

For immediate release

29 September 2023

## **France Takes the Spotlight as Business of Design Week 2024 Partner Country**

*Partnership Agreement Signing Ceremony on 29 September 2023*

*Marks the Beginning of a Long-Term Collaboration*

*Year-Round Partnership between Hong Kong Design Centre and France*

*Inspires Minds and Shapes the Future of Design*

**HONG KONG, 29 September 2023** – Business of Design Week (BODW), Asia's premier annual event on design, innovation, and brands, has been organised by Hong Kong Design Centre (HKDC) since 2002. BODW is co-organised by Hong Kong Trade Development Council (HKTDC), with Create Hong Kong (CreateHK) of the Government of the Hong Kong Special Administrative Region (HKSAR Government) as the lead sponsor, as well as Hong Kong Design Institute and Hong Kong Polytechnic University School of Design as the strategic programme partners. BODW is the most anticipated design event in Asia every year. HKDC engages a Partner Country or City for BODW every year to foster Hong Kong's collaborations with other countries or regions, exchange knowledge, and leverage mutual resources to jointly promote design excellence. **HKDC is proud to announce that France has been confirmed as the year-round Partner Country of BODW in 2024.**

HKDC and France solidified their commitment to foster design collaboration through a partnership agreement signing ceremony held today (29 September 2023). **The signing ceremony was graced by esteemed representatives, including Mrs. Christile Drulhe, Consul General of France in Hong Kong and Macau, and Prof. Eric Yim, Chairman of HKDC, who signed the agreement on behalf of France and HKDC.** Witnessed by a distinguished panel of government officials and industry leaders, including Mrs. Lowell Cho, Assistant Head of Create Hong Kong, Mr. Benjamin Cabouat, Consul, Culture, Education & Science of Consulate General of France in Hong Kong and Macau, Dr. Victor Lo, Board Member of HKDC & Chairman of BODW Steering Committee, Ms. Candas Yeung, Associate Director, Service Promotion of Hong Kong Trade Development Council, and Prof. Viveca Chan, Vice-Chairman of HKDC & Member of BODW Steering Committee, the signing ceremony marked a significant milestone in the partnership between HKDC and France.

It also marks the first year-round partnership between HKDC and France since BODW 2009. 2024 will mark a momentous year for the country, which will hold a number of events with tremendous cultural significance. Alongside the Olympic and Paralympic Games in Paris, an exciting cultural Olympiad will unfold. Developed by Paris 2024 in collaboration with cultural and sports stakeholders, including the Ministry of Culture of France, this initiative presents a unique and unparalleled opportunity for collaboration in 2024.

Christile Drulhe says, ‘Let us seize this opportunity to celebrate the power of design, to champion inclusivity, diversity, and sustainability, subjects that matter to both Hong Kong Design Centre and the Consulate General of France. May this partnership become a beacon of inspiration for aspiring designers, a testament to the strength of collaboration, and a catalyst for positive change in our societies.’

Prof. Eric Yim says, ‘Engaging France as the year-round Partner Country of BODW will combine our strengths, experiences, and cultural heritage to tackle challenges and seize opportunities, maximising the impact of design on both cultural development and business. We eagerly anticipate witnessing the milestones that lie ahead and the impact our collaboration will have on our respective communities.’

As the Partner Country of BODW 2024, France will feature prominent speakers and a series of design events dedicated to showcasing their exceptional talent and creative vision at BODW and another signature event organised by HKDC, Knowledge of Design Week (KODW). However, this partnership goes beyond the conclusion of BODW in 2024. It marks the commencement of a long-term collaboration and a journey of mutual learning between the two vibrant design communities in Hong Kong and France. This ongoing engagement will forge lasting connections, inspire innovation, and drive the continuous growth of the design industry.

In December 2024, Hong Kong is anticipated to take the spotlight as it endeavors to promote and cultivate an appreciation for design throughout the city. BODW 2024, the annual flagship event, will take place from 2 to 7 December 2024. HKDC is delighted to announce that DesignInspire, organised by Hong Kong Trade Development Council, will continue supporting BODW in 2024 highlighting Partner Country France at this prominent design event. DesignInspire 2024 will showcase the incredible creativity in design of Hong Kong and France via interactive exhibits. With various initiatives, events, and collaborations being planned for December 2024, HKDC aims to showcase Hong Kong’s vibrant design scene, foster creative talent, and facilitate meaningful exchanges both within the design community and with other sectors. ‘Design December’ will become the most anticipated design extravaganza of the year. Stay tuned for more information on the partnership initiatives in 2024.

Press Images:



Mrs. Christile Drulhe, Consul General of France in Hong Kong and Macau (Left), and Prof. Eric Yim, Chairman of HKDC (Right), signed the partnership agreement on behalf of France and HKDC, marking a momentous occasion of the long-term collaboration at the signing ceremony.



A momentous occasion witnessed by esteemed government officials and industry leaders, including (Back Row From Left) Mr. Benjamin Cabouat, Consul, Culture, Education & Science of Consulate General of France in Hong Kong and Macau, Mrs. Lowell Cho, Assistant Head of Create Hong Kong, Dr. Victor Lo, Board Member of HKDC & Chairman of BODW Steering Committee, Ms. Candas Yeung, Associate Director, Service Promotion of Hong Kong Trade Development Council, Prof. Viveca Chan, Vice-Chairman of HKDC & Member of BODW Steering Committee.

### **Media Enquiries**

Yan Li | yan.li@hkdesigncentre.org | (852) 3793 8413

Jenny Tong | jenny.tong@hkdesigncentre.org | (852) 3793 8463

### **Press materials**

Images are available at:

[https://bit.ly/BODW2024\\_SigningCeremony](https://bit.ly/BODW2024_SigningCeremony)

### **About Hong Kong Design Centre ([www.hkdesigncentre.org](http://www.hkdesigncentre.org))**

A non-governmental organisation established in 2002, Hong Kong Design Centre (HKDC) is a strategic partner of the Government of the Hong Kong Special Administrative Region 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.

### **About Consulate General of France in Hong Kong and Macau ([hongkong.consulfrance.org](http://hongkong.consulfrance.org))**

The Consulate General of France in Hong Kong and Macau administers the French community in Hong Kong and Macau and has the mission to serve and protect the interests of French citizens. It also delivers visas to nationals of other countries willing to travel to France. Under the authority of the French Ambassador in Beijing, the Consul General is in charge of coordinating and furthering the development of political, cultural and economic relations between France and both Hong Kong and Macau. As part of its actions for promoting French culture and arts, the Department of Culture, Education and Science (SCAC) provides information, advice and support on the development of culture and art-related projects. Bringing together French and local organisations is one of the principal missions of SCAC. It particularly encourages projects leading to long-term exchange programmes (teachers, students, artists, and authors), co-production or training programmes in or with France.

### **About Business of Design Week ([www.bodw.com](http://www.bodw.com))**

Asia's premier annual event on design, innovation and brands since 2002, Business of Design Week (BODW) organised by Hong Kong Design Centre (HKDC) gathers some of the world's foremost design masters, brand leaders and entrepreneurs from Hong Kong as well as overseas, driving discourse on the value of design and innovation to inspire global audiences and explore new business opportunities.

**About Create Hong Kong ([www.createhk.gov.hk](http://www.createhk.gov.hk))**

Create Hong Kong (CreateHK) is a dedicated office set up by the Government of the Hong Kong Special Administrative Region in June 2009 to spearhead the development of creative industries in Hong Kong. From 1 July 2022 onwards, it is under the Culture, Sports and Tourism Bureau. Its strategic foci are nurturing talent and facilitating start-ups, exploring markets, promoting cross-sectoral and cross-genre collaboration, and promoting Hong Kong as Asia's creative capital and fostering a creative atmosphere in the community. CreateHK sponsors HKDC to organise Business of Design Week (BODW), BODW City Programme, DFA Awards, Knowledge of Design Week, Fashion Asia Hong Kong, Design Incubation Programme and Fashion Incubation Programme, among other projects, to promote Hong Kong design.

Disclaimer: Create Hong Kong of the Government of the Hong Kong Special Administrative Region provides funding support to the project only, and does not otherwise take part in the project. Any opinions, findings, conclusions or recommendations expressed in these materials/events (or by members of the project team) are those of the project organisers only and do not reflect the views of the Government of the Hong Kong Special Administrative Region, the Culture, Sports and Tourism Bureau, Create Hong Kong, the CreateSmart Initiative Secretariat or the CreateSmart Initiative Vetting Committee.