

For immediate release

Business of Design Week 2026 Set for Grand Opening this November
Gathering Global Creative Minds and Business Leaders under the Theme
‘Design in Dialogue: Connect + Transform’



- **Global Creative Leaders Convene:** Assembling over 50 global pioneers across design, innovation, and prestigious brands including Vacheron Constantin and Vitra, BODW 2026 Summit features visionaries such as Wim Walschap, the mastermind behind Herzog & de Meuron of Tai Kwun and M+; Thilo Brunner, Chief Design Officer of the global sportswear and shoe brand On; landscape master Enzo Enea; Janine Weiz-Bühler, FREITAG's newly designated role Navigator / CEO; Emily Yan, a key contributor to Shanghai Grand Opera House and AIRSIDE; Suyong Joh, Founder of Magazine B; and Chef Grégoire Michaud, Founder of Bakehouse.
- **Six Forward-Looking Key Topic Pillars:** In-depth exploration from Reimagining Spaces, Regenerative Culture & Curation, Brand Transformation, The New Luxury & Artisanal Innovation, Designing for Longevity & Vitality, to Future-Ready Transmedia & Education, with the bodw Future Lab driving collaborative insights and action strategies to prototypes tomorrow.

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- **Collaboration with Partner Country Switzerland:** Drawing on Switzerland's expertise in precision craftsmanship, sustainable architecture, and technological innovation to explore how design and cross-disciplinary dialogue drive commercial and societal change.
- **BODW 2026 will synergise with concurrent design programmes across the city** to boost the creative atmosphere, including DESIGN@HKG, DFA Awards Presentation Ceremony, DX design hub Anniversary Event, Leadership Forum, DesignInspire and Business of IP Asia Forum, and deTour 2026, solidifying Hong Kong's role as Asia's creative capital.

Hong Kong, 17 September 2026 - Asia's premier annual event on design, innovation and brands, **Business of Design Week (BODW) 2026**, will be grandly held from 16 to 21 November this year. The organiser, **Hong Kong Design Centre (HKDC)**, held a press conference today (17 September) to officially announce the key highlights of this year's edition and the speaker line-up for its flagship programme, the **BODW 2026 Summit**. As in previous years, the event is supported by the **Cultural and Creative Industries Development Agency (CCIDA)** under the **Culture, Sports and Tourism Bureau of the Government of the Hong Kong Special Administrative Region** as Lead Sponsor, and co-organised by the **Hong Kong Trade Development Council (HKTDC)**.

2026 also marks the 10th anniversary of the innovative strategic partnership between Chinese Mainland and Switzerland. BODW 2026 is proud to welcome **Switzerland** as its year-round Partner Country under the theme '**Design in Dialogue: Connect + Transform**'. Drawing upon Switzerland's remarkable achievements in precision craftsmanship, sustainable architecture, brand transformation, and technology innovation, the event explores how Swiss design leverages its multilingual heritage and cross-cultural exchanges to spark new thinking, translating creative concepts into actionable force for business and societal change, and to exchange visionary dialogue across the globe. As a world-class platform rooted in Hong Kong with a global perspective, BODW further underscores Hong Kong's positioning as an international creative capital, alongside its unique strength as a 'super connector' and 'super value-adder' uniting local and overseas resources to foster international collaboration.

As the flagship programme of the event, the BODW 2026 Summit will take place from 18 to 20 November at the Hong Kong Convention and Exhibition Centre. Bringing together over 50 creative leaders and business decision-makers from Switzerland, Hong Kong,

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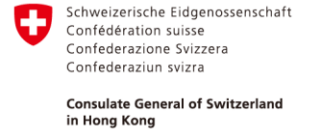
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Chinese Mainland, Czech Republic, Korea, the United States, and beyond, the Summit will dive into six key topic pillars: **Reimagining Spaces, Regenerative Culture & Curation, Brand Transformation, The New Luxury & Artisanal Innovation, Designing for Longevity & Vitality**, as well as **Future-Ready Transmedia & Education**. Discussion spectrum spans landscape architecture, urbanism, culture and brand storytelling, industrial and product design, craftsmanship and heritage, luxury retail and interior design, social and longevity innovation, communication design, future design education, and more.

Featured speakers of the BODW 2026 Summit include:

Architectural Giant Creating Public Value Through Dialogue

Wim Walschap, CEO & Senior Partner at Herzog & de Meuron, has led teams on iconic international projects including London's Tate Modern, alongside Hong Kong landmarks M+ and Tai Kwun. At the Summit, he will share how the studio places 'dialogue' at the heart of its design philosophy, drawing on experience across sensitive adaptive reuse, commercial transformations, and key regional works such as the Grand Canal Museum Complex and The Hyundai Gwangju to explore how architecture responds to local context and creates lasting public value through community connection.

Landscape Master Integrating Nature into Architecture

Renowned Swiss landscape architect **Enzo Enea** excels at seamlessly blending outdoor landscapes with indoor architecture, with his latest project including Central Crossing, a new mixed-use development in Hong Kong, in collaboration with Foster + Partners. At the Summit, he will elaborate on using immersive design to reconnect human life with nature, while examining the role of landscape design in urban public space transformation and well-being enhancement.

Design Pioneer Redefining Public Spaces through Generosity

Emily Yan, Director, Studio Hong Kong (Asia Region) of Snøhetta, has contributed to numerous landmark projects, including AIRSIDE, a multi-purpose commercial space in Kai Tak, Hong Kong; the Shanghai Grand Opera House opening next month; Beijing Art Museum; and Solstice Culinary Space, a new multi-concept dining and cultural

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destination in Central, Hong Kong. At the Summit, she will share how her philosophy of 'generosity', which advocates for giving back to the public, the environment, and future generations more than taking, serves as a catalyst for regenerative design, enabling spaces to transcend single functionality and create lasting value for both society and the environment.

Boundaries Transcended: The Creative Soul Driving Performance and Innovation

As the core figure behind breakthrough technologies including the CloudTec cushioning system, Speedboard, and the LightSpray spray-on upper technology set to make a major impact at the LA28 Olympics, **Thilo Brunner**, Chief Design Officer of On, will unpack the brand's forward-looking design philosophy. From product development and immersive tech-driven retail stores to progressive brand collaborations, he will reveal how On seamlessly integrates traditional craftsmanship with technological innovation to reshape the future of sportswear, experiential spaces, and global design culture.

Dialogue Between Brand Essence and Evolving Eras

Suyong Joh, Founder of Magazine B, and **Janine Weiz-Bühler**, Navigator / CEO of FREITAG lab. AG, will join a dialogue to deconstruct the evolution of brand identity, exploring how brands stay agile in a fast-changing world while safeguarding core values.

Culinary Culture Driver Reshaping Community Experience

Swiss master baker **Chef Grégoire Michaud** will share how he transformed Bakehouse, the bakery he founded in Hong Kong, into a modern cultural anchor. By combining traditional European baking craftsmanship with a contemporary visual identity, he uses design thinking and narrative design to bring new energy to the community's dining culture.

Innovator in High-End Hospitality Experience and Education

Prof. Markus Venzin, CEO of EHL Group, will discuss the expansion from traditional hospitality into high-end services sector. Referencing EHL campuses in Lausanne and

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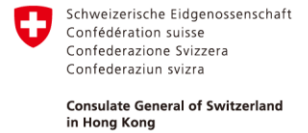
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Singapore, he will reveal how spatial design, experiential learning, and digital innovation converge to meet changing consumer desires.

Cross-Disciplinary Designer and Material Philosopher

As co-founder of atelier oï, recipient of the Swiss Grand Award for Design 2026, **Aurel Aebi** will share their philosophy of ‘thinking with our hands’. He will explore material-driven narrative methods, fusing heritage craftsmanship with material innovation to craft evocative architectural, product, and spatial works.

The three-day Summit will offer full English subtitles alongside real-time AI-driven translation tools supporting 10 languages, including German, French, Italian, English, Cantonese, Putonghua, Japanese, Korean, Spanish, and Arabic. The full Summit programme will also be streamed live on bodw+ and social media platforms, enabling international audiences to watch along in real-time.

Beyond keynote speeches, panel discussions, and fireside chat on the main stage, the Summit features curated ‘Meet-the-Speaker’ sessions and the acclaimed bodw Future Lab returning from last year. Through interactive forward-looking dialogues, heavyweights will guide participants to examine future-focused issues such as *The Future Design of Empathetic Spaces*, *Future Thinking: Navigating the Big Shifts Reshaping Our World*, and ‘East-meets-West’ *Approach to Longevity*, turning dialogue into actionable initiatives and strategies.

In addition, the bodw Future Lab presents pre-summit sessions. The inaugural event was successfully held on 26 August at DX design hub with the session *From Micro-trends to Future Blueprints: The Power of Foresight*, the event explored how enterprises can spot market shifts early to convert uncertainties into growth opportunities. The upcoming two bodw Future Lab pre-summit sessions will be held on 29 September and 21 October, exploring *Beyond Taste: Rethinking Food* and *The Semiotic Advantage: How Future-Ready Brands Speak to Culture* respectively.

Mr Steve Leung, Chairman of Hong Kong Design Centre, stated in his speech, ‘Design is a human-centred practice that puts people first. It sustains a dialogue between form and function, culture and innovation, humanity and the environment. That dialogue

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reframes problems and unlocks new possibilities. This belief shapes our theme, “Design in Dialogue: Connect + Transform”, celebrating collaboration across cultural and professional boundaries. Swiss design is famous around the world for its precision, quality, and focus on sustainability. It is a design approach built on real dialogue, bringing together beauty and engineering, as well as human needs and the environment. In an increasingly complex world, this Swiss approach shows us how design can lead to thoughtful and lasting solutions.’

Mr Daniel Freihofer, Consul General of Switzerland in Hong Kong, remarked, ‘Switzerland is proud to be the Partner Country of Business of Design Week 2026, marking a new chapter in our partnership with Hong Kong. The theme, “Design in Dialogue: Connect + Transform”, strongly resonates with Switzerland’s approach to design, valuing collaboration across disciplines and cultures. Swiss design connects people and ideas, bringing perspectives together to respond to change. Strengthened through our close collaboration with Hong Kong Design Centre, an outstanding Swiss delegation will share expertise with global audiences, inspiring new thinking and fostering lasting opportunities for collaboration between Switzerland, Hong Kong, and the wider region.’

Ms Anna Cheung, Associate Executive Director of HKTDC, said: ‘Through our enhanced strategic partnership with HKDC, we are reinforcing Hong Kong’s role as a global hub for culture and creativity. This year’s DesignInspire, themed ‘Wander & Wonder’, will be held from November 18 to 21 at the HKCEC. Salone del Mobile. Milano will debut a special exhibition curated with exclusive elements unique to Hong Kong, while innovative designs from Hong Kong, Chinese Mainland, Switzerland, Italy, France, Spain, Belgium, the Czech Republic, and other regions will also be showcased, fostering meaningful cultural exchange.’

Beyond the Summit, BODW 2026 will join forces with a range of concurrent design programmes across the city, including DESIGN@HKG (formerly BODW in the City), DFA Awards Presentation Ceremony, DX design hub Anniversary Event, Leadership Forum (organised by PolyU Design), DesignInspire and Business of IP Asia Forum (organised by HKTDC), and deTour 2026 (organised by PMQ). Together, these programmes create a city-wide celebration of design, reinforcing Hong Kong’s position as Asia’s creative capital.

To help attendees secure their seats early and engage directly with our distinguished creative leaders, the organiser has introduced a limited-time early-bird offer. A three-day pass for Business of Design Week 2026 Summit is available at HKD840 (regular price HKD2,800). As capacity is strictly limited, reserve your place today.

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For details regarding ticketing, programme, and speaker profiles of BODW 2026, please refer to the attachment or visit the official website: <https://2026.bodw.com/en>.

Follow official social media platforms for the latest BODW updates: Facebook ([bodw+](#)), Instagram ([@bodwplus](#)), X ([@bodwplus](#)), LinkedIn ([bodw+](#)) and YouTube ([bodw+](#)).

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Media Kit: [Press Materials](#)

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Speaker Bio: [BODW 2026 Speaker](#)

About Hong Kong Design Centre (HKDC) (<https://www.hkdesigncentre.org/en/>)

Hong Kong Design Centre is a strategic partner of the HKSAR Government in leveraging the city's East-meets-West advantage to create value from design.

The major programmes include Business of Design Week, bodw Future Lab, DFA Awards, Fashion Asia Hong Kong and DESIGN@HKG. Since 2024, we have also been operating the DX design hub in Sham Shui Po, dedicated to fostering emerging design talents and facilitating collaborations and exchanges in the design industry, as well as providing visitors an immersive experience through innovative exhibitions, fashion showcases and cultural events.

To achieve our goals, we:

- Cultivate a culture of design
- Bridge stakeholders to opportunities that unleash the power of design
- Promote excellence in various design disciplines

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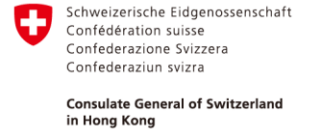
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About the Consulate General of Switzerland in Hong Kong

(<https://www.eda.admin.ch/hongkong>)

The Consulate General of Switzerland in Hong Kong is the official representation of Switzerland in the Hong Kong and Macao Special Administrative Regions. It promotes Switzerland's interests and strengthens bilateral relations across economic, cultural, educational and scientific fields.

The Consulate General fosters exchanges between Switzerland and the region, supports Swiss nationals and businesses, and engages with local partners through initiatives that highlight Swiss innovation, creativity and values. Its work is guided by Switzerland's foreign policy objectives, including the promotion of economic prosperity, sustainable development, human rights and peaceful dialogue.

About Business of Design Week (BODW) (<https://2026.bodw.com/en>)

Business of Design Week (BODW), Asia's premier annual event on design, innovation and brands since 2002, is organised by Hong Kong Design Centre and 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 DesignInspire (<https://designinspire.hktdc.com/>)

DesignInspire, organised by Hong Kong Trade Development Council (HKTDC), is a Business-to-All exchange and inspiring platform that gathers global design and creative elites, trend-setting brands, associations and institutes. Through a series of interactive exhibits, design masterpieces, award-winning projects and creative workshops, participants will explore the limitless potential of design and promote top-tier creativity. As a unique B2A platform for Hong Kong's creative industry, DesignInspire aims to establish a gateway for connecting Hong Kong with the international design community, fostering interaction and collaboration.

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About Cultural and Creative Industries Development Agency (CCIDAHK)

(<https://www.ccidahk.gov.hk>)

The Cultural and Creative Industries Development Agency (CCIDA), formerly known as Create Hong Kong (CreateHK) since 2009, was established in June 2024. CCIDA is a dedicated office under the Culture, Sports and Tourism Bureau of the Government of the Hong Kong Special Administrative Region (HKSAR Government) to provide one-stop services and support to the cultural and creative sectors with a mission to foster a conducive environment in Hong Kong to facilitate development of the arts, culture and creative sectors as industries. CCIDA's strategic foci are nurturing talent and facilitating start-ups, exploring markets, promoting cross-sectoral and multi-disciplinary collaboration, promoting industrialisation of the arts, culture and creative sectors under the industry-oriented principle, and fostering a creative atmosphere in the community, thereby reinforcing Hong Kong as Asia's creative capital and our positioning as the East-meets-West centre for international cultural exchange.

Disclaimer: The Government of the Hong Kong Special Administrative Region provides funding support to some of HKDC's activities/projects only and does not otherwise take part in such funded activities/projects. Any opinions, findings, conclusions or recommendations expressed in this publication and relevant materials/events (or by members of the project teams) are those of HKDC only and do not reflect the views of the Government of the Hong Kong Special Administrative Region, the Culture, Sports and Tourism Bureau, the Cultural and Creative Industries Development Agency, the CreateSmart Initiative Secretariat or the CreateSmart Initiative Vetting Committee.

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Appendix 1: BODW 2026 Summit Six Key Topic Pillars & bodw Future Lab Sessions

BODW 2026 Summit Topic Pillars

Date	Key Topic Pillars	Pillar Description
18 November (AM)	Reimagining Spaces	This pillar explores the architectural dialogue between heritage and the future, focusing on how we build with environmental and human consciousness. By examining the synergy of atmosphere, landscape, and precision, we delve into the craft required to transform physical sites into meaningful, life-enhancing habitats.
18 November (PM)	Regenerative Culture & Curation	Moving beyond the built environment into the realm of cultural identity, this pillar investigates how technology and curation redefine our shared environments. We explore how digital innovation and the arts are reconstructing our cultural narratives, translating global insights into impactful initiatives that drive societal transformation.
19 November (AM)	Brand Transformation	Mapping the intersection of design thinking and commercial longevity, we unpack how heritage brands and modern disruptors alike leverage innovation to evolve their identity, exploring how strategic design drives business growth while remaining rooted in core values and craftsmanship.
19 November (PM)	The New Luxury & Artisanal Innovation	Shifting the focus to the high-end consumer journey, this pillar explores the future of hospitality, retail, and bespoke design. We gather to rethink the evolving definitions of luxury, moving beyond tangible products towards immersive, human-centred experiences that create lasting value and resonate on a global scale across generations.
20 November	Designing for Longevity & Vitality	How can the transformative power of design expand human potential, health,

(AM)		and lifelong vitality? By integrating advanced wearables, digital health innovations, and wellness centric architecture, we interrogate how a symbiotic relationship between technology, design, and the human body can cultivate a more resilient, active, and longer-living society.
20 November (PM)	Future-Ready Transmedia & Education	Moving into the realm of knowledge, communication, and cultural exchange, this pillar reimagines how forward-thinking education and transmedia storytelling drive social progress. We look into how cross-disciplinary collaboration—bridging academic research, digital media, and creative industries—can cultivate future-ready mindsets, build impactful narratives, and inspire collective action.

bodw Future Lab Summit Sessions

Date	Theme	Key questions to explore
18 November (PM)	The Future Design of Empathetic Spaces	How might we design spaces that are deeply human, inclusive and ready for the future?
19 November (PM)	Future Thinking: Navigating the Big Shifts Reshaping Our World	How do we make sense of the forces reshaping our world - and choose what comes next?
20 November (PM)	'East-meets-West' Approach to Longevity	How might a longevity ecosystem blending Eastern balance, Western precision, and environmental intelligence maximise human potential?

Appendix 2: Speakers at the BODW 2026 Summit

Key Topic Pillars	Speakers	Country / Region
Reimagining Spaces	Wim Walschap CEO & Senior Partner, Herzog & de Meuron	Switzerland
	Enzo Enea Landscape Architect, Enea Landscape Architecture	Switzerland
	Manuel Herz Founder, Manuel Herz Architects	Switzerland
	Prof. Chang Yung Ho Dean of Architecture, The University of Hong Kong	Hong Kong
	Ar. Ivy S.W. Lee Managing Director, Leigh & Orange Limited	Hong Kong
	Emily Yan Director, Studio Hong Kong (Asia Region), Snøhetta	Hong Kong
Regenerative Culture & Curation	Andrea Anner Artist, AATB	Switzerland
	Thibault Brevet Artist, AATB	Switzerland
	KyungEn Kim Director – House of Shinsegae, Heritage Project Jaju, Shinsegae & Shinsegae Casa	Korea
Brand Transformation	Thilo Brunner Chief Design Officer, On	Switzerland
	Janine Weiz-Bühler Navigator/ CEO, FREITAG lab. AG	Switzerland
	Jaume Domènech Vice President International Markets & Global Business Development, Vitra International AG	Switzerland
	Suyong Joh Founder, Magazine B	United States
	Chef Grégoire Michaud Founder, Bakehouse	Hong Kong
	Alan Mok	Hong Kong

	CEO, RETO Production Limited	
	James Woodward Creative Director, Kith&Kin	Hong Kong
	Rocky Yip Co-founder, Kith&Kin	Hong Kong
The New Luxury & Artisanal Innovation	Aurel Aebi Co-founder, atelier oi	Switzerland
	Alix Arto Product Designer & Co-founder, Herding Wool	Switzerland
	Emma Casella Product Designer & Co-founder, Herding Wool	Switzerland
	Kinney Chan Co-president & Global Managing Partner, CCD/Cheng Chung Design	The Chinese Mainland
	Joe Cheng Founder, CCD/Cheng Chung Design	The Chinese Mainland
	Alexander Li Head of Asset Management, Hong Kong Central, Hongkong Land	Hong Kong
	Morgan Maillard Style & Heritage Expert, Vacheron Constantin	Switzerland
	Prof. Markus Venzin CEO, EHL Group, EHL Hospitality Business School	Switzerland
	Zhang Lei Founder & Design Director, PINWU Design Studio & Róng Design Library	The Chinese Mainland
Designing for Longevity & Vitality	Alfonso Miguel Caballero Associate, Herzog & de Meuron	Switzerland
	Prof. Heike Bischoff-Ferrari Director, Swiss Campus for Healthy Longevity	Switzerland
	Tanja Grandits Chef & Owner, Restaurant Stucki	Switzerland
	Prof. Michael N. Hall Professor, University of Basel	Switzerland
	Michael Schindhelm	Switzerland



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Future-Ready Transmedia & Education	Cultural Professional, Michael Schindhelm	
	Sonya Sun Design Lead, Tencent Healthcare	The Chinese Mainland
	Christian Haas Creative Director, Raffinerie AG für Gestaltung	Switzerland
	Carl Guilhon Co-founder, Retinaa	Switzerland
	Dr Anna Marešová Product Designer, Anna Marešová designers	Czech Republic
	Toby Ng Creative Director, Toby Ng Design	Hong Kong
	Charles Nix Global Head of Creative Strategy, Monotype	United States
	Prof. Dr Joseph Press Vice Dean Academics, SUES School of Design, Shanghai University of Engineering Science	The Chinese Mainland

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