



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 OPPORTUNITIES**

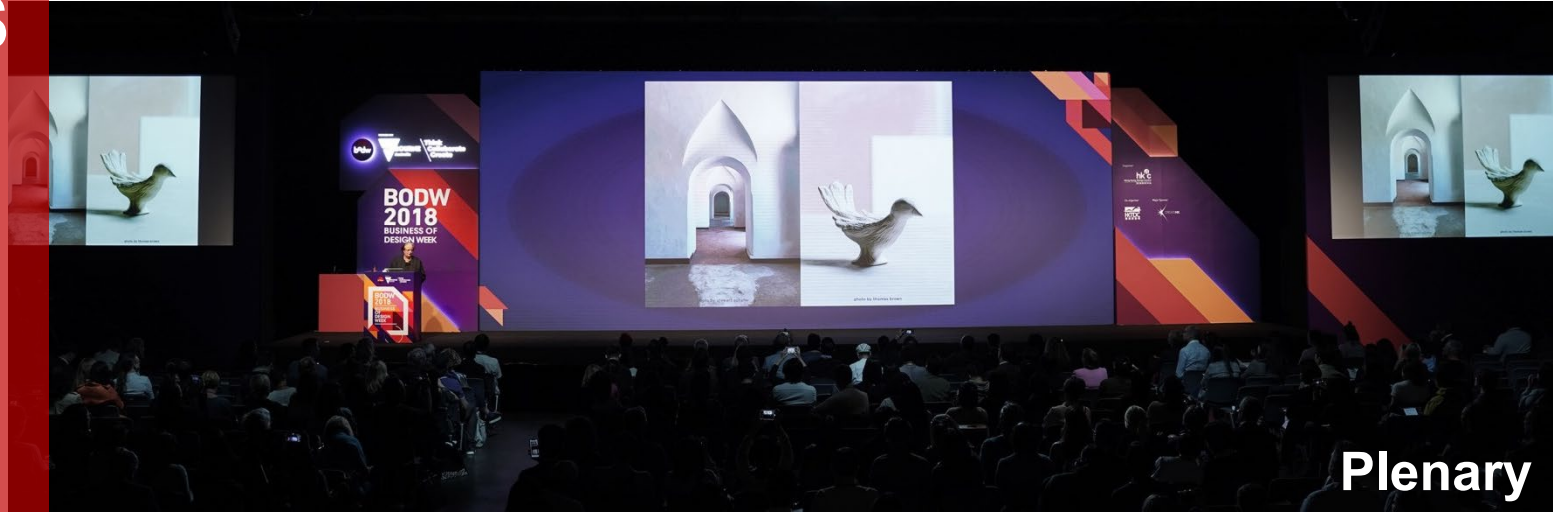
# SUMMITS AND FORUMS

## 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.



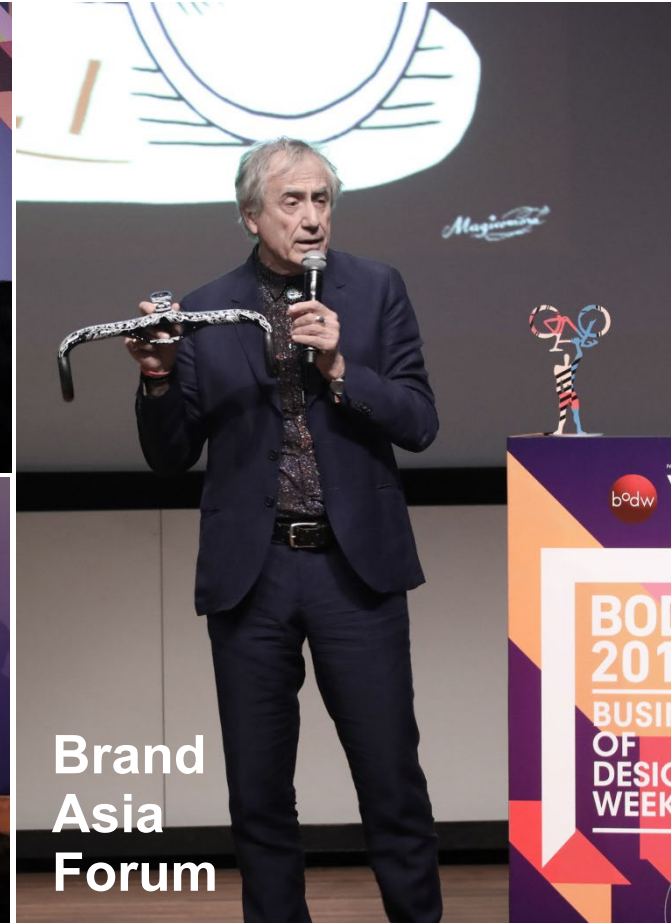
Plenary



Masterclass



# SUMMITTS AND FORUMS



## Creative Mindset

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



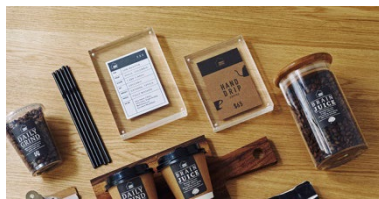
Photo courtesy of Material ConneXion



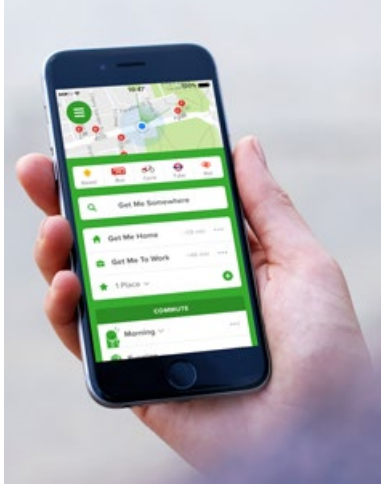
© h0nh1m



© Sebastian Conran Associates



© Peter Bennetts



## 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)



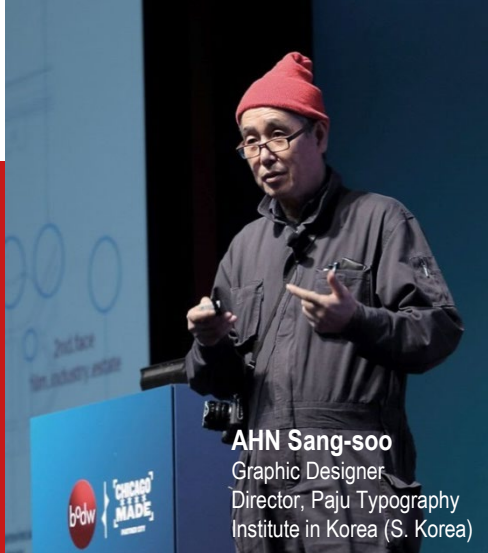
**Ron Arad**  
Co-founder, Ron Arad Associates (UK)

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

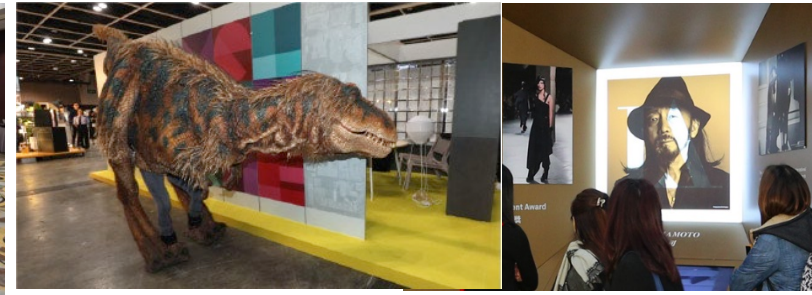
BIP Asia Forum

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



HONG KONG DESIGN INSTITUTE  
香港知專設計學院

Member of VTC Group VTC 機構成員



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



SAVANNAH COLLEGE of ART and DESIGN



## 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](mailto: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  
Musketeers 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



Direct Marketing of Asia Ltd. 35th Anniversary Since 1980

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 that says "BODW 2019". The floor has a large yellow and red arrow graphic. The text "We Look Forward to Seeing You at BODW 2019!" is overlaid in white on a red banner.

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