

For immediate release

## **Business of Design Week 2023 Announces Visionaries Converge in Hong Kong with a Tighten Connection with the Greater Bay Area, Contributing to the Betterment of a Sustainable Future**



*From 27 November to 2 December, Business of Design Week 2023 sparks conversations revolving around design innovation and circularity.*

*Bringing together over 50 game-changing creative leaders from the Netherlands, the Mainland, and beyond, including Ben van Berkel, Winy Maas, Francine Houben, and GBA's leaders, namely Dr Wang Jian, Janice Tsang and Cai Jinqing.*

**HONG KONG, 19 October, 2023** – Organised by Hong Kong Design Centre (HKDC), **Business of Design Week (BODW)**, Asia's premier annual event on design, innovation, and brands, is proud to announce its grand return from 27 November to 2 December in the press conference on 19 October. Under the theme '**Game Changers**', BODW 2023 empowers audiences to set ambitious goals and drive innovation, contributing to sustainable businesses and communities.

Joining hands with the Netherlands, BODW 2023's Partner Country, and its platform for creative pioneers CreativeNL, alongside Create Hong Kong (CreateHK) of the Government of the Hong Kong Special Administrative Region (HKSAR Government) as the Lead Sponsor and the Hong Kong Trade

Development Council (HKTDC) as the Co-organiser, BODW presents an array of programmes in its **flagship BODW 2023 Summit** from 29 November to 1 December at Freespace, West Kowloon Cultural District.

“BODW 2023 will gather over 50 international, regional, and local creative leaders for an inspiring week-long programme across the city. Among them, we have already confirmed heavyweight speakers for the BODW summit especially from the Mainland and ASEAN countries,” Prof. Eric Yim, Chairman of HKDC, said at the press conference. “This enables us to showcase the development of Chinese culture and creativity through design to a wide international audience. It also helps us fulfil our key roles under the 14th Five-Year Plan and align with the strategy of the HKSAR Government.”

Mr Arjen van den Berg, Consul General of the Kingdom of the Netherlands said, "The Netherlands is proud to be partnering with Hong Kong in a year-long exchange program around the business environment, sustainable fashion, and products and brand-new design to forge long term international cooperation, promote exchange and exchange of ideas and knowledge and co-creates innovative solutions for current and future challenges."

“As the co-organiser of the Business of Design Week conference for more than two decades, the HKTDC is delighted to create synergy with the event through our flagship creativity promotion, DesignInspire,” said Anna Cheung, Director, Service Promotion at HKTDC, believing the circular-design-focused BODW ties in with DesignInspire’s core value of sustainability. Ms. Cheung continued, “I am confident that this year’s BODW infused with Dutch creativity will be a major success.”

## **Game Changers Set to Ignite Innovation, Paving the Way for a Sustainable Future**

Presenting over 50 global pioneers and more than 30 thought-provoking keynotes, Power Talks and panel discussions, BODW Summit focuses on three key subjects, namely **Urban Planning and New Urban Models, Transformative Brands and Consumers’ Experience** as well as **AI, Technology and Future Trends** to inspire intelligent placemaking with an infusion of innovations and technology and empower the industry to drive towards a revolutionary consumer experience and a sustainable future.

BODW highlighted sessions include:

### **29 November: Urban Planning and New Urban Models**

Keynote: TRANSFORM NOW! A Visionary Guide to the City of Tomorrow

The visionary architect, **Ben van Berkel, Founder & Principal Architect of UNStudio**, explores the very essence of positive innovation and discovers how continuous transformation comes to life in projects like the eagerly anticipated Lyric Theatre in Hong Kong and the stunning STH BNK by Beulah in Melbourne.

Keynote: DFA Special: Embracing a lifetime of Japanese Aesthetics: Minimal Design, Innovation, and Technology

**Kenya Hara, President & Chief Executive Designer of Nippon Design Center, Inc.**, shares deep insights into the core principles of his aesthetics and their practical implications in addressing Japan's evolving challenges, from rapid urbanisation to an ageing population, elaborating on how design can serve as a catalyst for crafting a sustainable future, not only for Japan but for the world at large.

## **30 November: Transformative Brands and Consumers' Experience**

### Panel: Sustainable Luxury: Navigating the Circular Economy

**Prof. José Teunissen, Director & Professor of Amsterdam Fashion Institute**, and **Cai Jinqing, President of Kering Greater China**, will shed light on sustainability as they navigate the complexities of approaching a circular economy for luxury. From supply chains and sustainable sourcing of materials to promoting responsible consumption, this panel delves into the innovative solutions and strategies needed to embrace sustainability.

### Panel: Designing the Future of Luxury Hospitality

Together with **Teo Su Seam, Partner at LTW Designworks**, **Jill Goh, General Manager of The Landmark Mandarin Oriental Hong Kong**, and **Ed Ng, Co-Founder of AB Concept**, this panel focuses on how these speakers are approaching this high-end luxury sector with game-changing designs. The discussion explores the world of luxury hospitality and discovers how these industry leaders are redefining opulent experiences while ensuring guest satisfaction.

## **1 December: AI, Technology and Future Trends**

### Keynote: AI, "City Brain" & Urban Transformation

**Dr Wang Jian, Founder of Alibaba Cloud**, elaborates on the transformative power of AI and City Brain in reshaping urban life while exploring how artificial intelligence enhances the liveability and experiential quality of our cities. In his keynote, he explores how the vast capabilities of City Brain are propelling urban transformation, looking into the future of smart cities, where data-driven decisions enhance liveability and the overall experience.

### Panel: Disruptive Transformation in the Chinese Auto Industry

A panel of experts, featuring **Yao Yingjia, Vice President of Group Lotus** and **Janice Tsang, the Head of Innovation of Porsche China**, will delve into the rapid transforming EV industry, discover fresh avenues for design and explore the future of mobility through pioneering design-driven solutions and user-centric strategies.

## **BODW 2023: A Week of Inspiration with Greater Bay Area and beyond**

As BODW's Partner Country, The Netherlands is joining forces with Hong Kong to tackle challenges that occurs when transitioning to a circular economy. At Dutch Pavilion, RoomNL - a clubhouse for networking, presentations, and workshops - CreativeNL offers a unique opportunity to share circular insights with renowned and up-and-coming Dutch speakers. It also extends an invitation to local partners for long-term collaboration, beginning in Hong Kong and extending throughout Asia and the Greater Bay Area. With architecture, fashion, and product design as the focal points of the BODW 2023, the Netherlands is well-positioned to collaborate while paving the path for a more globally connected circular future in their respective fields of expertise.

In RoomNL, a private space, Dutch cultural aspects in the design community and creative leaders can meet and exchange creative ideas and new concepts of circularity through a series of networking events. The 'Game Changer' BODW 2023 x NL experience is elevated by the seamless convergence of creation, networking, and sustenance in this warm and inviting setting.

Designed by Terry Law, Founder & co-owner of Made In Sample in Hong Kong, RoomNL has included designs using upcycling ideas while reflecting local culture. RoomNL encourages inspiration for guests

to share their circular design experience, fosters creativity and circular ideals, creates long-term relationships that will bloom within the community, and facilitates exchanges between organisations and countries.

The week of programmes also comprises the BODW City Programme, Fashion Asia Hong Kong, DFA Awards, and GBA Creative Night, as well as concurrent events including DesignInspire, deTour, Hong Kong Denim Festival, the Leadership Forum on Design Education, and the Business of IP Asia Forum.

Capturing the key provocative insights by global speakers and happenings at BODW 2023 Summit, a panel broadcast on ViuTV96 at prime time, from 8pm to 10pm from Wednesday to Friday, and the whole 3-day Summit will be livestreamed on bodw+ website and social platforms to offer full access to a global wide audience.

For live updates and ticketing details on BODW 2023, please visit the official website at <http://www.bodw.com/> and follow bodw+ on the following social media channels: Facebook ([bodw+](#)), Instagram ([@bodwplus](#)), X ([@bodwplus](#)), LinkedIn ([bodw+](#)) and YouTube ([bodw+](#)).

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## Contact

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## Press materials

Images including speakers' portraits are available at:  
<https://finnpartners.box.com/s/6ow42a9t21ugk3fpa0u91hdykj3bett>

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

A non-governmental organisation registered in 2001 and established in 2002, Hong Kong Design Centre (HKDC) is a strategic partner of the HKSAR Government in advancing 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 Business of Design Week ([2023.bodw.com](http://2023.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 CLICKNL / CreativeNL ([www.creativenl.nl](http://www.creativenl.nl))

From the Netherlands, CLICKNL, the knowledge and innovation network of the Dutch creative industry, is responsible for the programme. We work closely with various companies, knowledge institutions, educational institutions, and industry associations. CLICKNL has entrusted the implementation of the partnership with BODW 2023 to CreativeNL.

# Game Changers

Partner country  
**The Netherlands**  
In collaboration with  
**CreativeNL**



## **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, 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.

## Appendix

Key speakers in BODW 2023 Summit from 29 November to 1 December include:

- 1) **Ben van Berkel**, Founder & Principal Architect of UNStudio, The Netherlands
- 2) **Winy Maas**, Founding Partner & Principal Architect of MVRDV, The Netherlands
- 3) **Francine Houben**, Creative Director & Architect of Mecanoo, The Netherlands
- 4) **Kenya Hara**, President & Chief Executive Designer of Nippon Design Center, Inc., Japan
- 5) **Yao Yingjia**, Vice President of Group Lotus, UK
- 6) **Jiang Qiong Er**, Co-founder & Designer of SHANG XIA & Artist of TIAN YI Foundation, France
- 7) **Cai Jinqing**, President of Kering Greater China, The Mainland
- 8) **Kigge Mai Hvid**, Partner of JA Studio, Denmark
- 9) **Dr Wang Jian**, Founder of Alibaba Cloud , The Mainland
- 10) **Robert Gatti**, Creative Director of Decathlon North Asia, The Mainland
- 11) **Simon Mitchell**, Co-founder of Sybarite, UK
- 12) **Shohei Shigematsu**, Partner of OMA, US
- 13) **Chris van Duijn**, Partner of OMA, Hong Kong
- 14) **Steve Leung**, Founder of Steve Leung Design Group Ltd. & Vice Chairman of Hong Kong Design Centre, Hong Kong
- 15) **Babette Porcelijn**, Writer & Designer, Think Big Act Now, The Netherlands
- 16) **Ed Ng**, Co-founder, AB Concept, Japan
- 17) **Samantha Peart**, Head of Sustainability of Hassell, Australia
- 18) **Teo Su Seam**, Partner of LTW Designworks, Singapore