

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

OCEANTECH
NORWAY-ASIA
BUSINESS SUMMIT **2019**



The 2019 Summit

WELCOME TO SHANGHAI

The Norway-Asia Business Summit 2019 (NABS 2019), first organised in 1998, is today the most important meeting arena between Norwegian and Asian business leaders. The target audience is business and industry leaders, government representatives, technology innovators, business support organisations, experts and academia, international organisations and media. The objective is to strengthen trade and investments between Norway and Asia, and enhance cross border cooperation between leading institutions, companies and technology clusters.

The summit in 2019 will bring the frontiers in ocean-based industries together in Shanghai. The 2019 summit is organised by the Norwegian Business Association China in close collaboration with the Royal Norwegian Embassy in Beijing, the Royal Norwegian Consulate General in Shanghai, the Royal Norwegian Consulate in Guangzhou and Innovation Norway. Important Norwegian and

Asian business associations and federations support the summit.

THE OCEAN ENERGISING AND FEEDING THE WORLD

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 attracts 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.

THE VENUE

Located on the North Bund with spectacular 180 degree panoramic views over the Huangpu River and Shanghai's iconic Pudong skyline, the W Shanghai is one of Shanghai's latest luxurious properties featuring 374 rooms as well as 5,800 square metres of meeting space including two large ballrooms and 11 breakout rooms.

PARTNER WITH US!

It is important that we facilitate highly relevant sessions to our high-profile audience. We invite you to partner with us to design and host your session. In addition, we invite you to host your own breakfast seminar, lunch, or reception ahead of the main event each evening.

A separate partner brochure is available from our website. This brochure presents the opportunity your organisation has to co-host events with us during NABS 2019 to ensure that the summit will be of the highest relevance for you and your partners.



PROGRAMME STRUCTURE

Thursday, 31 October 2019

17.00-18.00	Organisations are invited to hold their own reception
18.00-19.00	Opening Ceremony of Norway Asia Business Summit

Friday, 1 November 2019

07.30-09.00	Organisations are invited to hold their own private breakfast
09.30-11.30	Plenary session
11.30-13.00	Plenary lunch, but organisations can hold their own private lunch
13.00-17.00	We recommend that your event is one to two hours long. Organisations are invited to co-host own breakout sessions on specific topics. See timetable and introduction of the different rooms these sessions can be held at on the following pages.
17.00-18.30	Organisations are invited to hold their own private reception
18.30-22.00	Norway Asia Seafood Dinner

Saturday, 2 November 2019

07.30-09.00	Organisations are invited to hold their own private breakfast
09.30-11.30	Plenary session
11.30-13.00	Plenary lunch, but organisations can hold their own private lunch
13.00-17.00	We recommend that your event is one to two hours long. Organisations are invited to co-host own breakout sessions on specific topics. See timetable and introduction of the different rooms these sessions can be held at on the following pages.
17.00-18.30	Organisations are invited to hold their own private reception
18.30-22.00	Norway Asia Concert
22.00-02.00	NABS 2019 After Party

THE TARGET AUDIENCE

The 2019 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.

The website allows for participant registrations and online payments.

We are also designing an on-line meeting place and a closed forum for summit participants. Our plan is to develop functionality allowing you to connect with other delegates and to book meeting rooms in connection with the summit.

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 Ms ChenYe, Project Coordinator at Norwegian Business Association China by e-mail: nabs@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:



Supported by:

