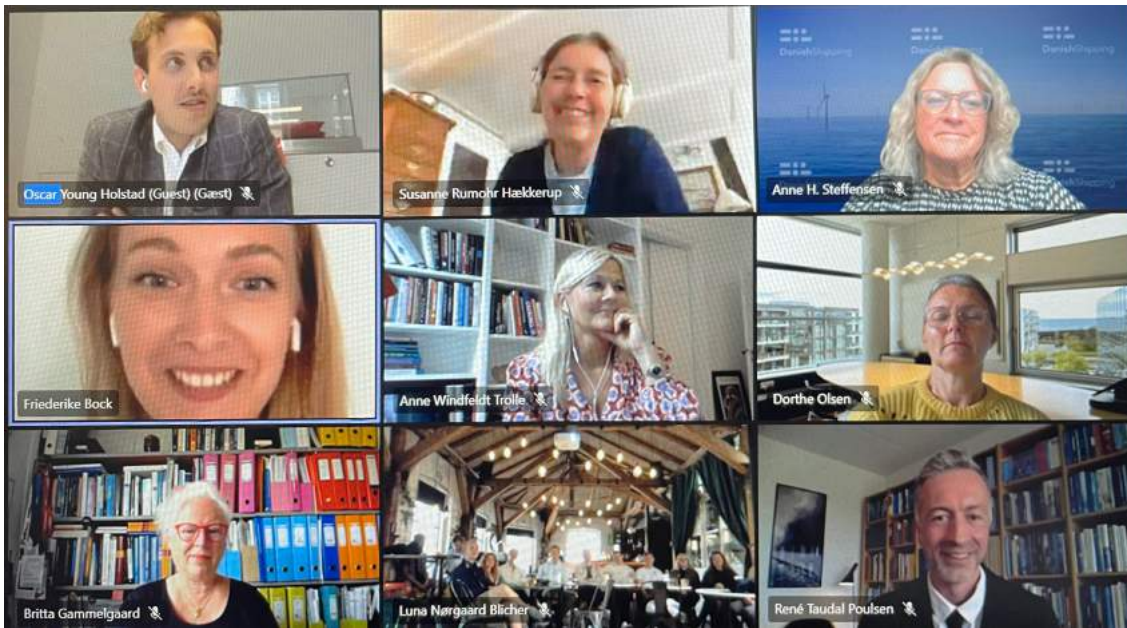
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As summer approaches and travel starts to seem possible again for the first time in a long while, we realise how much the pandemic has affected us all and our long-distance relationships. Ties with Asia need strengthening, and although travel is still limited, building and maintaining networks is as vital as ever. At Asia House, we are pleased to see guests once again and to operate under more normal conditions.

**To celebrate the re-opening of our historic building as well as the 70<sup>th</sup> birthday of our chairman, Ove Ullerup, Asia House would like to invite you to join us at a reception on 6 September 2021, from 15:00 to 17:00.**

We ask that you [register on the link here](#), and look forward to seeing you then.





The EAC Foundation supports initiatives, activities and projects which contribute to maintain, strengthen and develop close relations between Denmark and Asia, through support and activities organized by Asia House. “Based on founder H.N. Andersen's business philosophies, the East Asiatic Company built a special management and corporate culture, which positioned EAC as Denmark's largest, most expansive and international company. The key values that were crucial to EAC's success are being passed on by the EAC Foundation and Asia House Business in a new era where the Asian market represents a great potential for the Danish business community.” – Kenneth Luciani, member of the Board of the EAC Foundation.

The 2021 EAC Bachelor Prize winner was chosen by the selection committee on 23 June. CBS bachelor students Friederike Boch and Douglas Tjokrosetio were the proud recipients for their thesis project entitled, "Blockchain in the Shipping Industry - A Case Study on TradeLens". Designed to inspire students in Denmark to look to Asia in their studies and future career paths, the EAC Prize acknowledges academic excellence by awarding a cash prize of 25,000 DKK to each of the winning students. This is the second annual EAC Prize to be awarded by the EAC Foundation.

Pictured here is a beaming Friederike Boch (middle left) upon hearing the news at the CBS International Shipping and Trade graduation ceremony, which took place online on Friday, 25 June. Also seen in the screenshot are Asia House Director Susanne Rumohr Hækkerup (top centre) announcing the winners; Anne H. Steffensen (top right), Director General and CEO of Danish Shipping, who gave the commencement speech; and René Taudal Poulsen (bottom right), International Shipping Programme Director at CBS.

## PAST EVENTS



### Danish-Asian SME Network kick-off event, 24 June

Our newest project *Danish-Asian SME Network* had an official kick-off event last Thursday in Asia House. The partners behind the project – Asia House, Danish Export Association, and Andersen Consult - invited interested SME's and individuals for a day-long event filled with presentations, information, and networking. More than 45 people attended – both physically and virtually via live-stream, and we were very excited to see how the project, network and event was received. So far, we have only had positive feedback. The project will continue to build momentum and recruit business and persons to be a part of the network.

If you are interested in learning more about the project or finding out how you can become a part of the network and future events, check out the [Danish-Asian SME Network website](#) and follow [DASN's LinkedIn profile](#) (In Danish). You are also welcome to reach out to Project Manager, Mikkel B. Mogensen on [mbm@asia-house.dk](mailto:mbm@asia-house.dk)







### **Book launch reception, 16 June 2021**

Eva-Marie Møller presented her new book *Uprising in Myanmar: Generation Z and the Generals*, which focuses on the generation of young people rising up in reaction to the military coup in February. Guest speakers included journalist Jens Jørgen Madsen; Emilie Lehmann-Jacobsen, Asia Advisor with International Media Support; Ni Chin Sung, representing Myanmar Action Group Denmark; and author Van Nun Lian. The event was rounded off with a musical performance by journalist and Hong Kong correspondent Pia Elers.

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## **NETWORK HIGHLIGHTS**

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As part of a new initiative to bring our network closer together, this month we are highlighting our colleagues at the Embassy of the Republic of Indonesia, and their plans for the coming year.

A nation comprised of numerous islands, Indonesia is a burgeoning market for startups and investments. The Embassy recognises its strong maritime potential, a factor it shares with Denmark due to its archipelagic structure. The Embassy sees Indonesia and Denmark as having many other things in common as well, such as its interest in green transition.

According to the Embassy, the three most important issues on the agenda for 2021 are:

1. Economic diplomacy;
2. People-to-people contact;
3. Focus on culture and the health sector.

The Danish or Nordic sectors that are particularly relevant for the Embassy at the moment are green transition, circular economy, health sector, renewable energy, the digital and creative industry, and education.

For the coming year the Embassy has planned a number of exciting activities, such as a Speed Dating event for startups between Indonesia and Denmark, a book launch event, and a number of street food festivals.

Pictured here are Ambassador Dewi Savitri Wahab, Horionsah Hasan, and Rizka Azizah of the Embassy of the Republic of Indonesia, together with Susanne Rumohr Hækkerup and Mikkel Beyer Mogensen at Asia House.

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## CORONA UPDATE

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As of 11 June, indoor gatherings are now permitted for 100 people, and masks are no

Danish government has said it will repeal all Corona-related gathering restrictions.

## EAC POSTERS FOR SALE



### EAST ASIATIC COMPANY POSTERS AVAILABLE

Our two EAC posters are now available for purchase at the **Maritime Museum of Denmark (Søfarts Museum)** in Helsingør. The two designs on offer are Saffron Ships, created in the 1930s by an unknown artist, and Midnight Sky, a sombre midnight blue scene created by Danish artist Sven Dalsgaard around 1950.

The posters are also available at Asia House and through our [Instagram](#), [Facebook](#) & [LinkedIn](#). For more details visit our [website](#).

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## ASIA HOUSE



### ASIA HOUSE - YOUR ACCESS TO ASIA

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