

ASIA'S LEADING ANNUAL EVENT
ON DESIGN, INNOVATION AND BRANDS

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Business of Design Week (BODW) 2009 sets to commence within ten days
Grasp this rare opportunity to meet with international design luminaries & business leaders

RMB payment accepted for registration

HONG KONG – November 20 2009 – Bringing together the world's preeminent designers and business leaders, **Business of Design Week (BODW) 2009** is set to commence within ten days. Being one of the most important events dedicated to design, innovation and brands in Asia, design luminaries and business titans hailing from all corners of the world will convene in the Hong Kong Convention and Exhibition Centre. Through an inspiring forum discussion and a series of design exhibitions among other exciting programmes, the speakers will share their profound insights on topics related to business and design, highlighting the significance and potential of design excellence.

The **BODW 2009** Forum, to be held from December 3 to 5, had assembled a stellar lineup of renowned speakers, including: Jean Nouvel, winner of the 2008 Pritzker Architecture Prize; Ronnie Chan, founder of the China Heritage Fund; David Butler, Coca Cola's vice president of global design; Tony Chambers, editor-in-Chief of Wallpaper*, England's most influential design magazine. Also confirmed to attend is Sebastian Suhl, chief operating officer of Prada. As there are only a limited number of entry passes remaining for BODW 2009 Forum, interested parties are encouraged to register quickly in order to grasp this rare opportunity to meet with the multitude of international design masters and business leaders.

As the organiser of BODW 2009, Hong Kong Design Centre (HKDC) invited France as this year's partnering country to jointly promote France's perpetual design culture as well as expertise in brand management. The French companies will participate in the Forum, including celebrated brands such as Hermes, Jean Paul Gaultier,



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30/11-5/12
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Evian and Perrier. Heavyweight figures from these companies will present in the plenary session, Fashion & Apparel track, Product & Design track and Brands & Design track of the BODW Forum respectively. Adding more excitement to the programme, a large number of revered French designers will visit Hong Kong and speak to the public on diverse topics related to business and design, including intellectual property management, space & design, communications & design and the West Kowloon Cultural District project.

Some of the speakers from other countries signifying the grand scale of the event include: Toyo Ito (Toyo Ito & Associates, Architects), one of the greatest contemporary Japanese architect; Calvin Tsao (TsAO & MCKOWN Architects), revered Chinese-American architect; Pei Zhu (Studio Pei-Zhu), the most reputable architect in China.

For the convenience of the public and visitors from China, this year's BODW offers multiple channels for registration and payment, including online registration, credit card online payment as well as bank remittance. To encourage participation of Chinese companies and associated group visits, payment in RMB currency is also accepted, with the choice of invoices issued in Hong Kong or China.



BODW 2008 saw over 100 renowned international speakers attracting more than 50,000 participants. With 240 reporters from around the world covering the event, the success last year was remarkable and laid the groundwork for this upcoming exciting event.

For the latest activities and updates, please visit website: www.bodw.com

For registration, please call: (852) 3151 8900

For media enquiries, please contact Trimaran Corporate Communications:





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