

Business of Design Week 2026 3-Day Summit - November 18 to 20 Partner Country: Switzerland



I. About Business of Design Week (BODW) 2026

Business of Design Week (BODW), Asia's premier annual event dedicated to design, innovation, and brands, has been organised by the Hong Kong Design Centre (HKDC) since 2002. This year, BODW returns from 16 to 21 November 2026, proudly presenting Switzerland as the partner country, marking a new, significant chapter with an exciting collaboration for the first time. Under the theme **“Design in Dialogue: Connect + Transform,”** the Summit will be held from 18 to 20 November at the Hong Kong Convention and Exhibition Centre, gathering over 40 visionary creative and business leaders from across the globe to inspire audiences with the limitless potential of dialogue.

The Consulate General of Switzerland in Hong Kong and the Hong Kong Design Centre aim to foster meaningful exchanges and collaboration opportunities between the vibrant design communities of Switzerland, Hong Kong, and the global stage. This partnership is celebrated through a year-long series of design events and activities, kick-starting with a delegation trip to Switzerland, followed with bodw Future Lab and BODW 2026 Summit. Following its successful 2025 debut as a sub-track programme, bodw Future Lab returns in 2026 with an expanded presence. Pre-Summit sessions will be held in the second half of 2026, leading up to concurrent sessions at the BODW Summit. This year's Summit leverages inspiring sharing on the main stage, interactive future focused dialogue at the bodw Future Lab, and curated Meet The Speakers sessions alongside its concurrent programmes such as DESIGN@HKG, DFA Awards, DesignInspire, Leadership Forum, detour, and more. Prominent Swiss creatives, designers, and business leaders will showcase their exceptional talent and innovative vision throughout these initiatives.



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Partner
Country 
Switzerland



 Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Consulate General of Switzerland
in Hong Kong

This collaboration extends beyond the conclusion of BODW 2026, representing the beginning of a long-term partnership. It marks a transformative journey of mutual learning and collaboration between the thriving design ecosystems of Hong Kong and Switzerland, inspiring transformation and innovation for years to come.

40+
Speakers

8+
Countries and Regions

40+
Sessions

100+
Partners & Supporting
Organisations

Why Should You Join BODW?

Joining BODW provides a unique opportunity to enhance your professional journey through impactful experiences. Gain direct access to the design minds and industry foresight to stay ahead of the game. Equip yourself with ideas and strategies that transform into action, creating business value. Additionally, BODW offers unparalleled networking opportunities, allowing you to connect with top international-calibre professionals across various industries to explore and unlock new business opportunities. Don't miss out this chance to elevate your career and broaden your horizons!

WHY ATTEND

INSIGHTS

Gain direct access to the design minds and industry foresight of global creative leaders to stay ahead of the game.

IMPACTS

Transform ideas and strategies into action, creating business value from design thinking and innovation.

NETWORKING

Connect with international-calibre professionals to explore and unlock new business opportunities.

II. Theme: Design in Dialogue: Connect + Transform

Switzerland's rich multilingual culture has fostered numerous globally recognised achievements in design and innovation, all stemming from collaborative dialogue that has influenced various eras while respecting traditions. At BODW 2026, the focus will be on turning dialogue into action by uniting diverse disciplines and stakeholders, sharing innovative ideas, and converting insights into practical pilots, partnerships, and meaningful impacts for business and society.

Overview of Six Key Pillars of BODW Summit:

Day 1 (Wed, Nov 18) Evolutionary Urbanism & Placemaking	Day 2 (Thu, Nov 19) Strategic Design & Reinvention	Day 3 (Fri, Nov 20) Symbiotic Futures
Reimagining Spaces	Brand Transformation	Designing for Longevity & Vitality
Regenerative Culture & Curation	The New Luxury & Artisanal Innovation	Future-Ready Transmedia & Education

BODW 2026

Key Topic Pillars

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Partner
Country **Switzerland**

DAY 1 NOV 18 WED

Evolutionary Urbanism & Placemaking

Reimagining Spaces

Regenerative Culture & Curation

DAY 2 NOV 19 THU

Strategic Design & Reinvention

Brand Transformation

The New Luxury & Artisanal Innovation

DAY 3 NOV 20 FRI

Symbiotic Futures

Designing for Longevity & Vitality

Future-Ready Transmedia & Education

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III. Programme Details

18 November (Wednesday), Day 1 – AM

9:00 - 9:30am	BODW 2026 Grand Opening
Day Theme	Evolutionary Urbanism & Placemaking
9:30am – 12:30pm	Reimagining Spaces
Pillar Narrative	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.
Speakers	▪ Enzo Enea, Landscape Architect, Enea Landscape Architecture, Switzerland ▪ Manuel Herz, Founder, Manuel Herz Architects, Switzerland ▪ 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 ▪ Wim Walschap, CEO & Senior Partner, Herzog & de Meuron, Switzerland ▪ Emily Yan, Director, Studio Hong Kong (Asia Region), Snøhetta, Hong Kong ▪ Kulapat Yantrasast, Founder & Creative Director, WHY Architecture, United States

18 November (Wednesday), Day 1 - PM

2:00 – 5:30pm	Regenerative Culture & Curation
Pillar Narrative	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.
Speakers	▪ Andrea Anner, Artist, AATB, Switzerland ▪ Thibault Brevet, Artist, AATB, Switzerland ▪ Kyungeun Kim, Creative Director, House of Shinsegae, Korea

3:30 – 5:00pm	bodw Future Lab - Lab 1 The Future Design of Empathetic Spaces
Key Question	How might we design spaces that are deeply human, inclusive and ready for the future?

19 November (Thursday), Day 2 - AM

Day Theme	Strategic Design & Reinvention
9:30am – 12:30pm	Brand Transformation
Pillar Narrative	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.
Speakers	▪ Thilo Brunner, Chief Design Officer, ON Holding AG, Switzerland ▪ Janine Weiz-Bühler, Navigator/ CEO, FREITAG lab. AG, Switzerland ▪ Jaume Domenech, Senior Vice President, International Markets & Global Business Development, Vitra, Switzerland ▪ Suyong Joh, Founder, Magazine B, United States ▪ Chef Grégoire Michaud, Founder, Bakehouse, Hong Kong ▪ Alan Mok, CEO, RETO Production Limited, Hong Kong ▪ James Woodward, Creative Director, Kith&Kin, Hong Kong ▪ Rocky Yip, Co-founder, Kith&Kin, Hong Kong

19 November (Thursday), Day 2 - PM

2:00 – 6:00pm	The New Luxury & Artisanal Innovation
Pillar Narrative	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.
Speakers	▪ Aurel Aebi, Co-founder, atelier oï, 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, Director & Head of Retail, Hong Kong & Macau, Hongkong Land Limited, 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
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3:30 – 5:00pm	bodw Future Lab – Lab 2 Future Thinking: Navigating the Big Shifts Reshaping Our World
Key Question	How do we make sense of the forces reshaping our world - and choose what comes next?

20 November (Friday), Day 3 - AM

Day Theme	Symbiotic Futures
9:30am – 12:30pm	Designing for Longevity & Vitality
Pillar Narrative	How can the transformative power of design expand human potential, health, 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.
Speakers	▪ Alfonso Miguel Caballero, Associate, Herzog & de Meuron, Switzerland ▪ Prof Heike Bischoff-Ferrari, Director, Swiss Campus for Healthy Longevity, Switzerland ▪ Prof Michael N. Hall, Professor, University of Basel, Switzerland ▪ Michael Schindhelm, Cultural Professional, Michael Schindhelm, Switzerland ▪ Sonya Sun, Design Lead, Tencent Healthcare, The Chinese Mainland

20 November (Friday), Day 3 - PM

2:00 – 5:30pm	Future-Ready Transmedia & Education
Pillar Narrative	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.
Speakers	▪ Christian Haas, Creative Director, Raffinerie AG für Gestaltung, Switzerland ▪ Carl Guilhon, Founding Partner, RETINAA, Switzerland ▪ Dr Anna Marešová, Product Designer, Anna Marešová designers, Czech Republic ▪ Toby Ng, Creative Director, Toby Ng Design, Hong Kong
3:30 – 5:00pm	bodw Future Lab – Lab 3
	"East-meets-West" Approach to Longevity
Key Question	How might a longevity ecosystem blending Eastern balance, Western precision, and environmental intelligence maximise human potential?
5:30 - 5:40pm	BODW 2026 Closing Ceremony

For Enquiry:

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