



NORWAY-ASIA

BUSINESS SUMMIT 2019

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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	Plenary Session	Seminars, Workshops, Panel discussions, Round tables
Afternoon		Seminars, Workshops, Panel discussions, Round tables	
Evening	Opening Ceremony	Friendship Dinner	Concert NABS 2019 After Party

ENERGISING AND FEEDING THE WORLD

Norway Asia Business Summit is the most important meeting arena between Norwegian and Asian business leaders. The summit in 2019 will bring the frontiers in ocean-based industries together, and will attract the most important Norwegian and Asian decision makers from the Energy and Ocean clusters.

The OECD estimates that ocean-based industries could double their contribution to the global economy by 2030. At the same time, the ocean is already under pressure as a result of climate change, overfishing and pollution.

The ocean will be vital in meeting many of today's major global challenges. By 2050, the world population is expected to surpass 9 billion. A rapidly growing population means increased demand for food, energy, transport and minerals. The sustainable use of the oceans and the maintenance of good environmental status can lead to significant value creation, and can enable us to meet some of the world's most vital needs in the years to come.

Maintaining healthy ocean environments is a fundamental precondition for business to operate in the long-term, and addressing

current challenges provides a significant business opportunity. Norway Asia Business Summit is hence a very important and unique opportunity to promote innovation and leading technology for a sustainable ocean economy.

Asia remains the engine of the global economy, and has an impressive growth in industrial high tech development. Numbers suggests that the region is spearheading adoption of industry 4.0 solutions.

China and the region are among the most important trading partners for Norway. This summit will strengthen the ties even further to support more trade.

Norway Asia Business Summit is organised by Norwegian Business Association China with the Royal Norwegian Embassy in Beijing, the Royal Norwegian Consulates General in Shanghai and Guangzhou as well as Innovation Norway. Important Norwegian and Asian business associations and federations are engaged and committed to support the summit

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 7,900.

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

- Dinner 1 November: NOK 1,500
- Dinner 2 November: NOK 1,500

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)

Organised by:



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