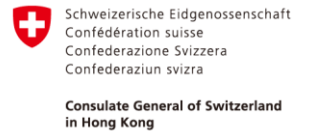




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For immediate release

Super Early Bird Registration Now Open for Business of Design Week 2026
Asia's Premier Design Summit Unveils Theme 'Design in Dialogue: Connect + Transform'
with Partner Country Switzerland



Hong Kong, 20 July 2026 — Sponsored by the Cultural and Creative Industries Development Agency (CCIDA) under the Culture, Sports and Tourism Bureau of the HKSAR Government and organised by **Hong Kong Design Centre (HKDC)**, **Business of Design Week (BODW) 2026**, Asia's premier annual event on design, innovation, and brands, will take place from 16 to 21 November 2026. The event will bring together global leaders from design, business, innovation and culture for a week-long programme of inspiring exchanges, exhibitions, networking and thought leadership, with the flagship 3-Day Summit **scheduled for** 18 to 20 November 2026. Super Early Bird registration is now officially open, with the 3-Day Summit Pass available at the special price of **HK\$540** (original price HK\$2,800). Secure your spot at the best available rate **through** this limited-time offer.

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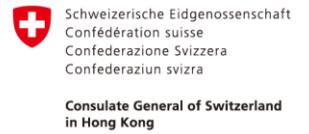
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This year marks a new chapter as it is the first year that Switzerland serves as a year-round Partner Country, a collaboration formalised through a Letter of Intent last September and celebrated during the BODW 2025 closing ceremony. HKDC and the Consulate General of Switzerland in Hong Kong have since worked closely together to co-create an event that honours the rich legacy of Swiss design and its commitment to cross-disciplinary collaboration and meaningful dialogue.

The unveiling of **‘Design in Dialogue: Connect + Transform’** as the guiding theme for BODW 2026 reflects the profound partnership between Hong Kong and Switzerland. It underscores a shared belief in the power of design to foster connections and drive transformative ideas, setting the stage for a vibrant exchange that will inspire global audiences. As the official Partner Country, Switzerland brings a design heritage deeply rooted in multilingualism, multiculturalism, and a spirit of innovation through collaboration. This partnership provides an exceptional platform to showcase Swiss design excellence and engage in a dialogue that will shape the future of creative industries.

The theme concept was affirmed during a study trip to Switzerland in March, where Swiss counterparts recognised its resonance with their design and innovation ethos. The visit highlighted how Swiss businesses and design studios increasingly embrace collaboration across organisations and industries to advance transformative ideas.

BODW 2026 Visual Identity Design Competition: Nurturing Global Talent

In the spirit of ‘Design in Dialogue: Connect + Transform’, HKDC, in collaboration with the Consulate General of Switzerland in Hong Kong, organised a design competition among students from leading Swiss design institutes. This initiative reinforces the commitment to nurturing the next generation of design talent on a global stage.

The competition garnered enthusiastic participation from prestigious institutions, including the Basel Academy of Art and Design (HGK Basel) and the University of Art and Design Lausanne (ECAL). A distinguished professional jury, comprising leaders from the design, creative, and cultural sectors, evaluated the submissions:

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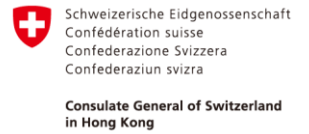
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- **Marc Brulhart**, Owner, Marc & Chantal Design
- **Alexandre Edelmann**, Head of Presence Switzerland
- **Steve Leung**, Chairman, Hong Kong Design Centre
- **Julie Progin**, Co-founder, Latitude 22N / Julie & Jesse
- **Roger Wu**, Director – Business Development & Projects, Hong Kong Design Centre

Competition Results

HKDC is delighted to announce Qingyan Hu from HGK Basel as the Winner of the BODW 2026 Visual Identity Design Competition. Merit Awards are presented to Nicole Aschauer (HGK Basel) and Gwen Chu (HGK Basel) in recognition of their outstanding conceptual clarity and creative interpretation of the theme.

Winning Proposal

The winning key visual masterfully embodies this year's theme through a compelling interplay of Chinese and English elements. Developed in close collaboration and modification with the BODW team, the final design features an assembly of small '4' elements that converge to form four arrows at the centre, symbolising connection, convergence, and dialogue. These crosses gradually dissolve into a halftone-like gradient, representing a continuous process of evolution, expansion, and transformation. The adaptable visual language system allows each arrow to stand independently, extending across diverse applications and platforms.

Save the Date for BODW: 16–21 November 2026 | Summit: 18–20 November 2026

Organised by HKDC, BODW 2026 will take place from 16 to 21 November, with its 3-Day flagship Summit to be held from 18 to 20 November 2026 at the Hong Kong Convention and Exhibition Centre.

The Summit will explore themes from **urban design, cultural spaces, brands & product design, luxury & crafts, longevity innovation to communication design**, with a world-class speaker lineup to be announced in the coming months. Building on the success of the bodw Future Lab launched in 2025,

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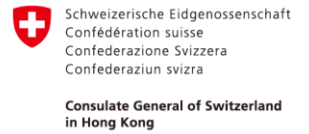
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this year's edition will continue to offer an interactive space for cross-disciplinary dialogue and exchange, with more details to be revealed.

Throughout the week-long BODW 2026 programme (16–21 November), participants can also look forward to a diverse range of concurrent events, networking opportunities and collaborative initiatives that further extend the dialogue beyond the Summit stage. Stay tuned for further announcements on BODW 2026's website (www.bodw.com), including programme highlights and upcoming collaborations in the months ahead.

Registration Details

The Super Early Bird Offer for BODW 2026 is available from **20 July to 9 August 2026**. Secure your 3-Day Summit Pass at the exclusive rate of HK\$540 (original price HK\$2,700).

Design professionals, business leaders, entrepreneurs, innovators and creatives are encouraged to register early to take advantage of this limited-time offer and join global thought leaders in shaping the conversations that connect and transform.

Tickets are now available at: <https://www.eventbrite.hk/e/business-of-design-week-2026-tickets-1993433108088?aff=26SEBPRKV>.

For live updates on BODW 2026, follow bodw+ on the following social media channels: Facebook ([bodw+](#)), Instagram ([@bodwplus](#)), X ([@bodwplus](#)), LinkedIn ([bodw+](#)), YouTube ([bodw+](#)), RedNote (@香港设计中心), and Wechat (@HKDC 香港设计中心).

Media Enquiries

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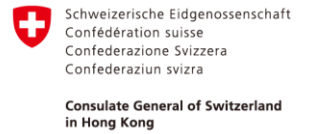
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About Hong Kong Design Centre (HKDC) (www.hkdesigncentre.org)

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, DFA Awards, bodw Future Lab, Fashion Asia Hong Kong and DESIGN@HKG (formerly BODW In the City). 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 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

About Consulate General of Switzerland in Hong Kong

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.

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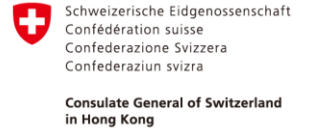
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About Business of Design Week (BODW) (<https://2026.bodw.com/>)

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 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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