



Business of
Design Week
設計營商周
3 2 10 11 12 13 DEC
www.bodw.com

A FLAGSHIP EVENT OF HONG KONG DESIGN CENTRE
PARTNER COUNTRY 2008 – THE NETHERLANDS



Week-Long Design Event Launches in Hong Kong Helping to Inspire Ideas and Solutions for Today's Business Challenges

Dutch and International Design Masters to “Open Minds” at Business of Design Week 2008

HONG KONG – 8 December 2008 – Today marked the official launch of Asia's leading event for innovation, design and brand, Business of Design Week (BODW) 2008.

Organised by Hong Kong Design Centre, this annual event features a series of exhibitions, forums, outreach programmes and networking opportunities for designers, business leaders, educators and the public to exchange ideas and address a wide array of 21st century challenges. From today until 13 December, BODW will host more than 50,000 participants and over 100 of the world's top creative minds in Hong Kong.

The flagship event of the week, BODW Forum (11 – 13 Dec), features an unparalleled line-up of experts, leaders and legends in the field of design and innovation who will be discussing the interplay between design and business. This year, BODW has partnered with the Netherlands. Renowned Dutch design masters will be speaking at the Forum including Marcel Wanders, Rem Koolhaas, Winy Maas, Irma Boom, Marlies Dekkers, Hella Jongerius, Mariette Hoitink and Renny Ramakers.

These Dutch design icons alongside other top design masters from across the globe, including Raman Hui, Garson Yu and Michael Young, with representatives from leading brands such as Droog Design, KesselsKramer and Taubman Asia, will discuss many hot issues and topics of great importance, such as fashion, new media, communication, intellectual property, product and technology as well as the architectural space and environment design. New issues added this year are the development of Hong Kong culture with urban planning for West Kowloon Cultural District Project, and earthquake solutions for Sichuan and other disaster torn areas.

“We are proud to bring yet another successful BODW to Hong Kong and feel confident that this year will herald a new wave of innovation, creativity and drive. We are delighted to strengthen ties with our partner country, the Netherlands, and to have such an array of famous and talented individuals to grace us with their presence,” said **Victor Lo**, Chairman, Board of Directors, Hong Kong Design Centre. “With today's challenging economic environment, the importance of creativity and innovation becomes even more vital.”

Frank Heemskerck, Dutch Minister of Foreign Trade, said, “This event complements the Netherlands very well as we are both about innovation, creativity and opening minds. We are honoured to be the partner country for BODW 2008 and are excited to see not only Dutch design masters but also the international field of talented designers and creative minds assembled at this significant event.”



Business of
Design Week
設計營商周
3 2 10 11 12 13 DEC
www.bodw.com

A FLAGSHIP EVENT OF HONG KONG DESIGN CENTRE
PARTNER COUNTRY 2008 – THE NETHERLANDS
Holland.
Pioneers in international business
OPEN MINDS

In addition, the week-long programme features the HKDC Annual Awards, a star-studded highlight of the week where the highly coveted Hong Kong Design Centre Awards will be presented to designers and companies from around the world whose creative genius has earned them critical acclaim and commercial success in Asia. Awards include: Design For Asia Awards, the World's Outstanding Chinese Designer Award, the Design Leadership Award, and the Hong Kong Young Design Talent Awards.

BODW 2008 is open to all – from champions of design to the general public as well as highly motivated business leaders interested in the power of design. The week-long programme is comprised of many events and gatherings, including:

5-14 December	DETOUR – free admission An event that allows the public to experience the vibrant design of Hong Kong through fashion shows, designers presentations, exhibitions, open studios, design brainstorming events etc. To echo the Dutch theme, as the Netherlands is this year's BODW partner country, the Detour programme will bring audiences to locations where they can enjoy the creative and rich culture of the Netherlands.
8-9 December	Brand Asia This year's theme is "Corporate Strategy and Branding." Brand Asia brings together world-class brand management experts from academic and business sectors to share cutting edge information on current trends in brand management and innovation.
9-10 December	DesignEd Asia A practical platform for prominent design educators and researchers to address current issues related to design education. This year's theme is "Culture as Inspiration."
10 December	Inno Asia A conference to learn from world experts how they innovate and deploy cutting edge technology in the fields of mobility, architecture, illuminations and renewable energy.
10-13 December	Inno Design Tech Expo An exhibition that showcases the best designs and related businesses from the region. This year, the two exhibition halls at HKCEC feature striking designs from the Netherlands, works of the HKDC Award winners and many other designs with a "lifestyle" theme that display Hong Kong as a city of innovative excellence.
11 December	YIC Forum – free admission A platform for manufacturers and designers to share experiences on the importance of innovation and design as well as branding and technology strategies.
11-13 December	BODW Forum An international forum featuring the world's top designers speaking on hot issues such as fashion, new media, communication, intellectual property*, product and technology, architectural space and environment design as well as many new and important issues such as the development of the West Kowloon Cultural District



Business of
Design Week
設計營商周
3 2 10 11 12 13 DEC
www.bodw.com

A FLAGSHIP EVENT OF HONG KONG DESIGN CENTRE
PARTNER COUNTRY 2008 – THE NETHERLANDS


	Project and earthquake solutions.* *Free admission
12 December	HKDC Annual Award Presentation and Gala Dinner An all-star event where the World's Outstanding Chinese Designer Award, the Design Leadership Award, the Design for Asia Award, and the Hong Kong Young Design Talent Awards will be presented in front of the foremost designers and artists from the Netherlands, Asia and the world

To find out more and register, visit www.bodw.com.

BODW is the flagship event of Hong Kong Design Centre (HKDC), sponsored by the Hong Kong SAR Government's Innovation and Technology Commission.

About Business of Design Week (BODW)

BODW is one of the most anticipated events in the global design world and its goal is to encourage institutions to unleash the power of design by focusing on the vital relationship and complex interplay between design and business. It has been acclaimed as "one of the world's most unique and compelling design-related programmes." BODW attracts more than 50,000 participants and over 100 of the world's most iconic designers, business leaders and educators to share their success stories, exchange ideas, and network.

About Hong Kong Design Centre

The Hong Kong Design Centre is a non-profit organisation dedicated to helping local designers and businesses realise their full potential, and to encourage, inspire, support and facilitate the best use of design as an instrument for the sustainable competitiveness, economic prosperity and overall well-being of society. We take a leadership role engaging in a proactive dialogue that preaches to government, industry, business partners, educational institutions and private organisations about design as a strategic, value-enhancing constituent of business. Towards the wider public audience, we tirelessly seek to inculcate a greater appreciation of the ways design contributes to a better quality of life.

The Hong Kong Federation of Design Associations established the Hong Kong Design Centre in 2001. The founding members of the Federation are Hong Kong Designers Association, Interior Design Association Hong Kong, Hong Kong Fashion Designers Association, and the Chartered Society of Designers.

Media Enquiries:

Wendy Kam / Nicholas Worley at Weber Shandwick

Tel: (852) 2533 9928 / (852) 2533 9923

Email: wkam@webershandwick.com / nworley@webershandwick.com