

For Immediate Release

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MELBOURNE SHOWCASES DESIGN STRENGTHS at BODW 2018

[HONG KONG – 18 May 2017] Hong Kong Design Centre (HKDC), the Hong Kong Trade Development Council (HKTDC), and the State Government of Victoria, Australia, signed a Letter of Intent at the *Melbourne Design Showcase* held at the Hong Kong Maritime Museum on 17 May to officially signify their partnership for **Business of Design Week 2018** (BODW 2018).

The BODW, HKDC's flagship programme with Create Hong Kong as the major sponsor and HKTDC as the co-organiser, is Asia's leading annual event on Design, Innovation and Brands. **Melbourne of the State of Victoria has been chosen by HKDC as their partner city for BODW 2018**, a premiere week-long event typically attracting more than 120,000 leading international designers, businesses and public from around the world to its wide range of programmes including BODW Summit, Fashion Asia HongKong Forum, BIP Asia Forum, Global Design Network Symposium, DesignInspire exhibition, deTour community programme, Design For Asia Awards Presentation, Design Education Session, and other concurrent events in the city.

Professor Eric Yim, Chairman of HKDC announced the partnership witnessed by premier of Victoria, The Hon Daniel Andrews, at the *Melbourne Design Showcase*, a display of the city's vibrant design-based businesses including virtual reality/ digital games, architecture, food innovation, fashion and product design.

Entering the league of design capitals such as Italy, Chicago, Barcelona and Sweden, Melbourne will be the first city in the southern hemisphere to be chosen as partner city for the event, creating an opportunity for both cities to reach a global audience and generate new business of design opportunities.

Lead-in programmes such as exhibitions, roundtables, placements for young designers and trade delegations across both cities will take place as early as the late 2017. The Letter of Intent also reaffirms the partners' resolve to curate, design, and produce a partner pavilion at BODW's concurrent event - DesignInspire 2018, showcasing the best of Australia's designs in influencing the cities, economy, culture and living.

Quote attributable to Ms Susie Ho, Permanent Secretary for Commerce and Economic Development (Communications and Creative Industries), HKSAR Government

“The HKSAR Government has been actively promoting the development of creative industries. We are committed to facilitating cross-territorial collaboration and, through sponsoring signature events like the Business of Design Week, we reach out to the most talented designers in the world. I am most excited to see Melbourne to be the partner city of our signature event in 2018 and I very much look forward to witnessing the collaboration of these two creative hubs on design.”

Quote attributable to Premier Daniel Andrews, State Government of Victoria

“Victoria is Australia’s design capital. The Government is proud to support Victoria’s creative industries – one of the cultural and economic foundations of our state – on a global stage.

“We are proud to partner with BODW 2018 to share expertise and support creative exchanges between Melbourne and Hong Kong.”

Quote attributable to Prof Eric Yim, Chairman of HKDC

“We are excited for the partnership. Melbourne, being recognised as the world’s most liveable city, will present new insights into how design, technology and innovation will create impact on health, wealth, and well-being for the city’s economy and living.”

“The partnership kick-starts the exciting opportunities for exchange and idea sharing among the business and creative communities at BODW 2018.”

Quote attributable to Mr Stephen Liang, Assistant Executive Director, HKTDC

“DesignInspire is an international exhibition about creativity staged in Hong Kong. We are glad to have Melbourne, a world’s leading creative economy, as our 2018 Partner City and present their best design and innovation to inspire the regional public and business communities.”

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About Business of Design Week

Business of Design Week (BODW) is a flagship event organised by Hong Kong Design Centre since 2002. The week-long design, innovation and branding event is a valuable platform for participants to network, exchange ideas and explore business cooperation. With Create Hong Kong as major sponsor, each year BODW attracts to Hong Kong outstanding international designers and influential design executives who inspire with their creative thinking and design management.

Every December, it brings world-class design masters and business elites to inspire international audiences with creative thinking and design management. It also serves as a unique platform for design-preneurs, students, and the public to exchange ideas, network and explore business collaborations. BODW 2017's partner country is Italy, with the theme of "Italy Makes a Difference".

About Victoria's Design Sector

Victoria has a strong, unique and cross-cutting local design industry which includes around over 5,000 design consultancies and around 136,450 design related jobs in 2015 for some 85,000 designers and 50,900 (non-design) support staff.

The State's design sector generated \$5 billion in 2015, including \$400 million in design-related exports, with local businesses spending an estimated \$4.3 billion on design services in the same year.

About Hong Kong Design Centre

Hong Kong Design Centre (HKDC) is a non-profit organisation founded in 2001 as a strategic partner of the HKSAR Government in establishing Hong Kong as centre of design excellence in Asia. HKDC continues its public mission in using design and innovation to drive value creation of business development and improve the well-being of society, through the provision of diverse exchange platforms, anchored by five major work directions: CONNECT, CELEBRATE, NURTURE, ADVANCE and ENGAGE.

HKDC's flagship programmes include Business of Design Week (since 2002) – Asia's leading annual conference and event on Design, Innovation and Brands; DFA Awards (since 2003) – the most recognised design awards from an Asia perspective; Design Incubation Programme (since 2012) and Fashion Incubation Programme (since 2017) – 2-year incubation programmes to nurture future design and fashion entrepreneurs; FASHION ASIA HONGKONG (since 2016) – a new initiative combining conversations, interactions and cultural exchanges to energise the city's image, and positioning it as an Asian hub for fashion trade and business development; Knowledge of Design Week (since 2006) – an annual thematic design knowledge sharing platform on how design can solve complex challenges of our society.

About Create Hong Kong

Create Hong Kong is a dedicated agency set up under the Commerce and Economic Development Bureau of the HKSAR Government on 1 June 2009 to spearhead the development of Hong Kong's creative industries. Create Hong Kong co-ordinates Government policy for supporting the trade. The HKSAR Government, through Create Hong Kong, provides funding support to projects conducive to the development of creative industries, including the funding support for BODW. The HKSAR Government has been the major sponsor of BODW since its inauguration in 2002.

Event Photos

Photo 1



Prof. Eric Yim, Chairman of HKDC, announced Melbourne as the partner city for BODW 2018 in his welcome remarks.

Photo 2



Premier Daniel Andrews, State Government of Victoria expressed that BODW 2018 offers a valuable opportunity for creative exchanges between Melbourne and Hong Kong.

Photo 3



(bottom row, from left) Ms Jenny Koo, Director, Service Promotion, HKTDC; Dr Edmund Lee, Executive Director of HKDC; and Mr Tim Dillon, Commissioner to Greater China, signed the Letter of Intent with witnesses, (top row, from left) Mr Stephen Liang, Assistant Executive Director, HKTDC; Mr Victor Lo, Chair of BODW Steering Committee; Premier Daniel Andrews; and Prof. Eric Yim.

Photo 4



Group photo of full delegation from Victoria, Ms Susie Ho, Permanent Secretary for Commerce and Economic Development (Communications and Creative Industries); Mr Jerry Liu Wing-leung, Head of CreateHK, Ms Doris Fong, Head of Creative Industries, Invest Hong Kong; Board of Directors from HKDC, and representatives from HKTDC.

Photo 5



Premier Daniel Andrews, Mr Tim Dillon, and Prof. Eric Yim visited the RIMIT Centre for Games Research and Design VR area.

Photo 6



Premier Daniel Andrews and Hong Kong representatives visited Victorian Architecture area.