

ASIA HOUSE NEWSLETTER OCTOBER 2024



ASIA HOUSE

HOME OF BUSINESS – CULTURE – PEOPLE

Welcome to the October Asia House Newsletter

Discover this month's highlights, updates, and cultural delights

This month, Asia House has been particularly busy with youth-focused events, continuing our work to engage and inspire the next generation. We hosted the third edition of our **Living Asia** series, where students and young professionals participated in the conversation "**Why Asia?**" and celebrated the **EAC Bachelor Prize** winners for their outstanding Asia-focused theses.

We also welcomed students from **The International People's College (IPC)** and had interns from **Niels Brock Gymnasium** in the house for a week of learning and practical experience with Asia-related topics, challenging them to find ways to increase youth interest in Asia.

You can also read about our **Nippon Night** during **Københavns Kulturnat 2024 (Copenhagen Culture Night 2024)** which brought Japanese culture to life with workshops and performances.

And of course, do not miss the month's Asia insight at the bottom.

Why Asia? Event Highlights, Cultural Exchange, and the EAC Bachelor Prize Winners



Asia House recently held the third edition of our Living Asia event series, focusing on the question: "Why Asia?". Our Head of Youth Strategy, Honar Abdollahi, brought together students, young professionals, and educational leaders to discuss the potential of Asia for Denmark.

Why Asia?

Asia plays an increasingly important role on the global stage. Asia's total GDP is now expected to make up 60% of global GDP in 2024. At the same time, Asia accounts for the greatest growth in CO2 emissions – a colossal challenge for the continent and the world. Despite Asia's growing importance, many Danish companies refrain from prioritizing the region, even though most agree that this is where the growth markets of the future are to be found, and where Danish solutions for green transition can have the greatest effect.

EAC Board member, Martin Jes Iversen, highlighted the opportunities that remain unexplored, urging the importance of increasing awareness, knowledge, and understanding of this region.

Announcing the EAC Bachelor Prize Winners

A highlight of the evening was the announcement of the EAC Bachelor Prize winners. Congratulations to Michelle Wu and Irene Ijäs, who took first place, along with all the other nominees. This prestigious award, sponsored by the EAC Foundation, recognizes outstanding theses focused on Asia and the important role these students play in fostering greater understanding between regions.



You can see more about the nominees and winners [here](#)! And fun insights from the evening on our Instagram under the "Youth" button [here](#)!

Cultural Exchange through Music and Art

To further showcase cultural exchange in action, Manus Bell and rap coach Tarick from the organization, [Rapolitics](#), gave an engaging talk and rap performance, highlighting how music and art can bridge cultural divides.

We were thrilled by the energy and support from all who attended. A heartfelt thank you to everyone, attendees, partners, and collaborators alike, for making this event a success.



See how the event went here!

Niels Brock Interns at Asia House: How do we Increase Interest in Asia among Young People?



This week, Asia House is hosting 10 interns from the 3rd year at Niels Brock Gymnasium. As part of Asia House's youth strategy, which places a strong focus on vocational and upper-secondary education, we've partnered with Niels Brock to showcase why young people should focus more on Asia and what it means to work with this dynamic region.



The interns kicked off the week by learning about Asia House and its origin. Board member Kenneth Luciani shared his personal journey working with Asia together with the history of the East Asiatic Company (EAC). Then, Honar Abdollahi explained the work and the significance hereof we carry out at Asia House.

Finally, Peter Johansen provided a crash course on India, highlighting key learnings from past projects like Nordin and the importance of collaborating with Asia, as well as the immense potential the continent holds.

The interns were then divided into two groups, and tasked with working on a case for the week: **How do we increase interest in Asia among young people?** Tomorrow, Friday, they will present their findings to a panel of judges, including Kenneth Luciani, Susanne Rumohr Hækkerup, Honar Abdollahi, and their very own principal.

Stay tuned on our [LinkedIn](#) for updates about the week and winners!

NIPPON NIGHT: A Cultural Celebration



On October 11, Asia House hosted **Nippon Night** as part of **Københavns Kulturnat 2024 (Copenhagen Culture Night 2024)**. In collaboration with the Embassy of Japan and several other partners, we brought Japanese culture to life with various workshops and activities.



Amongst an array of activities, guests could enjoy an onigiri workshop (Japanese rice balls), a sake tasting, a Mizuhiki workshop (Japanese knot-tying art), an origami workshop, an "origami walk" (art installation), and more. **See the combined visuals of these activities and installations [here!](#)**

Guests could also view the interesting display of Japanese dolls and ornaments courtesy of the Embassy, as well as head to our "play lounge" by entertaining themselves with traditional Japanese toys.

We wish to thank our partners, the [Embassy of Japan in Denmark](#), [WakuWaku](#), [Hans Dybkjær](#), [Nihonjinkai](#), and [CPHkimono](#) & [Danish Kimono Club](#) for making this event a great success. We were blown away by how many people who showed up to take part in our Nippon Night, joining in to carry out a memorable celebration of Japanese culture.

Thank you! ありがとうございます!

Asia House Hosted a Team of IPC Students for their Asia Week



This month, Asia House welcomed students from The International People's College (IPC) for their Asia Week. The session explored culture and intercommunication, offering insights into life in Denmark from an expat's perspective.

The students actively engaged in thoughtful discussions, making it an enriching experience for all. A special thanks to IPC teachers, Rod Lee and Menchie Nolasco, for their support. ***Read more about the session [here](#).***

We look forward to more opportunities to promote cross-cultural learning. If your institution is interested in collaborating, please reach out to our Head of Youth Initiatives, [Honar Abdollahi](#).

This Just in - Your Monthly Asia Insight



Did you know that Halloween is becoming increasingly popular in Asia?

It's spooky season! And Halloween is just around the corner. This celebration has become a major event in Japan, China, and South Korea, with extravagant street parties and cosplay parades. However, it's more about dressing up and having fun than the traditional trick-or-treating we know from America.

Meanwhile, in the Philippines, Halloween blends with local traditions like *Undas* (All Saints' Day), where families honor their ancestors by visiting cemeteries with food offerings and prayers. **How do you plan to spend your Halloween?**

Need a venue? Click here to Browse our EventSpace!



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