

Changing Patterns for a Better World: Qi GLOBAL



Mette Kristine Oustrup co-founded in 2009 the Singapore-based Qi - a global network of thought leaders in design, innovation and sustainability. It is a movement and a business and it has room for you.

By Joakim Persson

In 2009 Mette Kristine Oustrup co-founded the Singapore-based Qi, a global network of leaders in design, innovation and sustainability.

Qi is a most fascinating Internet-based social enterprise focused on sustainable innovation and development, aspiring to generate positive change by pushing the social and environmental agenda in our societies.

The message is clear and more people are beginning to understand it. Exploitation has exceeded the limit that nature can bear and 'business as usual' will not be sufficient as it disregards its true value. Poorly managed economic growth continues to worsen many environmental problems. The scale and scope of the challenges we face are daunting and, businesses and consumers out there asking questions like, what can we do or where are the solutions?

It is not a small issue that the successful Danish entrepreneur has devoted her creativity to launching Qi GLOBAL thus scripting a better future for the world. The method is positive and focused on optimism, which is, moving to a sustainable society, is exciting and beneficial. Mankind has the potential to change certain patterns and preserve nature but the challenge lies in finding that particular new path to sustainable growth.

This is where Qi GLOBAL seeks to play a part in coming up with the proper solutions.

The start up of Qi GLOBAL is best explained through Mette Kristine's own background. Previously, she had worked for the fashion brand DIESEL and also started a trend agency called Style-Vision in France.

"On one hand, professionally, I was actively pushing for more consumption in sectors often exploiting natural resources and vulnerable people such as fashion. On the other hand, privately, I used to be very interested in politics, reading all the serious newspapers as a young girl. Later, I was involved in charity as the head of a fund-raising for children's charity in China. Due to the consistent increase of climate change concerns, I had also become a keen environmentalist."

The successful Dane started thinking twice about how she was conducting her way of life.

"There was a stage when I thought 'why am I doing one thing during the day and something else during the night? Why can't I do both during the day?' which may be a business generating revenue but for a good cause."

That was how Qi was born. Based in a discreet shop house office in Bugis, Singapore, Kristine is also a Goodwill Ambassador for Copenhagen here.

Kristine strongly believes in social entrepreneurship and that one can do good both professionally and as an individual.

"I think you can bring your heart to work and still be successful and I believe this in general for people. That is what we are aiming to show through Qi, that we can create an enterprise that is successful in environmental, social and financial aspects."

Qi is pronounced 'Chi' which stands for the 'natural life source of everything' in Chinese. It is about bringing together the thinkers and doers spearheading a new paradigm for a sustainable world.

As for the 'chi' connection Kristine explains that the motive behind using it is that in social and environmental fields, there are many negative people and news.

"I have little girls and I know that when they grow up they might become depressed by the sheer amount of negativity and the uncertainties about the future," she said.

Now we know it's a finite planet and we're trashing the place for future generations. Thomas L. Friedman has written about the Green Revolution: a really massive global revolution can only be happening because of you wanting to change something for the better. Not because you're so scared about what will happen in the future, 'cause when you are you'll react negatively by rejecting, lying."

'Global' refers to the French translation of encompassing and holistic. While many people are specialized in something, such as clean tech or sustainable fashion, they prefer to focus on the big picture, by having ten different communities which ranges from fashion and design to energy and CSR.

Their next Qi 2011 event is taking place 13-14 October 2011 in Singapore and has been themed



'Meeting of Asia's Best Minds on Innovation'.

The idea of the theme came from one of last year's speakers, President Jose Ramos-Horta of Timor-Leste, who said: 'What you do is gathering Asia's best minds. You focus the talks on solutions and innovations and you don't need to say sustainable because everything has to be that anyway.'

Those coming to their events are already convinced or curious, and most definitely aware that about Asia constituting the early adopters who understand the need for all of us doing our bit to make the needed structural changes to how we live.

The summit as well as Qi innovation workshops have proven to invigorate people to think and act according to how their decisions will affect future generations, becoming proactive instead of reactive.

Out-of-the-box ideas already realized are presented and new collaborations lead to churning out creative solutions.

"We've had several speakers and sponsors who are now working together on projects."

"It is the 'how?', 'what to do about it?', and 'where do we go from here?' that matters and that is an inspiring area to be in because it simply means that every day I meet amazing people and social entrepreneurs who create new businesses and projects. They are the ones who are going to drive it," she said.

She added "I also meet people who are inside the companies,

pushing the environmental and social agenda."

"It is really a part of something bigger and we are the forefront of sustainable innovation in Asia. You are a movement so if companies want to be part of it, they can join in, and the ones that wish to explore further, can negotiate with us about consultancy services that are more on a case-by-case customized to their needs.

How does Kristine deal with the very obvious prevailing lack of consideration for the relationship between economic growth and sustainability?

"I am stepping out of the box, instead of standing in there. Let's forget for a second about economic growth as the only way forward. Let's think about how you can create a society that has some kind of economic model, and we're not talking about going back to the Stone Age, that is financially sustainable but also embracing the people and the planet.

That is the big idea I am conveying to people who are doing this in various fields.

For example, what if all the stock exchanges are rating not only the financial but also the social result, and potentially the environmental result? This is what Impact Investment Exchange Asia is doing, creating the world's first social stock exchange.

What if we created rural-urban areas, villages that are so attractive that you'd want to stay? What if we got into not using oil but energy

from sugar palms like Willie Smits is pioneering?"

Kristine goes on to list examples from the last summit, chocolate bars that contribute to planting trees, a one-car-per-family rule, fashion bags that provides poor women education, cruises that protect endangered species, etc. All of them concrete steps for what we can do tomorrow.

"Why don't we? Let's get started! That's what we want to show. Hopefully we will start some waves of change. Actually we can see that we're doing that already," she expressed.

Also, the governments and policy makers play a key role in ensuring all reasonable and economically viable measures are implemented to provide the balance between human progress and nature's preservation.

"The pricing is very important to really create the framework for pushing this motive forward. As long as energy is such as oil and electricity is cheap, we won't have the big breakthroughs because the [renewable] alternatives are too expensive.

I don't think people can push this through, neither can businesses, if they can't make money out of it. But the governments can make it expensive to do bad things and cheaper to do good things. Politicians are using the voters as an excuse, but I do believe it is time for being bold now."

"Positive change can be achieved, it just takes action," she passionately concludes.

“Why don't we? Let's get started! That's what we want to show. Hopefully we will start some waves of change. Actually we can see that we're doing that already.”

3 things You Can Do To Help!

1. Sign up to Qi 2011 the 13-14 October in Singapore on <http://www.qi-global.com/register>. Early bird rate tickets starts at 650 SGD, group discounts available.
2. Join one of the free communities online (facebook and LinkedIn). Sign up here: <http://www.qi-global.com/topics>
3. Watch free Qi videos on <http://www.qi-global.com/talks> and learn more...

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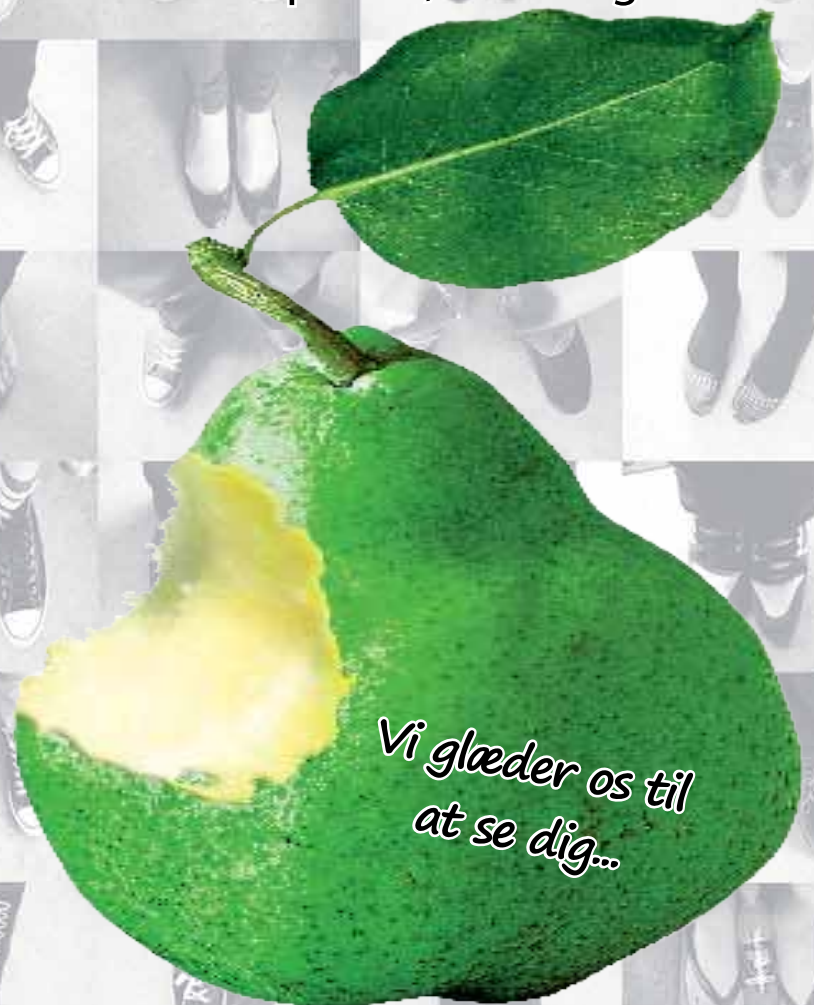
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Coming Events



Welcome Back Party

Date: 2 September 2011

The Danish Chamber of Commerce, Shanghai Chapter will host a 'Welcome Back from Summer Party' on 2 September 2011 to celebrate the end of summer' party. Summer is over! It is time to celebrate with your old friends and an opportunity to meet new friends in Shanghai. If this party sounds interesting, please make an advance reservation to mail@dccc-shanghai.com. The official invitation and venue will be announced shortly at www.dccc-shanghai.com.

Crayfish Party in Hong Kong

Date: 9 September 2011

Location: The Royal HK Yacht Club

Make sure that you don't miss Swedcham's Annual Crayfish Party around the pool of The Royal HK Yacht Club, Hong Kong. The number of participant are getting bigger every year. Therefore it will be absolutely fun this year! Mark your calendar and stay tuned at www.swedcham.com.hk. Any inquiry, send your email to chamber@swedcham.com.hk.



SWEA Networking

Date: 15 September 2011

Want to know Swedes in Hong Kong? This is a golden opportunity to meet Swedish friends and share a living experience in Hong Kong. Besides the presentation about SWEA - Hong Kong chapter will be screened. Party starts at 07.00pm. Drinks and refreshment will be served. Sign up should be made to Kristina Persson at sweahongkong@yahoo.com.

Crayfish Festival 2011

Date: 17 September 2011

**Location: Beijing: Radisson BLU Hotel
Shanghai: The Swedish Club**

Please mark your calendar for the Annual Crayfish Party 2011 organized by the Swedish Chamber in cooperation with Radisson BLU Hotel Beijing and in Shanghai with the Swedish Club. This year the date is Saturday 17 September 2011. You can't miss this traditional and popular festival, come and sign up now at www.swedishchamber.com.cn.



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Mr. Gregers Moller and Mr. Frank Leong look forward to expanding ScandAsia in Singapore together.

ScandAsia Establishes Company in Singapore

ScandAsia Publishing Pte. Ltd. was established on 20 July 2011 as a joint venture between ScandAsia in Thailand and Frank Leong, who has been Sales Manager for the ScandAsia Singapore since November 2010.

Frank Leong is a partner in S C Production LLP which sells advertisements for various other magazines. He will now dedicate more of his time to serve ScandAsia.

The Publisher of ScandAsia, Gregers Moller, is excited about the expansion.

"The perspective of having our own corporate framework in Singapore is exciting. Initially, we will employ Frank as our Sales Manager and next, a journalist will team up with him to cover the many activities in the Nordic communities in Singapore," he says.

Among the benefits of establishing the company in Singapore is the first three years of tax exemption for profit below 100,000 Singapore dollars. The absence of monthly withholding tax reports and payments and exemption of GST if the turnover is below 1 mill Singapore dollars facilitates business start-ups further.

"Having just been through a similar process in Thailand, which took several months, the efficiency of the Singaporean government administration and bank system was amazing," says Gregers Moller.

"We had prepared all papers, so with that in place, the whole process, including opening a bank account, was done in one afternoon!"

New Finnair Route to China's Largest City



Finnair will introduce a direct route to the largest and fastest-growing city in China, Chongqing, in May 2012. The new route is a logical step in the implementation of Finnair's Asian strategy.

According to the press release by Finnair, it is the first airline to open a direct flight route from Europe to Chongqing. Situated on the edge of the Tibetan plateau, Greater Chongqing has a population of 32 million. In addition, Chongqing's urban population is expected to double over the next five years.

"China is a key part of our Europe-Asia strategy. Western China is an important growth area, and the new route will strengthen our market share in the growing Asian markets. In addition to

Chongqing, Finnair flies to Beijing, Shanghai and Hong Kong with a total of 26 weekly flights," says Finnair President and CEO Mika Vehviläinen.

Chongqing Airport's growth potential is huge. The airport has already opened 140 routes to more than 80 cities in China and Asia, and is undergoing expansion. When complete in 2015, the airport will have the capacity of receiving 45 million passengers a year.

Finnair will fly to Chongqing four times a week with Finnair's Airbus A340 aircraft. The new route will be opened in May 2012, and the journey from Helsinki to Chongqing will be eight and a half hours. In addition to Chongqing, Finnair flies to 10 other Asian destinations.

Post Denmark Team Up with China Post

Post Denmark has teamed up with its Chinese equivalent China Post for a comprehensive collaboration on knowledge sharing and stamp production, which will result in the publication of HC Andersen stamps in China.

In June, a delegation from Post Denmark visited its Chinese business partners China Post in Beijing. The two national postal services have started a comprehensive cooperation working together in a wide range of areas including knowledge sharing, stamp production and staff education.

The collaboration will result in a collection of Chinese designed stamps with motifs from HC Andersen's fairytales. The stamps will be published next year in both China and Denmark.

Post Denmark, has worked with designing other countries stamps. The collaboration is very productive and the perspectives keep expanding for each new visit in China," says Lene Reipuert, Manager of Stamps for Post Denmark.

The collaboration first started in 2010, and since then a school has been established in Beijing to train Chinese stamp designers and improve their skills in steel engraving for stamps.



The Danish Embassy in Beijing hosted an event organized by Post Denmark for their Chinese business partners. The Danish Ambassador Friis Ame Petersen and members of the Danish Trade Council were present at the event.

Danish Innovation Center in Hong Kong



Innovation Center Denmark, Hongkong will be the fourth Danish innovation center. The existing centers are located in Silicon Valley (USA), Munich (Germany) and Shanghai (China).

The innovation center in Hong Kong will have a specific focus on design and will help market the Danish core competencies within the strategic use of design and product.

The new Innovation Center Denmark in Hong Kong is hiring a Project manager to connect Danish companies and innovation hubs with possible collaboration partners in Hong Kong. The application deadline is August 15th 2011.



Chinese Conned with Fake Swedish Work Permits

Up to 200 people, and their families, risk being deported from Sweden as a result of being duped to buy expensive and invalid work permits luring them to Sweden.

After the Swedish law on labour migration had been slightly liberalised in 2008, a Swedish law firm, Magnusson Advokatbyrå and a Chinese citizen, Hu Xiaoqing, have attempted to exploit the change by selling shell companies to Chinese people wanting a Swedish work permit, even without a real business activity.

On 24 February this year Hu Xiaoqing was deported by the Migration Board due to false grounds for his working permit after Magnusson Advokatbyrå was suspected to help him set up a bogus company.

Magnusson Advokatbyrå denied all allegations that it has helped set up fake companies and blames the Migration Board, which suspects systematic cheating in the firm and will investigate all cases together with the police.

A sample check revealed some of the fake companies that set up to get a working permit on false grounds had even been helped by the Swedish government's investment agency Invest Sweden.

The Government has ordered an expedited review of the Invest Sweden activities, partly because of all this, but also because of other suspicious irregularities.

Taking Chinese nationals to Sweden is a lucrative business for Magnusson Advokatbyrå who reportedly earns SEK 60-80000 per person who comes to Sweden.

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“Once I saw the potential of the company to grow, I decided to make myself at home in China. Until then I had been living in temporary homes, I wanted something stable. A place I could hang up pictures on the walls, buy plants. A place I could call home.”

Elite

Svante Jerling, Swedish entrepreneur in China, has successfully launched a networking website for the Chinese elite.

By Alexandra Leyton Espinoza

There is a demand for affluent Chinese to network with their peers, according to Swedish native Svante Jerling, co-founder of P1.cn, an exclusive social networking site.

"During the global economy crisis, China did not only survive, it expanded. This is the place to be when it comes to dealing with luxury consumption," he said.

And it is the luxury consumers that are P1.cn target members, making the website the largest database of high-end users in China.

What brought Jerling to China the first time in 2005 was adventure. Whilst he was studying Political Science at Stockholm's University he decided to take a break from his study's and move abroad, either to South America or China.

"Sweden was so boring, there was no buzz, I wanted to try something totally different. Even South America seemed too Western so the decision fell on China," he says laughing.

Like most students, he studied the Chinese language in Beijing, and moved back to Sweden after one semester of studies. Just to realise why he had left Sweden the first time.

"I didn't find Sweden challenging enough. In China everything was changing, something new was happening, the tempo was high, so I moved back," he says.

After one year in Beijing he bumped in to two other Swedes Yu Wang and Alex, they discussed the possibility to build a network that would attract the affluent Chinese, a group that has grown noticeable in China. The founders started to look at three other online communities, Stureplan.se in Sweden for its snapshots of young, attractive, rich people; Facebook for its interactive function and A Small World.net in the US for its invite-only system. In 2007 the website was launched.

"From the beginning it was hard to convince event managers, club owners, people on the streets to have their picture taken. They didn't see the value in free commercial, for them I was just a strange Westerner," he says.

Since Jerling had never done business in Sweden, he could adjust quite easily to the business environment in China, even though to build Guanxi,

relationships was still quite challenging.

"If there is one thing that is better here, it is definitely networking. Both Chinese and Western people in Beijing are very helpful and willing to introduce their friends and business networks when they think that there are mutual benefits in working together."

"In a business like my own, which is very dependent on the partners we work with, that has been key in getting to where we are today. Closely connected to the fact that here you are doing business with people, individuals rather than the company they work for."

According to Jerling, especially in Nordic countries, there is a culture of seeing yourself as a part of and a representative of the company from day one.

"It is therefore harder to replace people here when the network, for instance a sales person, has built up is more connected to that person than to the company," he says.

Being new entrepreneurs in the city, the expectations on the website were not too high. They knew the idea was feasible but not that it would become as popular as it did. After 3 years, the company has now around 1.2 million online members in China, including cities like Beijing, Shanghai, Shengdu, Guangzhou, Dalian and Qingdao.

"Once I saw the potential of the company to grow, I decided to make myself at home in China. Until then I had been living in temporary homes, I wanted something stable. A place I could hang up pictures on the walls, by plants. A place I could call home," he says with a smile.

"I think that is what every foreigner has to go through if they really want to live here," he says.

The reason why other big network companies like Ren Ren and Kuanxi are not their biggest concern or competition is because P1.cn is not just about numbers, instead about spending capability. On average, each member would spend 4 000 yuan a month on clothes, electronics and partying.

"So the services are developed to let this group of people network with those who share similar lifestyles. It's an older member group between 20 and 35. The ones that

have a big influence in China, and can afford this lifestyle," he says.

So to keep P1.cn exclusive, membership is only available through invitation from an existing member. VIP membership cost 400 yuan and offers discount in nightclubs, KTV and shopping malls.

"We have trend scouts who invite people to nightclubs, department stores and high-end events," Jerling says.

He believes the reason for P1.cn success is the approach the team had from the beginning thanks to their background and age. But also that they adapt to the Chinese mindset.

"We had the drive, we were naïve and there was a great dynamic between us. If we believed in something we made it happen. None of us had worked for a company before, if anyone said lets try this out, we did," he says.

"I see countless examples of naïve companies that spend time and money on campaigns that haven't been adapted to the Chinese mindset. Just look at the fact that there are three Chinese companies dominating the social network site market. Facebook was before it was being blocked, only used by a minority of Chinese netizens. Baidu is another example of the national product superseding the international standard that Google has become. There are also a lot of Chinese phenomena that simply don't exist or work on the Western Internet."

According to Jerling it has also been frustrating getting the right people on board. Mainly because of the strict system that exists in China where people do what they are told to do, and don't end up being too creative.

"This kind of work demands a lot from the employees, not having detailed descriptions of how everything was supposed to be done, but in the end the people that stayed have shown to be extraordinarily capable and dynamic."

And about his own development and future plans in the middle kingdom, he says.

"When I first came I was naïve, strong willed and with no patience. Five years later I have become an idealist and less pragmatic. Still I don't have any plans on leaving China," he says.

The Last Missionary

The Norwegian Christian Missionaries have a long history in mainland China, especially in Hong Kong after the Revolution. Just a few years ago, there were more than 50 Norwegian Missionaries in Hong Kong. Today, there is only one missionary left; Ole Jacob Grønvold, who is currently pastor at the Amazing Grace Lutheran Church in Hong Kong and leader of a Christian development project in the Chinese Hunan province.

By Bjame Wildau

“Back in Norway, a priest spends more than 80% of his time on practical services like baptising the children, perform confirmations, weddings and eventually funerals,” says Ole Jacob Grønvold.

He is employed by The Norwegian Mission Society and works as a pastor at the Amazing Grace Lutheran Church in Hong Kong.

“In a congregational church like this in Hong Kong, work is more like teamwork between the pastors and the members. While many priests in

Norway hardly recognise the faces of the people they serve, we work together as one big family,” Grønvold says.

Ole Jacob Grønvold, or Jack, as his mostly Chinese friends has nicknamed him, came to Hong Kong as a student for the first time in 1979 while the British were ruling. During his stay in 1979 the young Norwegian Christian was asked if he could return as a trainee the very next year. He also met his wife in Hong Kong.

“During the Cultural Revolution many, if not all of the Norwegian missionaries in China, were forced to flee to Hong Kong. So when I came



Standing

here for my first time there were at least 15 Norwegian Missionaries based here," says Grønvold.

Trip to a new life

While packing his suitcase back in Norway, Ole had no idea of the impact his trip to Hong Kong would have on his future.

"I met Cheung and we got married. Since then we have been living partly in Norway, and partly here in Hong Kong, where we live with two of our children, for more than 10 years now. Some people wonder how we can live with adult children, but I am happy to assure you that we are all doing fine," he says.

He looks back at his family's first long stay in Hong Kong, while the children were still young and how the friendships with local Chinese developed and blossomed.

"At that time, we were almost 20 Norwegian adults connected to the mission here in Hong Kong. There were more than 50 Norwegians in our Christian community altogether and we had our own International School. It was a different time. When people with the same cultural background stay abroad, they tend to stick together. Personally, I felt more connected to my Chinese friends," says the Norwegian pastor.

"The Norwegians come and go. The Chinese live here, they don't go away after a few years. You can say

that that is one of the more frustrating things about working abroad. The many Chinese friendships could also have something to do with my marriage with Cheung. I learned to speak Chinese quite fast so it was easy for me to connect with people here," Ole Jacob smiles.

Two business cards

Grønvold is holding two different business cards. One used in Hong Kong with the title of Pastor and the other card used in the mainland of China as "Reverend: Authorised representative for the Norwegian Mission Society in Hong Kong, China".

It's a matter of precaution when working in China. A wrong title or a wrong text on a business card can jeopardise many years of work.

"We have several projects in the Hunan Province together with our Chinese partners, Amity Foundation and Hunan Christian Society. In the Young Shun County we are trying to improve the environment through biogas plants. We are also working on the water supply and we educate the villagers in food production," says Ole Jacob.

People need support

You can say that the people in The Hunan Province need all the support they can get to improve their lives. According to the Norwegian Pastor, more than two million people lost

their jobs in 2009 alone.

In the town of Changsha, still in the Hunan province, the Norwegian Mission Society supports the Xinde rehabilitation centre. Here, the role as the project leader of life improvement is taken over by the missionary.

"We are also running a Bible school together with our local partners" Ole Jacob Grønvold explains.

When asked if he can conduct a service in China, his answer is no.

"If people invite me to talk about Jesus, I can do that, but I can't work around on the streets of China handing out leaflets," he says.

Doing pilgrimage

During the past couple of years, he has spend part of his vacation doing the pilgrimage from Le Pui En Vazay in France to Santiago de Compostela in Spain.

"I take the pilgrimage in steps, year by year. Last year my daughter Kristine joined me," says the Norwegian priest.

During the part-pilgrimage he made daily reports under the nickname "The pilgrim from China". When you read the short reports you understands that Ole in balance with himself and his faith.

We belong in Hong Kong

Ole Jacob Grønvold is now 58 years old so whats going to happened now? Is it Hong Kong and China for

the rest of his life?

"Currently, I go back to Norway twice a year as a part of my work. It's good to be back. Here in Hong Kong I can work until I am 68. Then we will see. But we will stay in Hong Kong. Our children belong to this society now, and the same does my wife and I."

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“We have several projects in the Hunan Province together with our Chinese partners Amity Foundation and Hunan Christian Society. In the Young Shun County we are developing, or trying to develop a better and more people friendly environment through biogas plants. We are also working on improving the water supply. And we train the villagers in food production”, says Ole Jacob.”

While packing his suitcase back in Norway in 1980 the young Ole Jacob Grønvold could hardly imagine how huge an influence this trip would have on the rest of his life. "I met Cheung and we got married. Since then we have been living partly in Norway, and partly here in Hong Kong. We have been living here in Hong Kong with our two adult children for more than 10 years now", says Ole Jacob.

Three Days of Inspiration & Vision: Norway - Asia Business

Over three days from 29 September to 1 October, Norwegian businessmen from all over Asia will gather in Singapore for a high paced, top inspirational, visionary look at opportunities and challenges for doing business in a fast changing Asia.

By Gregers Moller

The Norway - Asia Business Summit is a major regional event for Norwegians in Asia. This year, the Norway - Asia Business Summit takes place on 29 September - 1 October 2011 in Singapore.

"The program has been put together to be of interest for Norwegian businessmen in Asia, Asian partners of Norwegian companies and Norwegians in Norway with business in Asia. There is no need to be a member of any Norwegian Chamber or Business Association - anyone is welcome to attend the summit," says Ms. Kjersti Thorvildsen, Head of Secretariat of the Norwegian Business Association (Singapore) - NBAS.

Deadline for signing up is on 2 September and the fee is 750 S\$ for the summit.

The Norway - Asia Business Summit was last year held in Shanghai in connection with the World Expo. This time it is back in Singapore where it will again take place on Sentosa Island at the Sentosa Resort & Spa.

"The benefit of Sentosa Island is that it is near and still away from downtown Singapore. If you are doing business in Singapore, the temptation to drop out of a session to quickly take care of something in the office is not there," Kjersti Thorvildsen explains.

The summit coincided with

the visit to Singapore of Norway's Standing Committee of Finance and Economic Affairs, and the Chair of the Committee, Mr. Torgeir Micaelsen, will be a Key Note Speaker during the opening session.

Thursday 29 September

Registration starts on Thursday at 16.00 at the Conference Centre Lobby at the Sentosa Resort & Spa.

At 17.00, the Opening Address will be held in the Straits Ballroom by Her Excellency Janne Julsrud, Ambassador of Norway to Singapore.

Welcome & Introduction will then follow by Mr. Erik Borgen, President of the Norwegian Business Association (Singapore) immediately after.

Mr. Torgeir Micaelsen, Chairman of the Standing Committee of Finance and Economic Affairs, will then deliver his Key Note Speech to the participants.

Mr. Yngve Slyngstad, CEO of Norges Bank Investment Management (NBIM), will deliver a second Key Note Speech immediately after.

At 18.00, cocktails are served at the Straits Verandah of the Resort and at 19.00 the Buffet Dinner is ready in the Straits Ballroom.

Friday 30 September

On Friday the program starts at 8.30 with a keynote address by Mr. Tan Choon Shian, Deputy Managing Director of Singapore's Economic De-

velopment Board. Mr. Tan Choon Shian will share insights and practical examples how Singapore again and again is able to turn risks into rewards and adversity into competitive edge.

At 9.00 two speakers with exceptional insight and vision will speak under the title "Asia 2020; From West to East - the rise of the rest?" The first speaker will be Mr. Victor D. Norman, Ph.D. Norwegian School of Economics and Business Administration and former Norwegian Minister of Labor and Government Administration. The next speaker will be Prof. Jorgen Orstrom Moller, Visiting Senior Research Fellow, Institute of Southeast Asian Studies in Singapore and former Ambassador of Denmark to Singapore.

The two will talk about how Asia will look in 2020 in a worst case and a best case scenario. How will mega drivers within Politics, Finance, Energy & Transport, Environment, Demographic Composition and Manufacturing develop? What barriers and opportunities will this present for companies in the next decade.

After a short coffee break at 10.00, the Friday program continues.

At 10.30, Mr. Oliver Tonby, Senior partner and Managing Director, McKinsey Oil & Gas, Indonesia, will talk about "Cracking the code for Asia - what Norwegian busi-



Summit in Singapore

nesses can do to capture the biggest growth wave of recent times.

This will at 10.50 be followed by a panel discussion between Mr. Oyvind Eriksen, CEO, Aker ASA, Mr. Carl Armet, CEO, BW Offshore, Mr. Sigve Brekke, President, Telenor Asia, Mr. Thor Jorgen Guttormsen, President, Norwegian Shipowners Association, moderated by the former speaker, Mr. Oliver Tonby.

Are we up for it?

After lunch, the first session is headlined "Are we up for the challenge?" The three speaker Ms. Aase Aulie Michelet, member of the board of Orkla ASA, Norske Skog ASA Cermaq ASA and Photocure ASA, Mr. Per M. Ristvedt, Managing Partner of Wikborg Rein & Co., Singapore, and the Swedish speaker on business creativity Mr. Frederik Haren.

After a coffee break, a panel discussion will sum up the day.

The panelists are Ms. Gunn Ovesen, President and CEO, Innovation Norway, His Excellency Knut Solem, Ambassador of Norway to the Philippines, Ms. Aase Aulie Michelet, member of the board of Orkla ASA, Norske Skog ASA Cermaq ASA and Photocure ASA, Mr. Victor D. Norman, Ph. D. Norwegian School of Economics and Business Administration and former Norwegian Minister of Labor and Government Administration, and Prof. Jorgen Orstrom Moller, Visit-



ing Senior Research Fellow, Institute of Southeast Asian Studies in Singapore and former Ambassador of Denmark to Singapore.

At 18.30 there are cocktails followed by a BBQ Dinner by the poolside.

Saturday 1 October

The morning session on Saturday is a closer look at five case stories or Norwegian companies that are and have been making a difference in Asia - and what can be learned from this.

The five companies will be Telenor Group, Sarawak Energy Berhad, PT Sulawesi Mini Power - Tinfos AS / KF Gruppen AS, probably Jotun China and finally a company from the Philippines to be selected later.

After the lunch at the Terrace, there is a Norwegian Business Chambers' Meeting with limited participation to formally end the Norway -Asia Business Summit 2011.

Spouse programme

Spouses are welcome to the cocktail receptions and meals on all three

days. Apart from that, a guided tour of Singapore followed by a lunch downtown is offered on Friday and in the afternoon a spa treatment is suggested at one of the Sentosa Resort & Spa's tempting pampering spas.

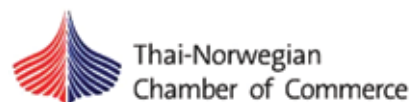
The spouse program is flexible and can be selected for certain parts only.

The latest program and application form can be downloaded from www.nbas.org.sg

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Urban

“If you have a product with good quality and design which utilises social media, you can create great consumer demand. We try to co-operate with DJs, clubs, national stars in China that are linked to the music scene and that marketing strategy works for us”

Johan Wahlback, founder of the innovative Urbanista talks about the latest collection of headphones ideally named “Wear your Music”. He explains what he thinks the response from the people of China would be like and why he expects China to be Urbanista’s biggest market soon.

By Alexandra Leyton Espinoza

After the success of the Singles Ring, a ring made for singles to wear that has been sold worldwide and worn by A-list stars, Johan Wahlback, the founder and owner is embarking his latest project, Urbanista, in China. “I believe China will be our biggest market in a couple of years,” he says.

According to Wahlback, Urbanista’s mission is to provide functional, attractive tools to simplify and make life easier for people living in urban environments around the world.

Focusing on design, color and mobility, Wahlback and an art director Daniel Roos have created a folding bike called Tokyo, a shop-

ping cart and the latest which is a headphone collection called “Wear Your Music”.

The headphone collection has already hit the web and will soon hit the stores in China. Since Urbanista works with virtual telephony in an infrastructure like China that is highly developed, Chinese people are very attracted to it, Wahlback explains.

“Our watchword for everything we do is flexibility, portability and style. We saw a demand amongst our Chinese customers for these kinds of products. The fact is that Chinese people are more curious in Western products than many other Southeast Asian countries such as

ista's Effortless Style

South Korea and Japan," he says.

"Everyone buys it, mobile accessories are a status product in many Asian countries, so this is an interesting market, more so than, for example, the US," he adds.

Even if he would not be able to compete with an established corporate like Apple, Wahlback believes his product, with the right marketing approach, can become a great success in China.

"If you have a product with good quality and design which utilises social media, you can create great consumer demand. We try to co-operate with DJs, clubs, national stars in China that are linked to the music scene and that marketing strategy works for us," he says.

In Sweden, Petter is one of Urbanista's ambassadors. When he came to Beijing last spring for the launching of the headphone collection, he described his emotions by saying that the world is becoming smaller and if there's anything that

links it together, its music.

"It doesn't matter if you are Chinese or Swedish music links the world together. Being able to be here and see how enthusiastic Chinese people are about the product is great," he says.

When it comes to piracy and rogue traders in the market copying his product, Wahlback is not worried. All his products come with a unique code that shows it's an authentic item which distinguishes them from the fake ones.

"Plagiarism occurs in the rest of the world as well and if you are overly concerned, especially in a country like China, you would never be able to start a business here," he says.

According to Wahlback, Urbanista is here to stay.

"My expectations of the brand and its products are high. The market in China for established brands is growing much faster than anywhere in the world and I hope we will grow with it," he says.



Petter with the Copenhagen Red Snapper



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Are you done?

When you have completed the above puzzles, please send your solution by fax to +66 2 943 7169 or scan and email to puzzles@scandasia.com. We will make a lucky draw among the correct answers. Five lucky winners will receive a ScandAsia polo shirt.

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Deadline for submitting your solution is 15 September 2011



Strawberries with Black Pepper and Balsamic Vinegar

For most Scandinavians summertime means strawberries. Lots of strawberries. Au naturel with cream and sugar or as the main ingredients in cakes, pies and currant pudding.



Said with all due respect, strawberries from Thailand can not compete with Scandinavian berries. In Asia, you have the pineapple, the mango, the..... But we got the strawberries.

Conditions like growing up in the cool nights and with many hours of daylight gives the Scandinavian strawberries an unbeatable intensity in both flavor and aroma.

But you should not give up on the Asian strawberries, they just need to be upgraded. That is easily done by adding black pepper and Balsamic vinegar.

Black pepper and balsamic vinegar will intensify the flavor of the strawberries and bring out their sweetness, and now the berries are great with both sweet and savory dishes.

Try them in a green salad with goat cheese, or serve them for dessert over ice cream or cake.

Ingredients:

- 500 grams of ripe strawberries, rinsed, hulled, and sliced
- 3 tablespoons sugar
- 1 1/2 tablespoons good-quality balsamic vinegar
- Freshly ground coarse black pepper

Preparation:

- Place the sliced berries in a medium non-reactive bowl (such as glass).
- Sprinkle the berries with the sugar and balsamic vinegar, and toss gently to coat. Allow the berries to macerate in the vinegar and sugar mixture for about 15 minutes.
- Add 4 to 5 grinds of coarse black pepper to the berries, and toss to coat. Allow the flavors to blend about 5 minutes more before serving.

Enjoy!

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