

ASIA HOUSE NEWSLETTER SEPTEMBER 2024



ASIA HOUSE

HOME OF BUSINESS – CULTURE – PEOPLE

Welcome to the September Asia House Newsletter

Discover this month's highlights, updates and cultural delights

First, warm thanks to all participants at the Living Asia event that was held yesterday.

Read all about it soon on our [LinkedIn](#) and [Instagram](#) pages!

This month, read about our Copenhagen's Culture Night 2024 plans, where you can **join us on October 11 for Nippon Night**. Experience Japanese culture through our Origami Walk, a workshop, and traditional cuisine.

The Embassy of India to Denmark hosted a networking dinner at Asia House for the NISS, to strengthen Nordic-Asian startup connections. Additionally, NAVA has launched a new report that analyses Japanese VC and CVC investments.

Don't miss our interview with EAC Bachelor Prize nominee William With, who shares his journey from an internship in Indonesia to working full-time in Jakarta.

Lastly, read your monthly Asian insight about the Monkey King, Sun Wukong.

Enjoy the read!

Nippon Night at Asia House: Join Us for Copenhagen Culture Night 2024!

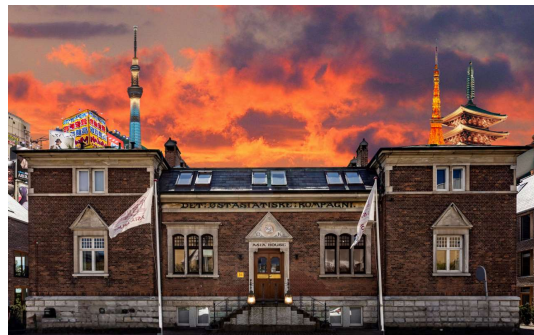


We are happy to announce our participation in Copenhagen's Culture Night 2024 (Kulturnatten i København). On Friday, October 11, we invite you to join us for **Nippon Night**, an immersive celebration of Japanese arts.

Step into Asia House and experience Japanese arts and cuisine through all your senses. Here's a sneak peek of what to expect:

- **Origami Walk:** Embark on a journey through origami art.
- **Origami Workshop:** Learn the delicate art of paper folding.
- **Taste Japan:** Sample traditional Japanese flavors.
- **Cultural Insights:** Get a closer look at traditional Japanese activities.

Furthermore, you can enjoy the wonderful Asia House, built as the first headquarters of East Asiatic Company (ØK) in 1897.



Full program will be available soon on our [website](#). All events at Culture Night require a [Culture Pass](#).

The evening is made possible in collaboration with various Japanese partners, including the Embassy of Japan to Denmark and WakuWaku. See you there!

Bridging Nordic and Indian Startups: NISS Networking Reception at Asia House

This month, the Embassy of India to Denmark hosted a networking event and dinner for the Nordic India Startup Summit (NISS). The event brought together partners and delegates from the Nordic and Indian startup ecosystems, aiming to strengthen connections between these innovative regions. The NISS, organized by TechBBQ and Innovation Center Denmark in Bangalore, highlights the strong innovation capabilities of both regions.

Our colleague and India expert, Peter Johansen, attended the reception, contributing to the discussions on enhancing collaboration between Nordic and Indian startups.



NAVA Launches Report on Japanese VC in the Nordics

JAPANESE VC IN THE NEW NORDICS



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Asia House's project supported by the Danish Industry Foundation, the Nordic Asian Venture Alliance (NAVA), has officially launched its anticipated report, **Japanese VC in the New Nordics**, offering an in-depth analysis of Japanese venture capital and corporate venture capital investments in the region. This report provides a comprehensive look at Japanese investment activity across the New Nordic countries, covering 163 investments made since 2013.

Key findings from the report reveal that

- Japan has become the most active Asian VC investor in the Nordic region, particularly in Finland, Sweden, and Estonia
- there is a growing preference for early-stage investments, with Japanese VCs focusing on sectors like Energy & Climatetech, Deeptech, AI, Fintech, and Life Sciences—areas where Nordic innovation excels.

NAVA Co-Founder and Investment Director, Oliver Hall, expressed enthusiasm about the release: *“This report shines a light on the strong potential for*

collaboration between Japanese investors and Nordic innovators. It reflects the rising importance of Japanese VC in our region and the increasing synergies between our ecosystems.”

The report was unveiled at TechBBQ, where NAVA also participated in a special panel at the Nordic Investor Day.

Read the new report on NAVA's website [here](#).

Interview with William With: From Academia to Southeast Asia



In this month's newsletter, we interviewed EAC Bachelor Prize nominee William With.

He shares his journey from participating in an internship abroad in Indonesia to writing his bachelor thesis on Southeast Asia, which eventually led to securing a job with a multinational corporation in Jakarta.

Navigating Political Risk in Southeast Asia

William's thesis explored how political risks—such as corruption and bureaucratic inefficiencies—affect decision-making between Southeast Asian subsidiaries and Northern European headquarters, focusing on Indonesia.

"This topic was inspired by my internship in Jakarta, where I witnessed firsthand both the immense growth potential and the complexity of doing business in the region. My first-hand experience increased my understanding of the challenges that MNE subsidiaries face in navigating political risks, which became part of the foundation of my research," William explains.



Academic Foundations for a Global Role

William's academic background has been key in preparing him for his role in Jakarta, helping him navigate a complex business environment.

"My studies in international business fostered a global mindset, which is essential as I engage with stakeholders from around the world," says William.

His research on Southeast Asia has deepened his understanding of how subsidiaries should seek autonomy in local operations while aligning with global standards.

Why Southeast Asia?

William's focus on Southeast Asia is driven by the region's rapid growth and evolving role in global business.

"Much of the world's business is now centered in Asia, with Southeast Asia experiencing remarkable growth that is set to continue," William explains. "This makes the region an exciting and dynamic environment to work in, offering immense opportunities for learning and career development."



He highlights the "China plus one" strategy, where MNEs diversify beyond China into emerging markets like Southeast Asia.

Advice for Students: Step Out of Your Comfort Zone

William's advice for students and recent graduates: embrace challenges and seek opportunities abroad.

"Step out of your comfort zone and build a strong network," he encourages. "International experience not only broadens your perspective but also sharpens your skills in cross-cultural communication and personal growth."

He also encourages students to consider emerging markets, where there are significant growth opportunities.

Thank you to William for sharing his insights! The winner of the EAC Bachelor Prize will be revealed at this month's Living Asia event at Asia House.

This Just in - Your Monthly Asia Insight



Do you know the Monkey King?

On September 18, they will celebrate the Monkey King Festival in Hong Kong, celebrating the famous Sun Wukong 孫悟空. Famous across Asian cultures,

Sun Wukong is not only a key character in the classic Chinese novel *Journey to the West* 西遊記 but also an enduring symbol in modern pop culture.

His adventures continue to inspire movies, TV shows, and even video games. Earlier this month a Chinese video game developer published *Black Myth: Wukong*, a viral game that brings the Monkey King's legendary tales to life.

Need a venue? [Click here to browse our EventSpace!](#)