



Business of
Design Week
設計暨商周
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www.bodw.com

A FLAGSHIP EVENT OF HONG KONG DESIGN CENTRE
PARTNER COUNTRY 2008 - THE NETHERLANDS
Holland
Partners in International Business

ASIA'S LEADING DESIGN EVENT
ON INNOVATION, DESIGN AND BRAND

Please complete this form in BLOCK LETTERS and return by e-mail, fax or mail to the Conference Secretariat :
Swire Travel Ltd, 6/F., Cambridge House, Taikoo Place, 979, King's Road, Quarry Bay, Hong Kong. Fax : (852) 2590 0099,
E-mail : bodw2008@swiretravel.com. Each form should only be used for one registration. It can be photocopied, downloaded from
<http://www.bodw.com> or obtained from our secretariat office. Registration is only valid upon receipt of the registration fee.

Participant's Details

Title: Dr. Prof. Mr. Mrs. Ms.

Last Name: _____ First Name: _____

Company: _____ Job Title: _____

Address: _____

Country: _____

E-mail: _____ Mobile: _____

Telephone: (_____) Fax: (_____)

Promotional Code*: (if any) _____

* This code is only applicable to organisations with a special code pre-assigned by Hong Kong Design Centre on registration discount.

BODW Forum Registration (11-13 Dec 2008)

Type of Passes	Registration Fee	Date						Amount (HK\$)
		11 Dec		12 Dec		13 Dec		
3-day pass 11 - 13 December 2008	HK\$2,800.00							
1-day pass Please select the date for your 1-day pass	HK\$1,200.00							
Half-day pass Please select the date for your half-day pass	HK\$700.00	a.m.		a.m.		a.m.		
		p.m.		p.m.		p.m.		
Total Amount :								

Track Selection

Concurrent tracks on different topics will be held everyday (AM or PM), please indicate the track(s) you will attend. For updated information of the programme schedule, please visit http://www.bodw.com/2008/eng/speaker_list.php

- **1-day pass / half-day pass** registrant can only select **1 track of your specific registration date**.
- **3-day pass** registrant is required to select **1 track for each day**.

<u>11 Dec PM</u>	Fashion & Apparel	<input type="checkbox"/>	Design & New Media	<input type="checkbox"/>
<u>12 Dec PM</u>	Design & Communication	<input type="checkbox"/>	Design & Space	<input type="checkbox"/>
<u>13 Dec AM</u>	Culture and the City I	<input type="checkbox"/>	Design & Product, Technology	<input type="checkbox"/>
<u>13 Dec PM</u>	Culture and the City II	<input type="checkbox"/>		

YIC Forum - 11 Dec 2008 (5:30 pm - 7:00 pm)

Free of charge but prior registration is required. (First-come first-served)

I would like to attend.

Business of IP forum - 11 Dec 2008 (2:00 pm - 7:00 pm)

Free of charge but prior registration is required. (First-come first-served)

I would like to attend.

Special Tracks : Quake Solutions - 12 Dec 2008 / 13 Dec 2008

Free of charge but prior registration is required. (First-come first-served)

For details of each session, please go to http://www.bodw.com/2008/eng/speaker_list.php

12 Dec 2008 Quake Solutions I 2:00 pm – 5:00 pm

13 Dec 2008 Quake Solutions II 9:30 am – 12:30 pm Quake Solutions III 2:00 pm – 5:00 pm

Survey

How did you learn about BODW?

- Advertisement, please specify _____
- On-line web site banner advertisement, please specify _____
- Attend a past BODW Forum, which year _____
- Hong Kong Design Centre e-blast
- Hong Kong Design Centre website
- Search Engine (Yahoo / Google)
- Search Engine (Others)
- Direct mailing from Hong Kong Design Centre
- Flyer, postcard, brochure from various distribution outlets/information counter, please specify where _____
- Other channels, please specify _____

What is your Company Industry / Profession?

- Design, please specify discipline _____
- Industry / commerce, please specify sector _____
- Sales/Marketing/PR/Communications/Branding
- Educator
- Government official
- Trade association representative
- Student
- Others, please specify _____

Method of Payment

Hong Kong Local Cheque (in HK Dollars) enclosed. Make payable to “**Swire Travel Ltd.**”
Mail this form with your cheque to: BODW2008 Conference Secretariat, Swire Travel Ltd, 6th Floor, Cambridge House, Taikoo Place, 979 King’s Road, Quarry Bay, Hong Kong
Tel. (852) 3151 8900 Fax. (852) 2590 0099 E-mail: bodw2008@swiretravel.com

Bank Transfer (in HK Dollars)
Name of Beneficial: Swire Travel Ltd
Account Name: The Hong Kong & Shanghai Banking Corp. Ltd. Account No: 111-016275-002
Address: No 1, Queen’s Road Central, Hong Kong SAR, China Bank code: 004
Bank Swift code: HSBCHKHHHKH

Please fax a copy of the remittance receipt to Swire Travel Ltd at (852) 2590 0099 for reference. All charges on bank transfer must be borne by the sender.

Credit Card

Visa

MasterCard

American Express

Diners Club

Cardholder Name: _____ Credit Card No.: _____

Expiry Date: _____ Signature: _____ Date: _____

Important Notes

- The organiser reserves the right to release any reserved seat(s) if payment is not settled in full within TEN days of the registration being received.
- In the event of cancellation, please notify the conference secretariat (your registered name & email) in writing. There will be a 50% administration fee of your balance or total amount of transaction, refunds will be made only after BODW 2008. No refund will be honored for cancellation requests received after 20 Nov, 2008.
- The organiser reserves the right to change the programme without prior notice.
- Information provided on the registration form will be used only for the purposes of processing the registration and communicating with the participant on matters relating to the conference and/or related event and such usage will conform to the Personal Data (Privacy) Ordinance.

I have read and agreed to the important notes set out on this registration form.

Signature _____

Date _____