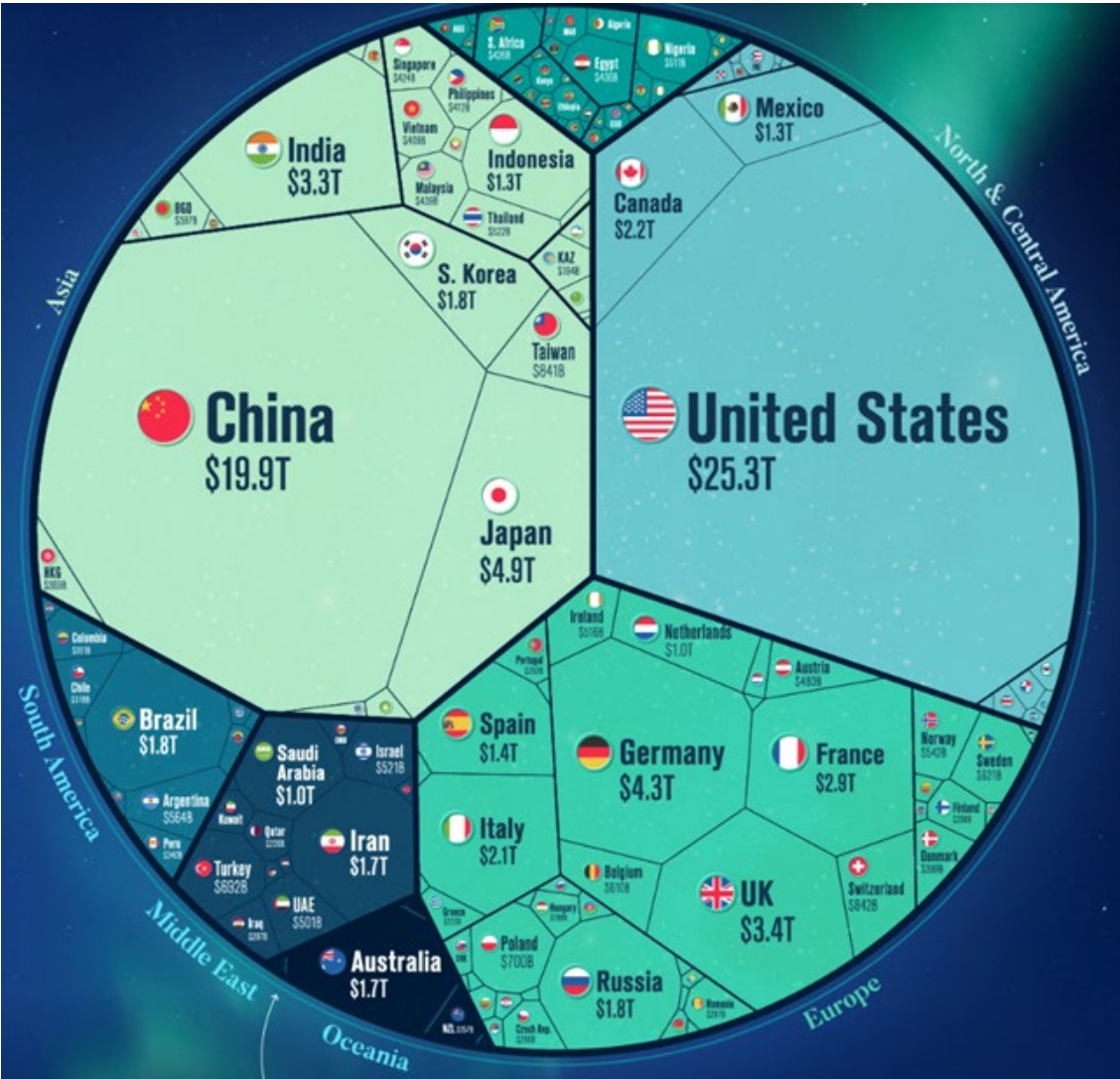




ASIA HOUSE

HOME OF BUSINESS – CULTURE – PEOPLE

Changing perspectives



Source: <https://www.visualcapitalist.com/100-trillion-global-economy/>

A year has passed since Russia's full-scale attack on Ukraine, and in Europe, the news and people's minds are focused on the conflict, the plight of Ukrainian citizens and soldiers, and how best to ensure that the world does not regress to former dark times when "might was right". At the latest United Nations General Assembly, 141 members states voted to condemn Russian aggression, while the remaining were split between abstaining from voting (32 countries), voting against the resolution (7) and being absent (13).

Seeing things from a different perspective is always difficult, namely because it goes against how we are used to looking at things. Take the world map, for example, where we are used to seeing continents and countries depicted in relation to one another based on their geographical dimensions. But when the world is instead viewed according to the size of each country's economy, as in the graph above, the picture is decidedly different. When seen in economic terms, this may give some insight into why parts of the world outside of Europe do not immediately view Russia's attack on Ukraine as anything more than a regional conflict.

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## ASIA HOUSE PROJECTS

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NORDIC ΔSIΔN  
VENTURE ΔLLIΔNCE

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### New Nordic SmartCity delegation in Tokyo



This week NAVA is launching the first ever New Nordic SmartCity Delegation to Tokyo, with 11 mature and market ready startups joining from five Nordic and Baltic countries. The anchor event is the City-Tech Tokyo event, perhaps the first real, large international tech startup event in Japan.

The companies include LightCode Photonics, VARIG, Imbalance, NablaFlow, GScan, Bitwards, HyperIn, Rexplorer, PowerUp, FIXAR Global, and Viezo - all providing cutting edge solutions within mobility, energy, proptech and construction.

The programme is fully packed with pitch events and company visits to some of the largest Japanese real estate developers and construction companies, including Tokyo Tatemono and Kajima. For company profiles (available in English and Japanese) and the full programme, check [delegation landing page](#). For further information, or should you wish to join one of the NAVA delegations to Asia, feel free to reach out to anyone from the NAVA team.

In parallel with the Smart City delegation, NAVA has just announced its second Nordic Healthtech delegation to Japan, in conjunction with the Nordic Health Summit in Tokyo on 25 April. The delegation will include visits to hospitals, science parks and company headquarters. For preliminary programme and confirmed signups, see the [delegation](#)

[landing page](#). If you are a mature Nordic Healthtech, feel free to [sign up here](#) for the delegation, and we will get back to you right away.



## First DASN 2023 meeting in Aalborg

The Danish-Asian SME Network invites all members - and others interested - to join the meeting in Aalborg on 9 March 2023, from 08:00-14:00, at NOVI Science Park (Niels Jernes Vej 10, 9220 Aalborg). The programme for the day focuses on the project's achievements developed over two active years, 2021-2023, and how the project will continue to serve as a relevant networking offer for business internationalisation processes. We will discuss and debate the necessity of an active commercially-oriented business network and its purpose in boosting access for Danish export companies to a number of Southeast Asian markets in economic growth.

Participation is free of charge. [Register here by 2 March](#). The DASN team look forward to meeting you in Aalborg!

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## News from DASN's man on the ground



From October to January DASN could boast of a physical presence in the ASEAN region, where the project's own Gert Grønkjær set up office in Jakarta. Having an "out post" was an efficient way for DASN to be more present in the region, closer to many network members living and working there, which facilitated DASN's networking possibilities. Apart from the obvious advantage of being in the same time zone – instead of the usual seven-hour difference – it proved beneficial to hold fort in cultures where physical meetings and personal contact are highly valued, and incomparable to online meetings.

Having a regional office in an ASEAN hub city also meant that travel between capital cities in the region easy – faster and cheaper than driving from Hobro to Hamburg. Gert was able to get around the region and meet local DASN members as well as support visiting Danish companies. The "out post" in Jakarta contributed a lot toward strengthening the network.

Gert is now back in Denmark and will finish his work and great efforts in the Danish-Asian SME Network on 31 March. DASN, of course, will continue to be an active network for Danish businesspeople with an interest in Southeast Asia.

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## NEW FACES

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## **NEW AMBASSADOR FROM BANGLADESH**

We had the pleasure of welcoming Bangladesh's new ambassador to Denmark, H.E. A.K.M. Shahidul Karim, to Asia House this week. H.E. Karim has previously held positions at the embassy of Bangladesh in Stockholm, London, Cairo, and most recently in Thimphu, Bhutan. We look forward to collaborating with the embassy. Pictured here with Asia House Executive Director Susanne Rumohr Hækkerup and Chairman of the Board Ove Ullerup.

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## **ASIA HOUSE WELCOMES TINE AS NEW PROJECT MANAGER**

We are pleased to welcome our newest colleague, Tine Walraavens, to the Asia House team as the new Project Manager. Holding a PhD in Asian Studies and Political Sociology with a focus on Japan's food and agricultural sector, and has published widely on the topic. Tine speaks Mandarin Chinese and Japanese, having lived and worked in Japan and China for over five years. Learn more about Tine, [here on our website](#), or say

hello in person at the DASN meeting in Aalborg on 9 March.



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#### **MIRA JOINS TEAM ASIA HOUSE**

Welcome to our new Student Assistant, Mira Gaarde Topp. Mira is helping the Asia House team with communications and events, as well as providing project support. She is a student of China Studies at University of Copenhagen. Learn more about Mira, [here on our website](#).

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## **COMING EVENTS**

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## New book and launch at Asia House

An exciting new fiction based on real events in Vietnam is being released in March. "The Revenge from Hanoi" (Hævnen fra Hanoi) tells the story of an Ambassador's good life and brutal death, of war, love and shattered careers. A mixture of fiction and the author's own experiences as a young journalist, and later as a diplomat and businessman.

Published by Mondogrande, The Revenge of Hanoi is available in Danish and English. Author Thomas Bo Pedersen has spent his adult life in Asia, the last 20 years living in Vietnam's capital Hanoi.

There will be a book launch and talk with the author at Asia House on 7 March. The event is by invitation only and registration is required. The event will be in Danish only. Find out more on: <https://www.haevnenfrahanoi.com>



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## FROM OUR NETWORK

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## **Workshop in CPH hosted by Danish Embassy in Japan**

The [Embassy of Denmark in Japan](#) is holding a workshop entitled "Markedsmuligheder i Japan" on 2 March in Copenhagen, at Eigtveds Pakhus. You'll have the opportunity to learn directly from professionals who have experience helping Danish brands into the Japanese market.

[Miho Yoshimoto](#), commercial officer at the Danish Embassy in Tokyo, will discuss market opportunities in Japan, and [Kazufumi Okazaki](#) will also join the meeting online from Tokyo. Both Miho and Kazufumi have great experience helping Danish brands into Japan and are ready to share their experience with you.

To register, send an email to: Louise Dyhrberg at [loudyh@um.dk](mailto:loudyh@um.dk) with company name, participant name, title, e-mail address and phone number.

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## **New teaching materials offer modern perspective on EAC**

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**A new educational film on the East Asiatic Company aims to raise interest in entrepreneurship and cultural awareness.**

With the support of the Orient Foundation and the EAC Foundation, producers Anette Eggert Frydenberg and Ebbe Kyrø have set off to produce an educational film about the East Asian Company entitled, "EAC - the world-class company".

Denmark has nurtured many entrepreneurs over the years and EAC's founder, H.N. Andersen, was in a class of his own. He grew up in modest circumstances in the maritime town of Nakskov. Andersen managed to work his way up to become one of the main forces in Danish business. He was a visionary entrepreneur who realised his plan for a worldwide company. His business plan was groundbreaking: the company based its business on an interaction between shipping, trade and industry. EAC exploited the synergy between the three branches of business.

H.N. Andersen had a special talent for networking. He skilfully used his contacts with the contemporary elite - royalty, prominent politicians and journalists - to promote the Company's interests. As a trained shipbuilder, he had an understanding of naval technological innovations such as the diesel engine. Andersen understood that diesel-powered ships could transport goods around the world both faster and with greater regularity. In 1912, the Company was able to launch the world's first ocean-going diesel-powered vessel, the "Selandia", and in 1915, H.N. Andersen presented a plan to make EAC the world's most modern engine-powered liner shipping company. In the same year the steamship company "Orient" was founded, which took over a number of EAC's steamers. Throughout the 1900s, the Company expanded more and more, increasingly relying on

partnerships with other companies. By 1980, EAC had become the largest company in the Nordic region in terms of turnover. However, the aftermath of the 1970s oil crises and misinvestment in ship types and routes contributed to a negative turnaround. From the early 1990s, problems and deficits grew and in 2005 the board decided to sell significant assets and make the largest distribution to shareholders in Danish history. In 2015, the Company is closed and the name "EAC" disappears from Danish business.

Although EAC no longer exists as an independent company, the Company has left its lasting mark. Partly as the founder of a number of companies that continue to thrive, partly as the birthplace of large Danish companies marketing around the world and partly in the development of Danish shipping and maritime.

The organisers have researched Danish and foreign archives to find the optimum visual material for the educational film. The story of EAC is told by a number of historians, researchers, business people and former EAC employees. In the course of their research, the organisers have noted the very great veneration that still surrounds the EAC - both among former employees and the general public. But for young people today, the EAC is largely unknown. That is why Anette Eggert Frydenberg and Ebbe Kyrø, and the two foundations supporting the project, believe it is important to give young people the opportunity to delve into the story of one of Denmark's greatest business adventures, and at the same time gain an insight into how innovation, cyclical fluctuations and framework conditions play a role in the company's development.

The film, which is expected to be launched after the 2023 summer holidays, is intended for secondary and higher education. The film and accompanying task sets will be available on Nexus Learning ([www.nexuslearning.dk](http://www.nexuslearning.dk)) and Youtube. But the film is not just reserved for teaching purposes. It will be available free of charge to anyone with an interest in shipping, commerce and the economy.

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## Nordic Asia Podcast

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Looking for a listening experience full of researchers' insights on Asia? Try the Nordic Asia Podcast, co-hosted by NIAS, CEAS and ASIANETTVERKET. The Nordic Asia Podcast is a podcast series in which experts share their insights about timely topics within Asian Studies. Such topics as dealing with women's political leadership in Sri Lanka, Myanmar jewellers in China, and struggles for land and democracy in Myanmar – are explored in the podcast.



The series is co-hosted by the Nordic Institute of Asian Studies (NIAS) and its partner institutions: the Centre for East Asian Studies (CEAS) at the University of Turku and Asianettverket at the University of Oslo.

**Book your event at [eventspace.asia-house.dk](https://eventspace.asia-house.dk)**

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