



Programmes

@ Hong Kong Palace Museum

All sessions will be presented in physical format. Hong Kong Design Centre reserves the right to modify or remove any of the sessions without prior notice. (Last update: 7 Jun 2023)

WED
14 JUN

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9:15 – 9:30am
(GMT+8 / HKT)

The Hong Kong
Jockey Club
Auditorium

Opening Ceremony

Welcome Remarks
Prof. Eric Yim, JP
Chairman, **Hong Kong Design Centre**, Hong Kong

Speech
Arjen van den Berg
Consul General, **Consulate General of the Kingdom of the Netherlands in Hong Kong**, The Netherlands

Guest of Honour
Kevin Yeung, GBS, JP
Secretary for Culture, Sports and Tourism, **The Government of HKSAR**, Hong Kong

9:30 – 10:10am
(GMT+8 / HKT)

Forum (Keynote)
The Hong Kong
Jockey Club
Auditorium

D1S1

Social Innovation & Wellness

Keynote
Redefining Good Design for Healthy Consumerism

Richard van der Laken
Co-founder & Creative Director,
What Design Can Do, The Netherlands

Moderator:
Sarah Mui
Co-founder & Design Director,
One Bite Design Studio, Hong Kong

10:15 – 10:55am
(GMT+8 / HKT)

Forum (Panel)
The Hong Kong
Jockey Club
Auditorium

D1S2

Culture & the City

Heritage in the City: Preserving Urban Legacies

Teo Yang
Creative Director,
Teo Yang Studio, Korea

Moderator:
Clover Lee
Director, **plusClover**, Hong Kong

Prof. Francesca Valsecchi
Associate Professor, **Tongji University College
of Design and Innovation**, The Mainland

10:30am – 12:30pm
(GMT+8 / HKT)

Workshop
Magnus Hall 1

D1W1

Transformative Brands
The Competitive Edge: Unlocking Business Success Through Circular Design

Pieter van Os
Program Manager International,
CIRCO, The Netherlands

10:30am – 12:30pm
(GMT+8 / HKT)

Workshop
Magnus Hall 2

D1W4

Transformative Brands
Czech Crystal: The Illuminating Fusion of Bohemian Glassmaking and Modern Lighting Design

Stepan Angus Gudev
Designer, Lasvit, The Czech Republic

Lukas Kozubik
Managing Director, PRECIOSA Lighting (Hong Kong), The Czech Republic

11:30am – 12:00nn
(GMT+8 / HKT)

Forum (Keynote)
The Hong Kong Jockey Club Auditorium

D1S3

Culture & the City
Keynote
Innovative Cultural Storytelling for the City

L. J. Kim
Executive Director, LIVX Division,
d’strict, Korea

Moderator:
Levina Li
Co-founder & Director,
Art-Partners, Hong Kong

12:05 – 12:35pm
(GMT+8 / HKT)

Forum (Keynote)
The Hong Kong Jockey Club Auditorium

D1S4

Hospitality
Keynote
The Power of Luxe Design: Reshaping the Hospitality Landscape

Clint Nagata
Founder & Creative Partner,
BLINK Design Group, Singapore

Moderator:
Dr Edmund Lee
General Manager & Head of Group ESG Initiatives,
Gold Peak Technology Group Limited, Hong Kong

2:00 – 2:40pm
(GMT+8 / HKT)

Forum (Panel)
The Hong Kong
Jockey Club
Auditorium

D1S5

Hospitality

Engaging Senses: Curating Immersive Dining Experience

Sean Dix
Director, **dix design+architecture**, Hong Kong

Moderator:
Charmaine Mok
Food & Wine Editor,
South China Morning Post, Hong Kong

Jonny Moreland
Head of Design, **Pirata Group**, Hong Kong

2:00 – 4:00pm
(GMT+8 / HKT)

Workshop
Magnus Hall 1

D1W2

Social Innovation & Wellness

Circular Design Jam Workshop: Co-Create a Sustainable Future

Richard van der Laken
Co-founder & Creative Director,
What Design Can Do, The Netherlands

2:45 – 3:25pm
(GMT+8 / HKT)

Forum (Panel)
The Hong Kong
Jockey Club
Auditorium

D1S6

New Urban Models

Redefining Design for the Future: Holistic Solutions for Sustainable Urban Development

Garett Hwang
Director,
UNStudio (Hong Kong), Hong Kong

Moderator:
Clover Lee
Director, **plusClover**, Hong Kong

Dr Ruffina Thilakaratne
Associate Professor & Programme Director,
Department of Architecture, Chu Hai College of Higher Education | Chair, **Royal Institute of British Architects HK Chapter**, Hong Kong

3:30 - 5:30pm
(GMT+8 / HKT)

Workshop
Magnus Hall 2

D1W3

Transformative Brands

Circular Design East Meets West: Unleashing True Innovations for Business Success

Dr ir Peter Joore
Professor Open Innovation, **NHL Stenden University of Applied Sciences**, The Netherlands

Marijke Idema
Research Fellow & Design Coach, **Amsterdam University of Applied Sciences**, The Netherlands

4:00 – 4:35pm
(GMT+8 / HKT)

Forum (Keynote)
The Hong Kong
Jockey Club
Auditorium

D1S7

New Urban Models
Keynote
Designing for a Planet-Friendly City (Putonghua Session)

Sun Dayong
Founder & Chief Architect, **Penda China**,
The Mainland

Moderator:
Fei Mui
Architect, **KPF**, Hong Kong

4:40 – 5:20pm
(GMT+8 / HKT)

Forum (Panel)
The Hong Kong
Jockey Club
Auditorium

D1S8

The Power of Design
Day 1 Closing Dialogue

Prof. Daan van Eijk
Chair Professor Industrial Design,
Delft University of Technology, The Netherlands

Clint Nagata
Founder & Creative Partner,
BLINK Design Group, Singapore

Garett Hwang
Director, **UNStudio (Hong Kong)**, Hong Kong

L. J. Kim
Executive Director, LIVX Division, **d’sstrict**,
Korea

Moderator:
Darren Chuckry
Managing Director, **HK Initiative**,
Hong Kong

4:45 – 5:30pm
(GMT+8 / HKT)

Magnus Hall 1

Business Roundtable (By Invitation Only)

Hosted by **InvestHK**

9:30 – 10:05am
(GMT+8 / HKT)

Forum (Keynote)
The Hong Kong
Jockey Club
Auditorium

D2S1

Social Innovation & Wellness

Keynote

Reimagining Social Changes Through Design

Marieke Rietbergen

CEO,
Design Innovation Group (DIG), The Netherlands

Moderator:

Bart Ahsmann

Managing Director, CLICKNL, The Netherlands

10:00 – 11:00am
(GMT+8 / HKT)

Workshop
Magnus Hall 2

D2W5

New Urban Models

Design with Love

Sun Dayong

Founder & Chief Architect,
Penda China, The Mainland

10:10 – 10:50am
(GMT+8 / HKT)

Forum (Panel)
The Hong Kong
Jockey Club
Auditorium

D2S2

Transformative Brands

Closing the Loop: Creating New Business Values

Siem Haffmans

Strategic Consultant Circular Economy,
Partners for Innovation, The Netherlands

Moderator:

Monique Knapen

Coordinator China, CreativeNL,
The Netherlands

Pieter van Os

Program Manager International,
CIRCO, The Netherlands

10:30 – 11:30am
(GMT+8 / HKT)

Workshop
Magnus Hall 1

D2W1

AI & Technology

Masterclass - Generative AI (AIGC) for Business

Dr Fan Ling

Founder & CEO,
Tezign.com |
Director
Tongji University Design AI Lab, PhD Supervisor, The Mainland

11:20 – 11:55am
(GMT+8 / HKT)

Forum (Keynote)
The Hong Kong
Jockey Club
Auditorium

D2S3

Social Innovation & Wellness

Keynote

Dynamic Leadership: Embracing Creativity, Clarity & Empathy

Rama Gheerawo

Director, The Helen Hamlyn Centre for Design,
Royal College of Art, United Kingdom

Moderator:

Queenie Man

Founder & CEO,
The Project Futurus Limited, Hong Kong

12:00 – 12:40pm
(GMT+8 / HKT)

Forum (Panel)
The Hong Kong
Jockey Club
Auditorium

D2S4

AI & Technology
Creativity Empowered: Bridging Storytelling with Technology

Roger Proeis

Co-founder & President,
Votion Studios, Hong Kong

Henry Chu

Creative Director,
pill & pillow, Hong Kong

Moderator:

Sheila Lam

Editorial Consultant,
Ignite Content Marketing, Hong Kong

2:00 – 2:40pm
(GMT+8 / HKT)

Forum (Panel)
The Hong Kong
Jockey Club
Auditorium

D2S5

Transformative Brands
Sustainable Leadership and Brand Rejuvenation

Michel Chertouh

Managing Director, Regent Hong Kong,
Hong Kong

Helen Amos

Sustainability Consulting Lead, APAC & Head of
Sustainability Consulting, Hong Kong,
JLL, Hong Kong

Moderator:

Delicia Tan

CEO, Hong Kong & Greater Bay Area,
Edelman, Hong Kong

2:00 – 3:00pm
(GMT+8 / HKT)

Workshop
Magnus Hall 2

D2W2

Social Innovation & Wellness
Masterclass - Creative Leadership: A Global Movement

Rama Gheerawo

Director,
The Helen Hamlyn Centre for Design, Royal College of Art, United Kingdom

2:00 – 4:00pm
(GMT+8 / HKT)

Workshop
Magnus Hall 1

D2W3

Social Innovation & Wellness
From Imagination to Realisation: Design Tools for Co-Creating
Lasting Social Changes

Marieke Rietbergen

CEO,
Design Innovation Group (DIG), The Netherlands

2:55 – 3:45pm
(GMT+8 / HKT)

Forum (Panel)
The Hong Kong
Jockey Club
Auditorium

D2S6

AI & Technology
Creative Power of Generative AI

Maggie Wong
CEO,
Wunderman Thompson Hong Kong, Hong Kong

Dr Fan Ling
Founder & CEO,
Tezign.com |
Director
Tongji University Design AI Lab, PhD Supervisor,
The Mainland

Fred Sheu
National Technology Officer,
Microsoft Hong Kong Limited, Hong Kong

Moderator:
Darren Chuckry
Managing Director,
HK Initiative, Hong Kong

3:30 – 5:30pm
(GMT+8 / HKT)

Workshop
Magnus Hall 2

D2W4

Transformative Brands
Circular Product Design

Siem Haffmans
Strategic Consultant Circular Economy,
Partners for Innovation, The Netherlands

4:15 – 4:55pm
(GMT+8 / HKT)

Forum (Panel)
The Hong Kong
Jockey Club
Auditorium

D2S7

Social Innovation & Wellness
The Power of Social Design: Aligning Purpose with Profits

Syed Asim Hussain
Founder,
Black Sheep Restaurants, Hong Kong

Francois-Xavier Guiot
Head of Strategic Growth, Collaboration,
and Sustainability,
HSBC Wealth & Personal Banking, Hong Kong

Moderator:
Virginia Wilson
CEO,
Shared Value Initiative Hong Kong, Hong Kong

5:00 – 5:30pm
(GMT+8 / HKT)

Forum (Panel)
The Hong Kong
Jockey Club
Auditorium

D2S8

The Power of Design
Day 2 Closing Dialogue

Rama Gheerawo
Director, The Helen Hamlyn Centre for Design,
Royal College of Art, United Kingdom

Pieter van Os
Program Manager International,
CIRCO, The Netherlands

Prof. Francesca Valsecchi
Associate Professor, Tongji University College
of Design and Innovation, The Mainland

Maggie Wong
CEO,
Wunderman Thompson Hong Kong, Hong Kong

Moderator:
Darren Chuckry
Managing Director, HK Initiative, Hong Kong

10:00am – 12:30pm

(GMT+8 / HKT)

Off-site Workshop

Votion Studios

D3W1

AI & Technology

XR & Technology Transformation Part 1: Exploring New Frontiers of Digital Content Creation

Roger Proeis

Co-founder & President, Votion Studios, Hong Kong

2:00 – 5:00pm

(GMT+8 / HKT)

Off-site Workshop

Votion Studios

D3W2

AI & Technology

XR & Technology Transformation Part 2: Explore and Create - A Technical XR Studio Production Experience

Roger Proeis

Co-founder & President, Votion Studios, Hong Kong