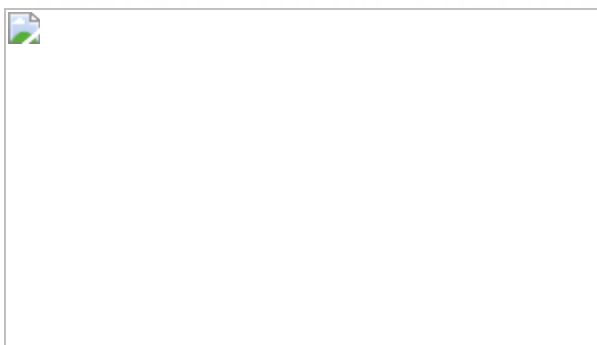

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Week 2013

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Belgium | Partner Country of Business of Design Week 2013



Following the success of the

2012 **Business of Design Week (BoDW)** in Hong Kong last December, Mr Victor Lo, Chairman of the **Hong Kong Design Centre**, announced Belgium as the event's Partner Country for the year 2013.

Belgian Spirit was set up in 2011 to promote Belgium's tradition of

creativity, design, technology, and innate talent. It aspired to bring Belgian creativity, design, and innovation to a higher international level, by creating and developing a long-term collaborative platform with BoDW in Hong Kong. The aim is to strengthen the creative, cultural and economic ties between professionals in the field of architecture, design, and fashion of both countries.

BoDW has been running for 10 years, with past partner countries including Germany, the UK, Italy, the Netherlands, France, and Japan. In 2012, the chosen partner country was Denmark. It takes place annually in the form of forums, exhibitions and workshops that allow participants to experience various aspects of design in a creative and technical way.

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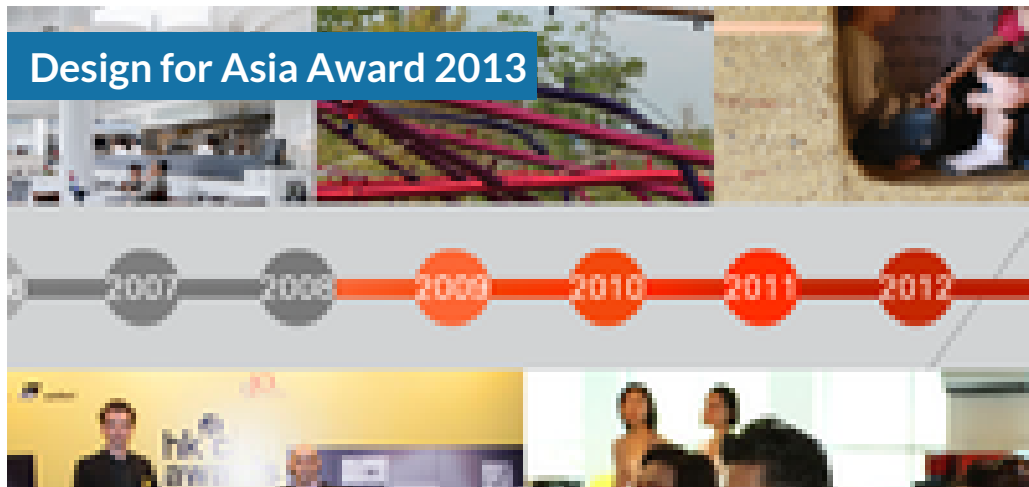
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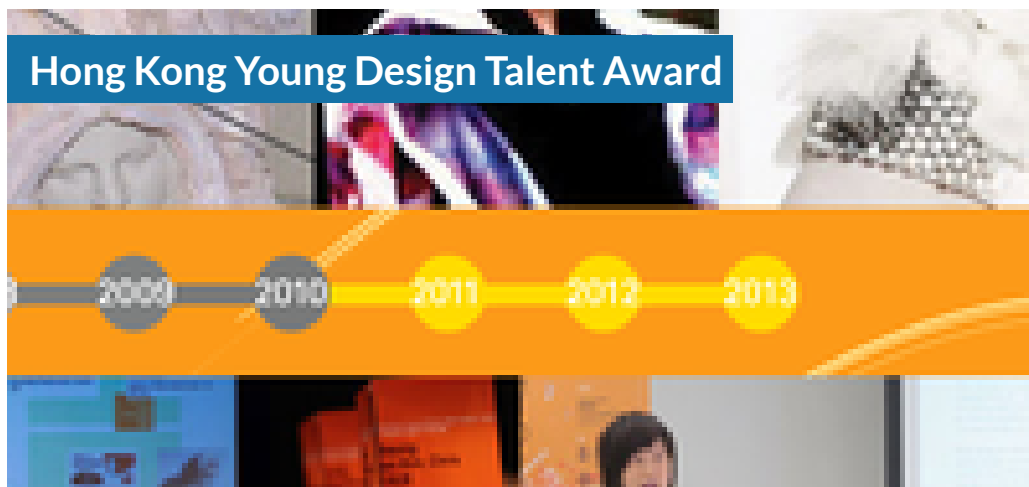
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