

For immediate release

## **Business of Design Week 2023 and the Netherlands Leading the Way to a Circular Future, with a Focus on Changing the Scene through Design and Innovations**

### **France announced as Partner Country for BODW 2024**

**HONG KONG, 5 December, 2023 – Business of Design Week (BODW) 2023**, Asia’s premier annual event on design, innovation, and brands, concluded on 3 December, 2023. This year’s ‘Game Changers’ events recorded an attendance totalling over 7,500, with its rich programme of illuminating and thought-provoking discussions and keynotes from 60+ creative leaders from Hong Kong, the Netherlands, and around the world.

To sum up BODW 2023, dialogues and long-term relationships between Hong Kong and the Netherlands have been established on business and academic level, focusing on domains of circular fashion and architecture frameworks.

**Mr Arjen van den Berg, Consul General of the Kingdom of the Netherlands in Hong Kong and Macao**, said, “We are ecstatic to have embarked on this incredible opportunity with BODW, kickstarting a journey of even closer collaboration with our esteemed Hong Kong partners. This pivotal moment not only strengthens our bonds within the region but also propels the advancement of circular design in Hong Kong, the Netherlands, and beyond.”

In light of this dynamic partnership, the Netherlands and Hong Kong are gaining the momentum with the launch of CIRCO-hub in the city. The Business Environment Council (BEC) and CIRCO commit to training a select group of Hong Kong trainers in the CIRCO methodology by Q1 2024. This empowering initiative will drive circular innovation and business creation among companies and design professionals in Hong Kong, amplifying their impact in the industry. Meanwhile, What Design Can Do (WDCD) will partner up with HKDI in 2024 for the WDCD Design Challenge to mobilise the Hong Kong design community of students and professionals to come up with the best of the best proposals to bend the curve of climate change in the region.

Looking ahead, Hong Kong Design Centre is pleased to announce France as its Partner Country for 2024. France will introduce prominent speakers, exceptional talents, and a series of design events throughout Knowledge of Design Week (KODW) and BODW to foster mutual learning between the two vibrant design communities during a year-long collaboration.

**Prof. Eric Yim, MH, JP, Chairman, Hong Kong Design Centre**, said, “With the resumption of complete physical events for BODW, 50 participants joined the Dutch delegation to visit Hong Kong for the 2023 edition as part of the blooming collaboration. We’re delighted to expand our strategic alliance to another design powerhouse, France, as the Partner Country of BODW 2024. This marks a momentous year-round collaboration where we unite our strengths, experiences, and cultural heritage. Together, we’ll unlock the limitless potential of design’s influence on culture and business. Anticipating significant milestones, we eagerly await the profound impact our collaboration will have on our communities and beyond.”

Mrs **Christile Drulhe, Consul General of France in Hong Kong and Macau**, mentioned, “I am thrilled that France has been invited to be the partner country for the Business of Design Week 2024, the most anticipated design event in Asia every year. Our partnership is a recognition of France’s rich cultural heritage, artistic prowess, and innovative design practices, as well as Hong Kong’s ambition to further develop in this sector. By partnering with the Hong Kong Design Centre, we aim to create an exceptional platform for reinforcing business, cultural, and educational exchanges on design in its various forms.”

Celebrating the best of BODW Summit, this year's highlights encompass Urban Planning, Transformative Brands, AI, and Future Trends. Unveiling the power of smart placemaking, innovation, and technology, it showcased how collaborative efforts between businesses and governments elevate consumer experiences and propel us towards a sustainable future.

Key discussion highlights are as follows:

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

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

**Ben van Berkel, Founder and Principal Architect of UNStudio**, captivated the audience with insights into his groundbreaking projects - The Lyric Theatre in Hong Kong represents a fusion of human-centred interior design and iconic cityscape integration, radiating urban vibrancy; the Amsterdam BREEAM Excellent building showcases sustainability at its finest, leveraging eco-friendly materials, maximising natural light, and fostering a sense of community. These visionary projects prioritised user well-being while epitomising the possibilities of creating dynamic, green spaces.

Keynote: DFA Special - Designing Design: Great Works Hidden in Plain Sight

**Kenya Hara**, President and Chief Executive Designer of Nippon Design Center, Inc., shattered design boundaries, transcending “local” and “global” norms. With unrivalled insight, he revealed the limitations of human design thinking, which clashed with nature's organic shapes. Hara introduced an innovative industry inspired by Japan's evolving landscape, emphasising design's paramount role in preserving cultural heritage and traditions.

## **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, guided the audience through sustainable luxury with three Cs and one E, i.e. Care - for the planet, for the surroundings, and for environments; Collaborate - in our sustainability practices upstream and downstream; and Create - where innovation is the core of sustainability; and finally with Education - the important element in moving luxury into sustainability.

Panel: Designing the Future of Luxury Hospitality

**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, delved into the world of luxury through hospitality design. Exploring lighting, colours, and textures, they unveiled the transformative power of storytelling in spaces. Luxury has evolved beyond the tangible, embracing the abstract and ephemeral, with guests discovering opulence through time and immersive experiences.

# Game Changers

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**The Netherlands**  
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## Keynote: The Lotus Way: Redefining Luxury Through Innovation

**Yao Yingjia**, Vice President of Group Lotus, revolutionised the definition of luxury by emphasising its inherent innovativeness. Luxury design must be human-centric, engaging the senses through interactive experiences.

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

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

**Dr Wang Jian**, Founder of Alibaba Cloud, introduced the pioneering concept of the “city brain,” highlighting the transformative power of utilising urban data for optimal resource allocation. Drawing experience from his project in Hangzhou, he unveiled the remarkable “10% magic,” emphasising that data alone holds limited value, but when combined with AI, it becomes an invaluable tool for identifying and addressing critical issues, facilitating effective problem-solving methods.

Revisit the highlights of the summit at the Cantonese TV Programme on ViuTV (Ch99) on 6 January, 19:30 – 20:30 (GMT +8).

Sign up on bodw+ for the latest updates on BODW at [bodw.com](https://bodw.com). All BODW sessions can be accessed on-demand by bodw+ Plus members for free. bodw+ Basic members can upgrade to Plus (for a yearly subscription fee priced at HK\$200) or corporate membership for exclusive content, discounts, and offers from partners. Follow BODW on the following social media channels: Facebook ([bodw+](https://www.facebook.com/bodwplus)), Instagram ([@bodwplus](https://www.instagram.com/bodwplus)), X ([@bodwplus](https://twitter.com/bodwplus)), LinkedIn ([bodw+](https://www.linkedin.com/company/bodwplus)) and YouTube ([bodw+](https://www.youtube.com/channel/UCBodwplus)).

## Image Captions:



Hong Kong Design Centre is pleased to announce France as its Partner Country for 2024, introducing prominent speakers, exceptional talent, and a series of design events throughout KODW and BODW 2024.



**Kenya Hara**, President and Chief Executive Designer of Nippon Design Center, Inc., a DFA award winner, shares the lifetime dedication to Japanese Aesthetic design and innovation with his visionary perspectives on sustainable future.

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**Jiang Qiong Er**, Co-founder and Designer of SHANG XIA, unveils the captivating story behind her extraordinary Chinese lifestyle brand, forged in partnership with the prestigious Hermes Group.



**Winy Maas**, Founding Partner and Principal Architect of MVRDV, explored the empowering effect of his pioneering design approach in shaping sustainable environments.



**M. L. Larn Kathathong Thongyai**, Assistant Director-General of the Department of International Trade Promotion, Ministry of Commerce of Thailand, delved into the intricate tapestry of Thailand's brands and their unique stories.



With a focus on Transformative Brands and Consumers' Experience, **Prof. José Teunissen**, Director and Professor of the Amsterdam Fashion Institute, and **Cai Jinqing**, President of Kering Greater China, guide the audience through sustainable luxury with Care, Collaborate, Create and Education.



**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, continued to explore the future of luxury from a hospitality perspective.

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**Dr. Wang Jian**, Founder of Alibaba Cloud, explained urban city planning and opportunities for better managing transportation infrastructure with the involvement of AI.



With the emerging development of the automotive industry, **Janice Tsang**, Head of Innovation of Porsche China, discussed on the upcoming industry transformation in China and how the adaptation of creative design can enhance the car user experience.



**Francine Houben**, Creative Director & Architect of Mecanoo, shared her transformative journey of becoming a Game Changer.



(From top to bottom)

**Sophie Chapman**, COO and CFO, EcoBricks Ltd; **Jacqueline Chak**, Founding Partner and Creative Director, EDIT and EDITECTURE; **Naman Tekriwal**, COO & Co-Founder, Breer, joined the Emerging Voices session as the Hong Kong representatives to share how to construct green buildings and upcycle food waste into edible products in Hong Kong in one of the two engaging sessions.



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(From top to bottom)

**Borre Akkersdijk**, Co-founder and Creative Director of BYBORRE; **Nienke Hoogvliet**, Designer at Studio Nienke Hoogvliet; and **Lucas de Man**, Founder and CEO of Company New Heroes, from the Netherlands, brought their unique perspectives in biobased building, and business views in circular packaging and construction for a sustainable future.

-End-

## Contact

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## Press materials

High resolution images are available at:

<https://finnpartners.box.com/s/uu1ixiezukw3em30sswapw8397thmdjt>

**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 is supported by the government of the Netherlands. CLICKNL has entrusted the implementation of the partnership with BODW 2023 to 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 HKSAR Government 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, promoting cross-sectoral and cross-genre collaboration, 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 (KODW), Fashion Asia Hong Kong, Design Incubation Programme and Fashion Incubation Programme, among other projects, to promote Hong Kong design.

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