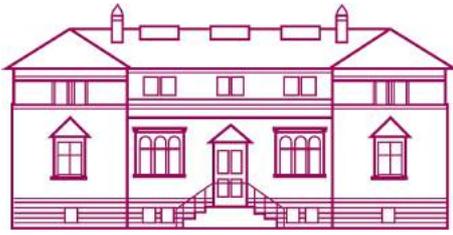


ASIA HOUSE NEWSLETTER DECEMBER 2021

**ASIA HOUSE**

HOME OF BUSINESS - CULTURE - PEOPLE

SEASON'S GREETINGS FROM ASIA HOUSE



Looking back at 2021, it may be remembered as a year with restrictions and uncertainties, but also a year of possibilities: travel - as restrictions were gradually being eased, physical contact - as people once again began meeting in person, and less financial insecurity - as the global economy was not sinking to the bottom. Asia House was open for most of the year, and we continued our projects with partners and companies across Denmark, the Nordics, and Asia.

Looking to 2022, much remains problematic – as we gradually learn how to pronounce the letters in the Greek alphabet chosen by WHO to designate the variants and mutations of the COV19 virus (there are nine letters after ómikron).

Asia House looks forward to cooperating with our partners and friends as much, and in as many ways, as will be possible in the coming year. We send our very best wishes to you and your loved ones and hope the holiday season will bring health and happiness.

NETWORK HIGHLIGHTS

AUTUMN AMBASSDORS' LUNCHEON AT ASIA HOUSE



Connie Hedegaard seen here with H.E. Pooja Kapur, Thomas Blom, H.E. Dewi Wahab, H.E. Sirilak Niyom, Ove Ullerup. Photo courtesy of Hasse Ferrold.

The semi-annual Ambassadors' Luncheon was held on 25 November at Asia House, where the topic of the day was the recent climate summit COP26 in Glasgow. Guest speaker Connie Hedegaard, former Minister of Environment and European Commissioner for Climate Action, spoke about the outcomes of COP26 in the global fight against climate change. The ensuing discussion included input from numerous guests, focusing on how to ensure implementation and cooperation. Guests included representatives from eleven embassies in the Asia-Pacific region, as well as business partners from a wide range of sectors and industries.



Guests at the 2021 autumn ambassador's luncheon. Photo courtesy of Hasse Ferrold.

PERSONS OF NOTE



This past week, Lykke Friis, the Director of Tænketanken Europa, a noted Danish think tank, was invited to a private arrangement in Asia House to share her knowledge and experience. Friis, pictured here in Asia Hall, is the former Danish Minister of Climate and Energy (2009–2011) as well as Minister for Gender Equality.

DANISH-ASIAN INNOVATION

JAPANESE MINIMALISM MEETS DANISH COUNTRYSIDE



Danish architect Jens Martin Suzuki-Højrup and building constructor Carsten Erichsen.

These two young Danes are creating a stir with their Japanese-inspired, environmentally sustainable living spaces soon to be launched on the Danish market. Architect Jens Martin Suzuki-Højrup and building constructor Carsten Erichsen have developed a series of pre-fabricated houses that answer to the modern family's needs: optimal space at a lower budget that convene with nature and offer a lesser CO2 footprint.

After living and working for four years in the bustling metropolis of Tokyo, Jens Martin Suzuki-Højrup moved back to Denmark with his Japanese wife and daughter, settling in the bucolic town of Skanderborg. Surrounded by nature and almost unlimited space in the Jutlandic countryside, Suzuki-Højrup was able to envision an architectural synergy between Japanese and Scandinavian design. The result is a line of creatively designed pre-fab houses that offer a more affordable and more sustainable alternative to typical Danish homes.

Called "The Living House" (Det Levende Hus) , the line of homes is designed to appeal to buyers with a lesser budget who are interested in building an environmentally friendly house with a smaller carbon footprint than that typically created by a classic house. In contrast to most newly constructed houses that generally require great quantities of cement and steel, which demand more of the earth's resources, the two models "Mountain House" (Bjerghuset) and "Forest House" (Skovhuset), make use of sustainable materials such as wood, aluminium, and cork. The houses incorporate a fusion of Japanese and Scandinavian elements and ideals - the so-called Japandi - such as the aesthetic values of simple, clean lines, flexible layout, and the incorporation of the outdoors area into the living space and optimisation of limited space.

Learn more about [Det Levende Hus here](#).



With wide spaces, high ceilings and flexible interior elements "Skovhuset" is created to be able to continuously develop according to the changing needs of its residents.

ASIA HOUSE PROJECTS



After recently holding two successful country seminars in Denmark for Danish companies wishing to expand to Asian markets, the Danish-Asian SME Network paid an important visit last week to Thailand, one of DASN's pilot countries. The primary goal of the visit was to establish anchor points with local Danish business networks in Bangkok. The visit included meetings with 25-30 Danish businesspeople living and working in Thailand, on-site visits to nearly ten Danish companies operating there, as well as meetings with Ambassador Jon Thorgaard of the Danish Embassy in Thailand, and with the Danish Chamber of Commerce, with whom DASN co-hosted an event during the trip.

In addition to securing these vital anchor points, the trip strengthened cross-continental cooperation, and the DASN project leaders are pleased to report that Danish companies in Thailand are ready to help other Denmark-based companies looking to explore the Thai market. Project Manager Mikkel Beyer Mogensen and project partner Gert Grønkjær of the Danish Export Association also laid the groundwork for the coming delegation trip to

Thailand for DASN members planned for early 2022.

If you are based in Denmark and are interested in taking your SME to one of the Asian markets, please read more on [DASN's website](#) and feel free to get in touch with Mikkel Beyer Mogensen on mbm@asia-house.dk.



DASN visiting local production facilities in Thailand.



Earlier this month, Project Manager Peter Johansen attended [SLUSH in Helsinki](#), a major global event for startups, to present the Nordic-Asian Venture Alliance. Focusing on NAVA's privileged insight in the newest updates on Japanese stakeholders and investments related to the Nordics, NAVA was able to attract significant interest at SLUSH, when presented at a side event generously arranged by [Nordic Ninja VC](#).

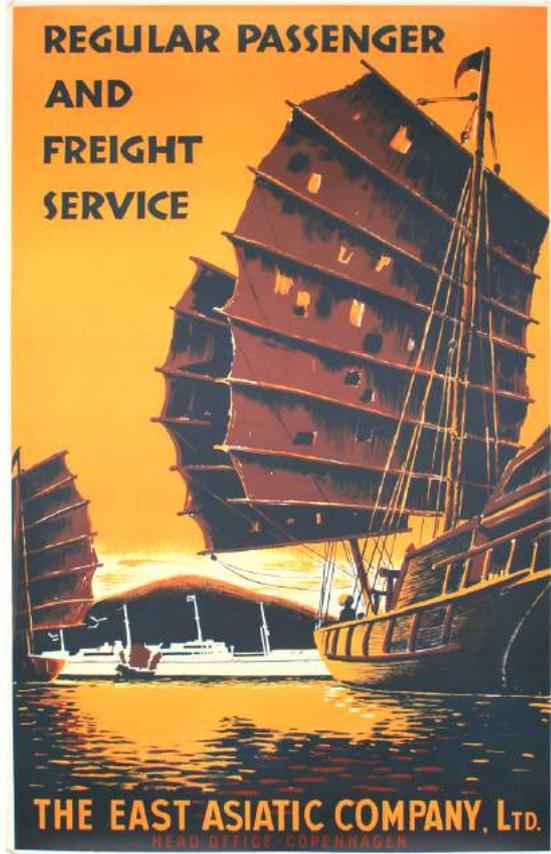
This week, another exciting, new chapter for NAVA begins, when the project launches in Shanghai. With more than 80 professionals including 40 alumni joining the official launch in Shanghai on December 16, the project is off to a great start, accelerated with help from [Innovation Centre Denmark Shanghai](#). NAVA and all the project partners are looking forward to increasing funding opportunities for Danish and Nordic start-ups and scalability in the fast-growing and dynamic market of China.

NAVA's extensive database platform is currently under construction and is expected to be ready in January 2022. Until then you can stay tuned on [NAVA's LinkedIn here](#), or [tap into the Nordic Innovation Forecast podcast](#), where project associate Lisa Mallner participates in a discussion on how shared health data in the Nordics can give the region a comparative advantage.

- LAST MINUTE STOCKING STUFFER -

If you are looking for a last minute holiday gift, there are still reprints of the vintage EAC-advertising posters in stock. The limited edition posters are elegantly expressing Danish design history as well as the EAC's important role in the historic development of international trading and global shipping. Choose between the two vintage motives; Midnight Sky designed by the iconic Sven Dalsgaard or Saffron Ships which is actually designed by an unknown artist in the 1930s.

Find more information on [how to purchase the posters here](#).



Happy holidays and best wishes for the new year!

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