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Immediate Release

HKDC Unveils Global Speakers for its Business of Design Week (BODW) 2014 in Hong Kong

Including David Polfeldt, Don Norman, Ho Kwon Ping, Lars Falk, Margareta van den Bosch, Peder Clason, Shigeru Ban and Tommy Palm

[BEIJING - September 19, 2014] Hong Kong **Business of Design Week**, has been Asia's leading annual event on design, innovation and brands since 2002. Every year, **BODW** partners with a different country to bring the best and brightest creative minds to Hong Kong, in order to discuss the design logic behind their innovative, successful products and services. Previous partner countries include: Belgium, Japan, the Netherlands and England.

Organised by Hong Kong Design Centre, **BODW** has lined up stellar speakers this year, and serve as a global platform for cooperation and exchange. For the first time, **BODW** is teaming up with a previous partner country: attendees and industry leaders had such a positive experience hearing from Sweden's brightest designers in 2004, HKDC believes that local and international participants will enjoy another collaboration between Sweden and Business of Design Week.

Business of Design Week presents its press briefing today at the Swedish residence of Ambassador of Sweden in Beijing, and is officially commenced by the Guests of Honour **Mr. Lars Fredén**, Ambassador of Sweden and **Dr. Edmund Lee**, Hong Kong Design Centre's Executive Director. Other guests including **Mr. Jörgen Halldin**, Swedish Consul-General in Hong Kong and Macao SAR and **Ms. Elaine Chow**, Director, Programme of **BODW** 2014, have also attended.

Stellar Speakers from Sweden and Beyond

Speakers from Sweden who will grace the BODW this year include Swedish designer **Lars Falk**, Vice President of Design for Volvo Cars, China, **Peder Clason**, Absolut Vodka's Director of Brand Strategy, **Tommy Palm**, games guru of King, the company behind Candy Crush Saga, **David Polfeldt**, CEO of Massive Entertainment, the company behind the upcoming role-play game Tom Clancy's The Division, **Marcus Engman**, Head of Design at IKEA of Sweden, **Margareta van den Bosch** and **Catarina Midby**, H&M's Creative Advisor and Head of Fashion and Sustainability Communication, respectively. A number of other award-winning experts from around the world will be also invited, such as **Ho Kwon Ping**, Founder & Executive Chairman of Banyan Trees Holdings, **Prof. Don Norman**, Director of Design Lab at University of California, San Diego and Co-founder & Principal of Nielsen Norman Group, **Shigeru Ban**, Architect and Founder of Shigeru Ban Architects who also awarded for the 2014 Pritzker Architecture Prize, **Aaron Yung-Chen**, internationally-acclaimed graphic artist from Taiwan, as well as **Koen Olthuis**, Founder of Waterstudio. Bringing the best of the global creative world to Hong Kong, **BODW** is returning this December for its 13th year in order to encourage businesses to unleash the power of design by focusing on the vital relationship and complex interplay between design and business.

A Platform for Global Exchange and Knowledge Sharing

The design conference will be kicked off with the session "Technology for Design" on 1st December. Under the theme "Global Game Business & Innovations", a pair of Swedish gaming tycoons, **Tommy Palm** of King, the company that created the most popular games hitting the top spot of digital and mobile - Candy Crush Saga and **David Polfeldt**, the CEO





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of Massive Entertainment, the company which designed the forthcoming role-playing game Tom Clancy's The Division, will discuss how pairing design thinking with business sense optimises deliverables, user experience and ultimately, how combining the two schools of thought help their bottom line. **Dr. Edmund Lee**, Hong Kong Design Centre's Executive Director believes the **BODW** will bring forward-looking visions to the design and innovation industry in Hong Kong, mainland China and the world. Through this global platform of knowledge sharing and business cooperation, participants gain first-hand and innovative ideas for development and foresight into future trends ahead of others. It is also vital for Hong Kong designers to showcase its strength in design and learn from the valuable experience of other countries.

Sweden & HKDC: Celebrating 10 Years of Partnership

Hong Kong Design Centre is teaming up with Sweden this year to bring a group of reputable Swedish designers and innovators to the event. Sweden was **BODW**'s partner country back in 2004. 10 years on, this ever-progressive country is yet again invited to showcase their great achievements made during the past decade, under the theme "Living Design: Live It, Work It, Wear It, Do It". **Mr. Jörgen Halldin**, Swedish Consul-General in Hong Kong and Macao SAR expresses that they are enthused to join hands again with Hong Kong Design Centre. Hong Kong is really important being the first place where Swedish companies set foot in the Asian and Chinese markets. Swedes' design focuses on more than just aesthetics: it's a way of living life, expressing one's fusion of style and function during day-to-day activities. Many of their most iconic products (such as products from Volvo, IKEA, Electrolux, Ericsson and Scania) are smart, sustainable and ultimately, practical-yet-stylish. Since Sweden is one of the frontrunners in consumption and production of organic produce, green technology and organic fabrics, one of this year's **BODW** themes will be 'Designing for a Sustainable Future'.

Awards Presentation and Exhibitions in Recognition of Design Talents

To honour and recognise those who have demonstrated outstanding commitment to promoting design excellence and have generated business success through innovative designs, a series of awards including DFA Lifetime Achievement Award (DFALAA), Design Leadership Award (DLA), World's Outstanding Chinese Designer (WOCD), Design For Asia Awards (DFA Awards) and Hong Kong Young Design Talent Award (HKYDTA) will be presented during the week of **BODW**. The remarkable achievements of these brilliant design works will also be showcased in "Inno Design Tech Expo".

Lastly, **BODW** also appreciates for the overwhelming support from W Hong Kong which being the Media Partner Hotel, by offering accommodation for international media, inviting the unique role of W INSIDER – the Hotel's ambassador that is always on the lookout for everything cool and next in Hong Kong – as the press conference host, offering full support for VIP hospitality for speakers at HKCEC, as well as providing a Swedish themed food promotion-crossover with local designers in December.

From now on, **BODW** is offering over 30% promotional registration until November 1, 2014. Act now and register! Please visit www.bodw.com for enquiries and registration.

If you want to get inspired by business leaders and design masters from all around the world, and stay on top of the latest ideas in design, technology and brand management, **BODW** 2014 is definitely an event not to miss!

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About Hong Kong Design Centre

Design for Society is the major undertaking of Hong Kong Design Centre (HKDC). HKDC is a non-profit organisation and a strategic partner of the HKSAR Government in developing Hong Kong as an international design hub in Asia. Since 2002, HKDC has been on a public mission to (i) champion strategic and wider use of design for creating business value and community benefits; (ii) promote and celebrate design excellence; and (iii) educate the professions and the community to be resourceful champions for sustained developments through design and innovation.

About Business of Design Week

The Hong Kong Design Centre has been the organiser of **Business of Design Week (BODW)** since 2002. It is an annual international event aimed at promoting design and strengthening ties between the design and business communities. Each year, BODW attracts design and business elites from around the world to Hong Kong. The world's attention is drawn to current design issues through various exhibitions, international forums and outreach activities tailored to provide designers, business leaders, educators, SMEs and the public with communication opportunities to build strong business and commercial development. It is a world-class platform for the exchange of ideas, and an internationally renowned annual design event.

This press release is issued by **Mazarine Asia Pacific** on behalf of the **Hong Kong Design Centre**. For further media enquiries, please contact:

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Event Fact Sheet

Section 1 - Event Information and Registration

Partner Country : Sweden

Date: 1-6 Dec 2014 (Mon – Sat)

Venue: Hong Kong Convention & Exhibition Centre

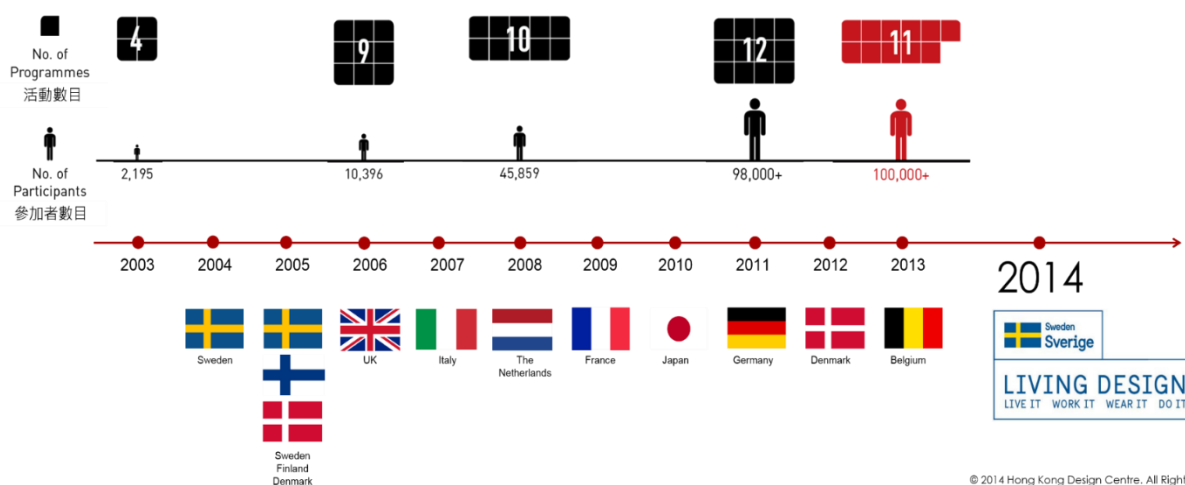
Official Website : www.bodw.com

Enquiry : bodw2014@swiretravel.com

Registration Link : <http://bit.ly/1q5oilv>

Registration Hotline : (852) 3151 8900
(Mon - Fri: 9am - 6pm, Sat: 9am-1230pm)

Section 2 - BODW Milestone



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Section 3 – An Overview of Programmes (Tentative)

Aug	Sep	Oct	Nov	1 Dec	2 Dec	3 Dec	4 Dec	5 Dec	6 Dec
Designed by HK Sharing Seminar 香港設計分享會				Design Student X-Change Programme 設計學生交流節目					
Opening Ceremony 開幕典禮 4 Dec BODW Conference 設計營商周會議									
BODW Gala Dinner 設計營商周年晚宴									
HKDC Awards Presentation Ceremony 香港設計中心 設計獎頒獎典禮				HKDC Awards Exhibition & Education Corner @ IDT Expo 香港設計中心設計獎展覽及學生園地 @ 設計創新科技博覽					
DesignEd Asia Conference 設計教育亞洲會議				Business of IP Asia Forum 亞洲知識產權營商論壇					

Nov	28 Nov	29 Nov	30 Nov	1 Dec	2 Dec	3 Dec	4-Dec	5 Dec	6 Dec
PMQ DETOUR @ PMQ 元創方									
Game Design Hackthon 遊戲設計黑客馬拉松 @ Cyberport				Global Design Network 國際設計聯席會議 @ HKCEC					
one of the supporting programmes APAC Innovation Summit 亞太創新峰會 @ HKCEC Hong Kong 香港科技園 Science & Technology Parks									

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Section 4 – Sessions of Conference: An Overview (Tentative)



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Section 5 – List of BODW 2014 Speakers (Tentative)

Anna Hessel, Senior Architect & Manager Overseas Operations, Sweco, Sweden

Björn Kusoffsky, CEO & Founder, Stockholm Design Lab, Sweden

Chiaki Murata, Founder, METAPHYS, Japan

David Jia, Founder & President, LKK Design Ltd, China

David Polfeldt, Managing Director, Massive Entertainment, Sweden

Erik Nissen Johansen, Founder & Creative Director, Stylt Trampoli AB, Sweden

Fredrik Emma Färg Blanche, Co-founder, FÄRG & BLANCHE, Sweden

Hans Hassle, Founder and CEO, Plantagon, Sweden

Jo Meesters, Founder, Studio Jo Meesters, The Netherlands

Joel Gethin Lewis, Co-founder, Hellicar & Lewis, UK

Koen Olthuis, Founder, Dutch Architect, Waterstudio.NL, The Netherlands

Krister Torssell, CEO, Veryday, Sweden

Kristofer Hansén, Head of Styling / Industrial Design, Scania, Sweden

Kwon Ping Ho, Founder & Executive Chairman, Banyan Trees Holdings, Singapore

Lars Falk, Vice President of Design, Volvo Cars, China, Sweden

Lisa Lindström, Chief Executive Officer & Owner, Doberman Group, Sweden

Marcus Engman, Head of Design, IKEA of Sweden, Sweden

Margareta van den Bosch, Creative Advisor, H&M, Sweden

Catarina Midby, Head of Fashion and Sustainability Communication, H&M, Sweden

Susanne Nejderås, Deputy Process Manager & Head of Business Innovation, Smart Textiles, Sweden

Ola Melin, Director of Urban Environment Division, City of Malmö, Sweden

Peder Clason, Director of Brand Strategy, Absolut Vodka, Sweden

Pete Hellicar, Co-founder, Hellicar & Lewis, UK

Shaun Rein, Founder and Managing Director, China Market Research Group, China

Thomas Eriksson, CEO & Founder, Thomas Eriksson Arkitekter, Sweden

Yung-chen, Aaron Nieh, Founder & Creative Director, Aaron Nieh Workshop, Taiwan

Jens Rottbøll, Partner and Owner, Trivium, Denmark

Oscar Axhede, Co-founder & Brand Manager, Urbanears, Sweden





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Section 6 - BODW 2014 lead-in event "Designed by Hong Kong" sharing session series

*July to November 2014: monthly "Designed by Hong Kong" sharing sessions in the run-up to BODW 2014

Date	Theme	Speaker
14 Jul (Thu)	Functional Simplicity	World Renowed japanese Designer Naoto Fukasawa Hong Kong design furniture label Out of Stock
Aug 2 (Sat)	Design for New Nomad	Hong Kong Creative Stationery brand ten Stationery Design Hong Kong Playful Giftware brand Huzi Design
Sep 20 (Sat)	Design for Upcycling Culture	Hong Kong product designer Kevin Cheung Hong Kong design group thecaveworkshop
Oct 18 (Sat)	Playful Images X Fashion Design	Hong Kong Graphic Design Duo Graphic Airlines Hong Kong fashion house Daydream Nation
Nov 29 (Sat)	Design for Immersive Xperience	To Be Announced