



ASIA HOUSE

HOME OF BUSINESS – CULTURE – PEOPLE



Danish-Asian SME Network enters new phase



Photo: Asia House

After two years, the Danish-Asian SME Network (DASN) is ready to fly on its own! The DASN project partners – Asia House, the Danish Export Association and Andersen Consult with funding from the Danish Industry Foundation – have over the past two years laid the groundwork for establishing the network in its five target markets: Vietnam, Thailand,

Indonesia, Malaysia, and the Philippines. The network's objective is twofold: First and foremost, to increase visibility of Southeast Asia among Danish SMEs, motivating them to consider these five markets for their internationalization efforts. Secondly, the networks also aims to be a meeting place for the Danish SMEs that are already active in these markets.

In this new phase, the Danish-Asian SMV Network operates as a member-driven, independent, free, informal, peer-to-peer network of Danish business professionals with connections to Southeast Asia, based in Denmark and/or in the Southeast Asia region. DASN offers a personal and professional network, where members can exchange experiences and best practices, receive advice about matters big and small, and use the opportunity for local connections. If interested, please follow our [LinkedIn page](#) and sign up to the DASN platform [here](#). Invitations to DASN-related events as well as the yearly meeting in Asia House will be posted here. We look forward to getting in touch with you!

During its first phase, ten reports were published on the ASEAN markets and numerous events have been organized in Denmark, in Southeast Asia, as well as online – despite COVID-related travel restrictions and deteriorating geopolitical cooperation. A heartfelt thank you goes out to Gert Grønkjær (Danish Export Association) and Lars Andersen (Andersen Consult) who were out there in the field, setting up the necessary relations and connections to build up the network. Whether a breakfast seminar in snowy Aalborg or a network dinner over “stegt flæsk” in Manila, Gert and Lars would moderate discussions, connect people, identify new stakeholders, and provide expert advice with a smile. Your input has been invaluable in connecting major stakeholders in the local markets, setting up the DASN Advisory Board, and identifying key issues in the Southeast Asian business ecosystems.



DASN meets in Aalborg and Copenhagen

In the month of March, DASN held two network meetings in Denmark. On 8 March, DASN met in Aalborg, inviting Danish SMEs to join the debate on internationalization towards Southeast Asia. A good mixture of Danish-based business people participated – some of which had already taken the leap, others who were only just considering it. In breakout groups, the attendants discussed hurdles to a specific market and how to overcome these.

Three weeks later, on 28 March, DASN invited its stakeholders to a networking meeting at Asia House in Copenhagen where we took stock of the network and its future endeavors. A very interesting crowd of both public and private stakeholders and interested parties to the network attended the event. Jan Lund, Asia correspondent for Jyllands Posten, kindly provided a keynote talk on the post-COVID business climate in Southeast Asia, stressing the rapid economic growth in the region, which is much less affected and influenced by Russia's war in Ukraine than Europe.

In both events, DASN Advisory Board members Henrik Friis, Jesper Svenningsen and Preben Hjortlund provided expert advice and business insights on respectively Thailand, the Philippines, and Vietnam. Many thanks to all three of you for your willingness to contribute to both events in a humorous and knowledgeable way!





NORDIC ΔSIΔN
VENTURE ΔLLIΔNCE

Nordic Made#2 Healthtech Delegation to Tokyo



NAVA is preparing for its third tech startup delegation to East Asia, taking place from 24-28 April, the second programme focusing on Nordic Healthtech to Tokyo.

The companies will be attending the Nordic Health Summit Japan, which is a partnering and investor conference that connects Nordic healthcare innovations and Japanese investors and industry. The event is organised in a joint effort by the five Nordic Embassies and Nordic Innovation House Tokyo, and hosted by the Embassy of Sweden in Tokyo on 25 April. This is the second iteration of the Nordic Health Summit and the first one to include physical meetings between Nordic and Japanese companies onsite in Tokyo. The programme includes visits to hospitals and science parks, as well as visiting key life science stakeholders in Japan.

To all mature Nordic Healthtech startups: feel free to sign up [here](#), and check out the [landing page](#) to see the programme.

We are currently up to twelve delegation participants with more in the pipeline. Participants include Anyo Labs, Partisia, Navigil, MedBeat, Visikon, Akita, Spermosens, Cognuse, Popit, and Cerebriu. These companies all work within various fields of life science, utilizing everything from heart monitoring, blockchain, fertility treatments, wearables, MRI Scans, blockchain, AI and more, all created to solve or improve various health issues in novel ways.

Furthermore, if you are a startup/scaleup mature enough to start working with Asian stakeholders and are active in the food innovation space (food waste, packaging, alternative proteins, agritech, industrial processing), NAVA is launching its fourth delegation trip - this time focusing on food innovation. This delegation will be going to Seoul, South Korea, on 30 May to 2 June, with South Korea's largest startup fair, NextRise, as the anchor event!

Check out the [landing page](#) for the New Nordic Food Innovation delegation for programme and to sign-up!



From the New Nordic Smart City Delegation with Nordic and Japanese tech stakeholders in Tokyo last month. One of the many networking events attended on the delegation trip, this one organised in collaboration with Shibuya Startup Support and hosted by Infineon Technologies.

NETWORK HIGHLIGHTS



Photo: H.E. Ambassador Leo Herrera-Lim, Asia House Chairman Ove Ullerup, Ambassador Leo Herrera-Lim, and Asia House Executive Director Susanne Rumohr Hækkerup.

The Philippines in literary focus

We had the pleasure last week of receiving Ambassador Leo Herrera-Lim of the Philippines with a generous contribution to the Asia House library. We are now pleased to include the following books: "Hans Christian Andersen and Josè Rival: From Denmark to the Philippines", a collection of fairy tales by H.C. Andersen translated into Tagalog by Filipino author and national hero, Josè Rizal, who is famous not least for his novels *Noli Me Tángere* (1887) and *El filibusterismo* (1891); "Panaderia", a book about bread and baking traditions in the Philippines, and an illustrated history, "Victory and Humanity, the Quincentennial Commemorations in the Philippines". We are grateful for the support and valuable cultural exchange. Please have a look next time you are in Asia House.

PAST EVENTS

Delegation visit from Shenzen

A delegation of 16 members from the district government and businesses from the

Longhua region in China guested Asia House on 29 March as the first stop on their first visit to Denmark. Having just visited Norway, the delegation is interested in collaborations and attracting startups from the Nordics in Green tech and sustainability solutions.



The Revenge from Hanoi

There was a huge turnout of around 100 guests when publishing house Mondo Grande visited Asia House in March with author Thomas Bo Pedersen, who recently published his novel, "The Revenge from Hanoi" (Hævn fra Hanoi), which is based in Vietnam. A mixture of fiction and the author's own experiences as a young journalist, and later as a diplomat and businessman, the work of fiction tells the story of an Ambassador's good life and brutal death, of war, love and shattered careers. You can [read an excerpt and purchase the book on the publisher's website](#).



FROM OUR NETWORK

Danish delegation to Indonesia on Green Transition



Join the Danish delegation to Indonesia for Energy Efficiency from 8 to 11 May 2023 - in collaboration with the Trade Council in Jakarta and the Danish Energy Agency (DEA).

Since 2017, The Energy Efficiency market in Indonesia is trending positively, and the government is actively pursuing and promoting EE initiatives. Through the National Energy Efficiency Action Plan (NEEAP), Indonesia aims at reducing its energy consumption by 17% and its energy intensity by 1% per year by 2025. Various programmes have been introduced, including the Rooftop Solar Programme and the Energy Saving Performance Contract (ESPC) scheme, energy efficiency standards and labelling for buildings and appliances, and the issuance of the building codes, where one of the components is EE.

The purpose of this delegation is to help companies gain first-hand knowledge and insight into the Indonesian market and financing opportunities, and is relevant for companies interested in expanding their operations in the Indonesian market. The mission is particularly interesting for companies that specialize in: Energy efficiency, water, waste management, green energy, retrofitting, green construction/buildings, or energy monitoring. Companies who are interested in building a network of business partners, or expanding their business horizons in general are also welcome to participate.

[Click here for further information and registration.](#)



Consuming Asia: 2023 Nordic NIAS Council (NNC) / ASIANET Conference

NIAS conference "Consuming Asia"

The Nordic Institute of Asian Studies (NIAS), the Network for Asian Studies (Asianettverket), the University of Bergen, and the Chr. Michelsen Institute (CMI) are co-hosting the 2023 Nordic NIAS Council (NNC) / ASIANET Conference: "Consuming Asia - Systems and Structures of Consumption in Modern and Contemporary Asia" from 22-23

June 2023.

The theme of the conference, "Consuming Asia," is meant to be stimulative and inclusive. Under this broad umbrella, the hosts look forward to panel proposals that speak to issues including but not limited to social, environmental, religious, and sociocultural dimensions of consumption; food and nutrition practices and policies; waste and pollution; infrastructure of/and extraction; the geopolitics of consumption; networks and linkages in local and globalized consumption, and more.

They invite panel proposals for the joint 2023 conference, "Consuming Asia" (22-23 June), as well as applications for the associated PhD workshop (20-21 June). [Read more about the conference here.](#)

Book your event at eventspace.asia-house.dk

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