



Think Collaborate Create

BODW 2018
BUSINESS OF DESIGN WEEK



BUSINESS OF DESIGN WEEK

Organiser



Co-organiser



Lead Sponsor



BUSINESS OF DESIGN WEEK

Asia's premier annual event on design, innovation and brands since 2002, Business of Design Week (BODW) organised by Hong Kong Design Centre brings some of the world's most outstanding design masters and influential business figures to Hong Kong. It provides a valuable platform for business and creative leaders to exchange ideas, network, and explore new business opportunities.

o o o Asia's premier annual event on **DESIGN**,
INNOVATION & BRANDS





BRIDGE

the gap between the worlds of design, business and public sector. Bring in successful cases worldwide and potential business in Hong Kong

SPARK

positive changes to social well-being

ENHANCE

the synergy and collaboration

between partner countries/ cities and Hong Kong

IGNITE

a worldwide community of design and maintain Hong Kong as a world map of design city

PARTNER COUNTRIES/ CITIES

Each year a partner city or country is showcased at BODW through speakers and a design pavilion. The partnership developed from the making of BODW does not end with the closing of the event. It signifies the beginning of a long term collaboration and mutual learning between the two communities through continuous engagement in forthcoming BODWs and other forms of professional/ student exchange initiatives.



2004
SWEDEN



2009
FRANCE



2014
SWEDEN



2005
**SWEDEN,
FINLAND &
DENMARK**



2010
JAPAN



2015
BARCELONA



2011
GERMANY



2016
CHICAGO



2006
**UNITED
KINGDOM**



2012
DENMARK



2017
ITALY



2007
ITALY



2013
BELGIUM



2018
MELBOURNE



2008
**THE
NETHERLANDS**

2019 **UNITED KINGDOM**



BRITAIN & NORTHERN IRELAND





PARTNER COUNTRY



BODW 2019

BUSINESS OF DESIGN WEEK 設計營商周

2-7.12 2019

Design is Great!

BODW 2019 will feature **United Kingdom** as our partner country. United Kingdom has one of the most dynamic design, tech, cultural and innovation ecosystems in the world, with a thriving design economy and a rich pool of high-calibre creative talents, agencies and organisations using design.



80+

Speakers and
Moderators

230,000+

Participants

57%

Brand Leaders, Design
Practitioners & Other
Professionals

BODW ATTRACTS...

33%

Academia

30+

Countries/
cities'
participants

72%

Local

15%

Mainland of China

9%

Other Countries

4%

Asian Regions &
Countries

10%

Government & Policy
Makers



12

SUMMITS & FORUMS

2+

PARTNER PROGRAMMES

8+

CONCURRENT PROGRAMMES



**KNOWLEDGE EXCHANGE
PROFESSIONAL NETWORKING
NEW BUSINESS OPPORTUNITES**

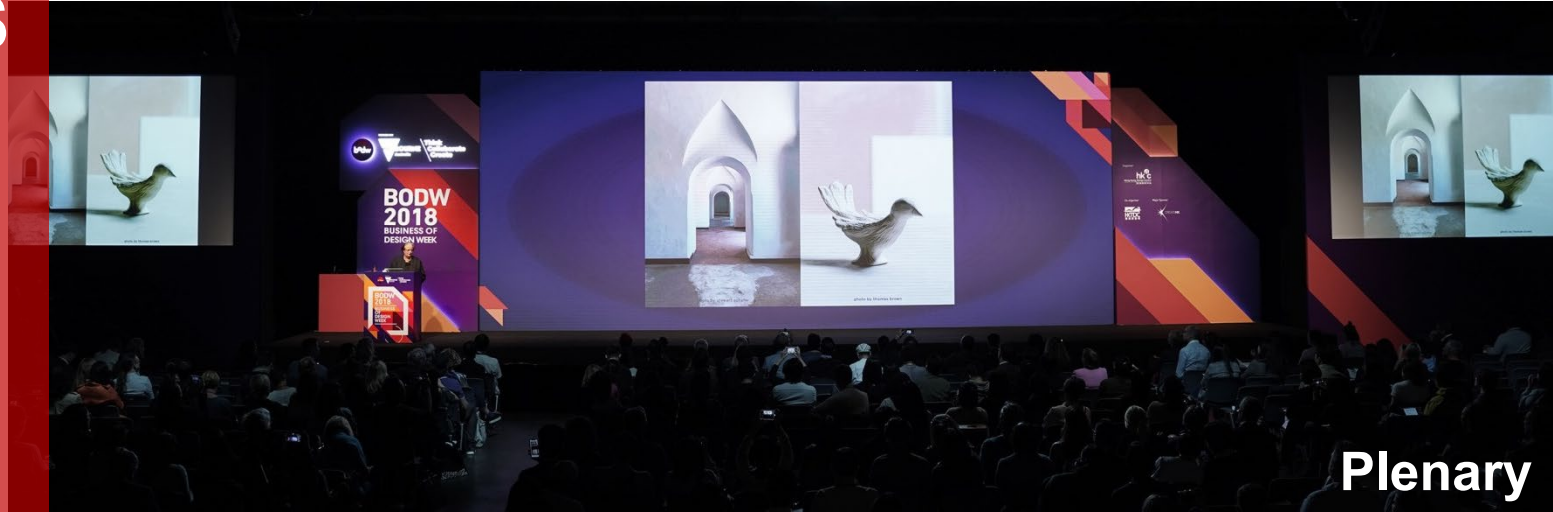
SUMMITS AND FORUMS

Plenary

Keynote Speakers of each BODW edition, from Architects, City planners, Design Masters, Trend setters to influential Business Leaders...

Masterclass

aims to create an intimate and interactive learning experience for a mix of innovators, entrepreneurs, designers, city planners, developers, business strategists, decision-maker.



Plenary



Masterclass

SUMMITTS AND FORUMS



Greater Bay Area & Design
da TALK



Creative Mindset

Creative Mindset

explores the future of education to cultivate creative intelligence and innovative mindset across public, private and academic sectors



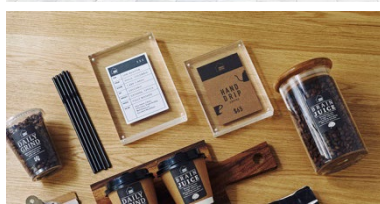
Brand
Asia
Forum



Photo courtesy of Material ConneXion



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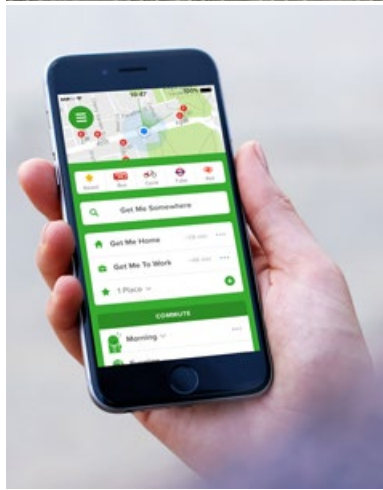
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SUMMITS AND FORUMS

DFA: Design for Asia
Digital & Design
Communication & Design
Product & Technology
Space & Design





Jacques HERZOG
Herzog & de Meuron (Switzerland)



Massimiliano FUKSAS
Founder and Principal, Studio Fuksas (Italy)



Sou FUJIMOTO
Director, Sou Fujimoto Architects Inc. (Japan)



2014 Honorary Royal Designer for Industry (RDI)
Li EDELKOORT
Trend Forecaster, Trend Union (France)



Golden Medal – Triennale di Milano 2015
Mario BELLINI
Architect & Designer, Mario Bellini Architects (Italy)



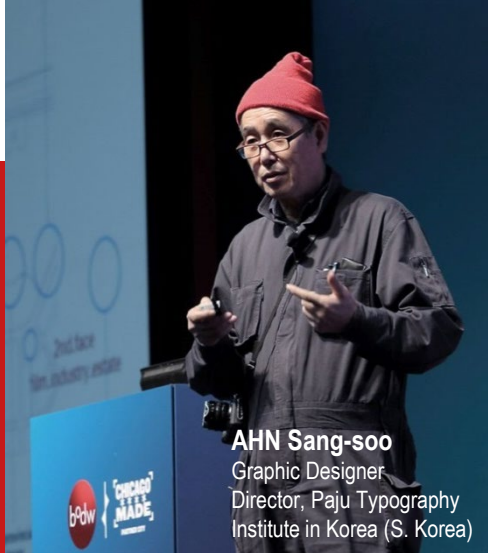
Ron Arad
Co-founder, Ron Arad Associates (UK)

More and More
**Internationally
Awarded
Speakers...**
@BODW

Marco BALICH
Chairman, Balich Worldwide Shows (Italy)

Thomas HEATHERWICK
Founder and Principal, Heatherwick Studio (UK)

Carlo RATTI
Director, MIT Senseable City Lab; Founding Partner, Carlo Ratti Associati (US/Italy)



AHN Sang-soo
Graphic Designer
Director, Paju Typography
Institute in Korea (S. Korea)



**Wall Street Journal Magazine's 2017
Architecture Innovator of the Year Award**
Charles RENFRO
Partner, Diller Scofidio + Renfro (US)



2013 Pritzker Laureate
Toyo ITO
Architect, Toyo Ito & Associates,
Architects (Japan)



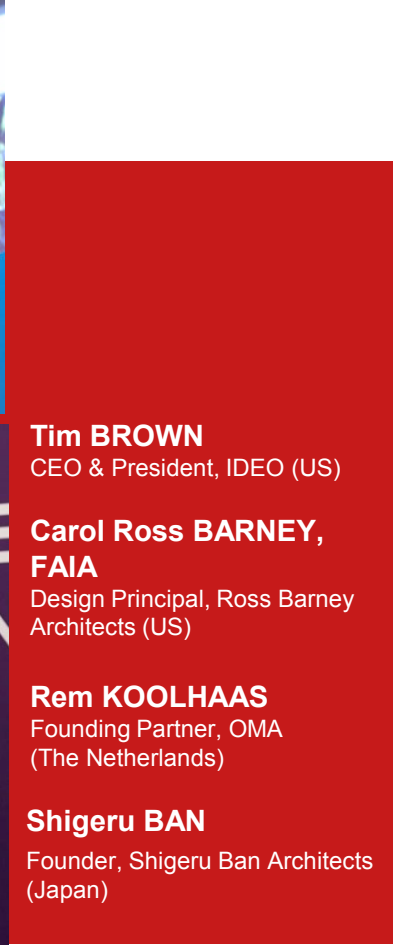
Teo Yang
Creative Director,
Teo Yang Studio (S. Korea)



Youngsoo HAN
Principal Designer, LG Electronics /
Design Center (Korea)



Erik Spiekermann
Type and Information Designer,
Letterpress Printer, p98a.berlin (Germany)



Tim BROWN
CEO & President, IDEO (US)

Carol Ross BARNEY,
FAIA
Design Principal, Ross Barney
Architects (US)

Rem KOOLHAAS
Founding Partner, OMA
(The Netherlands)

Shigeru BAN
Founder, Shigeru Ban Architects
(Japan)



“We have more specialists coming together from all the fields and all the countries. That’s why they are unique.”

- Ben van Berkel, Founder & Principal Architect, UNStudio

“If there is only one design conference I would go every year, BODW, this definitely the event I would choose.”

- Chelsia Lau, Chief Designer, Ford Motor Company

“BODW 2018 is a fantastic forum for designers to meet each other to discuss problems that we need to face and to find new connections and collaborations.”

- Prof. Rob Adams AM, Director City Design and Projects, City of Melbourne

“Wonderful crowds with fantastic content!”

- Tim Brown, CEO & President, IDEO

PARTNER PROGRAMME



As an extension of BODW, CityProg partners and collaborates with different brands, businesses, organisations and institutions to organise an exciting mix of happenings at anchor sites and satellite sites, especially around Wan Chai, from November to January every year with the peak during BODW week (December), to connect the city's creative power, lift up creative vibe and celebrate good designs and innovations with a vision to establish Hong Kong as the creative hub of Asia.



城區活動
bodw CityProg



Design Works
by Partner
Country/City



Anchor Sites
Festival



Satellite
Events



Education &
Community
Activation

100+ Partners
76,000 Participants



PARTNER PROGRAMME



Every year deTour offers a variety of programmes, featuring innovative designs from young and emerging talents to more advanced creative professionals, to inspire creativity and foster exchange of ideas. Officially launched in 2008 as an important concurrent event of the BODW, deTour is now curated and organised by PMQ, a creative hub located in the heart of Hong Kong.



100,000+ Participants

6 Installations 14 Design Dialogues
11 Exhibitions 32 Workshops



CONCURRENT EVENTS

DesignInspire

SMARTBIZ EXPO

Fashion Asia Hong Kong

DFA Awards Presentation

Ceremony

BIP Asia Forum

GDN (Global Design Network)

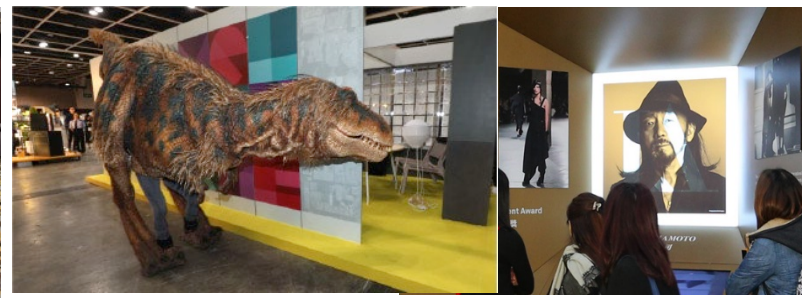
Forum

Leadership Forum on Design

Education

M+ Matters Keynote

WORKTECH18 Hong Kong





GALA DINNER AND NETWORKING EVENTS

- Knowledge Exchange
- Professional Networking
- New Business Opportunities

WHY PARTNER WITH BODW?

Exploiting the **Tremendous Opportunity** for your brand

- **Huge network coverage** (e.g Networking events, Gala Dinner and more) to extend business reach with decision makers for collaboration
- Interdisciplinary speakers brings **new ideas and inspiration and companies** have the opportunities from learning experience of the top leaders and CEO and more to enhance creativity and move thinking forward
- Provide broad **publicity** at pre-event, onsite and post-event through BODW channels

PARTNERSHIP OPPORTUNITIES

**Lead
Strategic
Partner**
\$1,000,000

**Plenary
Sponsor**
\$500,000

**Track
Sponsor**
\$380,000

**Diamond
Sponsor**
\$320,000

**Platinum
Sponsor**
\$180,000

**Gold
Sponsor**
\$100,000

**Silver
Sponsor**
\$60,000

* Subject to further discussion of tailor-made package

PARTNERSHIP OPPORTUNITIES

**Student
Education
Programme
Sponsor
\$50,000**



Major Beneficiaries:



PolyU Design

SCAD
SAVANNAH COLLEGE of ART and DESIGN



HONG KONG DESIGN INSTITUTE
香港知專設計學院

Member of VTC Group VTC 機構成員

Thei



THE UNIVERSITY OF HONG KONG 香港大學
faculty of architecture 建築學院

Students Sponsored:

2016.... **3,300+**

2017.... **3,400+**

2018.... **3,500+**

//

Generally, the speakers that I saw were all very interesting and showed me work that I hadn't seen before. I really enjoyed the presentation that Victo gave of her life using her illustrations. That was pleasantly unexpected. Wing Maas had some crazy ideas, Patrick Blanc was amazing! I really hope more of his work gets around the world.

//

- Student from School of Design, Hong Kong Polytechnic University

* Subject to further discussion of tailor-made package

PARTNERSHIP OPPORTUNITIES

Gala Dinner Table Patron & Entertainment Sponsor



PLATINUM
\$38,000/table

DIAMOND
\$50,000/table

GOLD
\$28,000/table

Past Patrons:



*All Table Patrons are limited to 10 seats per table; subject to further discussion of tailor-made package

PARTNERSHIP ENTITLEMENTS

Partner with BODW entitles:

- BODW programme book logo or name listing
- Logo exposure:
 - Onsite sponsor backdrops
 - Website
 - Post-event highlight video
- Complimentary passes
- Discount on extra pass(es) purchase

...more and more...

For more details, please contact events@hkdesigncentre.org

* Subject to further discussion of tailor-made package

ORGANISERS AND PARTNERS

Organiser



Co-organiser



Lead Sponsor



Government Partner:



Lead Strategic Partner:

Debbie Lo
Creativity Foundation

Strategic Programme Partner:



Strategic Programme Partner – Greater Bay Area & Design



Co-presenter – Culture & The City



Co-presenter – Culture & The City Panel



OUR PAST SPONSORS

Hotel Partners

T U V E



Hotel ICON



HONG KONG



PR Partner



Venue Sponsor



Lifestyle Partner

colourliving

Student Sponsors:



同心教育文化慈善基金會有限公司
Musketeers Foundation
Non-Profit Education & Culture Charitable Foundation Ltd.

the Oval partnership

Speaker Sponsor



Forum Marketing Research Partner



Webcasting & Technical Partner



Event Setup & Decoration Partner



LED Screen Sponsor



Carrier Partner



Courtesy Car Partner



Audi
Vorsprung durch Technik



Paper Sponsor



TAI TAK TAKEO FINE PAPER CO., LTD.
大德竹尾花紙有限公司



Just ask Antalis

Wine & Spirits



Coffee Corner Sponsor



CRM Sponsor



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Floral Sponsor



Gift Sponsor



Dialogue Sponsor



Cocktail Reception & Ad Space Sponsor



專業訂造 梳化專家

NG TENG FONG
CHARITABLE FOUNDATION
黃廷方慈善基金



華懋集團
Chinachem Group



羅啟妍 Kai-Yin Lo

Aedas



TOMMY LI DESIGN WORKSHOP

The background image shows a trade show booth with various displays, including a table with chairs, a sign that says "Italy makes a difference", and a large sign on the right that says "BODW 2019" and "BUSINESS DESIGN". The floor has large yellow and red arrows pointing towards the right. A semi-transparent red banner is overlaid across the middle of the image, containing the text "We Look Forward to Seeing You at BODW 2019!".

**We Look Forward to Seeing You at
BODW 2019!**