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S R T

設計營商周
BUSINESS OF
DESIGN WEEK

bodw

INTRODUCTION | 簡介 2014



A flagship event since 2002 | 自2002年舉辦以來的旗艦活動

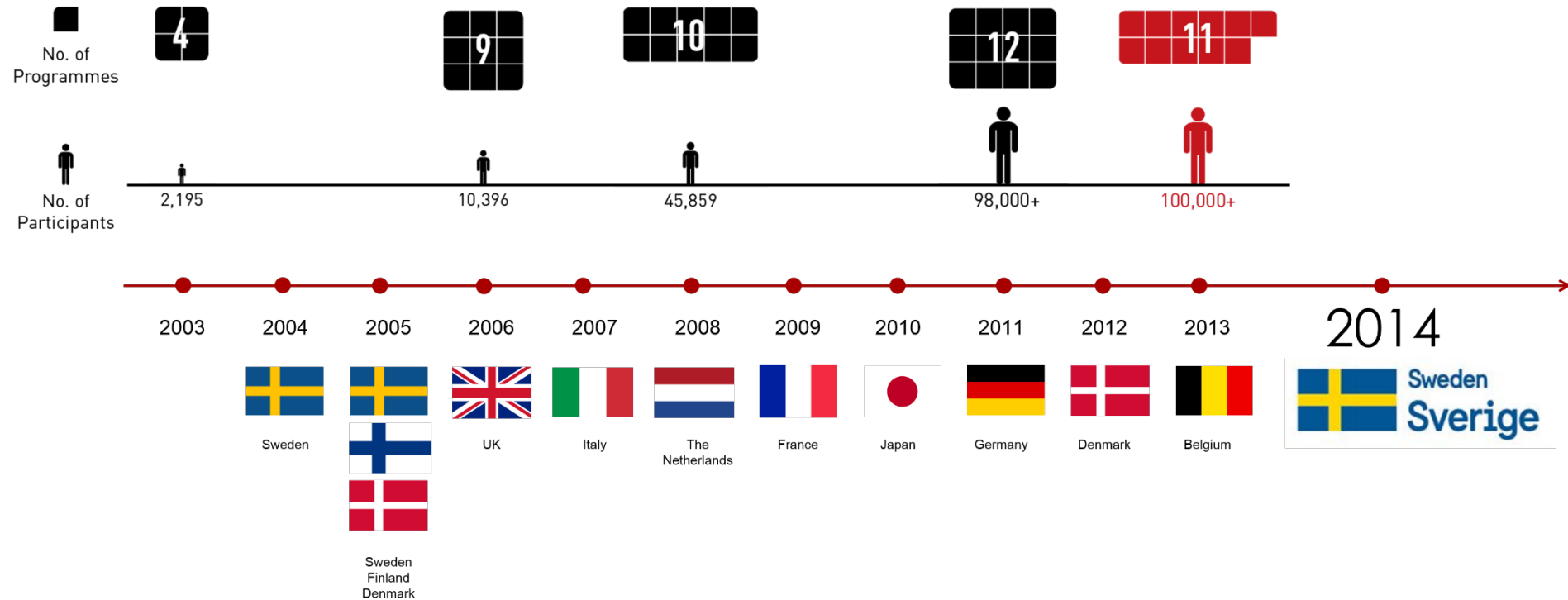
KNOWLEDGE 知識 | **NETWORK** 交流 | **OPPORTUNITY** 機會

1 Week | 11+ Major Programmes 大型活動

100+ International Speakers 國際頂尖講者

250+ Media Attendants 國際傳媒 | 100,000+ Participants 參加者

OUR DEVELOPMENT | 發展過程



OUR AUDIENCE | 觀眾分佈



PROGRAMME | 節目組成



MAIN
PROGRAMME

主要活動

CONCURRENT
PROGRAMMES

同期活動

NETWORKING

交流活動



BUSINESS OF DESIGN WEEK 2014
設計營商周®

MAIN PROGRAMME | 主要節目








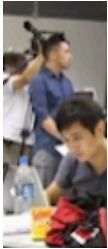



Aug	Sep	Oct	Nov	1 Dec	2 Dec	3 Dec	4 Dec	5 Dec	6 Dec
<div>Designed by HK Sharing Seminar 香港設計分享會</div>				<div>Design Student X-Change Programme 設計學生交流節目</div>					
				<div>Opening Ceremony 開幕典禮 4 Dec BODW Conference 設計營商周會議</div>					
								<div>*BODW Gala Dinner *設計營商周年晚宴</div>	
						<div>DFAAwards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

* Tentative

CONCURRENT PROGRAMMES



同期節目

Nov	28 Nov	29 Nov	30 Nov	1 Dec	2 Dec	3 Dec	4-Dec	5 Dec	6 Dec
					 元創方 DETOUR @ PMQ				
					 Global Design Network 國際設計聯席會議 @ HKCEC  香港貿發局				
  Game Design Hackthon 遊戲設計黑客馬拉松 @ Cyberport									
					 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				

* Tentative

SESSIONS | 會議分段



	1 Dec	2 Dec	3 Dec	4 Dec	5 Dec	6 Dec
AM		DesEd DESIGN ED ASIA 02/12 MAKING A SUSTAINABLE LIVING	DesEd DESIGN ED ASIA 02/12 MAKING A SUSTAINABLE LIVING	Ld 04/12 Sweden Sverige LIVING DESIGN LIVE IT WORK IT WEAR IT DO IT	Ld LIVING DESIGN 05/12 CUTTING EDGE INNOVATIONS	Pd PRODUCT & DESIGN 06/12 FUNCTIONAL SIMPLICITY & POSTMODERN CRAFTSMANSHIP
PM	Td TECHNOLOGY FOR DESIGN 01/12 GLOBAL GAMING BUSINESS & INNOVATIONS	DesEd DESIGN ED ASIA 02/12 MAKING A SUSTAINABLE LIVING	DesEd DESIGN ED ASIA 02/12 MAKING A SUSTAINABLE LIVING	Cc CULTURE & THE CITY (PART 1) 04/12 DESIGNING SUSTAINABLE, DYNAMIC CITIES	Ld LIVING DESIGN 05/12 ENTERPRISE & DESIGN	Cc CULTURE & THE CITY (PART 2) 06/12 DESIGNING SUSTAINABLE, DYNAMIC CITIES
		Ed EDUCATION & DESIGN 02/12		Ds SUSTAINABILITY & DESIGN 04/12 SUSTAINABLE FUTURE LIVING	Cd COMMUNICATION & DESIGN 05/12 INVOLVE, INTERACT, IMMERSE, INNOVATE	Ba BRAND ASIA (PART 2) 06/12 BRAND BUILDING WITH STORIES, CULTURE & DESIGN
				Fd FASHION & DESIGN 04/12 DESIGN, CULTURE & STRATEGIES	Sd SPACE & DESIGN 05/12 FORM FOLLOWS, FUNCTION & CULTURE	
				Concurrent 同期分段會議		

* Tentative

SWEDISH SPEAKERS | 瑞典講者

Tommy Palm

Game Guru, King (Sweden)



David Polfeldt

Managing Director, Massive Entertainment (Sweden)



Marcus Engman

Managing Director / Head of Design, IKEA (Sweden)



Margareta van den Bosch & Catarina Midby

Creative Advisor & Head of Fashion and
Sustainability Communication, H&M (Sweden)



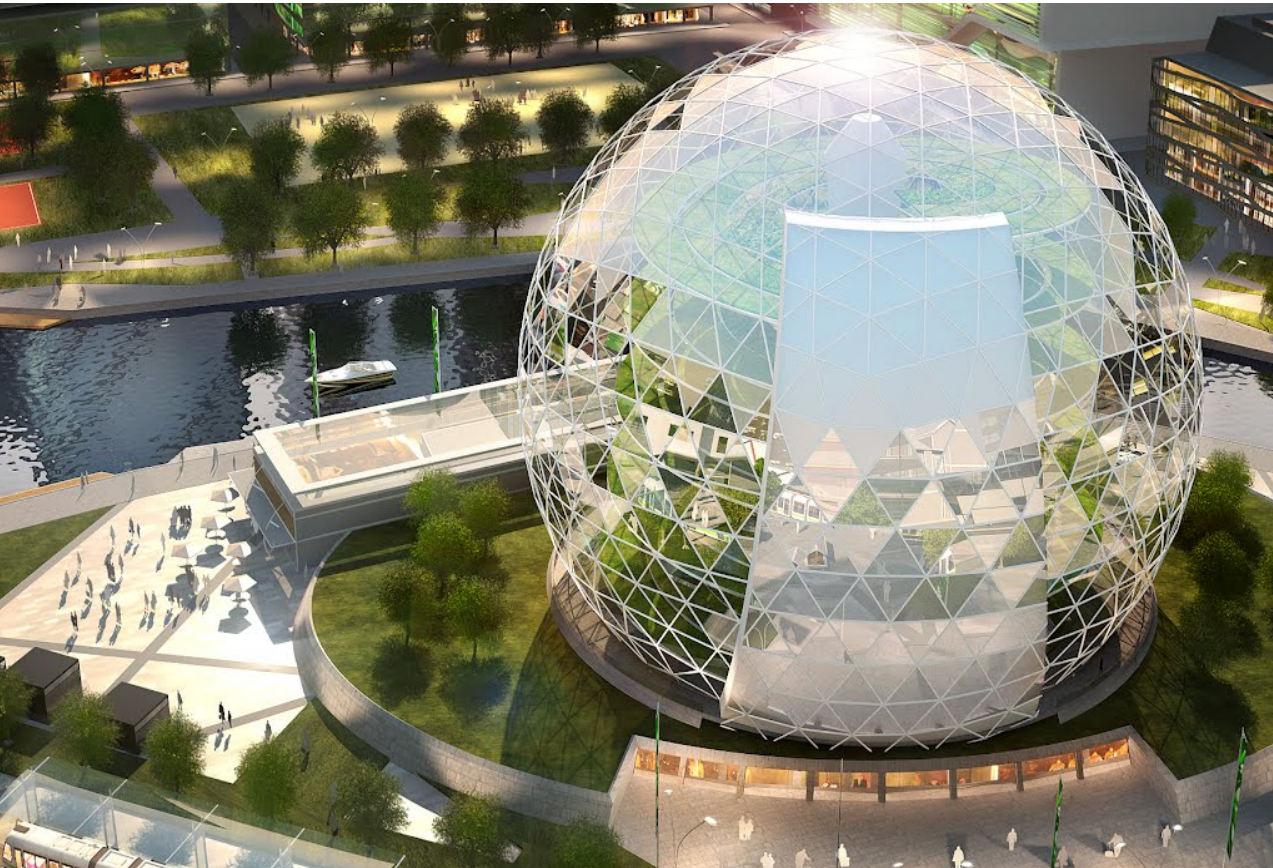
Kristofer Hansén

Head of Styling and Industrial Design, Scania (Sweden)



Hans Hassle

Founder & CEO, Plantagon (Sweden)



Fredrik Färg & Emma Marga Blanche

Co-founders, FÄRG BLANCHE (Sweden)



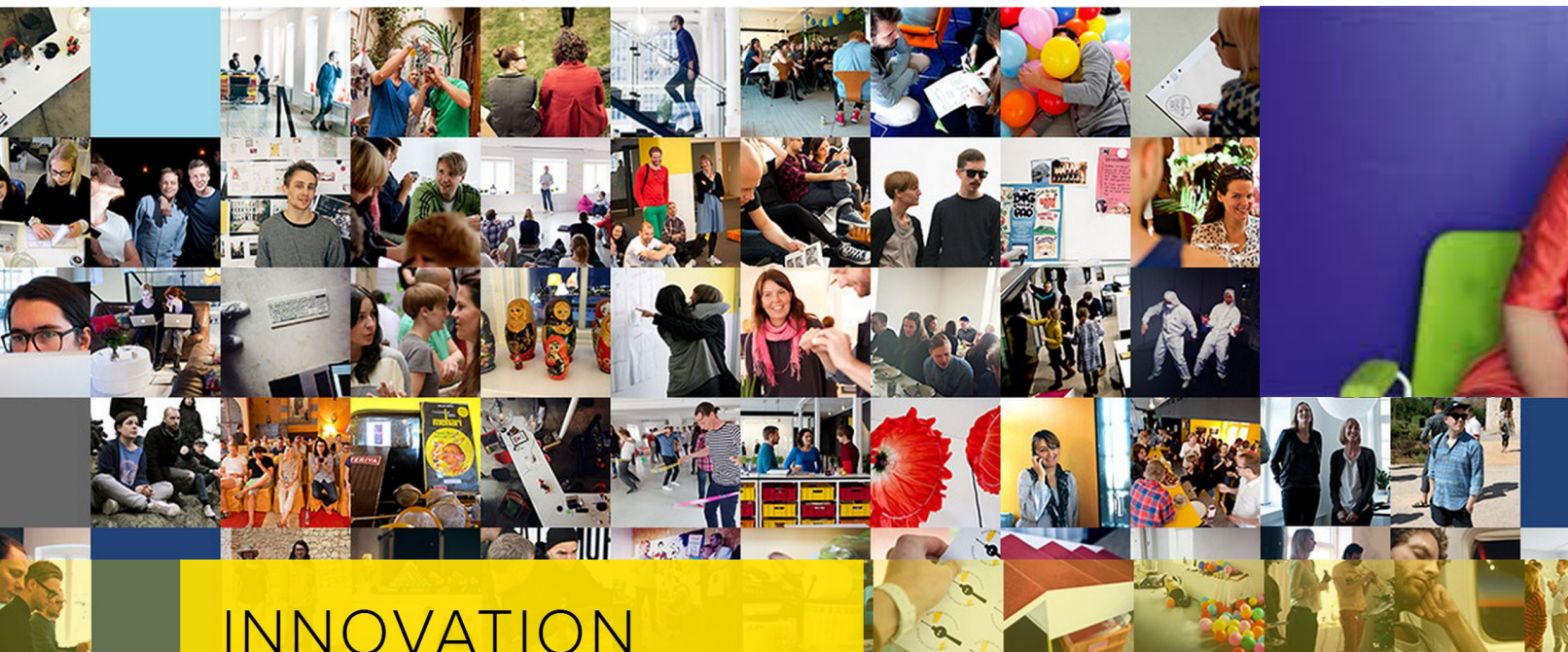
Krister Torssell

CEO, Veryday (Sweden)



Lisa Lindström

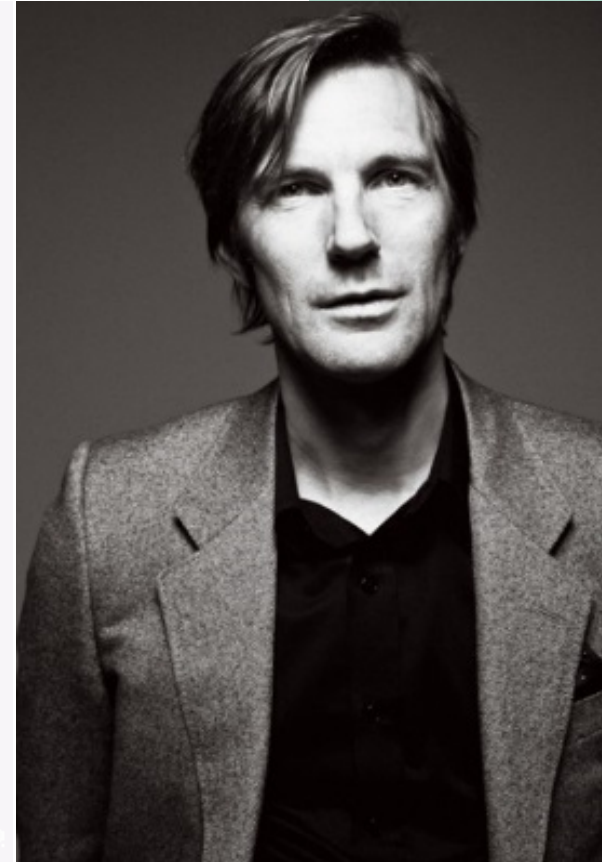
CEO & Owner, Doberman® Group (Sweden)



INNOVATION
THROUGH
PASSION

Björn Kusoffsky

Founder, CEO & Creative Director, Stockholm Design Lab
(Sweden)



Thomas Eriksson

Founder, Thomas Eriksson Arkitekter (Sweden)



Erik Nissen Johansen

Founder & Creative Director, Stylt Trampoli (Sweden)



Anna Hesse

Senior Architect & Manager Overseas Operations, Sweco (Sweden)



Ola Melin

Director Urban Environment Division, City of Malmo (Sweden)



Lars Falk

Head of Design China, Volvo Cars (Sweden)

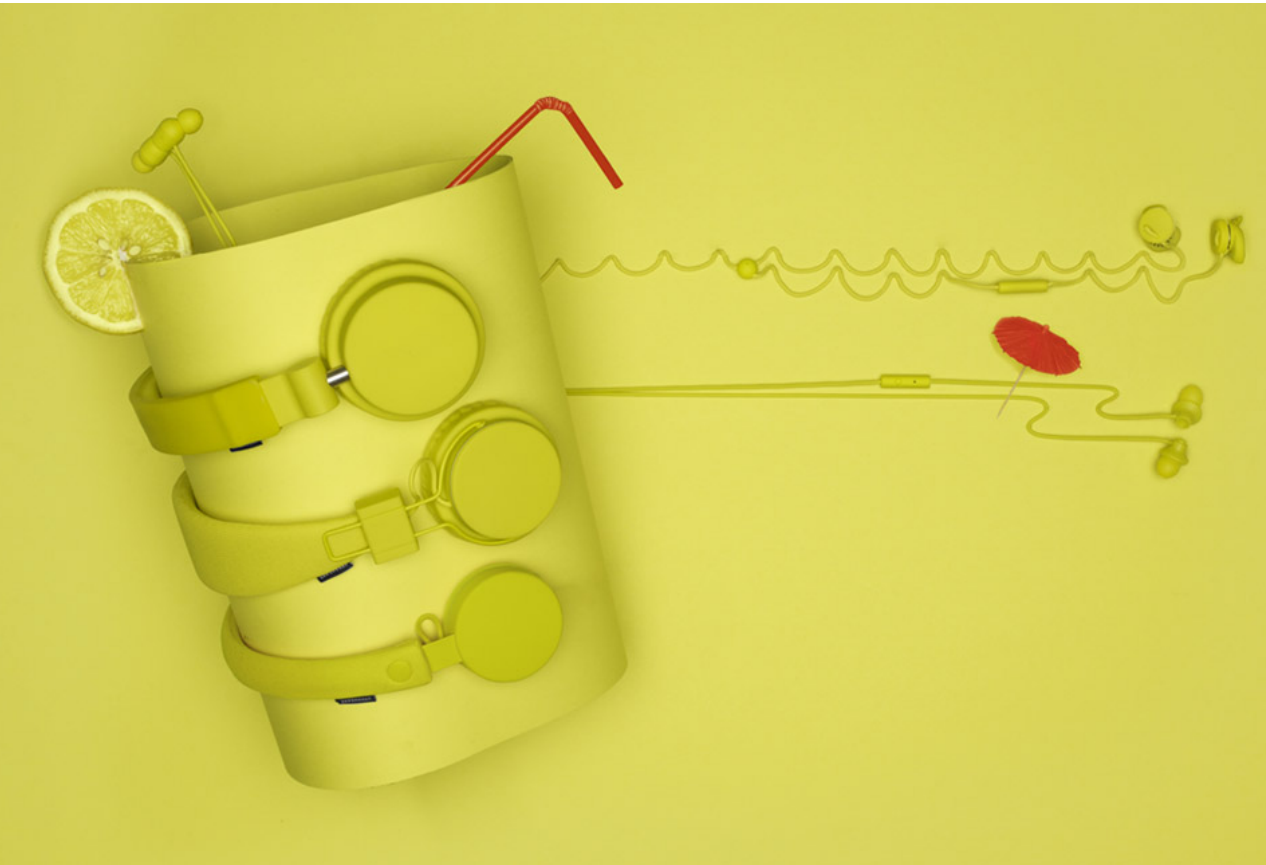


Global Brand Strategy Director, The Absolut Company (Sweden)



Oscar Axhede

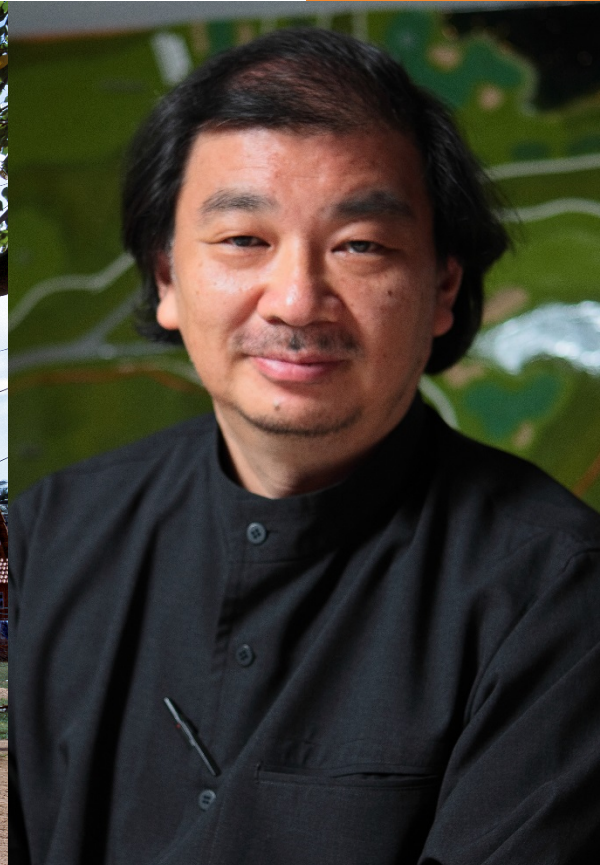
Co-founder & Brand Manager, Urbanears (Sweden)



PLENARY SPEAKERS | 重點講者

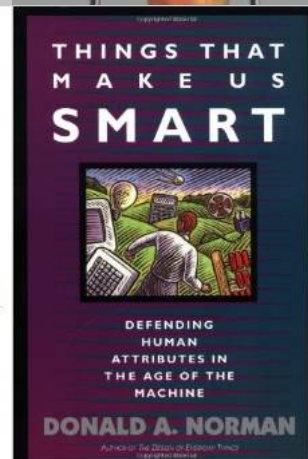
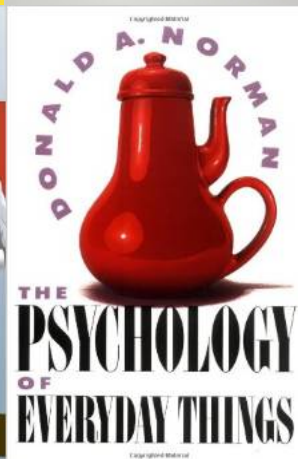
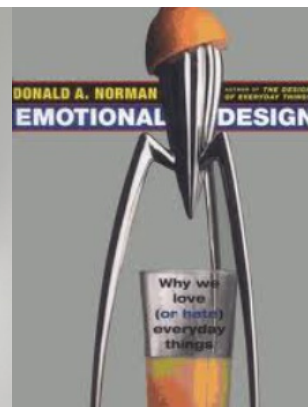
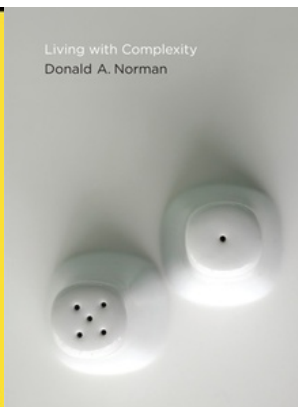
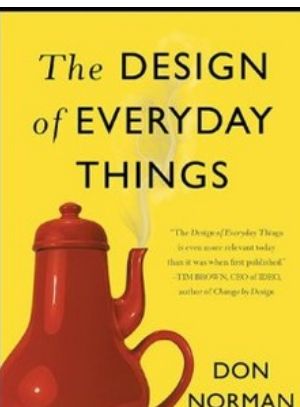
Shigeru Ban

Architect and Founder
Shigeru Ban Architects (Japan)



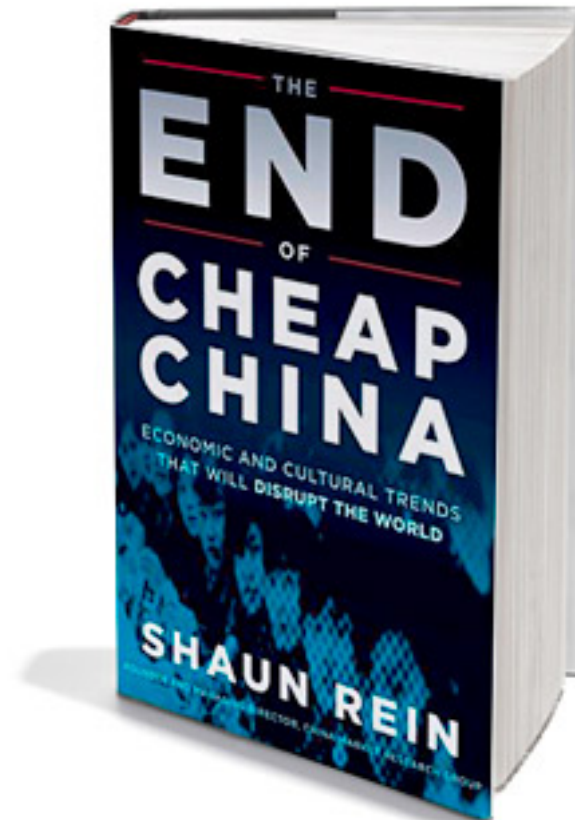
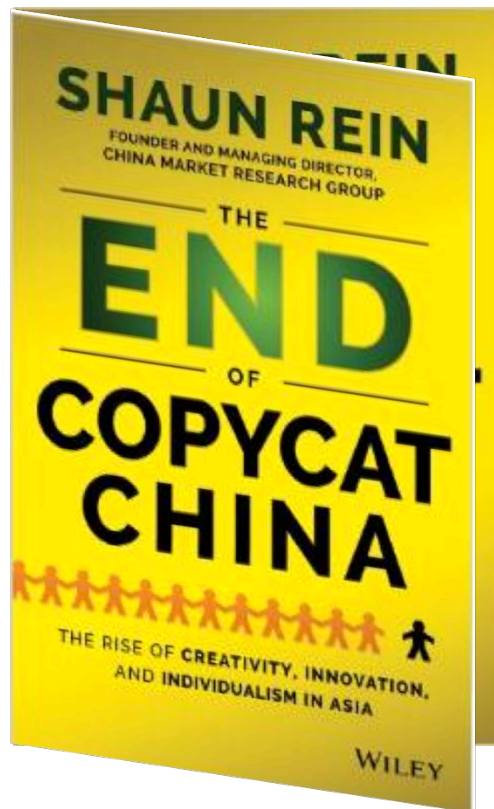
Don Norman

Director, Design Lab, University of California, San Diego and
Co-founder & Principal, Nielsen Norman Group (USA)



Shaun Rein

Managing Director, China Market Research Group (China)



Ho Kwon Ping 何光平

Executive Chairman, Banyan Tree Holdings (Singapore)



ASIAN SPEAKERS | 亞洲講者

Gewah Lam 林紀樺

Creative Director, Green & Associates (Hong Kong)



Chiaki Murata 村田智明

Managing Director, METAPHYS (Japan)



Ching-fu Wang 王慶富

Vice President, Pinmo Visual Studio 品墨設計工作室 (Taiwan)



David Jia 賈偉

Founder & President, LKK Design (China)



产品名称 时尚HIFI耳机
服务客户 美杜莎



产品名称 断路器
服务客户 德力西施耐德



产品名称 “翼”双摇杆工业遥控器
服务客户 盛源博大



产品名称 枕具五件套
服务客户 三生集团



产品名称 板式油汀电暖气
服务客户 桑普



产品名称 组合式移动电源
服务客户 米粒科技



产品名称 帕金森患者用控制器
服务客户 品驰



产品名称 阿陀
服务客户 英福生

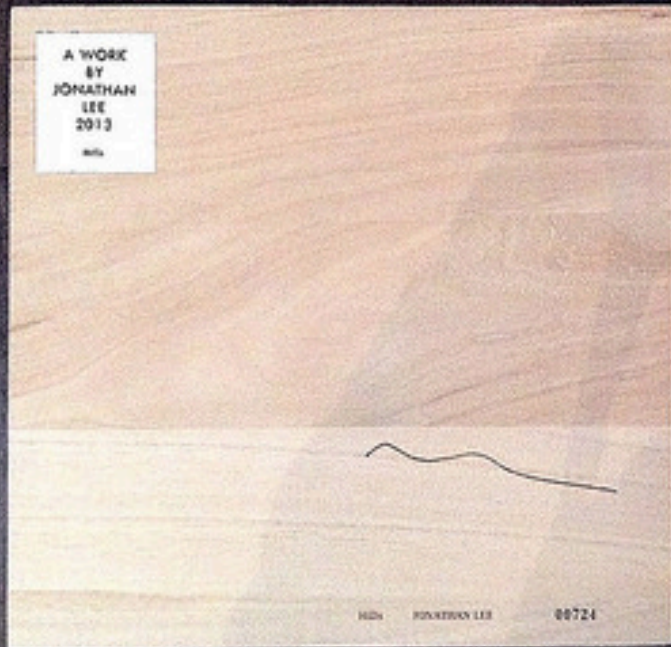


产品名称 指甲式血氧仪
服务客户 超思电子



Nieh Yung-chen, Aaron 聶永真

Founder & Creative Director, Aaron Nieh Workshop (Taiwan)



SK Lam 林樹鑫

Creative Director, AllRightsReserved (Hong Kong)



REGISTRATION METHODS

1. Interested parties may register via the [online registration system](#) or by printing out the [registration form](#) and submit to the conference secretariat.
2. For group registration, please download [group registration form](#) and fax/email to the conference secretariat.

Remark: Online registration will be closed at 18:00, 28 November 2014. Registration after this date can only be made offline registration by downloading registration form or walk-in at Hall 3 Concourse at Hong Kong Convention and Exhibition Centre starting at 13:00, 01 December 2014.

QUICK LINK:

[REGISTER NOW](#)

DOWNLOAD REGISTRATION FORM:

[INDIVIDUAL REGISTRATION](#)

[GROUP REGISTRATION](#)

REGISTRATION FEE

Type	Regular Registration Fee On or after 2 Nov 2014 (HK\$/pax)	Promotional Registration Fee On or before 1 Nov 2014 (HK\$/pax)	Group Package Fee 5 or more delegates at one-off registration (HK\$/pax)
Full Pass ¹	8,000	5,500	4,500
6-Session Pass ²	7,000	4,500	3,700
1-Session Pass ³ (Half-day Pass)	1,400	900	750

ACKNOWLEDGEMENT | 致謝



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1 – 6 DECEMBER 2014

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THANK YOU!