

A photograph of the Shanghai skyline at sunset, featuring the Oriental Pearl Tower and other skyscrapers, with their reflections in the water. The image is overlaid with a blue geometric shape on the left side.

NORWAY-ASIA

BUSINESS SUMMIT 2019

www.norway-asia.com

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NORWAY-ASIA
BUSINESS SUMMIT **2019**



Summit Programme

WELCOME TO SHANGHAI

The Norwegian Business Association China is pleased to host the eight edition of the Norway-Asia Business Summit. The event will take place in Shanghai 31 October - 2 November 2019.

Not only will it be the most important meeting arena for Norwegian businesses with interests in Asia, the Norway-Asia Business Summit 2019 will present Norwegian leading technology and industry to the market and key stakeholders.

Norway-Asia Business Summit creates and further develops relations between Norwegian and Asian businesses and their partners. We expect participation from high-level industry representatives, academics, journalists, politicians and government representatives. The summit aims to strengthen the competitiveness of Norwegian businesses in Asia through increased knowledge of political and economic trends, as well as market development in the region.

	Thursday 31 October 2019	Friday 1 November 2019	Saturday 2 November 2019
Morning	Arrival	Summit Day 1	Summit Day 2
Afternoon			
Evening	Grand Opening Dinner	Dinner	Departure

2019 MAIN TOPIC: THE OCEAN

Norway is a leading ocean nation. With one of the longest coastlines in the world, and a marine area six times as large as the land, Norwegian industry provides leading technology for the ocean. Norway's ambition is always to be the best at sea.

- Norway is the most advanced shipping nation in the world
- Norway is one of the largest oil and gas producers
- Norway is the second largest seafood exporter
- Norway has a world class supply industry
- Norway is leading ocean research
- Norway is a driving force for international cooperation
- The transformation of the economic powerhouse in Asia.

The ongoing transformation of the second largest economy will impact global trade. Large nimble Chinese companies with innovative business models and technology are ready for the world stage. Previous drivers of economic growth are being seconded as domestic consumption are acting as the stabilising force in the economy. Environmental challenges are a top priority to tackle, digitalisation and

automation are advancing its labour force and workplace, and research and development are propelling innovation. This shift in the economy offers new opportunities and adjusted strategies for Norwegian companies.

China goes global and its impact on the region? The government has indicated that USD 750 billion will be invested abroad in the next five years by Chinese companies. Even as the Chinese government has enforced new regulations for foreign investments, acquisition of cutting edge technologies will still be green-lighted as it is expected to support domestic economic development. Technology that contributes to social happiness will be welcome, especially in clean-tech and renewables. Chinese brands of consumer goods are having an increasing impact on foreign markets as they venture outside their own borders to capture new markets. Chinese money, technology and brands are going global – how will it affect our businesses?

All topics will have an Asian perspective, and market trends and economic development in the whole region will be presented and discussed.

BACKGROUND OF THE SUMMIT

The Norway-Asia Business Summit started in 1998. Since then, it has evolved into a meeting place for Norwegian industry in the region, with strong support by the Norwegian government and the diplomatic missions across Asia.

The aim is to create a top-notch Summit focusing on competitiveness and opportunities for Norwegian companies in the region.

THE TARGET AUDIENCE

The Shanghai Summit expects to welcome participants from all over Asia, and from Norway:

- Businesses in Asia and their leaders
- Industry players with a desire to enter Asia
- Government representatives
- Leaders within Norwegian business support organisations
- Leaders of the region's Norwegian diplomatic missions
- Academic institutions with a keen interest in Asia and who can deliver future business leaders to Norwegian industry
- Business related media

WEBSITE FOR REGISTRATION AND PAYMENT

The interactive website <https://norway-asia.com> is set up and will be continuously updated as new information and programme is available. Later, the website will allow for participant registrations and online payments.

SUMMIT PARTICIPATION FEE

The Summit participation fee (excluding accommodation) is NOK 5,000.

You may bring your spouse to the summit dinners, prices as per below:

- Dinner 31 October: NOK 1,200
- Dinner 1 November: NOK 1,200

PLATINUM SPONSORSHIP (USD 17,000)

Platinum Sponsorship guarantees high visibility throughout the summit:

- Five free conference passes for your Asia partners and clients.
- Logo on website and all printed materials
- Promotion area at venue, 4x4m
- Promotion in program magazine, full page
- Logo on the stage screen
- Corporate video played during the conference
- Guaranteed speaker opportunity due to sponsorship
- Gift in gift bag
- Exclusive meeting room
- Coverage in press release
- Presentation during main dinner for 2-3 minutes
- Reserved VIP table at main dinner
- Interview published on website, Wechat and social media during conference

GOLD SPONSORSHIP (USD 15,000)

Gold Sponsorship guarantees high visibility throughout the summit:

- Three free conference passes for your Asia partners and clients
- Logo on website and all printed materials
- Promotion area at venue, 2x2m
- Promotion in program magazine, half page
- Logo on the stage screen
- Corporate video played during the conference
- Guaranteed speaker opportunity due to sponsorship

SILVER SPONSORSHIP (USD 10,000)

- Exclusive sponsorship of one of the summits breaks:
- Logo on website and all printed materials
- Promotion area at venue, roll up
- Promotion in program magazine, logo
- Logo on the stage screen

OTHER SPONSORSHIPS

For other sponsorship opportunities, kindly contact Helene Martinsen, Project Coordinator at Norwegian Business Association China by e-mail:

helene@norbachina.com.



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The Norwegian Business Associations in Asia:

- Indonesian Norwegian Business Council (INBC)
- Malaysia Norway Business Council (MNBC)
- Myanmar-Norway Business Council (MNBC)
- Nordic Chamber of Commerce and Industry in Bangladesh
- Nordic Chamber of Commerce Vietnam
- Norwegian Business Association China
- Norwegian Business Association (India)
- Norwegian Business Association (NBA), Korea
- Norwegian Business Association (Singapore) (NBAS)
- Norwegian Chamber of Commerce, Hong Kong (NCCHK)
- Norwegian Chamber of Commerce, Japan (NCCJ)
- Philippines Norway Business Council (PNBC)
- Thai-Norwegian Chamber of Commerce (TNCC)

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