

## About the Summit

The Norway-Asia Business Summit, first organised in 1998, has evolved into a meeting place for Norwegian industry in the region, the support apparatus of the Norwegian government and the diplomatic missions in the region and as such it truly represents the recently revitalised “Team Norway” concept. The summit today is the most important meeting arena between Norwegian and Asian business leaders.

The last Norway-Asia Business Summit took place in Shanghai in November 2019. 2023 will be the first physical summit since the pandemic giving Norwegian businesses a chance to meet again and to expand their networks, understand market trends and to gain insights on investment opportunities and challenges in the region.

The target audiences are 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.

## Tentative Programme

### Wednesday, 29 November 2023

15.00-16.30	Invest in Asia Meeting, 10th floor, Wind Room, Avani+ Riverside Bangkok Hotel By individual appointments only Contact us at <a href="mailto:Organiser@norway-asia.com">Organiser@norway-asia.com</a>
17.30-17.45	Meet up at Avani+ Riverside Bangkok Hotel's Entrance (Ground Floor) (For guests who stay at Avani)
17.45-18.45	Departure to Sukhothai Hotel from Avani+ Riverside Bangkok Hotel
19.00-21.00	Welcoming Reception hosted by Royal Norwegian Embassy in the garden of Sukhothai hotel Dress code: Smart Casual
21.00	Departure to Avani+ Riverside Bangkok Hotel

**Thursday, 30 November 2023**

08.00-08.30	Registration at Grand Riverside Ballroom, 10th fl., Avani+ Riverside Bangkok Hotel
<b>08.25-08.30</b>	<b>Summit Opening</b>
08.30-08.35	Welcoming Remarks, Mr Axel Blom, President, Thai-Norwegian Chamber of Commerce President
08.35-08.45	Remarks by H.E. Mr Tore O. Sandvik, Norwegian Deputy Minister of Trade and Industry
08.45-08.55	Remarks by Dr. Nalinee Taveesin, Thailand Trade Representative
08.55-09.00	Group Photo Session
09.00-09.15	<b>Keynote Address:</b> Mr Beda Merkelbach, Senior Vice President Thailand & Myanmar, Yara Thailand (Bangkok), and Ms Marisa Soares Rebelo, Senior Vice President, Innovation and Impact – Africa & Asia, Yara International (Singapore) “Achieving Food Security and Sustainable Agricultural Development”
09.15-09.25	<b>Keynote Address:</b> Mr Samuel Low, Head of Consulting APAC, Rystad Energy “Opportunities amidst the Energy Transition”
09.25-09.35	<b>Keynote Address:</b> Mr Ole Bjørn Sjulstad, Senior Vice President and Head of Telenor Asia’s investment team for Thailand “Asia's Digital Future: Telenor's Insights and Market Trends”
09.35-09.45	<b>Keynote Address:</b> Ms Gita Sabharwal, United Nations Resident Coordinator “ESG in Asia: A United Nations Vision for Sustainable Progress”
09.45-10.15	<b>Panel Discussion:</b> Navigating Green Transition in Asia (ESG, Sustainability Asia, Food security, Energy Challenges Asia) Moderator: Ms Gita Sabharwal, United Nations Resident Coordinator
	Panellists: <ul style="list-style-type: none"> <li>• Ms Marisa Soares Rebelo, Senior Vice President, Innovation and Impact – Africa &amp; Asia, Yara International (Singapore)</li> <li>• Mr Samuel Low, Head of Consulting APAC, Rystad Energy</li> <li>• Mr Ole Bjørn Sjulstad, Senior Vice President and Head of Telenor Asia’s investment team for Thailand</li> </ul>
10.15-10.30	Coffee Break

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10.30-12.00	<p><b>Breakout Sessions</b></p>
	<p><b>Breakout I – ESG for Boards: Getting Ready for New Realities</b>  <b>Organised by FutureBoards and supported by DNV</b>  <b>Venue: Galaxy 2</b></p> <p><i>The traditional capitalistic growth model, that has been a zero-sum game for people and the planet, is increasingly being questioned. Fortunately, the general consensus that the business of business is not just business anymore, is actually embraced by a growing number of corporate leaders. This critical mindshift is accelerated by a number of stakeholders, including large institutional investors, NGOs, politicians and regulators. This session will address the E, the S and the G – a brief overview of trends and current regulations affecting the role, composition and work of the Board of directors.</i></p>
	<p>Speakers/panellists:</p> <ul style="list-style-type: none"> <li>• The E, the S and the G – Global trends and regulations, Ms Turid Solvang, CEO FutureBoards</li> <li>• ESG – Norway vs Asia, Ms Karin Greve Isdahl, Country Manager, Innovation Norway Vietnam</li> <li>• Asia in Focus: ESG and the BHR Agenda, Mr Sean Lees, Sustainability Expert, UNDP</li> <li>• Navigating in the jungle of taxonomies, Thomas Leonard, Head of Section, Sustainability Services, Supply Chain &amp; Product Assurance DNV</li> <li>• ESG – the investor perspective, Dr. Somjin Sornpaisarn, President The Thai Bond Market Association</li> <li>• Mr Svein Stolpestad, Group Vice President Strategy and Sustainability, Jotun</li> <li>• Mr Lars Svensson, JFCCT Sustainable Development Chair, Chief Executive, Sasin Sustainability &amp; Entrepreneurship Center</li> </ul> <p>Master of ceremonies and panel moderator: Mr Mattias Goldmann, Senior Sustainability Advisor, Goldmann Green</p>
	<p><b>Breakout II - The Low Carbon Energy Value Chain in APAC: Opportunities and Challenges (Sponsored by Rystad Energy)</b>  Moderator: Mr Reidar Grevskott, Executive Director, Norwegian Business Association in Singapore (Moderator)  <b>Venue: Ballroom</b></p> <p><i>This session will address the status, outlook, opportunities and challenges of the low carbon energy (hydrogen, ammonia, e-chemicals) in the Australia-SEA axis. The session will deep-dive into the various elements of the value chain, with the objective to present and exemplify where Norwegian companies can contribute to realisation of the low-carbon energy transition for Thailand and the region.</i></p>
	<p>Speakers/Panellists:</p> <ul style="list-style-type: none"> <li>• Setting the scene – demand drivers for low carbon energy in Asia, Mr Andreas Nilssen Skorpen, Principal Consultant, Rystad Energy</li> </ul>

	<ul style="list-style-type: none"> <li>• Development of grid infrastructure in APAC, Mr Das Na Songhkla, Country director, DNV Thailand</li> <li>• The market drivers – Japan and Korea, Mr Roger Martinsen, Director, Innovation Norway Korea</li> <li>• The crux of the blue energy value chain – CCS, Mr Jayesh Ramani Vice President - BD APAC, Aker Solutions</li> <li>• Renewable energy production – green hydrogen, Mr Marcoen Stoop, Director of Business Development Asia, NEL Hydrogen.</li> <li>• Energy efficient solutions for EV charging, Mr Allan Christiansen, CEO, Enetek Power Group</li> </ul>
	<p><b>Breakout III - Digital transformation: Navigating the Digital Frontiers</b>  Moderator: Mr Bhisidh Nardee, Head of Strategic Alliances and Communications, True Digital Group  Venue: Wind</p> <p><i>This session will go deeper into the technology shift and focus on some of the drivers for telecom industry’s rapid transformation from traditional telecom to telecom-tech champions. Then we will deep-dive into the implementation fo digital transformation in agricultural sector. Agriculture is an ever-important activity that feeds the growing population amidst challenges like climate change, labour shortages, and increasing production costs. The agricultural sector in Thailand has seen significant advantages through the adoption of digital solutions. In alignment with the evolving digital economy, we will feature how leading companies are enabling farmers to transition into smart farmers, enhancing the capabilities for competition in the global market through implementing digital transformation.</i></p>
	<p>Speakers:</p> <ul style="list-style-type: none"> <li>• Digital transformation in Telco perspective, Ms Manisha Dogra, Senior Vice President and Head of External Relations in Telenor Asia</li> <li>• AgriTech: Bridging the Digital Divide in Farming, Mr Thanawat Watanarotkajorn, Senior Manager, Digital Growth and Commercialization, Yara Thailand (Bangkok)</li> <li>• Digital Agriculture's Path to Prosperity, Mr Arin Pruksanusak, Agriculture Vertical Lead   IoT &amp; Digital Solutions, True Digital Group</li> <li>• A Journey towards Sustainable Farming by Mr Menno Keppel, CEO, Agri Solutions Asia Co.,Ltd. (Take me home Tomato)</li> </ul> <p>Panellists:</p> <ul style="list-style-type: none"> <li>• Mr Thanawat Watanarotkajorn, Senior Manager, Digital Growth and Commercialization, Yara Thailand (Bangkok)</li> <li>• Mr Arin Pruksanusak, Agriculture Vertical Lead   IoT &amp; Digital Solutions, True Digital Group</li> <li>• Mr Menno Keppel, CEO, Agri Solutions Asia Co.,Ltd. (Take me home Tomato)</li> <li>•</li> </ul>
12.00-13.30	Lunch

<b>Plenary II</b>	<b>Investment Opportunities</b>
13.30-13.40	Investments into Asia, Dr. Luxmon Attapich, Global Partnership Program, Program Management Unit for Competitiveness
13.40-13.55	Investment into Thailand, Ms. Tanita Sirisup, Executive Director of the Foreign Investment Marketing Division, Thailand Board of Investment
13.55-14.10	Advantages of Investments into China, (TBA)
14.10-14.25	Investment in India, H.E. Mr Nagesh Singh, Indian Ambassador to Thailand
14.25-14.40	Investment into Vietnam, H.E. Ms Hilde Solbakken, Norwegian Ambassador to Vietnam
14.40-15.00	Why should Asian Companies invest in Norway?, Mr Gard Madsen, Director of Investment in Norway
15.00-15.30	Coffee Break
<b>Plenary III</b>	<b>Electrical Vehicles</b>
15.30-16.00	The Norwegian EV Experience: Insights from Norway, the leading country in EV uptake, Ms Christina Bu, Secretary General, Norwegian EV association
16.00-16.20	Thailand EV Landscape, Mr Chantakorn Gridwitchayayarkarn, Vice President (Information, Communication and Public Relations), Electrical Vehicle Association of Thailand (EVAT)
16.20-16.40	Innovating the future of EV Infrastructure, Mr Allan Christiansen, CEO, Enetek Power Group (Pixii)
16.40-17.00	Electric Vehicle Implementation in Thailand (Winnonie), Mr Rawee Boonsinsukh, Executive Vice President, Innovation and new S-Curve Business Development, Bangchak Corporation Plc
17.00-17.10	Wrap up (MC: Natalie Bridgette Becker-Aakervik)
17.10-19.00	Networking cocktail
19.00-21.00	Norway-Asia Business Summit Gala Dinner at Avani+ Riverside Bangkok Hotel Dress code: Business Attire or Elegant

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**Friday, 1 December 2023**

08.00-08.30	Registration at Grand Riverside Ballroom, 10th fl., Avani+ Riverside Bangkok Hotel
08.30-08.40	Opening and Carry Over from Day 1, Ms Natalie Bridgette Becker-Aakervik (MC)
<b>Plenary I</b>	<b>Trade and Investment</b>
08.40-09.00	New Paradigms in Free Trade, Mr Paul Sumner, Partner, PwC Thailand
09.00-09.20	Empowering success for Norwegian companies in Asia, Mr Ole Jørgen Henæs, Regional Director Asia, Innovation Norway
09.20-09.32	Success Story I Norway in Asia, Ms Kristine Anvik Leach, Managing Director, Jotun Thailand
09.32-09.44	Success Story II Norway in Asia, Dr. Asbjørn Rørtveit, Director, South-East Asia, Norwegian Seafood Council
09.44-09.56	Success Story III Asia in Norway, Mr Komut Maneechai, Managing Director, BCPR Co., Ltd.
09.56-10.08	Success Story IV Building successful startups in Asia with a European perspective, Mr Jostein Aksnes, Chief Executive Officer, Seven Peaks
10.08-10.30	Coffee Break
<b>10.30-12.00</b>	<b>Breakout Sessions</b>
	<p><b>Breakout IV: Business and Human Rights - “New Frontiers of Corporate Responsibility: Unpacking Challenges, Opportunities and Trends at the Nexus of Human Rights and ESG”</b></p> <p><b>Organised by FutureBoards</b> Moderator: Ms Sara D’ Anzeo, Partnerships Specialist, United Nations ESCAP Venue: <a href="#">Galaxy 2</a></p> <p><i>The objective of this session is to take a closer look at the realities of business's human rights responsibility. The Norwegian Transparency Act has put a stronger spotlight on business's human rights responsibility and entails new statutory duties for the company and the board. Both the statutory statements from the companies and concrete experiences from companies that have worked for a long</i></p>

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	<p><i>time with their human rights responsibility, provide insight into the realities of this responsibility.</i></p>
	<p>Speakers/Panellists:</p> <ul style="list-style-type: none"> <li>• H.E. Mr Espen Rikter-Svendsen, Norwegian Ambassador to Bangladesh</li> <li>• Ms Turid Solvang, CEO, FutureBoards</li> <li>• Ms Belinda Hlatshwayo, Monitoring and Evaluation Officer, UNDP</li> <li>• Mr Jostein Kobbeltveit, Executive Director, Rafto Foundation for Human Rights</li> </ul>
	<p><b>Breakout V – Startups in Thailand</b>  Thai market and opportunities for Tech companies  Moderator: Mr Amarit Charoenphan, Local Startup Ecosystem Builder  Venue: <a href="#">Ballroom</a></p> <p><i>Thailand' is more than a land of smiles, but a country ripe for business expansion to the rest of Southeast Asia. What makes Thailand stand out amongst its peers?</i></p>
	<p>Speakers:</p> <ul style="list-style-type: none"> <li>• Introduction to the Thai Market and opportunities for tech companies, Mr Amarit Charoenphan, Local Startup Ecosystem Builder</li> <li>• Scaling and Growing Tech Company in Thailand, and iPO Journey, Mr Paul Srivorakul, Co-Founder &amp; Group CEO, aCommerce</li> </ul> <p>Panellists: Trends and Opportunities in Thailand</p> <ul style="list-style-type: none"> <li>• SMEs, Mr Jostein Aksnes, Chief Executive Officer, Seven Peaks</li> <li>• Scaleup, Series D +, David Jou, Chief Executive Officer, Pomelo</li> <li>• Scaleup, serial entrepreneur, Mr Paul Srivorakul, Co-Founder &amp; Group CEO, aCommerce</li> <li>• Ms Rathiya Jinn Issarachaikul, Chief Operating Officer, RISE - Corporate Innovation Powerhouse</li> </ul>
	<p><b>Breakout VI – ESG Climate Action</b>  Moderator: Mr Robert C. Fox, Chair Digital Economy/ICT group, Head Climate group, Joint Foreign Chambers of Commerce of Thailand (JFCCT)  Venue: <a href="#">Wind</a></p> <p><i>The ESG Climate Action breakout session cover types of programmes introduced by Norwegian-related companies in order to reduce the corporate carbon footprints with presentations from leading companies in polymer, technologies and marine sectors. In addition, we will touch on ESG in practice where multinational companies stand in ESG questions and how ESG is carried out by the companies' subsidiaries in the field.</i></p>
	<p>Speakers/Panellists:</p> <ul style="list-style-type: none"> <li>• Circular Economy Beyond nice words in mission statements, Dr. Tine Rørvik, Global Director Climate Impact and Circularity, SCG and SCGC</li> <li>• Mr Johan Seland, Head of Sustainability, Telenor Asia</li> <li>• Mr Svein Stolpestad, Group Vice President Strategy and Sustainability, Jotun</li> </ul>

	<ul style="list-style-type: none"> <li>Mr Lars Svensson, JFCCT Sustainable Development Chair, Chief Executive, Sasin Sustainability &amp; Entrepreneurship Center</li> </ul>
	<p><b>Breakout VII – Feeding the Future World</b>  Moderator: Mr Andreas Thorud, China Director, Norwegian Seafood Council  Venue: Sky</p> <p><i>This session deals with big questions: How to secure enough food for the world's future population? With urbanisation on land and overfishing the in the world's oceans are we driving the world towards a catastrophe? How can we mitigate the crisis? Is increasing crop yields and aquaculture the answer? Are GM foods the answer and are such foods safe? How much room do we still have for improvement? By concentrating production through such methods, are we over utilising the environment to a point of no return? How can we increase crops, yields, fish stocks without great damage to the environment.</i></p>
	<p>Speakers/Panellists:</p> <ul style="list-style-type: none"> <li>Food security, Mr Micheal Keaney, Country Manager – Myanmar, Yara (Yangon and Bangkok)</li> <li>Mr Maarten Geraets, Former MD Alternative Proteins, Thai Union</li> <li>Mr Bjørn Wallentin, Senior Vice President Qrill, Aker BioMarine</li> </ul>
12.30-13.30	Lunch
<b>Plenary II</b>	<b>Invest In Thailand</b>
13.30-15.00	<p>Thai Government Investment Support Schemes  Moderator: Ms Vibeke Lyssand Leirvag, Chairwoman, Joint-Foreign Chamber of Commerce</p>
	<p>Speakers/Panellists:</p> <ul style="list-style-type: none"> <li>Mr Veeris Ammarapala, Governor, Industrial Estate Authority of Thailand</li> <li>Dr. Cholachit Vorawangso Virakul, Assistant Secretary General, Eastern Economic Corridor Office of Thailand</li> <li>Ms Nathareekon Saesubak, Investment Promotion Officer (Senior Professional Level) from the Foreign Investment Marketing Division, Thailand Board of Investment</li> </ul>
15.00-15.20	Coffee break
<b>Plenary II</b>	<b>Final Panel Discussion</b>
15.20-15.40	<p>How can foreign companies succeed in Asia?  Moderator: Ms Natalie Bridgette Becker-Aakervik (MC)</p>
	<p>Panellists:</p> <ul style="list-style-type: none"> <li>Mr Beda Merkelbach, Senior Vice President Thailand &amp; Myanmar, Yara Thailand (Bangkok)</li> </ul>



	<ul style="list-style-type: none"> <li>• Ms Hsiao Mae Wu, Marketing Manager, Jotun Thailand</li> <li>• Ms Manisha Dogra, Senior Vice President and Head of External Relations in Telenor Asia</li> <li>• Ms Kobkarn Wattanavrangkul, President, Toshiba Thailand</li> </ul>
15.40-16.00	Wrap Up and Close
16.00-17.00	Networking Cocktail

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