



For Immediate Release

## **Business of Design Week Signs New Partnership With The Republic of Korea for 2020**

**[Seoul, 24 October 2019]** – The Republic of Korea is named the official partner country of Business of Design Week 2020, as formalised at a partnership signing ceremony by Hong Kong Design Centre (HKDC), Hong Kong Trade Development Council (HKTDC), and the Korea Institute of Design Promotion (KIDP) in Seoul on 15 October.

The agreement was signed by Executive Director of HKDC, Dr. Edmund Lee; Assistant Executive Director of HKTDC, Mr. Stephen Liang; and President of KIDP, Dr. Eune Juhyun at KIDP's headquarters, in the presence of HKDC Chairman, Prof. Eric Yim, JP; Chairman of BODW Steering Committee, Mr. Victor Lo; Head of Create Hong Kong, The Government of the Hong Kong SAR, Mr. Victor Tsang; Executive Managing Director of Education and R&D Department, KIDP, Mr. Yun Byoungmun; Executive Managing Director of Business Promotion Department, Mr. Philhyun Kang; Vice Chairman, Korean Federation of Design Industry Associations, Ms. Soonmi Lee; and, other senior representatives of BODW's strategic partners and of KIDP team.

Launched in 2002, BODW is Asia's leading event on design, innovation and brands held annually in Hong Kong in December. It provides an international platform for prominent business and design leaders from around the world to exchange creative ideas and innovation trends, and explore the power of design for transforming the future of our lives and cities.

Each year, BODW teams up with a different partner city or country to bring new cultural perspectives and influences to international audiences, as well as promote cross-learning and collaboration among the international community.

“The Republic of Korea is widely recognised as a design capital with a rich culture and dynamic creative industries, and looked upon as a global trend-setter in many areas,” said Prof. Eric Yim, JP, Chairman of HKDC. “Our partnership for BODW 2020 will surely bring a robust exchange creative ideas and foster new collaboration among the global business and design communities.”

“KIDP's participation in BODW 2020 would serve as a great chance to connect the creative communities of Korea and Hong Kong to bring out active exchanges,” said Dr. Eune Juhyun, President of KIDP. “We are excited about the vast opportunities to showcase Korean design perspectives and celebrated projects at an international exchange platform like BODW next year.”





“The HKTDC is most delighted to have Korea as the partner country of DesignInspire 2020, which is a design exhibition partnering with BODW every year. The very inspirational and innovative designs of Korean artists will be showcased to design-lovers and the general public throughout the three days of this exhibition,” said Mr. Stephen Liang, Assistant Executive Director of the HKTDC.

The partnership signing ceremony rounded up a 2-day study trip to Seoul on 14-15 October, led by HKDC with support from KIDP. The delegation met with some of Korea’s leading creatives in architecture, brand, digital and product design, most of which are well-recognised pioneers in their field. A longer and more in-depth Korean study trip for BODW organisers and partners is being planned for Spring 2020.

Now approaching its 18<sup>th</sup> year, BODW is HKDC’s annual flagship programme, providing a valuable platform for professionals across industries to network, exchange ideas and explore new collaboration. The week-long programme features over 20 events including forums, dialogues and exhibitions, with the BODW summit as an anchor event.

The BODW summit is organised by Hong Kong Design Centre (HKDC) and co-organised by Hong Kong Trade Development Council (HKTDC), with Create Hong Kong (CreateHK) of the Government of the Hong Kong SAR as the Lead Sponsor.

### **About Hong Kong Design Centre**

Hong Kong Design Centre (HKDC) is a non-governmental organisation, and was founded in 2001 as a strategic partner of the HKSAR Government in establishing Hong Kong as an international centre of design excellence in Asia. Our public mission is to promote wider and strategic use of design and design thinking to create business value and improve societal well-being, with the aim of advancing Hong Kong as an international design centre in Asia. Learn more about us at [www.hkdesigncentre.org](http://www.hkdesigncentre.org)

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