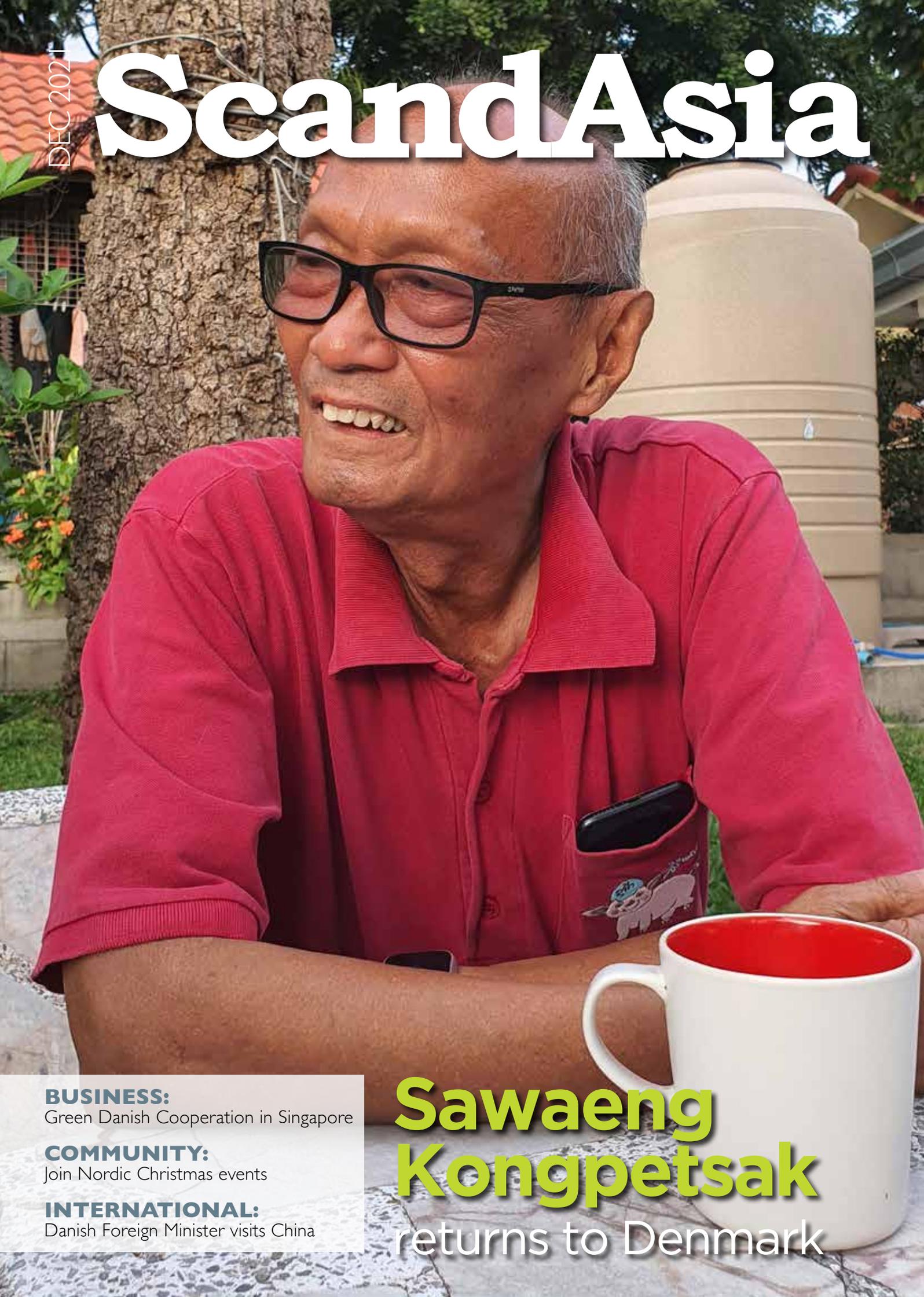


DEC 2021

ScandAsia



BUSINESS:

Green Danish Cooperation in Singapore

COMMUNITY:

Join Nordic Christmas events

INTERNATIONAL:

Danish Foreign Minister visits China

Sawaeng Kongpetsak

returns to Denmark



REGENTS
INTERNATIONAL
SCHOOL
PATTAYA

A NORD ANGLIA EDUCATION SCHOOL

Be Ambitious Be Regents

PERFORMANCE WORTHY OF THE WORLD'S TOP UNIVERSITIES

#NordAngliaWay

Discover Sixth Form at
Regents International
School Pattaya.

admissions@regents-pattaya.co.th
+66 (0) 93 135 7736
regents-pattaya.co.th



“A Minimally Invasive Procedure To Treat Aortic Valve Stenosis: Transcatheter Aortic Valve Implantation (TAVI).”

Warning signs and symptoms of heart disease

Signs and symptoms that might indicate the abnormalities of heart valve including valve regurgitation and valve stenosis are:

- Fatigue, especially during times of increased activity
- Feeling faint or dizzy
- Chest pain (angina) or chest tightness with frequency at least 2-3 times per week.

Treatment degenerative aortic valve disease

Degenerative aortic valve disease cannot be treated with oral medications since cause of this valve condition is derived from valve stenosis (narrowed valve). The ultimate treatment goal is to replace a narrowed aortic valve that fails to open properly. Open-heart surgery, which involves a cut (incision) in the chest, is conventional technique to replace old heart valve with artificial valves, either tissue (biological) valve or mechanical valve. Both types of artificial valves possess their pros and cons. Modern mechanical valves can last extremely long but lifelong treatment with anticoagulants is required, whereas tissue valve does not require the administration of anticoagulants but lifespan is fairly short, compared to the mechanical ones. In the past, to treat aortic valve disease regardless of types of artificial valves, open surgery was essentially needed. Due to the advancements in surgical technology, minimally invasive procedure to treat aortic valve disease without open-heart surgery has emerged. This procedure may be an effective option if the patients are considered to have intermediate or high risk of complications from surgical aortic valve replacement. Conditions that may increase the risk of surgical aortic valve replacement include being the elderly with advanced age and having some underlying diseases such as lung disease or kidney disease.

TAVI: Transcatheter Aortic Valve Implantation

In 1985, Professor Alain Cribier, the Interventional Cardiologist at the Charles Nicolle University Hospital in Rouen, France, performed the first transcatheter aortic valve implantation (TAVI) procedure in the world. He used a PVT percutaneous heart valve without open-heart surgery. TAVI is suitable for patients with aortic valve disease such as aortic valve stenosis. Since it is a minimally invasive procedure, in comparison to open-heart surgery, the advantages of TAVI involve smaller incisions, less blood loss, reduced risk of anesthetic-related side effects, no need the connection of patient with a heart-lung bypass machine during performing surgery, a shorter hospital stay and quicker recovery time which normally requires 2-3 days for hospitalization while it takes up to 7-10 days with open-heart surgery.



How to perform TAVI

This minimally invasive technique is usually performed through a small cut in the groin and occasionally through a small cut in the side or front of the chest. Tissue (biological) valve is attached to expandable balloon which is further inserted into a 8-10 mm catheter (a thin and flexible tube). Guided by a catheter, this inflatable balloon is first inserted into aorta through a small cut in the groin. With navigation system, after reaching the location of left ventricle and aortic valve, the artificial valve is then placed in position. The inflatable balloon is used to deploy and lock the valve in place. The catheter is further removed and the new valve works in place of the original valve. By performing this procedure, patients have small incisions in the groins, left chest or upper part of right chest, depending on the location of balloon and valve replacement. Currently, TAVI is predominantly considered as an effective treatment option for patients with aortic valve stenosis, not only limited to patients with moderate and high risks.

The most common sites for arterial access are the groin of the leg, shoulder, arm and wrist. The majority of cases has been performed through femoral artery in the groin due to its larger diameter, thus a catheter can be inserted quite easily. However, there are some limitations for artery access through the groin such as circulatory problems in which narrowed arteries reduce blood flow to the legs. In such a case, other sites to reach artery is considerably preferred. Time consumption for TAVI is approximately 2 hours.

Special precautions for TAVI include patients with bacterial infections, patients with acute myocardial infarction, cardiac embolism or blood clot, irregular heartbeat such as tachycardia (rapid heart beat), patients who just recovered from stroke with the administration of anticoagulants and patients with coronary artery disease. After TAVI procedure, patients might need a 3-month anticoagulant therapy. Heavy exercise and physical activities that need extreme exertion must be avoided. Full recovery period normally takes only up to 3 months with an ability to return to daily activities with improved quality of life.

Contents



20

Sawaeng Kongpetsak returns to Denmark



28

Danish football player is goal keeper in Thailand



32

Susan's coffee culture is a dream come true and she is still dreaming



34

Oksana Petersen and her TopEngage company
She finds patients for hospitals in Asia



26

Singapore and Denmark celebrate 200 years relationship

Danish scientist Nathaniel Wallich well-known in Singapore as the Danish botanist that put Singapore on the map.

ScandAsia stories

- 9 Ørsted Group to invest up to 13.6 billion USD in offshore wind farm in Hai Phong
- 12 Annika Thunborg the new Swedish Ambassador to The Philippines
- 16 Danish Foreign Minister visits China
- 40 Danish midwife set up first Western birth clinic in Bangkok



9



12



16



40



Expand your horizon.

Whether you're taking your first step in Asia, or you're already well on your journey, SEB Private Banking can help with your private banking needs.

Being the leading Nordic private bank in Singapore, we understand the unique challenges you face living and investing in Asia. With a wide network and decades of experience, we can help you achieve your goals.

+65 6357 0882
singapore@sebprivatebanking.com.sg

SEB Private Banking

SEB

Stop making Covid a business

The Covid-19 pandemic has been devastating for national economies around the world. But not for everybody. Some businesses have been boosted by the pandemic. Most well-known example is delivery services.

Unfortunately, restrictions put in place by all governments around the world to minimize the number of deaths from Covid-19 have caused more damage to the economies than the few examples of benefits.

When armed conflicts arise it is a recognized fact that the sooner the conflict can be solved and the armed conflict stopped, the easier it is to resume normal life for the people affected. If the conflict is allowed to go on without intervention, the conflict becomes a business. Soldiers will start relying on the income from the fighting to feed their families. Their leaders will start becoming dependent on the profit from selling supplies off on the black market. Traders of everything from supplies to arms will do what they can to keep the trade going.

But it is bad for the people.

If we do not watch out, this scenario is about to become true for Covid-19. I was alarmed to see governments across Asia jump to releasing new budgets to fight the latest Omicron variant at a time when nobody knew much about it. Has a Covid-19 food chain already taken root in our government administrations? Do our govern-

ments genuinely release new budgets to fight this battle or do they already feed a hungry food chain from the top to the bottom?

People need normalisation, not new restrictions and new demands. Because corruption is an ingrained element in governance in Asia we must blow the whistle and prevent Covid from becoming a new "secret armed conflict" before it is too late.



Gregers Moller
Editor in Chief

ScandAsia

ScandAsia is a printed magazine and online media covering the people and businesses of Denmark, Sweden, Norway, Finland living and working in China, Hong Kong, Thailand, Malaysia, Singapore, Indonesia, Philippines, Vietnam, Cambodia, Laos and Myanmar.

Who should subscribe:

ScandAsia subscribers are typically Nordic expats and companies from the Nordic countries living in and active in Asia. Another group of subscribers are Nordic people living in the Nordic countries who subscribe to ScandAsia for personal or business reasons. We also have many Asian subscribers, who for a wide range of reasons are following the activities of the Nordic expats and companies via a subscription to ScandAsia.

The ScandAsia magazine is produced every month and distributed to all print version subscribers via postal services and to all eMagazine subscribers via email. Subscribing to the eMagazine is FREE - simply sign up on the ScandAsia.com website.

Become a ScandAsia user/ get free digital ScandAsia magazine or paid subscription via www.scandasia.com!

Publisher :
Scandinavian Publishing Co., Ltd.
211 Soi Prasert Manukitch 29
Prasert Manukitch Road
Bangkok 10230, Thailand
Tel. +66 2 943 7166-8
Fax: +66 2 943 7169
E-mail: news@scandasia.com

Editor-in-Chief :
Gregers A.W. Møller
gregers@scandmedia.com

Advertising :
Finn Balslev
finn@scandmedia.com
MB: +66 81 866 2577

Graphic Designer :
Peerapol Meesawan
Peerapol@scandmedia.com

Production Manager:
Sopida Yatprom

Printing :
Thanathorn Print and
Packaging Part., Ltd.

 **SCANDMEDIA**

A WORLD OF OPPORTUNITY

"The interactions I had with the various teachers and coaches at Bangkok Patana gave me a good foundation on how I approach learning. I benefitted the most from the various activities I could participate in, which translated to 'real world' skills."

Kyle Harrison, Grad '13, Aerodynamicist



SCAN ME

Read about how Kyle
went from IBDP to Formula 1



Give your child a **World of Opportunity** at Bangkok Patana School

Bangkok Patana School

*The British International School in Thailand
Established 1957*

admissions@patana.ac.th

www.patana.ac.th

Tel: +66 (0) 2785 2200

Bangkok Patana is a not-for-profit, IB World School accredited by CIS



Myanmar military lays landmines around Telenor's telecom towers

The Myanmar military has since September laid landmines at telecommunications towers owned by or leased to mobile operators including Norway's Telenor, media Myanmar Now writes in a recent article.

According to Myanmar Now, several former engineers from the Myanmar telecom company Mytel have told the media that the military has been planting "security landmines" at many of the company's tower sites in recent months. The planting of security landmines comes following attacks by the anti-junta People's Defence Forces (PDFs), who used bombs and makeshift explosive devices to target Mytel towers due to the company's military links.

Myanmar Now has contacted multiple telecom providers includ-

ing MPT, Ooredoo, and Telenor with requests for comment on the matter but only Norway's Telenor has confirmed the presence of mines.

A Telenor spokesperson said the practice appeared to happen "indiscriminately across mobile and tower operators," Myanmar Now writes.

In an email to Myanmar Now, the Telenor spokesperson explained that "several sites have been fitted with anti-personnel mines," and "Telenor Myanmar is gravely concerned with these practices, as they represent a severe people safety challenge for operations and maintenance staff, and for the communities living around tower sites."

Meanwhile, Telenor has implemented a tower security scheme that entails sending text message alerts to Telenor subscribers who

live near risky towers, advising them to keep away from telecoms infrastructure. Physical warning signs have been displayed on mined towers and are no longer being serviced by Telenor.

According to the Telenor spokesperson, most of the mined sites are owned by tower companies who lease them to Telenor and other operators. In such cases, according to the Telenor spokesperson, it is the tower companies who are obliged to ensure security.

"We are in close dialogue with tower partners on monitoring and reporting suspected mined sites, and reiterate the obligation to physically secure and provide signs and information on all sites," the spokesperson said.

Ørsted Group to invest up to 13.6 billion USD in offshore wind farm in Hai Phong

Ørsted Group has proposed an offshore wind power plant in the northern Vietnamese port city of Hai Phong with an estimated investment of between 11.9 billion USD to 13.6 billion USD, media Vietnam Plus writes.

The Danish multinational power company is the world's largest corporation in the wind power industry and the new project is located in offshore waters 14km southeast of Bach Long Vy island and 36 km northwest of Long Chau archipelago.

The project is set to be divided into three phases and once the plant is operational, it will have a total

capacity of 3,900 MW. Wind output is expected to produce about 13,665,600 MWh per year. The wind farm's turbine is expected to be installed with a capacity of about 20 MW. Tower height will be from 150m to 200m each, Vietnam Plus writes.

The project is in line with Vietnam's National Energy Development Strategy, which prioritizes the exploitation and use of renewable energy sources and Vice-Chairman of the municipal People's Committee Nguyen Duc Tho recently worked on the project with a delegation from the Embassy of Denmark, led by Trade Counsellor Troels Jakobsen.

Counsellor Troels Jakobsen affirmed Denmark's cooperation with Vietnam will continue to be promoted in such fields as economy, trade, investment, education, tourism, and economic transformation to a green economy.

Vice-Chairman Nguyen Duc Tho appreciates Ørsted Group's capacity in offshore wind power development and said that Hai Phong will create favorable conditions for investors.



Peter Luxenburg awarded SwedCham'er of the Year



At the SwedCham 35th Anniversary Dinner on 27 November the winner of the SwedCham'er of the year was announced and the prize was awarded to Peter Luxenburg.

The Chamber writes that Peter Luxenburg is a dedicated and active member of the Swedish Chamber of Commerce Hong Kong and during 2021 he has been an outstanding Ambassador and member of the Chamber.

"With a strong engagement, a positive mindset the Chamber has been helped in many ways and there are at least six reasons for Peter Luxenburg to become our very first

SwedCham'er of the Year;" SwedCham Hong Kong states.

Peter Luxenburg is a true star within the SwedCham network and he represents two different member companies in Hong Kong. He is active in three committees, he recruited four new members in 2021 alone and he never takes more than 5 minutes to like any of our posts on social media plus he always brings 6 donuts to the office, SwedCham writes.

According to the Chamber, it's members like Peter Luxenburg and his fellow nominees who make this Chamber one of the best in the world.

Danish Expert: Chinese system of democracy is successful

Niels Jul Nielsen, an associate professor at the Department of Ethnology of Saxo Institute at the University of Copenhagen in Denmark, Niels Jul Nielsen, spoke highly of the Chinese system at a democracy forum on 5 December 2021, "International Forum on Democracy: the Shared Human Values".

Niels Jul Nielsen said that the success of the Chinese governance system rests on permitting the voices of groups in society to be heard, despite their disparate interests, reports the Beijing based CGTN News.

The associate professor said that only by listening to the voices of the people can internal legitimacy be the long-term outcome of the governance processes and safeguard a resilient society.

Regarding the U.S. system, he said according to CGTN that the problem is "not a lack of freedom of speech" but the issue lies in the fact that different voices are not brought into a joint democratic process that constitutes an exchange of views leading to balanced solutions to which most of the different interests adhere.



New Danish Seamen's Pastor in Hong Kong

Danish Seamen's pastor Rebecca Holm has arrived at the Danish Seamen's Church in Hong Kong. Rebecca Holm is taking over from Margith Pedersen who has worked as a Seamen's pastor through 3 periods in 2020 and 2021.

Rebecca Holm says that she has step by step been introduced to both the work at the Danish Seamen's Church in Hong Kong and how she personally finds herself in "this exciting city."

"Margith has taken me by the hand and introduced me to everyone in the Mariners Club, both secretaries, assistants, and the other

sailor priests with whom we share the building. We have had a harbor pass made and have already visited a ship together – Skagen Maersk! It was a pleasure to finally get on board again because it was almost a year and a half ago since I visited my last ship when I was an assistant in Singapore."

"On December 24, there will of course be a Christmas service – maybe two – depending on how many people sign up. If some have to sit alone on Christmas Eve, you are very welcome to come to church in the evening, where we will eat Christmas food together, play pack-



age games and otherwise just have fun, completely informally," Rebecca Holm says.



COME GRILL with US!

Purchase a Weber grill & receive a free BBQ accessory*

Valid through January 2022

Authorized Weber Dealer Thailand
The Barbecue Store www.bbqthai.com

*Weber cooking accessory tool



www.bbqthai.com | 02 662665





Annika Thunborg and her husband Aaron Tovish.

Get to know Annika Thunborg the new Swedish Ambassador to Philippines

Newly appointed Ambassador of Sweden to the Philippines Annika Thunborg talks in a recent interview with Manila Bulletin about the Nordic way of life and how she wishes to continue championing women and their rights throughout her career.

Annika Thunborg arrived in the Philippines just two months ago but she has had quite a career in foreign policy. Before coming to the Philippines, she was Sweden's Ambassador in Mexico for five years and she has also had postings in Geneva, New York, and Vienna.

"I felt I was eager to actually work with foreign policy from the inside and also in practice, contribute—at least a little—to making

the world a better place," Annika Thunborg says.

"That, I think, is my motivation for working in the foreign service. To really try to contribute and do our best to make the world a little better."

After seeing potential in the Philippines' new and emerging market, the Embassy of Sweden reopened in Manila five years ago.

"There's a growing middle class and new opportunities for people," the Ambassador says while referring to the success of fashion retailer H&M, which now has 40 stores in the country, followed by the world's biggest IKEA store and call center Transcom.

While speaking on the em-

powerment of women, Ambassador Annika Thunborg is a true feminist who wishes to continue championing women and their rights throughout her career.

"Sweden has adopted a feminist foreign policy, which aims to achieve parity. Girls and women can enjoy the same rights, representation, and resources as men and boys do," she says.

Read the full interview with Ambassador Annika Thunborg and much more on the Nordic way of life and Sweden's presence in the lives of Filipinos here: <https://mb.com.ph/2021/11/27/a-timely-fika-with-swedens-ambassador-annika-thunborg/>

New Head of Trade at Danish Embassy Singapore

The Embassy of Denmark in Singapore recently welcomed the Embassy's new Head of Trade Mark Perry who will be helping Danish companies in entering and/or expanding their market presence with a focus on the green growth sector in Singapore and Southeast Asia.

The Embassy shares that Mark Perry first joined the Embassy in August 2018 as a Commercial Advisor within the Trade Council. Mark Perry recently stepped into the role of Head of Trade & Sector Expert, where he will be leading the Embassy's commercial activities.

Mark Perry's new role assisting Danish companies includes a wide range of activities from market analysis & entry strategies, partner & client research, R&D collaborations, market visits, as well as the development of strategic platforms and alliances.

Before joining the Embassy of Denmark in Singapore, Mark Perry worked as Vice President Business Development & Sales, Asia, for the Danish water technology company Aquaporin, the Embassy writes.



Beach House in Hua Hin for sale

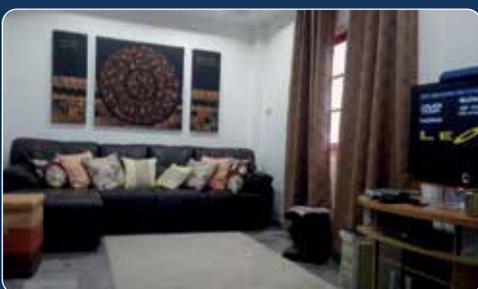
A really good opportunity to buy a very nice house situated less than 100m from the amazing beach in Khao Takiab Hua Hin

This house has a big living room and three full size bedrooms, all with separate toilet and bath, EU kitchen and two balconies. Plus there is an indoor area with a new tiled inhouse pool with access to one of the balconies. Small garden with a carport. The house is a little bit like a townhouse but not built together with any other houses. The living area is approx 250m2.

All documents are in place and the property taxes have been paid as required. The property can be bought with or without furniture. The owner is living abroad, but will be at the house over New Year.

Normal price between 10-15 million Bath but as a quick sale is preferable the price is negotiable.

If interested please contact by email info@nordstrands.com SMS or phone 08 22448020 (accessible in Thailand in late Dec).



Join the Nordic Christmas Eve Service 2021 in Bangkok



Scandinavian Society Siam invites you to join the Scandinavian Christmas Service on Christmas Eve, Friday 24 December, at 1.00 pm at Christ Church located at the intersection of Sathorn Road and Convent Road.

Scandinavian Society Siam is hosting their traditional 'juleskål', which will be served directly after the Scandinavian Christmas service.

"We ring the Christmas Bell with the Nordic Christmas Service and "Gløgg & Æbleskiver" from Conrad's Deli," SSS writes.

Ambassador Homme joined the Norwegian confirmands at Sjømannskirken i Singapore

Ambassador Homme joined the Norwegian confirmands at Sjømannskirken i Singapore for Sunday Mass and true to the Norwegian traditions, the Christmas tree at Sjømannskirken i Singapore is now decorated, and the lights are lit.

Confirmation is an old tradition. In the Church of Norway, confirmation is a prayer intercession that confirms the promises God gave when you were baptized.

According to the Norwegian Embassy in Singapore, the group of young people that the Ambassador met on that Sunday made a strong impression on him with their stamina, resilience, and unwavering positivism.



"I want to pay respect to the young generation," the Ambassador said.

"It is unfortunate how the COVID-19 situation with its social limitations has been and still is, especially trying for the young," the Amba-

sador said.

"A heartfelt thank you to all of you soon-to-be-adults for your solidarity and empathy, and I hope for a brighter and more social future for us all – soon!" the Ambassador concluded.



Christmas at Stable Lodge

Available from Nov. 26. - Dec.24.

Stable Lodge's CHRISTMAS PLATE
Herring, Homemade liver paste w/bacon
Fried fish filet, Apple Pork,
Roast Pork, Pork Jelly,
Cheese, Assorted Breads,
Remouled, Red Cabbage ,Cucumber salad,
650.- Net.

Private Christmas buffet smørrebrød, as you request.
(10 or more people can set 795.- B. net per person)

Friday December 24.

Traditional X-mas dinner from 7pm.
Pickled Salmon, Roasted Duck /Pork and Rice Pudding
THB. 1200.- Net. Children 600.- Net
Ticket Available for sale at the reception.

Saturday December 25.

Stable Lodge's Famous
CHRISTMAS LUNCH Buffet BHT. 795.-Net.
Please book your table, limited space.





Danish Foreign Minister visits China

Danish Foreign Minister Mette Frederiksen met on the evening of 26 November with her Chinese host and counterpart, Foreign Minister Wang Yi for a working dinner. It is the first time in three years that a Danish Foreign Minister has visited China and despite China's strict covid-19 restrictions, the Ministers held a physical meeting at a luxury resort near the city of Hangzhou, south of Shanghai, TV 2's China correspondent Christina Boutrup reported.

Jeppe Kofod's visit to China was announced only a week prior while he was on his Asia Tour visiting Indonesia and Japan and according to Christina Boutrup, there are several reasons why a meeting now was important. Among other things, Denmark and China's strategic collaboration in sectors such as medicine, food, and the green area have just expired and it's important to make a new one for the period 2021-2024.

Moreover, she says that China is in the process of its green transition and a goal has been set to be CO₂-neutral by 2060, and to achieve that goal, they need some of the advanced solutions Denmark has. "China is the country in the world that invests the most in green technologies. But Denmark still has some very specific areas, such as water purification and district heating systems, where Danish companies are at the forefront," she says.

In addition, China has discovered that when important decisions have to be made in Greenland about raw materials or foreign labor, Denmark is often involved. Their interests in the Arctic go through Denmark, Christina Boutrup explains.

During the visit, as many as five bilateral agreements on climate, energy, and environmental cooperation were prepared to be signed.

A key point prior to the trip was for the minister to express his

concern for the conditions for Danish companies operating in China.

"The opportunities for increased commercial cooperation are great, but Danish and European companies are also experiencing increased challenges. The Foreign Minister will therefore raise the concerns with the Chinese Foreign Minister and the Chinese Minister of Trade," the statement said.

Jeppe Kofod had to fly directly from Japan to Hangzhou to be placed in a closed covid-19 bubble.

We bring
Norway
to you



Visit: www.eatzifreezy.com

อีตซ์ฟรีซี่
EatziFreezy

Tetra Pak Thailand appoints new Managing Director

Swedish-Swiss Tetra Pak, the world-leading processing and packaging solutions company has appointed Ratanasiri Tilokskulchai as the new Managing Director, according to this company statement.

With over 10 years of experience at Tetra Pak, she takes over

from Mr. Bert Jan Post to become the first local Managing Director for Tetra Pak (Thailand) Limited.

As the new Managing Director, Ratanasiri Tilokskulchai will be responsible for Tetra Pak's business operations in Thailand and Myanmar, Cambodia, and Laos. She previously worked as the Cluster Marketing

Services Director of Tetra Pak Asia Pacific, and was responsible for Marketing Services, Category Management, and New Product Development activities in the whole of Asia Pacific, covering 24 countries in the Greater China area and for South Asia, East Asia, and Oceania.

"I'd like to thank Mr. Bert Jan Post for four years of leading Tetra Pak Thailand organization and growing our business from 2017 – 2021. I am honored to have been appointed as Tetra Pak Thailand Managing Director. It is a privilege to be part of a company which is led by a purpose which really matters – to make food safe and available, everywhere," said Ratanasiri Tilokskulchai.

"I will do my utmost to work closely with our customers, suppliers, and stakeholders to ensure safe food is delivered to our communities and continue to strengthen the commitment to our brand promise – protects what's good – protecting food, protecting people, and protecting our planet,"

Ratanasiri Tilokskulchai brings extensive sales and marketing experience from her previous postings with the Tetra Pak group. She joined the company in 2010 and has held management positions including Cluster Marketing Services Director, Key Account Director, Marketing Director, and Marketing Manager. As a consumer-focused marketer, she has more than 15 years of experience with global leaders in fast-moving consumer goods (FMCG) and packaging industries such as Kimberly-Clark, Sara Lee, and Mead-Westvaco, both in Thailand and in North America.

Ratanasiri Tilokskulchai holds an MBA from the University of Virginia Darden School of Business and a Bachelor's Degree from Thammasat University.



Ratanasiri Tilokskulchai Managing Director for Tetra Pak (Thailand) Limited

SwedCham HK appoints Gabriella Augustsson as General Manager of the Chamber

The Swedish Chamber of Commerce Hong Kong has appointed Gabriella Augustsson as General Manager of the Chamber and she will be taking on her position in January 2022.

According to the Chamber, Gabriella has long experience in leadership roles in high-intensity environments within the areas of communication, promotion, event management, and diplomacy. She has worked for the Swedish Ministry of Foreign Affairs since 2003 as well as at the Swedish embassies in London, Washington D.C., and Beijing where she developed new ways of working with outreach and spearheaded many ventures to promote Sweden at large.

Most recently she was Head of Nation Branding and Cultural Promotion at the Foreign Ministry

in Stockholm. Gabriella was also a member of the board for Sweden Expo 2020 in Dubai and Sweden's representative at Bureau International des Expositions.

SwedCham's chairman Kristian Odebjør commented, "We are delighted to welcome Gabriella as our new General Manager and look forward to seeing her breadth of knowledge and leadership further the Chamber's mission. She is passionate about promoting Sweden – including Swedish business values – overseas, and we expect her to be both a generator of new initiatives and a catalyst for further development of our many ongoing projects, including our long-standing focus on sustainable business practices."

About her new role, Gabriella Augustsson said, "I am very excited to join SwedCham. The chamber has



Gabriella Augustsson

a longstanding reputation as a leading Swedish chamber of commerce overseas. I am positive that I will be able to build on the excellent work already done and that my experience will help SwedCham to expand its offering even further. I can't wait to begin my work and to get to know all the members."

Telenor in talks about a possible merger in Thailand



Norway's Telenor is considering merging its mobile operations with Charoen Pokphand Group (CP Group), Telenor recently said in a statement.

The two parties are exploring a merger of their telecom units in Thailand, Dtac and True, which could form a new mobile market

leader in the country. Dtac is Telenor's subsidiary in Thailand while True is Charoen Pokphand Group's business in the field of media and telecommunication, according to the company's website.

"The merger will aim to establish a leading telecommunications company in the country. It remains to be agreed on important points and it is not certain that the discussions will lead to a final agreement", Telenor said in a stock exchange release.

Telenor added in the announcement that it will not "provide

further details or comments at this time"

In its latest quarterly report, True stated that the company had 32 million subscribers. Dtac, for its part, reported 19.3 million subscribers in the third quarter.

CP Group has businesses in areas such as agriculture, retail, telecommunications, real estate, the automotive industry, pharmaceuticals, and finance. According to Bloomberg, the group is owned by billionaire Dhanin Chearavanont, who in September had a fortune of 4.8 billion dollars.

Sawaeng Kongpetsak returns to Denmark

In Denmark, Sawaeng Kongpetsak worked in the dairy business for thirty years and founded the Thai-Danish Association. In Thailand, he worked for another twenty years in the Thai dairy business and was for several years the chairman of Thai-Danish Club. Now, the successful businessman plans to retire and go back to Denmark .

By the end of this year, Sawaeng Kongpetsak plans to retire for the second time in his life. His first retirement was in 2002. At that time he retired from MD Foods, today Arla Foods, where he had been working his whole life. After that retirement he moved to Thailand.

His second, upcoming retirement is from his job for the past 20 years as Production Manager at TD Dairy Foods in Muaklek, some 150 km north of Bangkok. This time, after his retirement, he is moving the other way, back to Denmark.

"I miss my children – I have four of them and they are all in Denmark – and my nine grandchildren," Sawaeng says.

Four years primary school

Sawaeng Kongpetsak's extraordinary life started in a small village in Sai Lam Phong in Nakon Sawan province. He was born there on 3 January 1942 and six years later he learned to read and write at the local village school.

After four years in the local school, his parents enrolled him in an agricultural school in Rangsit north of Bangkok. Sawaeng was now ten years old and the agricultural school in Rangsit was 250 km from his home in Sai Lam Phong.

But Sawaeng knows how to adapt and he studied at the college for five years until he graduated. After a brief job in Surin, Sawaeng accepted the government's offer to give young farmers land for farming in Lopburi. He was now 18 and ready to take on life.

"But the land was in a forest which had no value at that time. To make a living I needed to grow corn. Therefore, my first task was to cut and burn the useless trees to make room for growing corn," Sawaeng recalls.

To survive, he got a credit at the local grocery. He could get 10 kg of rice up front if he would trade it in with 50 kg of corn from his future crop. He also needed fish sauce.

"When I had my first crop, it all went to pay back the credit at the store. Then I could start running up a new credit," Sawaeng explains.

Thai-Danish Dairy Farm

Luckily, in 1962, the Thai-Danish Dairy Farm opened in Muak Lek less than a hundred kilometers from his land. Rumours travel fast and Sawaeng thought this could be his new future. He applied and was accepted in 1963.

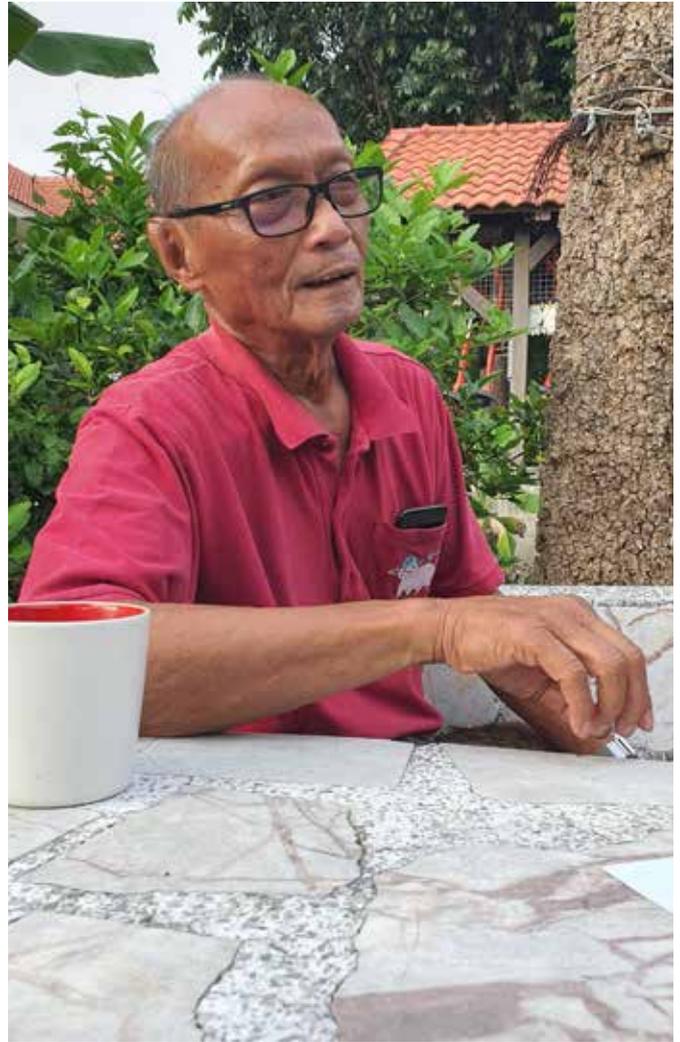
Sawaeng doesn't say that he studied at the Thai-Danish Dairy Farm. He says "I worked there for five years."



“

The land was in a forest which had no value at that time. To make a living I needed to grow corn. Therefore, my first task was to cut and burn the useless trees to make room for growing corn.

”



The first 6 months he worked at the dairy, then he went on to take the advanced course which took another 9 months. He then had to work as a trainee for another four years before he was a graduate.

At this time, DANIDA, the Danish development aid organisation, had been established and started offering young Thai dairy technicians to be further educated in Denmark.

Sawaeng applied right away. If you have previously as a young boy moved 250 km away from home, then moving 8600 km further away as a 25 year old man doesn't seem to be such a big deal. But of course it was not easy. He didn't know the language and everything was taught in Danish.

New life in Denmark

It took Sawaeng four years to complete his education as a Danish dairy technician but by then his original dream of moving back to Thailand and work in the upcoming Thai dairy sector was completely changed.

Sawaeng had not wasted time outside the classroom. Within the first year he had found a Danish girlfriend, Helga, and by the time he graduated they had married and had a two year old son Henrik and a one

year old daughter Malene.

Sawaeng started his life long career in Denmark and for the next 30 years, he worked for MD Foods, later Arla, in Goerding, Grindsted, Grejbjerg, Nordenskov og Varde.

Early retirement

“In 2002, when I turned 60, I took the opportunity to go on early retirement. Around the same time, I had just helped the owner of TD Dairy procure some equipment from Denmark and he asked me if I would come and work for a few years at the dairy not far from Muak Lek, where my whole dairy adventure started,” Sawaeng recalls.

“Helga and I talked about it. Our two youngest children, the twins Inge and Henning, were in their early twenties, so the timing was perfect.”

Sadly, Helga did not enjoy her life in Thailand as much as Sawaeng enjoyed working at the dairy. She left for Denmark a few years before Sawaeng's contract with the dairy was completed, and by the time he followed, it was too late to save the marriage.

“I was very sad at the time, but today, we have moved on,” Sawaeng says.



Sawaeng with the founder of Thai-Danish Dairy Farm, Dr. Gunnar Søndergaard at the dairy farm in Muak Lek, Thailand.

New life in Thailand

In Thailand, the dairy went into a crisis without Sawaeng and he went back to Thailand to help the owner, Khun Manas put it back together. The task was to create a new, successful milk brand in Thailand. Sawaeng picked the name for the brand to be “Dalum” because Dalum was the name of the agricultural college in Denmark where he first studied when he moved there in 1968.

The starting point was that TD Dairy produced school milk. The job was to find a niche for the new Dalum brand that distinguished it from the main established brands. The difference should be based on a better quality and this was a home turf for Sawaeng.

Sawaeng would use only real cow’s milk and he would make the milk taste better than any of the existing brands by using his Danish knowhow. For a while it even said “Produced with Danish knowhow” on the milk bottles. The bottles were also designed to look like the milk churns in which the farmers in Denmark delivered their milk to the dairy before big tank trucks took over that job.

Dalum is here to stay

Today, eight years after the introduction on the market, the Dalum brand has expanded from full fat and semi fat pasteurized and homogenized milk into chocolate milk, banana milk, honey milk and recently barista milk. You will find the brand in Foodland, Villa Market and Tops Supermarket.

“Barista is a good example of what we stand for. Barista must have a lower water content to foam up correctly when used in cafes to make capuchinos etc. The bigger brands achieve this by adding milk powder. We do it by evaporating part of the water so the concentration of what is left becomes higher. That way the quality becomes much better – but of course the price for the quality product is also higher,” Sawaeng explains.

Recently, Dalum’s yoghurt series has become very popular because of its creamy consistency. And new products are about to be launched. You can start looking forward to a new Icelandic yoghurt and a Dalum cream cheese to be launched in 2022







A selection of the products with the brand name Dalum.



In 2004, when Sawaeng and Helga Kongpetsak moved to Thailand, Thai-Danish Trade News interviewed the couple in the home in MUak Lek, where Sawaeng still lives today.

Sawaeng feels confident that the dairy will be able to keep up the standard after he retires. He has set up benchmarks and specifications so the staff should be able to keep it up. From January he will still be a consultant for a year, and he will not leave for Denmark until May 2022.

Sawaeng clearly looks forward to the reunion. He hasn't seen the grandchildren for almost two years by now.

"The youngest is four years old and the last time I saw him was when he was baptised!" Sawaeng says.

Back in Denmark in May next year, Sawaeng plans every year to spend some months in Thailand from October and onwards as long as his health permits. If he should no longer be able to do that, there is no doubt that he will stay in Denmark.

"In Thailand, I only have a brother – and he is ordained as a monk. My whole family is in Denmark!"

"I was born here, but I really feel more Danish," Sawaeng says in Danish. We conducted this whole interview in Danish and Sawaeng remains fluent in Danish. At times he may be looking for the English word for something, but not the Danish.



Minister of State Kiat How Tan with Ambassador Sandra Jensen Landi and Group Director of the Singapore Botanic Gardens Dr. Tan Puay Yok. Photo courtesy: Embassy of Denmark in Singapore

Denmark and Singapore celebrates 200 years of green ties with new exhibition

A new exhibition celebrating the 200 years of green ties between Singapore and Denmark has been launched at Singapore's Botanical Gardens and is now open to the public.

By Annette Østergaard Jørgensen

Singapore and Denmark share a collaborative history with green ties that span 200 years. A new exhibition celebrating the 200 years of green ties between Singapore and Denmark has been launched at Singapore's Botanical Gardens and is now open to the public.

Annette Østergaard Jørgensen, responsible for Public Diplomacy at the Embassy of Denmark in Singapore, explains that the exhibition pays tribute to Nathaniel Wallich – a Danish surgeon and botanist who has been of great importance in botany throughout Asia – but especially in Singapore and India.

Danish surgeon and botanist

Nathaniel Wallich sailed for India after graduating as a surgeon in Copenhagen in 1807. Some years later he became interested in the flora of India, and undertook expeditions to Nepal, West Hindustan, and lower Burma.

In 1822 he was invited by Sir Stamford Raffles to help design and build Singapore's first botanical garden, the forerunner to Singapore's Botanic gardens, which

made him key in establishing the city-state's reputation as a "Garden City". This botanic garden was set up at Fort Canning Hill, known as Government Hill at that time. This marked the beginning of the green ties between Singapore and Denmark.

Present-day ties between Denmark and Singapore

The exhibition also celebrates modern examples of the good green agenda cooperation between Denmark and Singapore and future green ties between the two nations, Annette Østergaard Jørgensen notes.

She also mentions the Singapore and Denmark's MoU on environmental collaboration within the water, environment, and sustainable development which spans five years. The agreement sets the scene for green collaboration and aims to build partnerships between Singaporean and Danish companies, research institutions, and government agencies.

This involves exchanging information, promoting ties between government bodies, conducting study visits,

building public-private partnerships and pilot projects, and much more.

Today there are more than 350 Danish companies registered in Singapore and several of these are also setting Danish green footprints in the Garden City. One such company is the Danish company Ramboll, a consulting engineering group that champions bright ideas and sustainable change with innovative solutions for a greener and more sustainable city. At their localities, the organization combines local experience with a global knowledge base to create sustainable cities and societies and some of their Singapore collaborations include a few well-loved and publicly accessible gardens, parks, and nature-clad built environments in Singapore.

These projects are also highlighted in the exhibition, Annette Østergaard Jørgensen says.

Building a greener future together

The exhibition was officially opened on 23 November by the Group director of the Botanical Gardens, Dr. Tan Puay Yok, and Denmark's Ambassador to Singapore Sandra Jensen Landi.

"As the Ambassador of Denmark to Singapore, I am proud to welcome you to this exhibition that celebrates the 200 years of green ties between Singapore and Denmark," Sandra Jensen Landi said.

"Today, Singapore and Denmark collaborate on creating green solutions by sharing challenges, best practices, and innovative ideas. This exhibition highlights present-day examples of the combined efforts of Singaporean and Danish companies in creating new and innovative solutions for a greener and more sustainable city. I hope you will enjoy the exhibition," the Ambassador said.

Minister of State Kiat How Tan for the Ministry of

National Development and Communication has also taken part in the celebrations of the 200-year green ties between the two nations and during a special event on 3 December, he toured the exhibition together with Ambassador Sandra Jensen Landi and Group Director of the Singapore Botanic Gardens Dr. Tan Puay Yok.

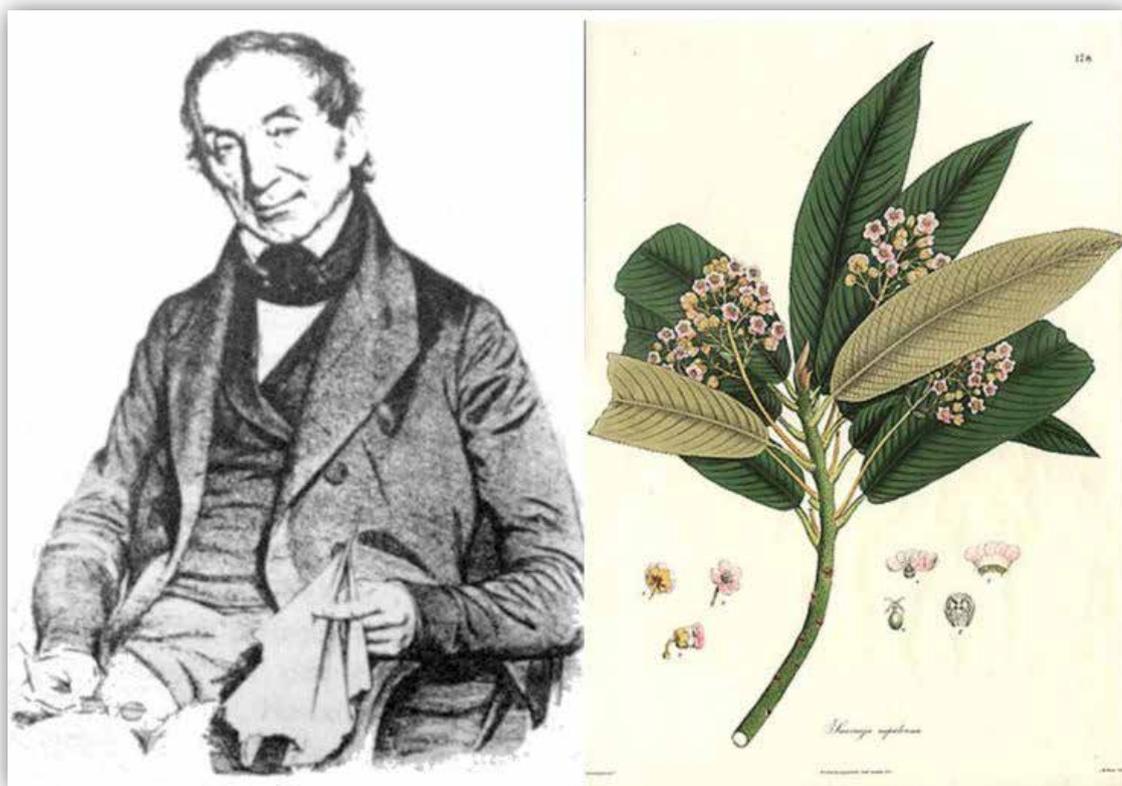
Building a green future together

Not only did Singapore and Denmark plant the seeds of the green ties 200 years ago, but the seeds also continue to grow as both nations have set ambitious goals for a greener and more sustainable future by reducing carbon emission and aiming to transition to green energy.

The Singapore Green Plan 2030 includes targets to increase the adoption of cleaner energy vehicles, greener infrastructure, and an energy reset. Singapore's energy sector has come a long way since its early days. Over the last 50 years, Singapore has moved from oil to natural gas and is continually exploring new options for a greener energy supply, including regional power grids, solar systems, low-carbon alternatives, and carbon capture, utilization, and storage.

Denmark aims to reduce 70% of its CO2 emissions by 2030 and climate neutrality by 2050. Green energy has been a top priority in Denmark and a new climate action plan with two giant "Wind Energy Islands" paves the way to transition to green energy from the use of fossil fuels. This project is the world's most ambitious offshore wind project and Denmark's biggest infrastructure investment ever.

The exhibition is free and running until 2 January so make sure you come and see it at the Green Pavilion, (near Tanglin Gate) in Singapore's Botanical Gardens. Find more information here



Nathaniel Wallich published two books, *Tentamen Florae Nepalensis Illustratae* and *Plantae Asiaticae Rariores*



Danish footballer is top league goalkeeper in Thailand

Leading the Thai football league at the moment is the capitals True Bangkok United. Standing between the sticks for the top side is the half Danish and Filipino goalkeeper Michael Falkesgaard. He joined the Bangkok team in 2018 moving from his home in Silkeborg (Denmark) at the time playing for the Danish team FC Midtjylland. He has enjoyed a lot of success in the Thai football league, while concurrently experiencing a new culture in a land that he never thought he would be working in as a footballer.

A blessing in disguise Michael Falkesgaard grew up in Kastrup as the son of a Danish dad and a Filipino mother. He started playing football at the age of five. Initially Michael was playing at the keeper position but the youth team in Kastrup that Michael was playing for was so superior to their opponents that they hardly got any shots on the goal so goalkeeping became so tedious that Michael decided to go and play in the outfield instead.

"We were winning eight or nine to zero so there was not a lot happening as a goalie" Michaels says.

As an outfield player he was later recruited by the youth department of Brøndby a professional club in the Super League of Denmark. But as he went into puberty his body started growing and he also started getting injuries. It became a big problem for him since he missed a lot of games, but it was at this time that Michael's mother suggested an idea that became very crucial for his career as a football player:

"My mom said: why don't you just go and play as a goal keeper instead. You were so good at that when you were younger. Right at that time, our goalkeeper was leaving, so I thought why not," Michael says.

Even though it was a little unconventional to make such a drastic position switch, Michael went with the idea and that proved to be a good decision.

"Once I got on goal, I progressed so much that I got moved from the second to the first team. I then outperformed all the other keepers at my level. I got picked for the national youth team and signed my first youth contract at Brøndby," Michael explains.

Today Michael is happy he made the switch to the goalkeeper position. Otherwise he is not sure if he would have made the many difficult cuts that young players have to go through in order to get a professional career.

"There were about eight players from my generation who all were considered great talents. They were playing for the national youth team and everyone thought they were going to go professional, but there were only two of us who actually made it and are playing football today," Michael tells.





*Right now,
I see myself playing down here for some time
to come. The climate down here lets the body
recover better. Some of the keepers here are
39 and still active. So, I have to find out with
myself when it's time to stop.
Football is a game where you have to have
your heart in it, otherwise you shouldn't play*



Approached from far away

In Denmark, Michael went on to play professionally for his youth club Brøndby before moving to OB and lastly FC Midtjylland. Most of his time in Danish football was however as second choice and on the goalkeeper position this means that you spent a lot of time on the bench. But then Michael received a phone call.

"The sports director from True Bangkok United called me and told me that they wanted to sign me as their first priority. I was at a point in my career where I really just wanted some playing time, so this was a great opportunity," Michael says.

For the Bangkok club Michael was especially interesting because of his Filipino background. In the Thai League there are quotas for how many foreign players you are allowed to have from respectively Southeast Asia and from the rest of the world. Michael's Filipino passport means that he counts as a Southeast Asian player. Therefore, Bangkok could sign a player with experience from a high European level without using one of the "rest of the world"-spots from their squad.

After discussing the decision with his family, Michael chose to say yes to the offer. He had previously travelled in Thailand with his girlfriend and the two had in fact talked about living there as well, so the idea when presented wasn't so alien to them.

Life as a footballer in Thailand

The rules of football are the same no matter where you go in the world. However, there are also differences in what life as a footballer is like in the two countries. In Thailand there are other values who are important than in the very professionalized and sometimes cynical football world of Europe.

"In Denmark there is an "every man for himself"-mentality in professional football. Down here it is more important to be acting respectfully both in and outside of the pitch. You have to understand that if you want to succeed," Michael explains and adds.

"The mentality is less cynical down here. Normally it is a stressful life as a professional football player because you have to perform all the time if you want to stay on top. There is not as much of that down here. We still want to win every game of course, but you are not under that constant pressure and that suits me well."

Michael mentions that the fan mentality is also different in Thai football. Their support is more unconditional, lose or win. This is very different from Europe where the fans will quickly turn on you if you make a mistake.

"The Thai fans are always there to support you no matter what. That's nice," Michael says.



Settling in

In Thailand Michael has enjoyed great success on the pitch. He has been selected for the team of the season, he has already played over 100 games with the True Bangkok United team and he has also started playing for the Filipino national team after the Bangkok United transfer. Outside the pitch Michael and his family are also settling in despite some difficulties.

"We have moved three times while we have been down here, but now we have found a nice area where there is also a lot of other internationals and it's a little quieter. We have also found a good international school for my kid. So, I think we have got it nice down here now," Michaels says.

It has not been without obstacles. The intense sun and temperatures of Thailand can still be hard on Michael. An even bigger hurdle however has been the on and off covid lockdowns that have made it hard to visit the family back home. He is however optimistic about the future and has no plans to leave Thailand as of now.

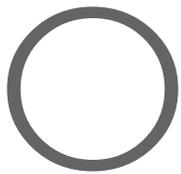
"Right now, I see myself playing down here for some time to come. The climate down here lets the body recover better. Some of the keepers here are 39 and still active. So, I have to find out with myself when it's time to stop. Football is a game where you have to have your heart in it, otherwise you shouldn't play," Michael explains.

Once the football career is over, Michael must figure what his new occupation is going to be, and maybe his time Thailand has already given him an idea for what that could be.

"I talked with my girlfriend the other day about what to do after football and we have discussed maybe starting a business together. We saw a health product down here that we think there could also be a market for in Denmark. So maybe that's what I'll be doing – when that time comes," he says.

Half-Finnish Susan is trying to cultivate the Thai coffee culture with her new store





f the many things Thailand is known for Coffee is probably not the first thing that comes to mind. Nevertheless, half Finnish-half Thai founder of the new “Coffee Culture Thailand” company, Susan Bovornpotsakul, is trying to make some changes to Thai coffee game. By making local coffee roasters available to the mainstream market via her online shop and by utilizing innovative marketing strategies, she is trying to improve the conditions for both the coffee roasters and coffee drinkers of Thailand.

A new flavor

The idea for the coffee shop came in a time after Susan and her husband Daniel's joint digital marketing company had collapsed due to the Covid crisis' devastating effects. When businesses across Thailand, and Phuket where the couple live, closed down they stopped needing marketing. The company lost all its clients and revenue and henceforth Susan needed something new to do.

“We wanted to start something of our own and at that same time I started getting kind of annoyed with how I couldn't find any good coffee,” Susan says.

“I knew it was out there because I've been to Chiang Mai where there is a lot of quality coffee roasters. You just can't find it in any stores because they don't know how to market it.”

In this respect Susan's half Thai background became very helpful. She was able to find her way to the different coffee roaster simply through searching Facebook. This however requires that you are fluent in Thai since the local coffee farmers in most cases doesn't speak English. Therefore, it can be hard for the many expats that Coffee Culture deals with to find this coffee on their own.

Another big advantage is the many years of experience with digital marketing that Susan has. One of the things that especially has helped the company grow is the many different innovative marketing ideas who has been the backbone from the start Coffee Culture.

“We launched the business by shooting a promotional video for a crowdfunding campaign. The campaign ended up raising 60 thousand Bhat that we could use to make the first big order,” Susan explains.



Other inventive ideas that the company has used to market their business are things such as letting customers pay with crypto currency and working with local artist to create specialized merchandise. All these of ideas has helped the company grow.

In a way the beginning of Coffee Culture has been reverse compared with many other start-up companies. Instead of having a product and then figuring out how to sell it. Susan already knew how to sell and market stuff she just had to find a product.

A Coffee Culture mug with illustrations made by local ink artist – Photo: Lasse Sandholdt

The coffee drinking culture

For a person like Susan that has observed the Thai coffee drinking culture there are some significant differences between that and the western world's habits.

“Here in Thailand most of the coffee that people drink is instant coffee. Is has kind of the same bitter and sweet flavor. So, it's not really a custom here to find a specific coffee you like and use a coffee maker,” Susan says.

This tendency is also seen when you look at the company's sales statistics. At the moment Coffee Cultures customer base is made up of 40 percent expats and 60 percent Thai natives. But Susan also hopes that by offering a larger variety more Thai people will also change their coffee habits and develop a more acquired coffee taste.

The future

Besides offering more new coffee flavors to the Thai Coffee drinkers Susan also has two futures targets that she wants to achieve with the business.

“I want to open a supermarket for coffee with tubes where you can tap coffee beans from different roasters around Thailand. In the current supermarkets it is only the big coffee brands who makes it,” Susan tells and adds.

“I would also like to have different Coffee Culture replicas around the world. So instead of Thailand it would be Malaysia and Indonesia Coffee Culture. Then we could connect our Thai coffee with those stores and the other way around. So that people could also try local coffee from other countries.”



Oksana and her company TopEngage

TopEngage recruits patients for different specialized hospitals/clinics and medical companies in Asia.

By Agneta de Bekassy

In year 2016, the Latvian born Oksana Petersen decided to start her own company, TopEngage. At this time she was living in Hong Kong with her husband, who was hired by H&M (Hennes & Mauritz) to head the Hong Kong IT operations.

TopEngage is headquartered in Singapore and the company markets the services of medical clinics, hospitals, pharmaceutical, and other medical companies. Since Ok-

sana started in 2016, the market has grown tremendously and today the company has customers throughout South East Asia; in Singapore, Thailand, Hong Kong and Vietnam.

Oksana explains that today, when almost everything happens online, there are many people searching for special treatments of all kind of diseases, therefore it's so important that companies are located right where potential customers are looking for them.

TopEngage recruits patients for different specialized hospitals/clinics and medical companies. She gives an example; a huge part of tourists come from Europe, USA and Australia to go through e.g. a dental treatment or a checkup, and often they combine treatments with a vacation. Plastic and orthopedic surgery attracts many tourists to visit South Korea, e.g. Thailand is very famous for dental treatments and is less expensive than in Europe or the US.

Also, laser eye surgery is among the best in Thailand and let's not forgets, it is also a heaven for stem cell treatments. Oksana says that Thailand is world-leading when it comes to qualitative health care. This is true, because Thailand has some very highly educated specialist doctors.

How does a customer choose the optimal clinic/hospital?

The right location and an informative presentation/introduction and merits, are the 3 keywords. It is not very often that the cost only is the deciding factor. Oksana says that people from Scandinavia are the less prone to be looking for health care abroad. This probably is due to the fact that Sweden is known for having a good health care system, but even facts like the lack of foreign language capabilities play an important role. We have seen this changing during the last few years though, especially due to the long waiting times for treatments in Scandinavia.

TopEngage also provides a helping hand to buyers of medical equipment, including laboratory equipment, machines and all kind of small appliances. The search goes online before the company's sale persons take over.

As you know, today everything is traceable, from every contact initiation to the sold product, to a patient's arrival and his/hers received treatment, all are traceable. This is the biggest advantage with online marketing.

Who is the woman behind this successful company?

Oksana was born and grew up in Latvia, which was a part of former Soviet Russia, during her childhood. She tells me that she belonged to the Russian minority in Latvia and her mother tongue was Russian. Today she admits that she has forgotten a lot and her Russian is a bit rusty.

Oksana moved to Sweden in 1999 and started studies at the university. She picked up Swedish quickly and easily and started studying Urban and Special Planning at the University of Stockholm. She was only 18 years old when she moved to Sweden, so today she sees herself as a Swede. She adds that she is very proud of being Swedish (and she looks very Swedish, tall, slim and with blond hair). She observes that Swedes are well regarded in most parts of the world.

After finishing her studies, she worked for Statens Beredning i Medicinsk utvärdering (Swedish Agency for Health Technology Assessment and Assessment of Social Services).

“

We moved to stay 3 years in Vietnam, but later decided to try out Thailand. We had Swedish friends living in Hua Hin and the city was the right size for us, as I am not a big city girl, so that's why we decided to settle in Hua Hin.

”



“

To encourage more people to come here and visit Thailand, it has to become easier to travel to Thailand, easier to settle down and contribute.

”



“I was the international coordinator of our global network of 120 similar authorities from all over the world belonged.”

Later, Oksana worked for SITS (Safe Implementation of Treatments in Stroke). SITS has its operation within the famous Karolinska Institutet (The Karolinska Institute) in Stockholm.

“I was again the international project leader and worked with hospitals and stroke devices at different hospitals in 48 countries. Here I learned a lot about how

health care can be improved. With this background, it's no wonder that my company today is all about health care and medical industry.”

Oksana and her husband decided together in 2015 to take a year off, in Swedish we call it “sabbatsår”.

“We felt we could use a change in our lives and we decided to discover Vietnam. After a few months, we realized that a life on the beach under a coconut tree is not as glorious as you might think. We were bored very quickly after having done nothing more than swimming, eating and relaxing. So we started a few projects there.

In 2016, Oksana's husband got recruited to Hong Kong and we both moved there and that was where I started TopEngage. After only one year, the company had so many customers that her husband decided to quit his job and join her.

“We moved to stay 3 years in Vietnam, but later decided to try out Thailand. We had Swedish friends living in Hua Hin and the city was the right size for us, as I am not a big city girl, so that's why we decided to settle in Hua Hin,” Oksana explains

“We are frequently going back and forth between Hua Hin, Bangkok and Singapore. Although I prefer a smaller city, I love visiting Bangkok 2-3 days monthly. “The relatively calm of Hua Hin and the bustling Bangkok gives me what I need, a perfect combination.”

She finds Thailand fantastic in many ways; the climate, the nature, the environment and the people. She, like most of us, find Thailand a good country to live in. Like all of us, she doesn't like the pollution, it absolutely has to improve she says.

Does this talented woman speak Thai?

“Well, not the way I wish to, but I can get along quite well” she lets me know.

Oksana hopes to be able to get to travel and discover more of Thailand. She has been visiting Chiang Mai and Chiang Rai up in the north, Udon Thani and Rayong further south. She has also been to several islands. But her favorite place today is Phayao in northern Thailand.

“The nature was amazing there,” she says

She also wants to dive more as Thailand is well known for its clear water and excellent diving possibilities.

“To encourage more people to come here and visit Thailand, it has to become easier to travel to Thailand, easier to settle down and contribute to the community. It's a popular destination if you think of prices, quality and products,” she tells me.

Through the Swedish Women Organization SWEA, Oksana has met many Swedish women in and around Bangkok. Maybe she will one day take the opportunity to start a sub-chapter to SWEA Bangkok in Hua Hin, as so many Swedes live and thrive there. Time will tell.

One-Stop Shop
for all your editing,
design, printing and
digital printing needs

SCANDMEDIA



What we provide...

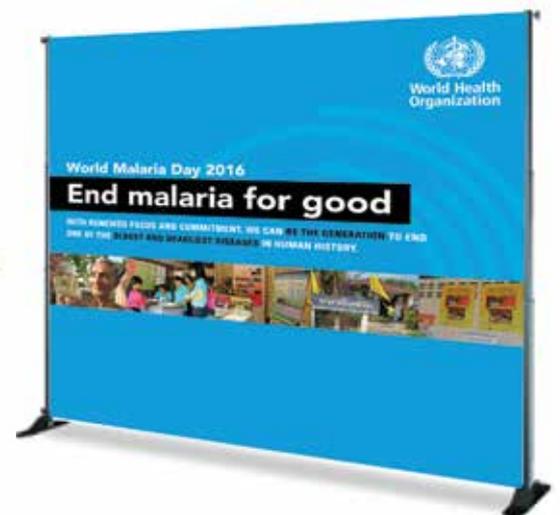
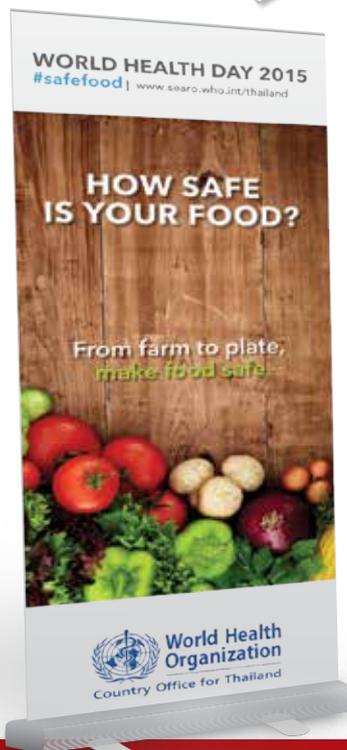
Publications

Brochures, Leaflets, Annual Reports,
Calendars & Cards, Planners, etc...



Marketing Materials

Roll-ups, Banners, CDs, Flags, etc...



Please contact

211 Soi Prasert - Manukitch 29, Chorakaebua, Ladprao, Bangkok 10230, Thailand
Tel: +66 2943 7166-8 Fax: +66 2943 7169 website: www.scandmedia.com
patcharee.scandmedia@gmail.com
suchaya.scandmedia@gmail.com

"Because Scand-Media is Your Partner in Communications"



This is heavy...

M meet Sara Soto Guzman from Caracas, Venezuela, who has lived in Bangkok Thailand for 18 years. As a member of the TPF (Thai Powerlifting Federation) she went all the way to Halmstad in Sweden, to represent Thailand in The World Classic Championship in Powerlifting.

Sara was born in Caracas in 1966. After her university graduation, she worked for a few years in her home country before moving abroad. "I have always had a passion for fitness and exercise, it has always been my lifestyle and I can't tell how many hours I have spent in gyms and still do", Sara says.

Sara is married to Cesar, who she met in Miami airport by accident. Cesar is Puerto Rican and works in

the airport industry specializing in integration of special systems. In 2002, her husband received a job offer in Bangkok as a consultant for Suvarnabhumi Airport and the family moved to Bangkok.

"I have always been a very active woman and I have played golf, tried kickboxing, but I found that my real passion was, and is, lifting heavy weights." This is hard to believe when you see this 163 cm tall and 63 kilos slim woman with a cascade of blond hair.

In 2018, Sara decided to start training specifically for powerlifting. To get the right feeling for this sport she first attended a competition as a spectator, and what she saw inspired her, and she was hooked. Sara decided to join the TPF (Thai Powerlifting Federation) and soon after she attended her first local competition. Surprisingly, she man-

aged so well that she broke a number of national records in her category. She went on to compete and achieved great success by obtaining an unofficial world record at a local competition in Thailand. She has been training 5 days a week and this year she had the opportunity to compete at the highest level of the sport and went to Sweden from September 23rd to October 3rd to attend the World's Classic Championship in the city of Halmstad.

She competes in the category of under 63 kilos Master 2. She represented Thailand very well and is the first ever lifter representing Thailand to secure a gold medal at the World Classic Championships. In a very competitive division she secured a podium position and received a Gold medal for Deadlift and a Bronze medal for overall.

"I felt so honored and I was proud of myself. Now I will continue to develop myself as an athlete and attend many more competitions," Sara says.

Sara has time to practice, as both her husband and daughter are working in Qatar for the time being. She let me know that it was not an easy experience to travel to Sweden in the current situation as there were many restrictions on travel due to the pandemic. She went to attend the competition along with her Irish coach, who is the head coach for the Thailand National Team.

I understood during our talk that it is hard to find sponsors for this sport in Thailand. "If I could find one or more sponsors, I could compete more often and make Thailand proud", Sara says with a smile. "It wouldn't be fair of me to always rely on my husband", she adds.

The Thai Powerlifting Federation (TPF) is the official governing body for the sport of Powerlifting in Thailand. The Federation was established in 2018 with the aim to

attract and develop the best powerlifters in Thailand by providing them with excellent competitions, internationally accredited coaching and the opportunity to compete against the best lifters in the world. The first competition took place on October 6th in 2018 and is still quite new but developing fast. The goal is to grow this sport throughout Thailand and also help other member nations in Southeast Asia to grow.

Let us, in the future, keep our fingers crossed for Sara, the Venezuelan Champion who is longing for sponsorship and more medals!





The birth clinic which was established by Johanne Christensen.
Photo courtesy: Peder M. Joergensen



Christensen.
Photo courtesy: Peder M. Joergensen

Danish midwife founded first birth clinic in Bangkok

Did you know that a Danish woman founded one of the first birth clinics in Thailand? Her name was Johanne Christensen and as the Embassy of Denmark in Bangkok shines a light on the strong and long-running historical ties between Denmark and Thailand, these interesting facts are highlighted.

The Embassy shares:

Johanne Christensen was born in Denmark in 1888. She became a trained nurse in 1907 and traveled

to New York, where she met a doctor who worked with the Presbyterian Church in Siam.

In 1911, she traveled to Siam where she worked at a missionary station in Trang province for the next 11 years. It was, however, in Bangkok that Johanne Christensen found her calling for life. In 1922, she was granted permission to establish one of the first birth clinics in Bangkok. At her clinic, Johanne helped deliver hundreds of Thai children and she educated a whole genera-

tion of Thai nurses and midwives over the years.

Johanne Christensen worked with exceptional skill and dedication, and during all those years, only one single mother died in labor at her institution. A result, which was unheard of at that time. Eventually, the clinic became too small and Johanne started making plans for a new and larger hospital. Unfortunately, she fell seriously ill before her plans could be carried out and she passed away in November 1939.

A proposal was tabled to name the new hospital "Johanne Christensen's Memorial Hospital" but with the outbreak of World War II, the hospital plans had to be canceled. Instead, Johanne's dedicated staff continued the work at her clinic.

After the war, the Presbyterian Church in Thailand bought another plot of land between Silom and Suriwongse. Johanne Christensen's clinic was consequently moved here and in the beginning, this was the only medical facility of the new Bangkok Christian Hospital. However, when the new hospital was officially opened in 1949 it was not given her name and today she is remembered only by a few.

Nonetheless, Johanne's important work in Thailand, not only helped Thai society at the time, but also shaped the strong Thai-Danish collaboration within the healthcare sector, which exists today.



Johanne's clinic was initially the only medical facility of the new Bangkok Christian Hospital. Photo courtesy: Peder M. Joergensen



German restaurant Bei Otto celebrated 1st December at new location

By Agneta de Bekass

The legendary German restaurant Bei Otto opened on 1st December 2021 in its new location on Petchaburi Road, after having been located on Sukhumvit soi 20 for many years. This traditional German restaurant has been serving good food in Bangkok for 37 years.

Upon arrival, all guests had to take a quick swab test before entering the restaurant. It went quite smoothly and quicker than expected. Don't think they had to deny someone due to covid.

The owner Dr. Kevyn Michel welcomed all his guests with a huge smile. As a welcoming gift, we all received a gingerbread heart and a polo shirt. A live band outside on the terrace played familiar songs, the German beer was served and tasted

delicious, finger food to start with, before the "real" dinner was served. Like you often do in German restaurants, we were seated at long tables on wooden benches.

There were some women dressed in beautiful dirndl dresses as well as the female waitresses. The atmosphere was on the top and you could hear some German talking and lots of laughing.

I had the pleasure to be one of the invited CLB clic, Cosmopolitan Ladies Bangkok, a group of women with different nationalities who usually meet each other once a month, having lunch, afternoon tea or dinner together.

The new Bei Otto is huge with good parking possibilities. You can sit both inside and on a terrace outside by the canal.



Tetra Pak and the Royal Chitralada Projects Launch the World's First Congee in Carton Package



Swedish-Swiss Tetra Pak, a world-leading processing and packaging solutions company, together with the Royal Chitralada Projects has introduced the world's first congee in Tetra Recart®, a paper-based carton package from Tetra Pak.

Recognized as one of the most remarkable breakthroughs in packaging innovations for the food industry in the 21st century, Tetra Recart is a sustainable carton package that offers an alternative solution to canned food packaging, the company said in this press release.

Developing a packaging solution for items in food categories such as congee has always been a goal for Tetra Pak. Tetra Recart now allows for keeping Chitralada congee fresh for months with no need for preservatives. With the ease of use when opening, reclosing, and storing, it gives a great user experience for consumers around the world. This revolutionary packaging is convenient to use and has



a low environmental impact due to its lightweight and low carbon footprint.

Tetra Recart carton packages are an environmentally sound alternative to packaging a range of products traditionally packed in cans and jars. Six separate life cycle assessments (LCA) have confirmed that Tetra Recart is the form of retorted packaging with the lowest climate impact, beating pouches, glass jars, and cans overall. The studies also show that carbon emissions from Tetra Recart over the lifetime of the package are 80% and 75% lower than those of steel cans and

glass jars. At least two-thirds of the material in a Tetra Recart carton package comes from a renewable, responsibly-managed FSC™ certified forests. Trees absorb carbon from the atmosphere, turning it into wood and releasing oxygen, providing us with air to breathe.

Tetra Recart carton packages are also efficient to transport because of their rectangular shape and light weight. Six to ten times more, empty Tetra Recart carton packages can be transported on a single truck compared to cans. When it comes to filled packages, 10–20% more units can be loaded per truck compared to traditional cans. Finally, like all beverage cartons from Tetra Pak, Tetra Recart is recyclable, and so can be turned into new products such as roofing tiles, crates, carton boxes, and many more useful and subsequently reusable items.

"The launch of the world's first congee in Tetra Recart is a very meaningful achievement for us in Thailand and Asia, as it has been a long time in the making. It is one of our most important projects as it opens up the opportunity for entering this particular food category market, and also because it essentially introduces a new type of packaging packed and sold in the country," said Supanat Ratanadib, Marketing Director, Tetra Pak (Thailand) Limited. "Having a local and pan-Asian favorite dish like congee in Tetra Recart e.g. Chitralada congee makes for a compelling case in terms of attracting other new food producer customers to explore launching their product using the Tetra Recart solution".

Thailand based Danish journalists publish fiction novel about expat jetset in Vietnam and Laos

Thailand-based Danish journalists Flemming Thomsen and Niels Seeberg have written a fiction novel 'Sultne spøgelse' (Hungry ghosts) which is set to be released in December this year.

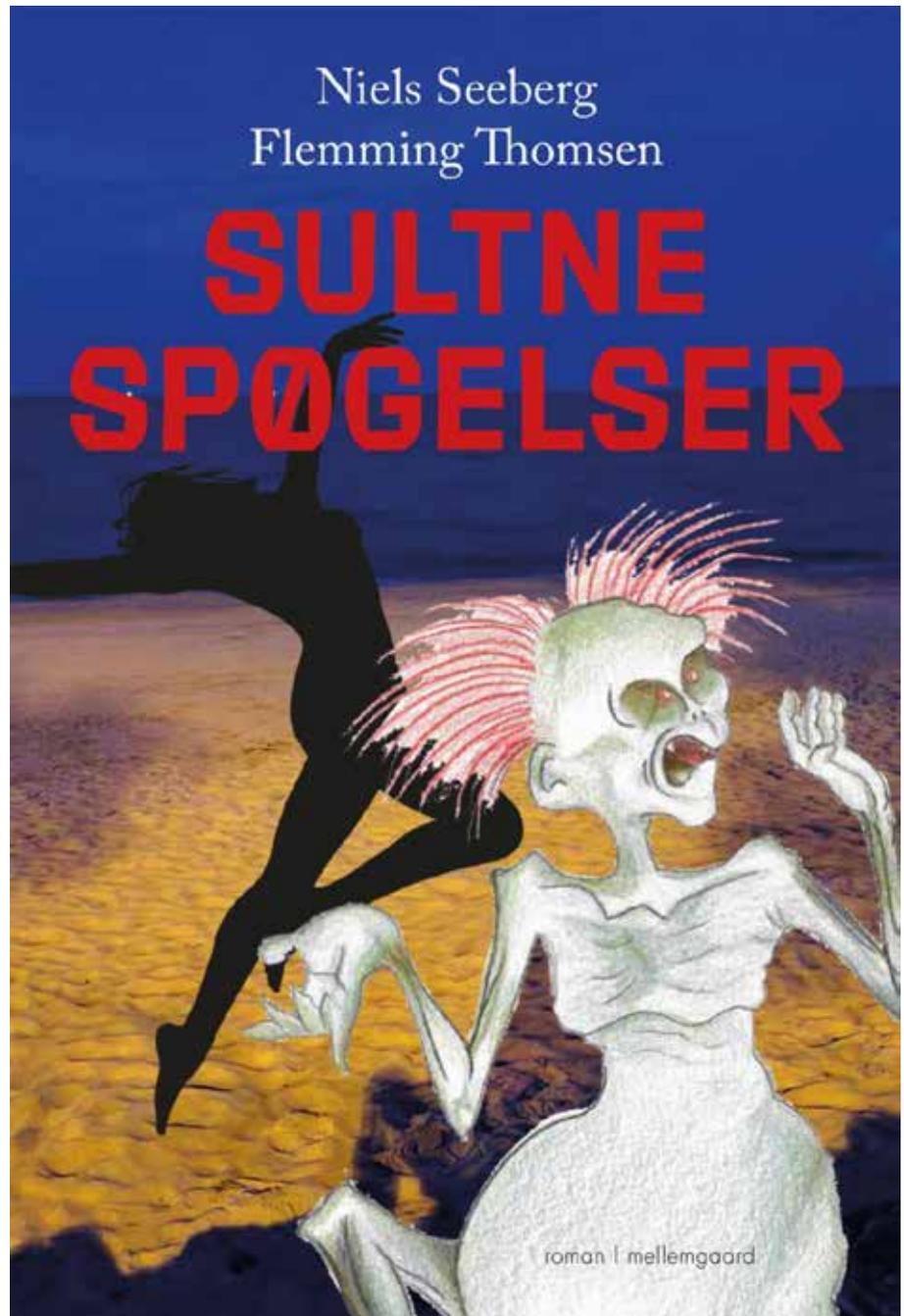
Flemming Thomsen is a journalist and educated at the University of Copenhagen, working in Southeast Asia and Australia while Niels Seeberg is a graduate of DJH and has lived in Thailand since 2006, working as a journalist and tour guide in most of the world.

'Sultne spøgelse' is a story about two friends, Abel and Teiner, who have left Denmark to settle in the resort town of Hua Hin in Thailand, where expats from all over the world dance around the golden calf in their longing for the sweet life in first class.

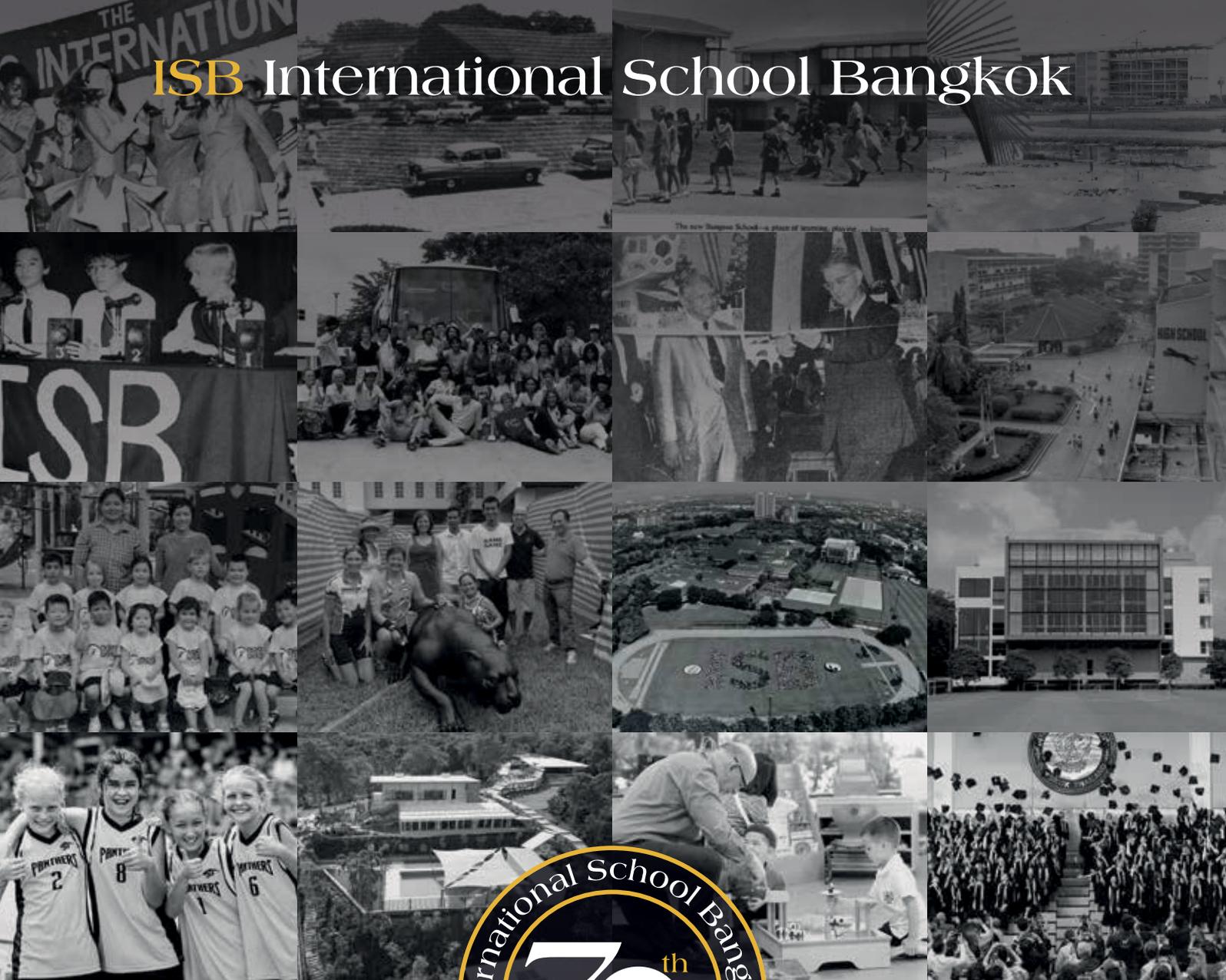
Abel becomes a tour guide, and Teiner works as a musician when they decide to write a book together about the conditions of love between people from two very different cultures.

While working on the book, they meet the stone-rich Englishman Larry, who with his girlfriend, Pun, buys properties, plays golf, and opens an English pub. Other people are a Belgian elephant girl and her Thai boyfriend, the Danish monk Wilhelm, the hippie Jake, the transgender Jeab, and the café owner Lars.

Just as the book is taking shape, the two main characters are involuntarily drawn into a mysterious game in which greedy figures emerge from the darkness. Readers are led into deep caves, visit the hell of the drunks, and taken to the lustful lives of the expat jet set in Vietnam and Laos.



ISB International School Bangkok



ISB

Thailand's Premier International School for 70 years

Throughout our long history, we have seen the world change, drastically. We have overcome disruptions to the world, to technology, and to learning. We have celebrated and mourned together with our host country. We have lost dear friends and found many new ones. We have watched our school community become more diverse and more inclusive. We have seen thousands of students grow and our alumni flourish. We have adapted, innovated, thrived, united and each year, we have improved.

Thank you for being a part of ISB's 70-year journey as the Premier International School in Thailand.



39/7 SOI NICHADA THANI, SAMAKEE RD., PAKKRET, NONTHABURI 11120
TELEPHONE: 0 2963 5800 | ADMISSIONS@ISB.AC.TH

www.isb.ac.th