

## **The Hong Kong Business of Design Week is back!**

From 2 to 7 December 2013 , Hong Kong will be the capital of Asian design with the launch of the eleventh Business of Design Week , the biggest event in design and architecture in Asia Pacific. Many events are to be held this week in Hong Kong but also in Shenzhen with the fifth "bi -city biennale of urbanism \ architecture".

The Business of Design Week ( BoDW - [www.bodw.com](http://www.bodw.com) ) is the annual exhibition of design and designers in all their forms organized in Hong Kong. This exhibition features dozens of seminars, exhibitions , workshops and a trade show which welcomes more than 100,000 visitors from around the world. Architects, designers , creators and an impressive number of creative from all walks participate in this event to find inspirations , meet , assess the potential of China and do business .

Due to the diversity of its activities, BoDW is an incredible concentration of the world's creative scene . Add to that the greatest designers and contractors such as Toyo Ito (winner of the prestigious Pritzker architecture prize in 2013 ) , Richard Florida, Tim Parker (CEO of Samsonite ) , Jean -Pierre Lutgen ( CEO of ICE Watch watches) , and Larry Keeley that will share their knowledge in the spirit that creative ideas worth spreading and you will get the formula of absolute success , with worldwide impact in terms of image and business in all areas of creativity.

Belgium was named " Partner Country 2013" of the Hong Kong Business of Design Week. This represents to the selected country , an increased opportunity of visibility at the show and during various conferences and exhibitions.

Belgian Spirit is an initiative of the three regions (Brussels , Flanders and Wallonia ) and was created in 2011 to bring together the national efforts in the field of creativity and invest in development over the long term a platform of creative collaboration with the Hong Kong BoDW. Its purpose is to enhance the creative , cultural and economic links between professionals from both countries in the fields of architecture, design and fashion.

In addition to participating in the formation of the general program of this year, the three regions are working in parallel on their own content for the event which will include a series of seminars and other activities around the fashion, design , architecture and education as well as many meetings on economic missions.

Many great Belgian designers having already forged a name on the international scene have already confirmed their presence, it is the case of Alain Gilles , Lowie Vermeersch , Anne Chapel , Xavier Lust , Thierry Brunfaut , Jean -Pierre Lutgen , Julien de Smedt , Kaisin Charles , and many others . For this occasion, Her Majesty the Queen Mathilde will attend the opening of the Business of Design Week as well as other events that showcase the Belgian participants and highlight the important contribution of this sector in recent years to economy and employment in Belgium.

For more information on this event, or for requests for interviews with the speakers, do not hesitate to contact us.

For more photos , please refer to the following link: <ftp://ftp.dt-asia.com>

User name: media + dt - asia.com

Password : file  
Folder: BODW 2013

**Teaser :** <http://youtu.be/xBVDI1s-bo>

**Official website:** <http://2013.bodw.com/>