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**Press Release**

**For Immediate Release**

## **BODW 2012 a Resounding Success Belgium Named BODW 2013 Partner Country**

**(Dec 20, 2012, Hong Kong)** After three days of thought-provoking content the warm atmosphere of the BODW Forum brought Business of Design Week 2012 to a close. The Hong Kong Convention and Exhibition Centre saw international speakers and guests have their last interactions. Hong Kong Design Year's keynote event set off discussions about "How to Explore Technology and Design" and "Latest Global Brand Management Strategy". Hong Kong Design Centre was pleased as it met its aim of stirring up discussion with regard to design.

The six-day Business of Design Week 2012 hosted wonderful speeches, an impressive array of exhibitions, and inspired creative living. In the closing speech Mr Victor Lo, Chairman of the Hong Kong Design Centre, thanked everyone for their support of Business of Design Week 2012, and announced that he looked forward to having Belgium as the partner country for Business of Design Week 2013. "Belgian Spirit" was set up in 2011 to promote Belgium's strong tradition of creativity, innovation, design, technology and innate talent. Belgian Spirit aspires to bring Belgian creativity, design and innovation to a higher level of internationalization, by creating and developing a long-term collaborative platform with Business of Design Week in Hong Kong. The aim is to strengthen the creative, cultural and economic ties between professionals in the architecture, design and fashion sectors of both countries.

Business of Design Week has been running for 10 years, with past partner countries including Germany, the UK, Italy, The Netherlands, France and Japan. Since this year's Business of Design Week partner country was Denmark, His Royal Highness Prince Frederik of Denmark, along with HKSAR Chief Executive, CY Leung, participated in the opening ceremony.

The BODW Forum hosted a number of influential Danish designers and design leaders. The Danes, known for their functional design, shared their design culture, philosophies and experiences with the BODW audience. As Danish designers are also leaders in social design, they also shared their views on how to improve the living conditions of people through great design.

Through eight tracks and three plenary sessions, the BODW Forum covered product design, branding, fashion & apparel, communication, design for society, Asian design and other topics related to the



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business and design industry. At BODW this year, a number of leading local and international designers and design experts took to the stage of the BODW Forum to share invaluable experiences and display some of their work.

The Business of Design Week also saw two Asian Design Awards ceremonies. Close to 1,000 guests including local and international politicians, business leaders, design leaders and those invested in design, came together at the Gala Dinner on December 7<sup>th</sup> to celebrate three highly respected recipients of the design awards. Graphic design legend Mr. Henry Steiner won the “Asian Design Lifetime Achievement Award” (LAA). Carlos Ghosn, CEO of Renault-Nissan Alliance, accepted the “Design Leadership Award” (DLA). Lastly, car designer Anthony Lo, received the “World’s Outstanding Chinese Designer Award” (WOCD). The three recipients of the grand prizes were heavily applauded in recognition of their enormous contribution to the design community.

### **Business of Design Week Background**

Business of Design Week is Asia's leading annual event on design, innovation and branding. Since 2002 it has been organized by the Hong Kong Design Centre. Bringing the best of the global design world to Hong Kong, the week-long event encourages businesses to unleash the power of design by focusing on the vital relationship and complex interplay between design and business.

Business of Design Week is a collection of business and design events in the form of forums, exhibitions and workshops that allow participants to experience various aspects of design in a creative and technical way. Events are hosted at various venues throughout Hong Kong and China and run parallel to one another. The Business of Design Week experience aims to enrich and inspire creative content.

[www.bodw.com](http://www.bodw.com)

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

**Hong Kong Design Centre** is a publicly-funded, non-profit organization established in 2001 with the support of the design industry. Design for Society is a major undertaking of Hong Kong Design Centre in that it is (i) promoting and celebrating design excellence, (ii) championing strategic and wider use of design for creating business added value and community benefits; and (iii) educating the professions and the community to be resourceful and champion sustainable developments through design and innovation. The long-term success of HKDC requires constant feedback and unfailing support from the community and various professions across a number of design fields including education, commercial,



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voluntary and public sectors.

[www.hkdesigncentre.org](http://www.hkdesigncentre.org)

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