

# BUSINESS OF DESIGN WEEK 2015

by Sophie Cullen on Nov 13, 2015 in Lifestyle , Top Story



**Business of Design Week 2015** will soon get underway in Hong Kong with the event welcoming their first-ever partner city, Barcelona

Since 2002, **Business of Design Week** (BODW) has been held annually to establish and strengthen ties between the design industry and the business community in Hong Kong. Organised by the **Hong Kong Design Centre** and supported by **Create Hong Kong**, this year, the event has partnered with the design and cultural destination Barcelona, in a bid to explore how design affects cities on both a creative and economic level.



Dr Edmund Lee, executive director of the event, said, "We are absolutely delighted to welcome Barcelona to BODW 2015 as our first ever partner city. Partnering with a city rather than a country puts our focus squarely on this year's programme embrace of community and culture. Design in Barcelona is both community-driven and forward-thinking, but never at the cost of the city's rich traditions."



The event will see an array of the world's most outstanding design and business figures in attendance with an aim to inspire the regional audience on creative thinking and design management, and to provide a valuable platform for idea exchange and business cooperation. Speakers will include a diverse range of professionals from both the business and design fields, including **Jordi Fauli**, head architect on Gaudi's iconic Sagrada Familia and **Andre Fu**, one of Hong Kong's leading interior architects and former recipient of *Perspective's* 40 Under 40 Award.

Of particular interest, the Brand Asia Forum will discuss how design and business can work hand-in-hand to create strong brand presence in the market. Panelists will include: **David Butler**, vice president innovation and entrepreneurship for The Coca-Cola Company (USA); **Xavier Asensi**, managing director Asia/Pacific for football club FC Barcelona (Spain); **Maria Sebreghoni**, vice president equity and communication for Moleskine (Italy) and **Leo Chan**, director of Hong Kong fashion label Amenpapa.

A schedule of speakers and tickets for the event can be sourced through the BODW [website](#), and the latest news and discount offers can be found on their [Facebook](#) page.

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