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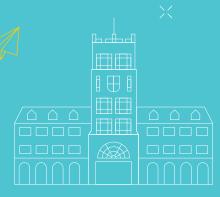








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PAY MORE ATTENTION TO 3 WARNING SIGNS OF **HEART ATTACK**

Heart attack develops when the supply of the blood to the heart is disrupted or blocked. The blockage is often caused by a buildup of fat, cholesterol and other substances, which form a plaque in the coronary arteries that feed the heart. The severity widely ranges and it might be present as either acute episode or chronic condition. In fact, heart attack symptoms vary, not all people who have heart attacks experience the same symptoms. Nevertheless, it remains important to seek immediate medical attention when any warning sign, regardless of severity, of heart attack exhibits, allowing a timely diagnosis and effective treatment that significantly saves lives.

Warning signs and symptoms of heart attack

These 3 signs and symptoms strongly indicate heart attack. If any of them exhibits, medical assistance must be sought right away.

1 Feeling weak, light-headed, or faint. Feeling weak can be an indicative symptom of impaired heart function. The severity is associated with the intensity of activities. The condition is most likely serious if the patients experience weakness while resting without any physical exertion.

Chest pain, discomfort or tightness in the chest. Chest pain or discomfort signifying heart attack is often characterized by sudden pain in the center of the chest which might radiate from the neck to the jaw. Pain or tightness described as crushing pain with pressure might spread to one or both arms or shoulders. If the symptom persists and lasts longer than 20 minutes without timely treatment, it can potentially lead to myocardial infarction which deteriorates theheart function.

Shortness of breath or difficulty breathing when lying down (orthopnea). If shortness of breath or trouble breathing develops when lying flat, it is often a serious sign of heart attack when there is a buildup of excess fluid that creates pressure around the lungs that increases more workload to the heart. The severity of this symptom usually depends on how flat the patients are lying —the flatter they lie, the more they feel short of breath.

Cardiac screening is essential

People aged over 35 who pose certain risk factors might be prone to develop coronary artery disease which substantially affects their health in the future. To catch heart diseases at earliest stages, cardiac screening is highly recommended, enabling lifestyle modification and proactive healthcare intervention to promote a better and healthier heart.



Coronary Artery Calcium Scan (CAC)

Coronary Artery Calcium Scan (CAC) is an imaging test used to detect the atherosclerotic plaque that forms on the artery walls of the heart. This plaque is made up of calcium, fats, cholesterol and other substances. Over time, plaque buildup hardens and narrows the arteries, resulting in limited blood flow to the heart and other parts of the body. This plaque can burst, triggering a blood clot and causing life-threatening events such as heart attack. Coronary Artery Calcium Scan by using computerized tomography (CT) has been used to detect an atherosclerotic plaque, especially in chronic cases. Nevertheless, this imaging test might not be applicable to identify plaque in acute cases in which lesions might be afresh developed. The measurement of calcified plaque derived from the test is firmly correlated to the risk of developing coronary artery disease in the future. As the amount of calcium detected increases, the risk of heart attack relatively increases. Using 10-15 minutes, the interpretation of calcium scoring is principally made by using Agatston Score, a semi-automated tool to calculate a score based on the extent of coronary artery calcification detected by CT scan. Grading of coronary artery disease (based on total calcium score) ranges from calcium score 0 to over 400 which an extensive plaque burden is found and atherosclerosis might be strongly indicated with extremely high risk of developing heart attack or myocardial infarction and coronary artery disease with high degree of occlusion. With or without symptoms, additional tests, interventions and treatments are further required under close supervision of expert cardiologists.

Adhering to the international standard of care and safety precaution, at Bangkok Heart Hospital, treatments and services are provided 24/7 by highly specialized multidisciplinary team in cardiology supported by cutting-edge technology, ensuring the highest degree of effectiveness and safety. For emergencies, cardiac operations and interventions can be conducted without delay.

More importantly, to maintain your heart's health, eating healthy food and refraining from risk factors contributing to heart diseases are the key. For patients with heart diseases, please be advised to strictly take your medications as prescribed while completing all follow-up appointments.

Information by
Dr. Wichai Jiraroj-Ungkun
Internal Medicine
Cardiology

For more information, please contact Cardiology Clinic

Bangkok Heart Hospital

Service Hours: Monday-Sunday 07.00 a.m. - 04.00 p.m.

Call: (+66) 2310 3000 or (+66) 2310 3370

1719 (local mobile calls only)

Email: heart@bangkokhospital.com



ScandAsia September 2023



Interview with Swedish Ambassador to Malaysia Joachim Bergström



My name is Jane Sorensen



Thai-Dane crowned Miss **Universe Thailand 2023**



Tiger conservation success in Thailand



Mad Wine Bar: A Danish couple's culinary journey in Vietnam



Pandora to revamp its image in China

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Thai military chooses lesser evil

'hailand's voters rejected in May 2023 in a massive landslide move the military installed government that has ruled the country since the coup in 2014. The coup that was designed to end all coups by imposing a longer transition period than after any other previous coup since the revolution overthrew the monarchy in 1932 and by installing a constitution that would make it almost impossible for the enemy, the Thaksin-controlled party under different names, to return to power.

The massive wish of the population to ditch the military led regime was a surprise to the military led coalition that would have been able to thwart off the success of Thaksin's Phue Thai party had it not been for the incredible support that the voters gave the reformist party Move Forward, that had risen from the ashes of the Future Forward party which the regime thought it had burned down four years earlier following its popularity in the 2019 election.

Initially, the democratic alternative to the military-led coalition seemed to band together Pheu Thai and Move Forward even when facing a formidable resistance from the current rulers using all means disposable, disguising it as legitimate legal moves based on the constitution, which was installed by the rulers themselves with this very purpose.

Eventually, the military and all its diaspora in major business corporations feared the possibility of a coalition government under the control of the Move Forward and the Pheu Thai party so much so, that they changed strategy for the past twenty years. Instead of keeping up the fight with their arch-enemy, Thaksin Shinawatra's Pheu Thai party, they banded up with this very same party simply to avoid the greater of the two "evils", the Move Forward party forming a government.

This is, to say the least, an uneasy marriage.

Now, the Pheu Thai party faces an uphill battle in persuading all its loyal supporters in every rural district in the country to twist around and suddenly embrace their former enemies in the form of Bangkok imposed provincial governors and head of provincial departments and local police and army commanders. These local leaders' opposition to the establishment had been their personal identity and the platform for their popularity for many years.

Should they try to accommodate the request of the owners of the party, how many of their supporters will find that unacceptable and move their vote to the most obvious political alternative, the Move Forward Party?



Gregers Moller Editor in Chief

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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

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

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

Graphic Designer : Peerapol Meesuwan Peerapol@scandmedia.com

Production Manager: Sopida Yatprom

Printing: Win-Win Digital Printing Co., Ltd.

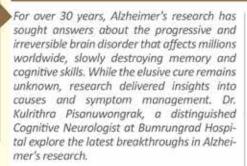




ALZHEIMER'S AWARENESS MONTH: REDUCING RISK FACTORS

Dr. KULRITHRA PISANUWONGRAK

Neurologist specialized in Cognitive and Behavioral Neurology



Q: Dr. Kulrithra, can you shed some light on Alzheimer's research impact?

We note significant progress in Alzheimer's research. The latest advancement in Alzheimer's disease treatment is the introduction of the Anti-amyloid injection. This innovative approach comes from the existing understanding that Alzheimer's could potentially be linked to the accumulation of a 'toxic' protein called Amyloid in the brain. However, the new treatment may be effective only at early stage and has serious side effects. Thus, early detection and early intervention for Alzheimer's prevention are of utmost importance.

Q: What are the key Alzheimer's risk factors for people in their 20s, 30s, and 40s?

We found that ageing, limited education level, less social activities are main Alzheir mer's risk factors across age groups. Midlife stress to our brain such as head injury – once or multiple times, having metabolic disease like high blood pressure, diabetes, high cholesterol, or arterial diseases also increase Alzheimer's risk. And interestingly, current studies have found that not engaging in



regular exercise, experiencing habitual constipation, and consuming an unhealthy diet show strong evidence of increasing the risk of Alzheimer's disease. In addition, carrying gene shortly named 'ApoE4' could be one of the Alzheimer's risks too. ApoE4 carriers are more prone to the accumulation of toxic protein, brain inflammation and damage, which increases their likelihood of developing the disease.

Q: How does sleep quality impact Alzheimer's risk?

Previous studies found that declining sleep quality might reduce our ability to wash out the toxic proteins in the brain, which are primary risk factors for Alzheimer's. Recent research has examined individuals with OSA (Obstructive Sleep Apnea) and discovered that those with untreated OSA exhibit higher levels of brain knots in their spinal fluid, indicative of brain degeneration. Eventually, those experiencing sleep problem should consult a healthcare professional for possible interventions.

Know Early, Live Fully: Detect Alzheimer's

Early detection can significantly improve the quality of life. Assess your memory and cognitive abilities with our **Memory Work-up Package**.

> DON'T WAIT, GET TESTED:



Q: How do diet, hydration and bowel habits affect our neurological health, particularly in Alzheimer's patients?

Those are crucial for brain health. The brain is composed of about 75% water, and even mild dehydration can lead to neurological issues and cognitive impairment. Drink 1.5 to 2 liters of water daily is recommended to maintain a healthy brain. Moreover, there is a growing body of evidence supporting a new concept called the 'Gut-Brain Axis,' which emphasizes the intricate connection between gut bacteria and brain function. It means that our eating habits and bowel movements can also impact our brain health.

Q: What message would you like to convey to our readers?

As we commemorate Alzheimer's Awareness Month, I urge readers to stay
informed and proactive in reducing
Alzheimer's risk. Protect yourself from
head injuries, prioritize sleep quality,
engage in regular exercise to enhance
cardiovascular health, maintain a proper
diet, bowel habits, and hydration. Early
detection through specific tests and
interventions can significantly reduce or
prevent the risk of developing Alzheimer's disease in the future.

Contact Information:

Bumrungrad International Hospital Memory Clinic

Service Hours: 8.00 am to 8.00 pm

Tel: +66 2011 3994 Tel: +66 2011 3995 Tel: +66 2011 3996



Solar Punk for the Future



angkok Patana had some wonderful visitors to their Secondary School Arts Faculty. Three graphic communications specialists visited to work with some Year 9 English, some Year 10 Art students and all of Year 8 on a story-telling workshop using graphic communication skills. Between them, the specialists, Boris, Irvandy and Shen work across graphic communications, advertising, illustration, storyboarding and comic book art, as well as public art. The theme for the project was 'Solar Punk': creating visions of a possible future, powered by sustainable energies and students were able to relate by imagining what their school and their school day might look like in the future.









Boris and Irvandy represent bkkunzine and Childish Studio Berlin respectively. Bkkunzine is an online magazine, open to all age groups, where young artists can submit their work and collaborate to create themes that can be exhibited and published. Childish Studio works on public art projects, giving young people a voice to make social improvements; for example, addressing needs for more green space or safety in their neighbourhoods. You can see the work of Shen across social media platforms using the handle @ shemination.

During the sessions, students had a lot of fun learning how to use their imagination and playfulness to pitch ideas using graphic communication skills, with a focus on 2D poster collage mock-ups, 3D small scale models and maguettes and stopstart animations. There were also some holistic skills to be learned, such as: teamwork, delegation, respectful communication of creative ideas and presenting their ideas in a way that celebrated all participants; the latter quite a challenge in groups of between 3 and 6 students.

The Solar Punk visit concluded with a popup exhibition to celebrate the work completed during the sessions. Having dynamic professionals share their skills gives our students great insight to the world outside school and facilitates good connections with their community.

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Swedish parliamentarian group seeks more exchanges with Taiwan



group of Swedish parliamentarians have been visiting Taiwan on a seven-day trip. During the visit they were scheduled to meet with President Tsai Ing-wen and other senior officials.

The goal was to discuss issues of mutual interests, as well as the latest situation in the region and the economic and trade development, MOFA said in the statement.

The vice president of the

Swedish-Taiwanese Parliamentarian Association, Mathias Tegnér, who led the delegation, said that he looks forward to seeing more exchanges between Taiwan and Sweden, during a meeting with President Tsai Ingwen in Taipei.

"Taiwan and Sweden will benefit from deeper cooperation and increased trade," Tegnér said while meeting with Tsai at the Presidential Office.

He called for more exchanges between Taiwan and Sweden in the areas of green technology and energy transition and stated that both sides have a lot to learn from each

According to Tegnér, there is an interest within the Swedish parliament in developing better relations with Taiwan, due to the fact that both sides share common values.

Tsai expressed similar views, saying she looks forward to seeing the partnership between Taiwan and Sweden deepened. Especially in handling climate change and promoting supply chain security. She went on to urge both sides to "unite and work together to further empower our democratic alliance."

The visit marked the second Swedish parliamentary delegation to visit Taiwan this year. MOFA described the delegation's latest visit as a further example of warming ties between Sweden and Taiwan.

Ericsson investigated by China and Vietnam



'he criminal investigations into Ericsson's suspected bribery transactions in China and Vietnam have been closed in Sweden. Instead, an investigation is now taking place in both affected countries and Swedish authorities are assisting in gathering evidence.

Some USB-keys have been seized from Ericsson, among other things, reports Swedish Radio.

Ericsson states to Sveriges Radio that it cooperates with the prosecutor's office, but does not want to give further comments as the investigation is ongoing.

Norwegian survey shows strong support for armed resistance

new survey shows that 70% of Norwegian adults support the use of armed resistance if the country is attacked.

In a recent survey carried out by the Peace Research Institute Oslo (PRIO), 1,000 adults in Norway were questioned and more than two in three said that they support armed resistance in response to a military attack. Only 14% of respondents disagreed.

66% believe that Norway should help defend a Nordic neighbor militarily, should they be under attack.

"The willingness of Norwegians to defend their neighbors is high. Our tradition of solidarity and international cooperation is something Norwegian people have been



proud of historically," PRIO Director Henrik Urdal said.

The willingness to defend Nordic neighbors was found to be

equally high in a recent Swedish survey. Sweden is historically a country that has been neutral, but is now seeking to join NATO.

Sweden offers fighter jets to the Philippines



tockholm has repeated its offer to the Philippine Air Force (PAF) to purchase the Swedish Saab JAS 39 Gripen fighter aircraft, as a response to PAF's wish to modernize its existing fleet.

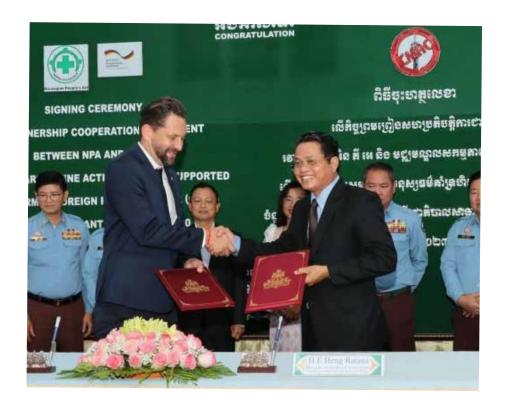
Sweden's Ambassador to Manila, Annika Thunborg, recently visited the secretary of the Department of National Defense (DND), Gilberto Teodoro Jr., at the DND headquarters. Shortly after it was

highlighted by Teodoro that any defense procurement must follow the principles of sustainability, interoperability and supportability.

Swedish Ambassador Thunborg said she understands the necessity for a modern air force, and emphasized the still existing offer from Sweden regarding their flagship multirole fighter aircraft.

Back in June, the Swedish Defense Minister Pål Jonson signed a MoU on defense material cooperation together with Defense Secretary of the Philippines, Carlito Galvez Jr. In the agreement it was made clear by Sweden, that the aircraft offer exists as part of the cooperation plan.

Cambodia and Norwegian People's Aid sign deal for mine clearance



he Cambodian Mine Action Centre (CMAC) and the Norwegian People's Aid (NPA) recently signed an agreement on "The Project for Humanitarian Demining in Cambodia" to manage mine clearance in the Asian country.

According to the Phnom Penh Post the agreement was signed by CMAC director-general Heng Ratana and Rune Kristian Dale-Andresen, country director of NPA, at CMAC headquarters in Phnom Penh.

The project's budget is \$2.1 million and will proceed for sixteen months, ending in August of 2024.

"This assistance is in line with the government's goal of a minefree Cambodia by 2025. The project will also provide support for mine risk education and assistance to mine victims, as well as training," CMAC said.

Finnair adds more flights to Thailand

ore flights between Helsinki and Bangkok will be available during the winter period.

As a response to an increase in the demand for travels to Thailand. Finnair will be adding more connections between the two destinations from late October.

Each capital will have two departures a day for the rest of the season. From Helsinki, the departures will happen at 1:50pm as well as 4:30pm, arriving in Thailand at 6:20am or 09:05am.

Regarding Bangkok, travelers can expect departures at 8am and 10.40am every day, with arrivals in the Scandinavian capital at 3:30pm and 6:10pm in the afternoon.



Finnair will serve other 16 long-haul destinations this winter - including popular cities such as Singapore, Seoul and Tokyo.



H&M will 'phase out' sourcing from Myanmar

wedish fashion retailer, H&M, has announced that the company will gradually stop sourcing from Myanmar. The statement was made as reports of labor abuses in garment factories in the country has been increasing.

H&M follows similar action taken by Zara owner Inditex, Primark, Marks & Spencer and others.

"After careful consideration, we have decided to gradually phase out our operations in Myanmar." H&M told Reuters.

"We have been monitoring the latest developments in Myanmar very closely and we see increased challenges to conduct our operations according to our standards and requirements," The statement added.

H&M said earlier same week, that the company is investigating 20 alleged instances of labor abuse at Myanmar garment factories that supply the company.

A British-based human rights advocacy group has tracked 156 cases of alleged worker abuse in Myanmar garment factories from February 2022 to February 2023. The number had increased from 56 in the previous year. This could indicate a deterioration of workers' rights since the military coup in February 2021.

Wage reduction and wage theft were the most frequently reported allegations followed by unfair dismissal, inhumane work rates and forced overtime. This is according to a report by the non-governmen-



tal organization, the Business and Human Rights Resource Centre (BHRRC).

"All the cases raised in the report by BHRRC are being followed up," H&M said in a statement.

According to the report, there have been 20 cases of alleged abuses linked to H&M suppliers over a two-year period.

China conducts military drills around Taiwan



hina's military has exercised drills around Taiwan, in response to Vice President William Lai's return from the US.

The People's Liberation Army's Eastern Theatre Command said in a brief statement, that they were carrying out joint naval and air combat readiness patrols around the island.

"This is a serious warning against Taiwan independence separatist," it said in the statement.

Vice President William Lai is the front-runner to become the next president of Taiwan at the election in January. This has according to Taiwanese officials, influenced the drills.

The Danish Foreign Minister on diplomatic trip to China

enmark's Foreign Minister Lars Løkke Rasmussen recently traveled to China to meet with the country's Foreign Minister Wang Yi. The objective was to sign a new cooperation agreement between the two countries.

The three-day visit began in Shanghai, where Løkke met with representatives from Danish companies, including Danfoss, Novo Nordisk, LEGO and Mærsk. Afterwards, he went on to Beijing, where the meeting with Wang Yi took place.

Global security and a new green work program were among the topics on the agenda. The hope was to create a so-called "work program" for the cooperation between China and Denmark.

"Europe is getting smaller and smaller. We take up less and less demographically and less and less



economically. Our influence on the rest of the world is under pressure. This is partly because the Chinese have made such large investments and created relationships of dependence," Løkke said ahead of the trip.

Opposition parties have spoken critically about the visit, citing

issues including China's attitude towards Taiwan and a record on international treaties.

Løkke has later stated that it remains in Denmark's interest to have a good relationship with Beijing.

"If you had that approach to the rest of the world, that we would only work with those who are like us, you'd be left in a very small club," he said.

The trip was backed by the Confederation of Danish Industry that deems Denmark's trade with China crucial. A spokesperson from the opposition has said that the trade argument does not weigh heavily enough against the other concerns.

Rasmussen told news wire Ritzau that he was taking an open approach to the new partnership with China.



Nordic support for the Philippines in South China Sea dispute

'he Chinese coast guard fired in early August water cannons at Philippine Coast Guard vessels escorting ships carrying supplies to a shoal in the disputed Spratly Islands, where the Philippine military is stationed.

"The Philippine Coast Guard strongly condemns the Chinese Coast Guard's dangerous maneuvers and illegal use of water cannons," said a statement from The Philippines. China, on the other hand, stated that they had only taken "necessary measures" claiming the Philippine vessels were transporting illegal construction materials.

The Royal Danish Embassy in Manila guickly expressed concerns over the act and deemed the actions of the Chinese Coast Guard's for unsafe. The Danish statement said that the use of a water cannon to obstruct a Philippine supply boat possesses the potential to escalate tensions. It also accused the action of undermining the foundation of international law and maritime security.

"All actions that contribute to militarization and disputes represent a threat to regional peace and security. Denmark firmly reaffirms its unwavering commitment to the peaceful resolution of disputes and the upholding of international law. This includes the 2016 arbitral decision on the South China Sea. This decision, under the United Nations Convention on the Law of the Sea (UNCLOS), must be respected," The embassy stated.

Shortly after, the Swedish Embassy expressed its support for the Philippines as well, stating that Sweden stands with the Philippines amid the latter's territorial row with China in the South China Sea.

Sweden's expression of support came during a courtesy call between the Swedish Ambassador to the Philippines, Annika Thunborg, and Defense Secretary Gilberto Teodoro Ir.

"Exchanging regional security situation updates, Ambassador

Thunborg noted the developments in the South China Sea and conveyed Sweden's support for the Philippines' position," DND spokesperson Arsenio Andolong said.

The Chinese Foreign Minister, Wang Yi, later urged the Philippines to work with China on a way to resolve tensions in the South China Sea. The official Xinhua news agency said

The Philippines intentionally grounded the warship Sierra Madre in 1999. In 2016 they won an international arbitration award against China's claim over almost all of the South China Sea. This was after a court ruled Beijing's comprehensive claim had no legal basis.

China, which does not recognize the ruling, has built man-made islands in the South China Sea. Its claim of historic sovereignty overlaps with the claims of the Philippines, Vietnam, Malaysia, Brunei and Indonesia.

Denmark seeks to legally prevent burnings of the Quran

he Danish government seeks to make it illegal to desecrate the Quran or other holy books according to a recent statement by the Danish Foreign Minister, Lars Løkke Rasmussen.

"The burnings are deeply offensive and reckless acts committed by few individuals. These few individuals do not represent the values the Danish society is built on," Løkke said in a separate statement.

"The Danish government will explore the possibility of interfering in situations where other countries, cultures, and religions are being insulted. Situations that could have



significant negative consequences for Denmark. Not least with regard to security," he said.

Denmark and Sweden have found themselves in the international spotlight, following anti-Islam protests where the Quran has been damaged or burned, which has offended Muslims around the world.

Both countries have said they condemn the burnings, but cannot prevent it under the rules protecting freedom of speech.

Rasmussen added that whatever measure is taken, must of course be done within the framework of the constitutionally protected freedom of expression and in a manner that does not change the fact that freedom of expression in Denmark has a very broad range.

Increased border security in both Sweden and Denmark due to Quran burnings



'hreats to Sweden and Denmark have increased after recent Quran burnings. This made the Swedish government strengthen border controls and give police wider authority to stop and search people earlier this month.

Not long after, Denmark made a similar move, by temporarily tightening border security efforts due to the rising protests caused by the burnings.

"Authorities have assessed that for a limited time period, it is necessary to intensify police efforts at Denmark's borders for security reasons," said Danish Justice Minister, Peter Hummelgaard.

The Swedish Prime Minister Ulf Kristersson said the security situation in Sweden is complex, not least because of its delayed accession to NATO. The government will therefor temporarily ramp up internal security and border controls, giving police wider authority to stop and search people, he said.

Both countries have recently vowed to explore legal policies of preventing the protests involving burning of the Quran. Nevertheless, they have upheld their laws regarding freedom of speech and assembly.

"In a free country like Sweden, you have a great deal of freedom. But with that great degree of freedom comes a great degree of responsibility," Kristersson told a news outlet.

"Everything that is legal is not appropriate. It can be awful but still lawful. We try to promote a respectful tone between people and countries."

Recently Denmark chose to lift the emergency border checks after the newest assessment by Danish intelligence was that "the current security situation in Denmark is not considered to require the maintenance of additional checks," the government said.

In contrast, Sweden has currently raised the country's terrorist threat level from "elevated" to "high".

Malaysia wants to distribute more copies of the Quran

alaysia has once again announced, that the country wants to distribute one million copies of the Quran. The move includes 15,000 copies translated into Swedish.

Prime Minister Anwar Ibrahim made the commitment during a virtual meeting with Turkish President Erdogan.

Anwar made a similar move back in February, in efforts to address the Western perception of Islam.

The 15,000 copies of the Ouran to be translated into Swedish, is due to the country's association with recent Quran burnings.

"I take this opportunity to inform President Erdogan about Ma-



laysia's efforts to combat Islamophobia. Specifically addressing the burning of the Quran in Sweden," Anwar said.

"I strongly condemn this act,

which hides behind the freedom of expression upheld by the West," he further expressed during the meeting.

Sweden's security situation worsened after burnings of the Quran



weden is in its most serious security situation since World War II, Prime Minister Ulf Kristersson said after a meeting with his Danish counterpart, Mette Frederiksen. The two had a meeting about the burning of the Quran in both countries.

According to the Swedish prime minister, some states may take advantage of the current situation in Sweden. According to Kristersson, the authorities of both countries consider the present situation dangerous and will take appropriate measures.

"In Sweden, we have already begun to analyze the legal situation, including the law on public order. The aim is to take measures that will strengthen our national security and the security of Swedes abroad. Ultimately, it is about protecting our free and open society," Kristersson said in a statement.

Since Al-Qaeda urged its supporters to carry out attacks against Denmark and Sweden, Swedish Security Service has announced a heightened threat level to the fourth out of five levels. Last time the threat level was elevated like so was in 2016. Consequently, The Embassy of Malaysia in Stockholm, Sweden, issued a new travel advisory for Sweden asurging Malaysians to 'exercise caution and be vigilant of the surroundings at all times'.



Ambassador Bergström: Building bridges between Sweden and Malaysia

In the complex and dynamic landscape of diplomacy, some individuals possess a strong ability to build bridges between nations. One such diplomat is Ambassador Joachim Bergström. His journey has been a testament to the power of dialogue, inclusivity and sustainable partnerships.

By Miabell Mallikka

wedish Ambassador to Malaysia, Joachim Bergström and his team try to work on broad fronts to strengthen the ties between Sweden and Malaysia. Ranging from sustainability, environmental protection and green transition to the whole range of all human rights – and human rights for all.

They also focus on youth involvement, gender equality, democratic capacity building and interreligious understanding.

This is often smooth sailing, but there are times when true challenges arise and diplomacy is put to the test. One such test is the recent cases of Quran burnings in Denmark and in Sweden.

Nordic features

We had scheduled our appointment for this interview on June 13, 2023. As I sit in the lobby of the modern Hampshire Place office building in Kuala Lumpur, where the Swedish Embassy is located, I easily spot him as he steps out. His strong Scandinavian features with light blue eyes and dark blonde hair makes him stand out. Combined with his long slender physique it is easy to imagine that the otherwise formal diplomat did some acting and modeling work back in the days. Back when he was living in Japan in the early 90s.

As we enter Restaurant Tatto, an Italian restaurant in the building, the waitress behind the bar recognizes him immediately. She warmly greets him and makes it clear that he has been a missed guest. She then takes us to a table and introduces us to the menu, from which the busy Scandinavian ambassador immediately chooses the salmon as a starter.

"I try to eat healthy," he explains with a warm grin.

The Quran-issue

The incidents at the beginning of the year involving the burning of some pages from the Quran in Denmark and in Sweden have sparked outrage and some protests in Islamic countries. Among them is Malaysia, where Islam is the official religion. The news of the incident spread rapidly through social media and the acts are seen as deeply offensive and disrespectful to Muslims worldwide.





The Swedish government has been firm in condemning these very acts and acknowledged the disrespect and the hurt inflicted on Muslims around the world.



"The Swedish government has been firm in condemning these very acts and acknowledged the disrespect and the hurt inflicted on Muslims around the world," says Bergström.

"Sweden's Prime Minister has reiterated that what is 'legal is not always appropriate'," referring to the extensive freedom of expression in Sweden, where it is allowed to voice criticism, and to do or say things that some may find uncomfortable. The Swedish police authorities do not grant any permission to burn the Quran, but they are obliged to grant permission to organize a public gathering. Our constitutional protection of freedom of opinion, freedom of gathering and freedom of expression is an important aspect of our democracy" says Bergström.

The issue has challenged both nations to navigate the complexities of law and human rights, religious and cultural differences, while emphasizing the importance of effective communication and interfaith understanding.

Time consuming

"It took a lot of our time from January and onwards - and a lot of our efforts to try to convey the condemnation of the acts, but also explain how Sweden sees the broader issues. How our legal system works. That human rights in our system cannot be hierarchized and are tightly connected to individuals," the Ambassador explains.



"There are several misunderstandings regarding the issue, and we find ourselves regularly accused of 'double-standards'', the ambassador says.

"To educate and to bring clarity to a field of misapprehensions takes time," he elaborates.

"It's very important to me personally and to Sweden, that when we talk about combating issues like Islamophobia in the world, that we take a holistic approach and acknowledge that all human rights are on equal footing and should support one another. We also need to address anti-Semitism, violent extremism and the situation for the religious minorities in the Muslim majority world, because these things are linked. Many conversations here focus on this issue. We should approach this through the proper channels in the United Nations, together with the world community," Bergström adds with a clear pas-

"Bottom line: we should work to ensure and protect human rights for all," he adds.

The diplomatic mediator

As a Swedish diplomat based in Malaysia, Ambassador Bergström has found himself at the forefront of handling this situation. His background as Sweden's envoy to the Organization of Islamic Cooperation and on inter-religious dialogue, has equipped him with the necessary skills to navigate through this challenging period.



Having partly grown up in Syria and Israel, he has later been posted to Saudi Arabia and has covered the Middle East on posts in Stockholm and Washington, DC. This has contributed to the Ambassador having a unique understanding of both sides.

"When I came here in 2021, I reached out to religious organizations, leaders and the Minister for Religious Affairs, to build connections in case of a crisis like "Charlie Hebdo." This was very important to me. Informing about our efforts to combat xenophobia globally and in Sweden is an important aspect of this issue," he shares.

"I regularly meet with official counterparts and with religious organizations. I am fortunate to have worked on the issue for a long time and somehow understand the complexities. But nothing replaces hard work. You have to do a lot of homework and you have to put in the hours," Bergström ads.

Not always in the cards – An unplanned path to diplomacy

Joachim Bergström's life and career took an unexpected turn in his early 20s, as he stumbled into a culture reporter role, covering European cinema and literature while living in Japan. This chance encounter opened doors to the realm of reporting and writing professionally. He found the prospect of waking up every day without knowing what new experiences awaited thrilling.

Returning to Sweden and to college, Bergström

pursued degrees in psychology, literature, film, history and Japanese studies. All the while continuing in journalism, working for Swedish Radio, which later led him into freelance journalism.

His adventurous spirit and thirst for knowledge, then took him back to Japan during his graduate studies. Here, he once again had the opportunity to work for Japanese radio and various publications, while writing a PhD dissertation in history at the University of Tokyo. But as his academic journey progressed, he was offered to work as the head of the press and culture section at the Embassy of Sweden in Tokyo. Initially viewed as a short detour, this work led him to a path he hadn't anticipated.

"I was running out of funding for my PhD, because I had a Japanese national scholarship for four years. As I was running out of funds, magically the Ministry of Foreign Affairs in 2004 was looking for somebody who knew Japanese and who had a background in journalism to run the press and culture section in Tokyo. So that's how I ended up in diplomacy," Joachim shares as he indulges in the salmon salad.

"What was meant to be a small detour in my professional life ended up being my entire professional life." he then adds with a sincere smile.





It's very important to me personally and to Sweden, that when we talk about combating issues like Islamophobia in the world, that we take a holistic approach.





More than a diplomat

Ambassador Bergström is more than just a diplomat. More than a scholar and more than a journalist. He is a traveler. An explorer. A yogi and a collector with a fondness for embracing life's various experiences and gaining as much knowledge as possible, while doing so.

Boldly he explores the bustling streets of Kuala Lumpur on his bicycle, which is his preferred way of transportation. As he navigates through the old neighborhoods the Scandinavian way, he feels as if the city comes alive.

"This is how I feel free. When I go on my bike, I get to just wear shorts and a t-shirt and nobody knows who I am. No one cares. There's no fuss calling me "your excellency." You're on street level. If you're in a car, you need to find parking and stuff. But if you're on a bike, you can go by quickly. If you see a restaurant that you want to check out, you can just stop by and have a quick bite. It's really amazing. And you get a little workout at the same time. To me, it's ideal," he tells with sparkles in his light blue eyes.

His ideal vacation involves biking through big cities. This along with the occasional weekend getaway to Penang, where his foldable bike is his most essential luggage. The trip has become a way for the busy Ambassador to recharge and disconnect.

A shared Nordic mission

Like the other Nordic countries with Embassies in Malaysia, the Swedish mission in Kuala Lumpur places a heavy focus on the trade relations between the countries. More than eighty Swedish companies are based in Malaysia - representing a wide variety of Swedish industries, and several with large factory operations.

"The real ambassadors of Sweden in Malaysia are all these companies and their staff," says Joachim Bergström.

"They walk the talk every single day. On the factory floor. In the transportation sector. In the IT industry leading the digital transition. Or in the boardrooms. They show Malaysians what we stand for and what we represent. They are the ambassadors for our ambitions to be an even greener, cleaner and more equal society."

The Nordic countries are highly associated with the green transition, and Malaysians from all walks of life enjoy participating in the programs around this topic, along with the remaining Nordic Embassies in KL (the Danish Embassy closed in 2021).



The Nordic countries in Malaysia cooperate in branding themselves as partners in sustainability solutions.

"The cooperation between the Nordics in KL is excellent and we enjoy a joint 'branding' if you want to call it that", says Bergström.

"In March 2022, we organized a whole month of sustainability-related activities and projects under the banner 'the Nordic way'."

A personal passion

"Both Sweden and Malaysia are countries that focus on peaceful relations with the world and want to be friends with everyone when possible. Both countries are traders, and the more friends you have, the more you can trade. Historically both countries have had neutral foreign policies and have been active voices within the United Nations and other multilateral organizations," the diplomat explains.

Sweden and Malaysia enjoy strong relations and dialogue on a range of issues and the Ambassador of Sweden feels there is great potential to further strengthen the ties between the two countries.

"I spend a lot of my time with the Swedish companies in KL, trying to purposefully help when I can. The goal is to advance the agenda on sustainability. That is something we have a strong consensus around," Bergström explains.

One of Bergström's many interests are promoting innovation and sustainability. Sweden's strong emphasis on sustainability has driven the Nordic country to become a global hub for innovation. Through dialogues, seminars, and collaborations, Sweden seeks to share its expertise and learn from Malaysia's perspective. Sustainable practices, gender equality and inclusion are some of the key aspects that form the Swedish brand in Malaysia.

"I hope that Sweden and Malaysia can work together long term on a broader range of issues in the future," Ambassador Joachim Bergström says.



Thailand protects tigers and saves the ecosystem

Huai Kha Khaeng Wildlife Sanctuary in the western mountains of central Thailand holds the largest population of tigers in Thailand – and it's even increasing.

By Sofie Roennelund

he Huai Kha Khaeng Wildlife Sanctuary in Thailand was established in 1972 under the Wildlife Conservation Act. Back then the aim was to save Thailand's last wild buffalo herd, which lived on the banks of the Huai Kha Khaeng River and were threatened with extinction.

Today it covers an area of 2,780 square kilometers to the west in the Uthai Thani province, and is home to way more species – including the largest population of tigers in Thailand.

Remarkable about the sanctuary is, that whilst the population of tigers around the world is going down, it is increasing inside Huai Kha Khaeng. But how is that possible?

The answer is simple – it's all due to good research. Research protects not only the endangered

cats, but the whole ecosystem too.

Besides housing bantengs, butterflies, eagles, tigers and elephants – the sanctuary is also home to both a Breeding Station as well as a Research Station.

Rescued animals come to The Breeding Station to prepare themselves for returning to wildlife. Sometimes, when being rescued, the animals are found separated from their relatives, meaning they might have either forgotten – or never had the opportunity – to know how to instinctively behave in the wild, as they naturally would've learnt by their biological caretakers.

However, some animals never make it outside The Breeding Station. Some animals were rescued at such a young age, that they even lack the potential to learn what they need to know to survive in the wild. In those cases, they are kept at the station, being fully supported by well-educated human caretakers and surrounded by rich forestry, matching their natural habitat.

Those who do re-learn the codes of the jungle are being released into the protected wildlife area inside the Huai Kha Khaeng.

An area which hasn't always been so protected.

Research combats poaching

Around the turn of the millennium, research became the obvious baseline for combating poaching.

With camera traps around the site, photos could identify the individual tigers based on their skin pattern – and that data became useful.

It all started when a poacher's lost cell phone was found, containing a picture of a slain tiger and the poacher himself. Proof of the poaching job itself, plus the evidence that the tiger came from HKK, helped officials arrest the perpetrator just a few days later.







Dr. Achara Simcharoen, chief of The Thailand Tiger Project and leading researcher on the Western Forest Tiger Ecology Study project.

"Because of our own research and photos, we could identify the animals and claim they were the ones we had rescued. This meant more fair cases in court, and better protection merits," Kriskorn Wongkornwuthi, Founder of BioSpearhead, a learning group for young people focusing on biodiversity explains.

The smart system...

Since then, HKK started investing lots of their budget on developing their own internal patrol system – the SMART system (Spatial Monitoring and Reporting Tool).

Patrollers got trained to use new technologies such as GPS and systematic working procedures, so they could collect, record and report critical information in the forests, including threats to wildlife.

This combination of law enforcement and data management meant they could track the routes of poachers, and thereby monitor the hunting investigations of the international poaching network.

Maintain mankind at all kind

Besides, having men physically around the site allows the patrollers to be close to the ground, giving them better chances at recording data, as opposed to potential sensing technologies.

And it all seemed to work.

In fact, HKK became a hotspot for training other patrols around the nation, as their method was announced to be one of the world's most effective.

But only because researchers kept studying the wildlife at the same time, Wongkornwuthi stresses:

"The patrol team and researchers do their duties and if the jobs work we find that the number of wildlife is increasing and the poaching cases should be fewer. But when measuring success, both sides must be considered jointly. It's useless if you arrest a lot of poaching cases but do not know how much wildlife there is," he elaborates.

Scientific value over spiritual value

The founder emphasizes that poaching today is also not what people might think it is.

"Poaching today is a well-organized international crime. It's a misconception if someone believes that poachers are simply daring people from regular villages, looking for food for their homes," Wongkornwuthi adds.

Although illegal, poachers might believe that tiger bones or likewise are of high medical or spiritual value. What would you tell these people?





The whole team during ScandAsia's visit to Huay Kha Kaeng centered around Dr. Achara Simcharoen and ScandAsia journalist Sofie Roennelund.

"We only see it from a scientific viewpoint. We acknowledge tigers' value in nature - but not in spiritual nor in other terms," says volunteer Sebastian Tayut Fahey.

Why tigers are important

Many people perceive tigers as nothing but a dangerous animal, but they play a very important role in the ecosystem – and they're not dangerous at all.

Dr. Achara Simcharoen, chief of The Thailand Tiger Project and leading tiger researcher for the Western Forest Tiger Ecology Study project, explains how tigers balance out the food web.

First of all, tigers only hunt when hungry – and they stop when they are full, leaving leftovers for several other animals to benefit from, and maintains a natural balance within the quantity of prey. An important job, for an imbalance could create an unfortunate loop.

If there are too many prey, that could lead to overconsumption of vegetation, which then affects habitats, which then affects the rest of the wildlife.

"So by conserving the big cat, it will be easier to detect what it takes to protect them - so they can keep contributing to a healthy ecosystem," the tiger researcher emphasizes.

Huai Kha Khaeng have done research on tigers since 2004, and in just two decades they have experienced remarkable progress. They started out with

46 discovered tigers in 2007, but due to developing equipment and knowledge, today they are able to track and study more than 100 tigers.

Naturally, simply discovering more tigers within the sanctuary, plus rescuing tigers from the outside adds to the number. But keeping them protected and being able to breed new families plays an important role too.

Behind the scenes of a tiger study

In order to receive data about the wild tigers, one must actually leave them alone as much as possible.

"We have a collar system, where we track the tigers whilst maintaining our distance from them. In order to get the collar on, we do need to trap them once, but based on their gender and weight we give them the right amount of sedative, so we can keep the procedure as stress-free for the tiger as possible," Simcharoen explains.

Tigers are not supposed to be around humans - and they also do not want to. They have much greater senses than humans, and can detect us from afar, making it easy for them to avoid us.

That's why tigers are not perceived as dangerous at all – which is otherwise a common assumption.

"Tigers know their natural prey well. They only hunt animals with four legs, and wouldn't naturally attack humans, as they can hear that we only walk on two legs," volunteer Fayhey adds.

So to keep them wild, researchers don't actually spend time with the tigers besides when collaring them.

Instead, there are many other ways to collect data about the wild cats.

Footprints, tiger spray and carcass search

Simcharoen looks at an app on her phone. The app lets her know that a tiger recently spent three hours at the same spot, close to the Breeding Station.

"Let's go," the female tiger researcher states, giving her assistant the coordinates to the spot as she prepares to go in the truck.

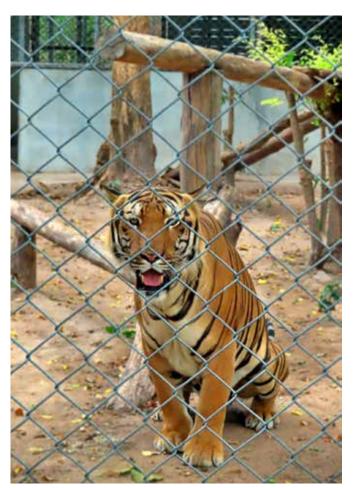
"We want to know why it was at that spot for so long."

Stepping out of the car when the bumpy road doesn't let her go any further, time is spent looking around the area before going directly to the coordinates.

All eyes are on the ground, as the researchers start speaking quieter whilst pointing towards the ground.

Tiger footprints.

The sand around the prints is a different color than the print itself, meaning the tigers paws were moist, but more importantly - that the footprint is fresh.



A measure band is taken out of a pocket, and stretched out closely above the print. The size of the paw will determine its gender.

Other members of the team sniff through their nostrils. They look around for semi-wet trees, searching for what they call "tiger spray," which is when a tiger sprays a urinal liquid on trees in order to claim territory. The smell is significant enough to be smelled with just the human nose.

The team continues through the forest, using big knives to cut through leaves and branches on their way to the coordinates. But then they stop.

A big silver tool is taken out of a bag and folded out. It's a radio signal that tells us how close we are to a tiger. The higher the frequency and faster the beep - the closer we are to one. Which is not the point.

"800 meters," is being announced.

Quietly, with a focused expression on their faces, the team goes on. As they reach the coordinates, binoculars are rapidly being swung up before their faces. There are some nodding, some moans of comprehension.

Bantengs. And many of them. No wonder a tiger was here for so long, probably examining a potential prey.

But a carcass was nowhere to be found. It would have otherwise been the absolute ideal, being a data hotspot. Knowing a lot about a prey will tell a lot about the habits of the tiger - and that is what we want.

However, Simcharoen is not disappointed about the trip, despite not finding a dead prey:

"The coordinates were close to a village, and I am never disappointed to go out and symbolically represent ourselves to the outside areas, to remind them that we are here, and that the area is meant to be protected."

The future of humans and tigers coexisting

As the team talks about the future and the obstacles they face, it is pretty clear. They simply wish for more awareness. More education. More people with a passion for wildlife, who can join the team and help maintain the protected areas - and keep the research going.

This is also why the organization BioSpearhead cooperates with the Breeding Station within HKK.

Here they have the opportunity to take in young scholars and students to show them what protected wildlife really looks like, and how their research works. In other words; the scholars are given a chance to develop compassion for wildlife.



My name is Jane Sorensen

A piece of cardboard behind a 7-Eleven in Klong Toey harbor is the home of Jane Sorensen. the daughter of the Danish Boatswain Villy Sorensen, who through the years from 1964 to 1974 sailed between Denmark and Thailand on either an EAC or a Maersk ship.

She dreams that nieces and nephews in Denmark would come to help her, if only they knew about her.

By Gregers Moller

met Jane Sorensen because I was getting tired. My wife, Dao, and I had been filming re-

search material for an exhibition at the The M/S Maritime Museum of Denmark located in Helsingør, Denmark all afternoon. The museum wanted us to find people who still remembered Mosquito Bar and the many Danish sailors who spent longer or shorter time in Bangkok's Klong Toey harbour.

Eventually, I sat down on the steps outside the 7-eleven shop opposite to where the Mosquito Bar used to be, but where there today is just an empty parking lot.

An elderly lady sat next to me and I started a casual conversation with the question if she had lived here for a long time. She answered in surprisingly good English, that she had lived here her whole life.

"What's your name," I asked.

"My name is Jane Sorensen, my father is Danish," she replied. "My father's name is Villy Sorensen," she added.

I was stunned. I called my wife over to film our first interview with Jane for the Museum and hurried back to the office to report the scoop.

Over the next couple of days, we shot more video clips with the today 59 year old Jane Sorensen, who goes by the nickname 'Rose' in the Klong Toey neighborhood. She took us to show where the house was, that she lived in together with her mother and father – when he was in Bangkok – and the quay where his ship was moored in Klong Toey harbour.

lane's dream is that the exhibition at the Museum and this article will eventually bring her in contact with her possible half-siblings in Denmark or their children. Maybe they would spare a bit of money so she would not have to sleep on a piece of cardboard on the ground behind the 7-eleven.

lane was 10 years old, when her father left and never returned. In the beginning, she and her mother thought he would come back after a few months as usual. He had been doing that as long as lane could remember. Then he would bring chocolate with him and she would ride on his shoulders and Mom would take him home and lane had to go play outside.

But he didn't come back.

"My Mom said "Pa will not come anymore, I think. That's why we are having a bit of a hard time right now you and me. If Pa was here, he would help pay for your school, our rent and our food."

Then Jane started helping her Mom selling food to the crews on the ships. They would cook a few dishes and steam rice at home, load it onto a push



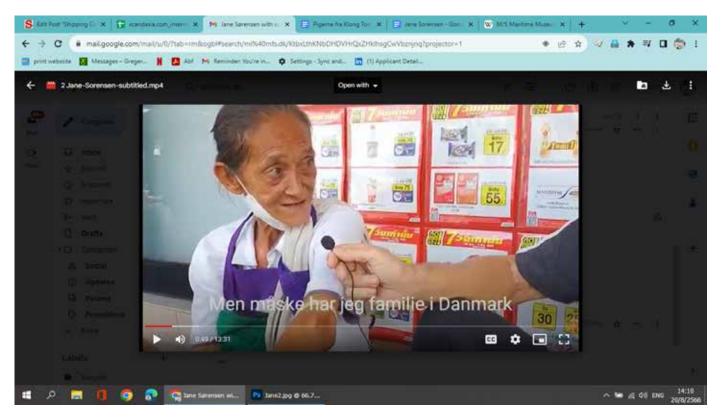
I am the only one in my family with a Danish father.



cart and go along the quay at lunch time and dinner time to sell it to the laborers loading or off-loading the ships. Sometimes they would also enter the ships and sell the dishes to the foreign sailors.

That is how Jane's mother originally met Villy Sorensen, lane explains. Her mother had twelve sons with her first husband. When the father of her brothers died, her mother moved to the Klong Toey and started selling food on the quay to take care of the family.





Once he took me up on the ship. He was ordering everybody around, but he was kind to me.





"I am the only one in my family with a Danish father," Jane proudly says.

Villy Sorensen was a Boatswain also called Bosun on a Danish ship, probably one of Maersk's ships going on a regular route - according to Jane - to Denmark, Sweden, Norway and back to Bangkok.

"Once he took me up on the ship. He was ordering everybody around, but he was kind to me. He took me into the lounge and he got me an ice cream from the freezer," she recalls.

Shortly after her father left, she fell out of an empty building from the third floor and almost got herself killed. A boy had pushed her while playing, but she didn't think he did it on purpose.

"I didn't die because I landed in a sewage hole. When they pulled me out, I had broken my leg and hip. It took a long time to heal and that's why I walk like this," she explains the limp that is obvious when she tries to cross the road in front of the former Mosquito Bar in a hurry.

Jane started working at Mosquito Bar when she was 17. She couldn't work like the other girls because she was crippled, but she had learned English from talking to her father and she was good with numbers, so she worked as a cashier.

Next to the Mosquito Bar there were also other popular bars, one of them Venus Bar, another was Copenhagen Bar and at the very end of the row of shophouses was a street restaurant, where she also

worked. Around the corner was the Mariner's Club with its many wall paintings of Danish landscapes with Danebrog flags and a big swimming pool in the center.

Later, when the whole row was demolished and turned into a parking lot, lane moved along with many of the other girls to Pattaya. The Mariners Club was a few years later also demolished and today serves as a truck parking lot to the left immediately before the entry gate to the harbor. But Jane didn't find life in Pattaya easy and eventually moved back to Klong Toey to work as a hired hand on a day by day basis in the restaurants for meals and a basic pay.

After we transferred the whole video material to the Maritime Museum of Denmark in Helsingør, we contacted the Danish Seafarers Union in the hope that the union might be able to go back in their records and find a Villy Sorensen.

Calculating his age today, we start off with the guess that he was pensioned when Jane was 10 years old and that was why he never returned. Jane is today 59 years old. It is 49 years ago that she last saw her father. If Villy was pensioned at 65 years of age, he would be 114 years old, so clearly he must have died many years ago.

However, the Seafarer's Union or Maersk Line may have records of a Boatswain Villy Sorensen sailing on Bangkok during the ten years from 1964 until 1974. Possibly also earlier than this since he possibly



Nostalgic photo from the happy days downstairs at the Mosquito Bar where aparently a Maersk crew is mixing local whisky into a Maersk tumbler.



didn't meet Jane's mother on his very first voyage to Bangkok.

If the assumption is right that Villy was pensioned in 1974, then Jane's siblings would likely be older than Jane herself today and maybe likewise no longer be alive.

"But maybe I have nieces and nephews in Denmark who would help me," Jane says with a dreaming smile.

Meanwhile, the cardboard home behind the 7-Eleven remains the harsh reality of Jane Sorensen's

The project from the Danish Maritime Museum was to document local eyewitnesses of the effect

and impression the many Danish sailors had on Klong Toey's nightlife, in particular the Mosquito Bar in the 1960s to 1980s.

Mette Iversen, the project manager at the museum, had already interviewed a number of former Danish sailors and for many of them, the memories from Bangkok and especially Mosquito Bar were vivid in their minds.

"Most EAC sailors and Mærsk sailors have come to the bar and many have had relationships with local women – either short-term or more permanent relationships," she explains.

"Some sailors have photos of the girls from the bar and maybe a first name, but no one has contact with them today. The sailors I have interviewed came to Bangkok in the 1960s and 1970s," she adds, showing us some of the photos that the sailors shared with her.

Mette Iversen's ambition was to get closer to the other side of the story – the memories that the many Danish sailors left among the local Thai's in the area.

"We think it is important to hear their voices and gain an insight into how the Thai people experienced the meeting with Danish sailors," Mette Iversen explains.

More info and photos about Mosquito Bar in Danish: https://www.snesejler.dk/bill77.htm



Mad Wine Bar & Eatery: A Danish couple's culinary journey in Vietnam

When ScandAsia first met Camilla Bailey and Casper Gustafsen it was back in 2020. This was before COVID-19 had truly taken its toll and many things were different back then. The venue was different. The goals were different, but that doesn't necessarily mean, that things have changed for the worse for the Danish 'chef' couple in Ho Chi Minh City - on the contrary.

By Miabell Mallikka

ack then the couple's main venue was Madhouse, while Mad Wine Bar & Eatery was just a 70 square-meter space with an outdoor deck. As the successful owners of Madhouse, in the renowned expat area of District 2, Camilla and her husband Casper, had a vision of creating a unique Wine and dining experience in an area that was rapidly developing. With a Scandinavian touch, they initially focused on wine and tapas, which quickly became a hit among both locals and expats.

They are the "Mad Wine Bar" brand

Camilla and Casper have never shied away from exploring new opportunities. They have ven-



Casper Gustafsen and Camilla Bailey are having great success with their international restaurant with a Nordic twist in Ho Chi Minh City.



It's us personally and what we do that makes up the brand. We are what our customers want and what they expect to get.



tured into other establishments, including a thriving wine bar located in a vibrant lapanese-inspired area. But as tourists decreased during COVID, the once bustling Japanese area lost its vibrancy.

The couple also opened a restaurant in District 7, expanding their footprint across the city. However, this venture served as an eye-opener. They realized that their strength was in their personal touch and the unique experience they bring to their guests.

"That's how we found out that it's us personally and what we do that makes up the brand. We are what our customers want and what they expect to get."

Today they are therefor down to one establishment: Mad Wine Bar & Eatery.

Facing Challenges

Running restaurants in a foreign country comes with its challenges. Before realizing the importance of their presence for their brand, the couple has endured several trials the last couple of years. Including the hardships brought by the COVID-19 pandemic.

After nine years with Madhouse, the couple had

to close down the place in early June, due to a sudden raise of the rent by a 100%.

"The owners of the property decided to raise our rent, so it went from \$6,000 to \$12,000 a month. We didn't want to pay that," Camilla explains with a sentimental hint in her voice.

Back in December last year, the couple also faced challenges due to the multiple lockdowns that severely affected many businesses. One of those businesses was the landlord of Mad Wine Bar. As the place gained popularity, Camilla and Casper didn't see any other option than to seize the opportunity, and take over the entire space. Thereby expanding the small Wine Bar into a 1,000 square meter restaurant.

"Hyggeligt"

They invested in renovating and redesigning the place, creating a cozy and inviting atmosphere in a Nordic-French bistro style.

"I designed the whole place myself," Camilla says.





In Denmark there is too much competition and we have this thing called "janteloven". There is no such thing as janteloven in Vietnam. I really like that



"I've deliberately tried to make it a bit Scandinavian with the green and the lights. In the evening the place is super cozy with lights all over. People always say it's so cozy and I tell them it's "hyggeligt", she adds and laughs with an enviable energy.

Where at first, the place consisted of this small corner bar with a tiny kitchen in the back, they now have the whole courtyard, decorated with wooden furniture's, greeneries and light bulbs that creates the illusion of a star-studded sky, along with a new open kitchen area.

"After we closed Madhouse, we agreed that I needed a kitchen," Camilla shares.

Back in Denmark, Camilla used to be the trainee at the kitchen where Casper worked as a sous chef. Today she is the master of the kitchen, while he is the wine expert.

"I'm a bit more exuberant and creative, where Casper is really good at structure. So, it was only natural that he should be the one to run the winery and I would be in charge of the kitchen."

The Culinary Experience

Mad Wine Bar & Eatery's menu is a fusion of Nordic and French cuisines, with a focus on classic dishes prepared with a Scandinavian twist. Their fixed



menu and weekly specials keep customers coming back for more. With Theme-days like "roasted pork" Wednesdays and "charcuterie plates" on Thursdays being a favorite among the clientele.

Every week Camilla offers a unique experience called "Chef's Table," where the ten seats around the open kitchen area are reserved. The menu is never revealed beforehand, but still the guests trust chef Camilla's choice for a memorable dining experience. Every week, those ten seats are sold out.

"People trust us and know what we stand for. They don't ask questions when we do something new. The Chef's Table is a five-course menu with wine. People haven't seen the menu, but it's still sold out."

"This morning I had catering for 12 people. The customer called me and said: Camilla, I have these guests, can you arrange some dinner to be delivered at 6pm? She told me how many children and how many adults, but then she trust me to come up with the menu by myself," Camilla shares proudly with a rare but refreshing confidence.

Sunday is brunch-day

I got to experience Camilla's skills in the kitchen myself, as I came back to Mad Wine Bar & Eatery for







a Sunday brunch with friends. As soon as I stepped into the open courtyard, I noticed her in her bright green trousers, with a matching shirt. The curly, blonde hair was in the usual bun on the top of her head, and she was smiling warmly as she greeted me.

"We have a huge group of guys coming in for a birthday brunch," she says. "But I'll find you a table of course," she reassured me.

As my friends arrived, we agreed on a table in the couch-area out in the courtyard, next to the birthday-boys. Their lively mood was a great reflection of the friendly vibe of the place, and only added to the dining experience. We all agreed that the Eggs Benedict, with a green Scandinavian twist was impeccable, and the more than two hours we spent there flew by.

Building Strong Connections

One of the keys to the couple's success is their strong network and ability to create connections. As I met Camilla for an interview, she emphasized the importance of social events and networking, especially in a competitive market like Ho Chi Minh City.

"I have built a large network here in District 2 over the years. We have been in the city for 12 years now, so around here people know us. It has taken many years and a lot of networking to build this. But once you have a relationship in some way, they come as guests as well."

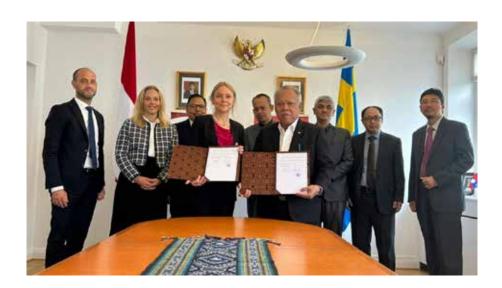
Camilla continues to explain how building connections within your field is different in Vietnam from back in Denmark.

"We all have a really great relationship in the restaurant industry. We are all good friends and we all go out together. Our suppliers are also our personal friends. This is not the case in Denmark. In Denmark there is too much competition and we have this thing called "janteloven". There is no such thing as janteloven in Vietnam. I really like that."

The many men at the birthday-brunch are a testament to Camilla's networking skills and to the great relationship between the restaurateurs in Ho Chi Minh City.

"It's my best friend's birthday brunch," she explains and sends a smile to the guy at the end of the long table. All the men around the table are people she knows from the industry. She thereby demonstrates, how they have managed to build a loyal customer base and how their commitment to providing quality food and wine in a welcoming atmosphere has made them a cherished destination for both locals and expats in Ho Chi Minh City.

Indonesia and Sweden in waste-conversion cooperation



he Indonesian Ministry of Public Works and Public Housing (PUPR) is cooperating with Swedish Swedfund International AB in applying technology that convert

waste into renewable energy.

The agreement was made by PUPR Minister Basuki Hadimuljono and Maria Håkansson, the CEO of Swedfund International AB and was

recently signed at the Embassy of the Republic of Indonesia in Stockholm, Sweden.

"The PUPR Ministry commits to applying sustainable environmentoriented principles in constructing infrastructures," Minister Hadimuliono noted in a statement.

Hadimuljono remarked that waste generated in Indonesia could be used as a highly potential source of energy. He added that the country hasn't capitalized on the potential, as most of its waste ends up in landfills.

"We established this cooperation by taking into account the Swedish government's reliable expertise in converting waste into a source of renewable energy," he stated.

H&M Home launched at Singapore flagship store

&M is rolling out a new home décor section at its flagship store in Singapore. H&M Home is now taking up a unit of the first floor of the store at the Orchard Building in Somerset.

Items from the H&M Home line have so far only been available for limited periods in Singapore as part of the H&M Holiday Pop-up, which is usually held before Christ-

The launch of H&M Home also coincided with the full reopening of the flagship store after a five-monthlong renovation.



Thai-Dane crowned Miss Universe Thailand 2023

'hai-Danish Anntonia Porsild recently won the title of Miss Universe Thailand 2023, which means she'll represent the country in the global competition in El Salvador this November.

With a Danish father and a Thai mother, Porsild grew up in many different places including Denmark, Spain and Vietnam.

Porsild was one of 53 women who represented different provinces in Thailand at the competition, which was held at MCC Hall.

If Porsild wins the Miss Universe 2023 competition in November, it will be the first time since 1988 that Thailand wins the Miss Universe title.



Vietnam attracts Northern European Investors

orthern European enterprises are gravitating towards Vietnam according to Trade Counsellor of Vietnam in Sweden and Northern Europe, Nguyen Thi Hoang Thuy.

Denmark in particular is emerging as a new investor in Vietnam, she explains.

A lot of it is thanks to the EU-Vietnam Free Trade Agreement (EVFTA), which became effective from I August 2020, and has helped ease the domestic economy of the South East Asian country.

The agreement has allowed for easier trade between the continents.



which was earlier hindered by a lack of direct flights and cooperation.

"Many enterprises are planning to relocate to Vietnam to optimize incentives from the EVFTA whilst exporting to the EU," she added.

Vietnamese exports to Northern European markets grew by 14.7% per year in 2020 to 2022.

H&M sues Shein over alleged copied designs

&M is suing Chinese rival Shein over copyright breach. H&M has accused

SHEIN

Shein of plagiarism and "stealing" the designs of its products. The Swedish company has stated that there is

"striking resemblance between the products proving they must have been copied".

The Swedish mainstream brand is according to Bloomberg seeking compensation for unspecified damages and an injunction to prevent Shein from repeating the copyright violation.

This is not the first time Shein is facing allegations related to plagiarism. In June 2022, an American freelance artist sued the Chinese brand for \$100 million, claiming the company copied her artwork without permission.

Marimekko expands to Vietnam and Malaysia

he Finnish clothing and lifestyle brand, Marimekko, have been launched in Vietnam and Malaysia. The opening is due to a 'loose-franchise' partnership with laspal Group, who operates brands such as Diesel and Asics.

"We see a growing interest in Asia towards the Marimekko brand renowned for its bold prints and colors, so now is a good time to make it available to local consumers and tourists in Vietnam and Malaysia," said CEO of Jaspal Group, Yosathep Singhsachathet.

The stores in Vietnam will be located in the Lotte Mall Westlake in Hanoi and in the Takashimaya Mall in Ho Chi Minh City. For Malaysia, the Finnish brand will have its debut in KLCC Mall as well as The Exchange TRX Mall in Kuala Lumpur. An online store is also to be launched, according to the press release.



Citing Asia as their 'most important geographical area' the company has further announced that they will expand their services in Singapore with another store opening in September.

"These fast-growing markets provide interesting opportunities for Marimekko's international growth," says Natacha Defrance, Marimekko's Senior Vice President of Sales in Region East.



Pandora to revamp its image in China

andora, the Danish fashion jewelry brand, has recently named the American actress Ashley Park as its new global ambassador. Park has gained huge recognition in China for her role as Mindy in the hit show "Emily in Paris." Her Asian-American identity reflects Pandora's focus on both the U.S. and Chinese markets.

In early July, Pandora China announced actress Liu Yuxin as its new brand ambassador for the region. Thereby marking the company's official reboot in the Chinese market.

In the company's strategy named the "Phoenix Plan," Pandora aims to triple its revenues in China, based on the figures from 2019. In 2019, Pandora's revenue in China was 2 billion DKK, accounting for about 9.1% of the brand's global revenue.

The strategy was initially rolled

out in Western markets. Pandora has recently mentioned that the delay in transitioning its Chinese business is due to the company waiting for the market to stabilize.

Affected by the ongoing pandemic in 2022, Pandora's revenue in China dropped to 737 million DKK - a 47% decline compared to 2021.

Very recent, Pandora raised its full-year revenue outlook as it reported better-than-expected second-guarter sales, mainly due to an improved performance in the U.S. and China.

"Given our solid performance so far, our updated guidance now sees another year of positive organic growth," CEO Alexander Lacik said in a statement.

Pandora said it now expected organic sales growth of between 2% and 5%, against an earlier range of between -2% and 3%. The overall

sales increased to 5.9 billion DKK in the April to June period from 5.7 billion in 2022.

In the effort to regain the Chinese market, Pandora has recently launched its new concept store, EVOKE 2.0, in Shanghai's Grand Gateway Plaza. The brand has announced, that they plan to continue opening more EVOKE 2.0 stores in China.

Currently, Pandora has 240 stores in China. 20 in Shanghai, 20 in Beijing, 12 in Chengdu and 13 in Hangzhou.



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