bodw

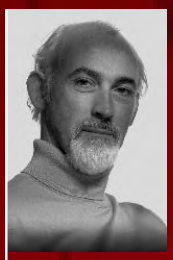
hkdc Hong Kong Design Centre 香港設計中心

BUSINESS OF DESIGN WEEK 2005
設計營商周二零零五

James Dyson

Hans-Kristian Hoejsgaard

Daniel Libeskind


Ross Lovegrove

Stefano Marzano

Andrée Putman

Ole Scheeren

Vivienne Tam
譚燕玉

LIFESTYLE ASIA 亞洲風尚
Asia's Leading Conference on Design, Brand and Innovation
亞洲最具代表性的設計、品牌與創新國際會議及研討會

19–23 November 2005
Hong Kong Convention and Exhibition Centre
二零零五年十一月十九至二十三日
香港會議展覽中心

www.bodw.com.hk

19–23/11 . 2005

About Business of Design Week 2005

Since its inauguration in 2002, Business of Design Week, organized by the Hong Kong Design Centre (HKDC), has established a reputation as one of the world's leading annual conferences on design, branding and innovation. Comprising an international conference and forum, a design exhibition, an award presentation and other activities, the five-day event explores the mutual influence of design and business from a global perspective. This year, a special focus will be placed on emerging business trends in Asia.

Business of Design Week is the definitive event for designers, corporate leaders, and educators from around the world to come together, exchange ideas, discover new trends, explore business opportunities and find inspiration.

設計營商周二零零五

由香港設計中心主辦的設計營商周，自二零零二年以來，已成為國際業界交流設計、品牌與創意的年度重要盛會。為期五天的設計營商周，結合國際會議、設計研討會、設計博覽及三項亞洲及國際頒獎儀式。從國際視野探討設計與商業的互動關係，設計營商周一直以「亞洲風尚」為主題，幫助設計業及商界進一步深入研討亞洲商業及設計文化的新趨勢。香港設計中心特別邀請了四十多位國際享負盛名的設計業者，與本地設計師、商界與教育界人士作意念及文化交流，利用設計營商周作為一個平台共聚一堂、互相交流意見、了解最新潮流資訊、探索業務合作機會及發掘出色而富創意的新靈感。設計營商周在香港這個亞洲設計及業務樞紐舉行，旨在為東西方業務交流提供最理想的場地。

20·11·2005 Sunday 星期日

Morning 上午 (10:00 - 13:00)

Grand Opening Ceremony 開幕典禮

Ole Scheeren
One of the world's most innovative architects, and a partner of the Office for Metropolitan Architecture (OMA)
全球最具創意的建築師之一及大都會建築事務所合夥人

Ross Lovegrove
A multi-award winning product designer, with clients including international brands such as Sony, Apple and Olympus
獲獎無數之產品設計師，曾為著名國際品牌新力、蘋果及奧林巴斯等設計產品

Afternoon 下午 (14:30 - 18:00) Please choose one 任選其一

Track 1: Retail and Lifestyle
主題一：零售與生活時尚

Arnold Chan
Founder and Managing Director of Isometrix Lighting + Design, based in London. The company focuses on delivering customised lighting design tailored to the client's specific project needs as well as their overall style, an approach that has proven highly successful.
Isometrix Lighting + Design 創辦人及董事總經理，為客戶的個別發展項目提供度身訂造的專業燈飾設計及顧問服務，並獲得重大成功

Wilhelm Oehl
Partner at Eight Inc., he is responsible for a wide range of interior, exhibition and industrial design projects, many of which have received international design awards
Eight Inc. 合夥人，負責各式各樣的室內、展覽和工業設計項目，當中不少榮獲國際設計大獎

Chuck Pelly
World-renowned designer and the founder of DesignworksUSA, one of the world's best-known industrial design consultancies and BMW's US design studio. He has won numerous awards for innovative product design, including the ground-breaking BMW 3 series.
國際知名的設計師及 DesignworksUSA 創辦人，DesignworksUSA 是全球最著名的工業設計室之一，並為寶馬汽車的美國設計工作室。Pelly 的創意設計，如寶馬三系房車的突破性概念，曾獲多項設計大獎

Ye Weiyang 葉巍楊
Founder of Lotosland (China) Design Workshop Corporation in Hong Kong and Shenzhen, China, an international furniture and lifestyle company that engages in the design, manufacture and marketing of furniture and lifestyle products
無憂天人家具制造(深圳)有限公司創辦人，為國際傢俱及家居飾品設計師

Chuck Pelly and Ye Weiyang will be conducting a joint session
Chuck Pelly 與葉巍楊將於同一時段演講

Ed Ng 伍仲匡
Co-founder and director of multiple award-winning hospitality design practice AB Concept Ltd.; OVO Ltd. is AB Concept's home ware label
屢獲殊榮的酒店設計公司 AB Concept Ltd 的聯合創辦人和董事，OVO 是 AB Concept 的家居用品品牌

Track 2: Automotive
主題二：汽車

(Sponsored by School of Design, The Hong Kong Polytechnic University 由香港理工大學設計學院贊助)

Pinky Lai 賴平
An industrial designer with 25 years of experience in automotive design. Since 1989, he has been Chief Designer at Porsche R&D, Germany, and led the design team responsible for all the legendary Porsche models of the 1990s and beyond, including the Style Porsche, Boxster and Cayman.
擁有二十五年豐富經驗的汽車設計師。自 1989 年起擔任保時捷德國研發部首席設計師，並帶領設計團隊負責保時捷多款跑車型號的設計及發展項目如 Style Porsche, Boxster 及 Cayman

Tak Lee
Professor of the Hong Kong Polytechnic University

Anthony Lo 羅偉基
A well-known car designer and a graduate of the Royal College of Art in London. He is currently the Advanced Design Director of General Motors Europe.
畢業於倫敦皇家藝術學院，是著名的汽車設計師，現任通用汽車歐洲高級設計總監

Chelsia Lau 劉家寶
Chief Designer of Ford Motor Company, responsible for shaping the design direction of Ford's Sport Utility Vehicles. A graduate of the Art Center College of Design in Pasadena, she was highlighted by Autoweek magazine as "one of the top ten secret people who will change your world"
現任福特汽車公司首席設計師，為福特多款 SUV 型號產品訂定設計方向。劉氏畢業於美國藝術中心設計學院，更被 Autoweek 雜誌譽為「十大可改變世界的人之一」

Evening 晚上 (18:15 - 19:15)

Asian Culture Forum 亞洲文化研討會 (Free Admission 免費入場)

Ronnie Chan & Guests 陳啟宗及客席講者
Chairman of Hang Lung Properties Limited
恒隆地產有限公司主席

21·11·2005 Monday 星期一

Morning 上午 (9:00 - 12:30)

Stefano Marzano
CEO & Chief Creative Director of Philips Design - under his leadership, Philips Design has received design awards from around the world

Philips Design 行政總裁及首席創作總監，他領導的 Philips Design 出品屢獲世界各國的設計獎項

Hans-Kristian Hoejsgaard
President & CEO of Georg Jensen, and a leading brand equity specialist

國際著名品牌 Georg Jensen 主席及品牌策略專家

Andrée Putman
An internationally acclaimed interior designer and creator of the world's first designer hotel - Morgans, New York

享譽世界的室內設計師，全球首間設計師酒店 – 紐約 Morgans 設計者

Afternoon 下午 (14:30 - 17:30) Please choose one 任選其一

Track 1: Hospitality 主題一：酒店

(Sponsored by School of Hotel & Tourism Management, The Hong Kong Polytechnic University 由香港理工大學酒店及旅遊管理學院贊助)

Patrick Lawrence
Group Director of Design for the Mandarin Oriental Hotel Group, and is responsible for the definition and communication of the Group's design goals and intents for the projects that they build

為文華東方酒店集團設計總監，負責為集團旗下的酒店項目釐定設計目標和意向

Lim Hong Lian
Founder and Senior Partner of LTW Design Works, and a hospitality designer responsible for such notable projects as the Banyan Tree Resort in Phuket, Thailand and the Inter-Continental Hotel in Beijing

LTW Design Works 創辦人及高級合夥人，知名酒店設計師，曾參與泰國布吉 Banyan Tree 及北京洲際酒店項目

Adam D Tihany
Creator of some of the world's best known restaurant and hotel interiors, his cutting-edge approach to hospitality design, in which he links architecture, interior design, graphics, furniture and tableware design.

Adam D Tihany 的酒店設計手法新穎傑出，糅合建築學、室內設計、平面設計，以及傢俱與餐具擺設之長，曾為多家世界知名的餐廳與酒店進行內部設計

Jean Michel Offe
Group Director of Food and Beverage for Shangri-La Hotels and Resorts, responsible for the development of new innovative restaurant and bar concepts

香格里拉酒店集團餐飲部總監，負責為酒店發展創新的餐廳與酒吧概念

Track 2: Branding 主題二：品牌

Philip Dodd
Co-founder of Made in China and Made in Asia, and Director of London's Institute of Contemporary Arts from 1997-2004

Made in China Made in Asia 的創辦人之一，並於 1997-2004 年間擔任倫敦現代藝術學院院長

Lee D Green
Director of Corporate Identity and Design for IBM and has responsibility for their worldwide design and brand experience initiatives

Lee D Green 為 IBM 企業形象與設計總監，負責 IBM 於世界各地的設計及品牌體驗計劃

Joanne Ooi
Creative Director of international lifestyle brand Shanghai Tang

為國際生活品牌上海灘的創作總監

Scott M Chorna
Director of V&S Absolut Spirits Asia Pacific, Ltd., with over ten years of experience building and managing international brands in Asia

V&S Absolut Spirits Asia Pacific, Ltd. 董事，於亞洲擁有超過十年建立和管理國際品牌的經驗

Evening 晚上 (17:45 - 18:45)

Asian Culture Forum 亞洲文化研討會 (Free Admission 免費入場)

Kai Yin Lo & Guests 羅啟妍及客席講者
Jewellery Designer / Cultural Consultant of Yin Expressions Ltd.
Yin Expressions Ltd. 設計師 / 文化顧問

Hong Kong Design Centre Gala Dinner 2005
香港設計中心二零零五晚宴暨頒獎典禮

Design For Asia Award
亞洲最具影響力設計大獎

World's Outstanding Chinese Designer Award
世界傑出華人設計師

22·11·2005 Tuesday 星期二

Morning 上午 (9:00 - 12:30) Please choose one 任選其一

Track 1: Communication
主題一：傳訊

Siam Attariya
Design Director, Pink Blue Black and Orange Co. Ltd.
Pink, Blue Black and Orange Co. Ltd. 設計總監

Lui Tai Lok 呂大樂
Professor at the Chinese University of Hong Kong, and co-author of *Hong Kong Toy Story*
香港中文大學教授，《玩具大不同》作者之一

Kenya Hara 原研哉
Representative, Nippon Design Centre, Inc. He has been on the board of MUJI since 2001, and his recent work includes the programme for the visual identity development of the Mori building and the AICHI EXPO 2005.
國際知名平面設計師及 Nippon Design Centre, Inc. 代表，2001 年加入無印良品，近期作品包括六本木森大樓及 2005 日本愛知縣世界博覽會的形象設計

Zhang-Wu 張武
CEO of Armstrong International Corporate Identity, and the Image and Identity Expert for the 2008 Beijing Olympic Games. He is one of the leading experts in strategy design and brand management in China.
北京始創國際企劃有限公司董事長，是中國著名的設計及品牌管理專家，並獲委任為 2008 北京奧運會形象專家

Track 2: Museum
主題二：博物館

(Sponsored by Sino Group 由信和集團贊助)

Rocco Yim 嚴迅奇
Executive Director of Rocco Yim Design Limited, and the winner of the competition to design the new Museum of Guangdong
許李嚴設計事務所執行董事，新廣東美術館設計邀請賽得獎者

Shin Kurosawa
Chief Educator of the 21st Century Museum of Contemporary Art, Kanazawa, Japan. Selected as one of the world's best museums by *Wallpaper* magazine.
金沢 21 世紀美術館教育總監，該美術館更被 *Wallpaper* 雜誌選為世界最佳美術館之一

Bruce Grenville
Senior Curator at the Vancouver Art Gallery and co-curator of the exhibition "Massive Change: The Future of Global Design", a project by Bruce Mau Design and the Vancouver Art Gallery.
溫哥華美術館館長，他亦是由 Bruce Mau 設計室與溫哥華美術館合辦之展覽「巨變：環球設計的未來」的聯合策展人

Ben Evans
The mastermind of the highly reputable and successful London Design Festival
英國著名 London Design Festival 的主腦

Afternoon 下午 (14:00 - 17:30)

Vivienne Tam 譚燕玉
An internationally renowned fashion designer
國際知名時裝品牌 VIVIENNE TAM 首席設計師

James Dyson
Creator of the legendary G-Force vacuum cleaner and winner of the International Design Fair Prize, Japan
G-Force 吸塵機設計者及日本「國際設計展覽會」大獎得主

Daniel Libeskind
An internationally recognized figure in architecture and urban design. He is well known for projects like the Jewish Museum in Berlin and for winning the World Trade Center design competition in New York City in 2003
國際知名建築及城市設計師，2003 年紐約世貿中心重建計劃設計比賽冠軍，其著名作品包括柏林猶太博物館
(Sponsored by City University of Hong Kong 由香港城市大學贊助)

Evening 晚上 (18:00)

End of Conference 會議結束

The international conference will be conducted in English. Simultaneous interpretation will be provided.
國際會議及研討會將以英語進行，並設有即時傳譯服務。

19·11·2005

Design Education Day: Nurturing Future Design Talents for Asia

Co-organized by the Hong Kong Design Centre and the Hong Kong Polytechnic University. The session provides a unique opportunity for design educators and experts to exchange views on issues in design education, including how design education can be shaped to meet future challenges arising from rapid development and changing lifestyles in Asia.

(Venue: Chiang Chen Studio Theatre, the Hong Kong Polytechnic University. The event is by invitation only.)

設計教育日: 培育亞洲新一代設計人才

由香港設計中心與香港理工大學合辦的教育座談會，為設計教育界人士及專家提供一個獨特的機會，互相交流對於設計教育的意見，及商討設計教育的未來發展方向，例如如何能迎合不同經濟模式及因亞洲生活方式轉變而遇上的各種挑戰，訂定最合適的設計教育策略。

(地點：香港理工大學蔣震劇院，另函邀請出席)

International Conference on Brand Strategies and Management

Focusing on branding perspectives in the US, Europe and Asia, this conference, co-organized by the Hong Kong Polytechnic University and the Hong Kong Design Centre, aims to offer an all-round overview of the common denominators involved in building a business with universal appeal.

(Venue: Sheraton Hong Kong Hotel. For more information, please visit www.polyu.edu.hk/mm/ICBSM)

「品牌戰略及管理」國際會議

由香港理工大學及香港設計中心合辦，透過分析美國、歐洲及亞洲不同的品牌策略，讓與會者全面透視建立一個國際品牌的共同因素。

(地點：香港喜來登酒店，詳情請瀏覽 www.polyu.edu.hk/mm/ICBSM)

21 – 23·11·2005

Innovation & Design Expo

Scandinavian Design Day

Organized in recognition of the increasing links between Scandinavian design and Hong Kong, Scandinavian Design Day is dedicated to the promotion of leading designers from the Scandinavian nations of Denmark, Finland and Sweden.

Design Seminar

Finland 10:00 – 12:00
Sweden 14:00 – 16:00
Norway 12:00 – 12:45
Denmark 12:00 – 12:45

BODW 05 Exhibits

A showcase of the winning entries of the Design for Asia Award (DFAA), including on-site workshops by Hong Kong's leading design education institutions, and one-stop design services for the Hong Kong business community, presented by the InnoCentre and Hong Kong Design Centre.

UK Design Forum

(Venue: Hong Kong Convention and Exhibition Centre. For more information, please visit www.innodesignexpo.com)

創新科技及設計博覽

北歐設計日

鑑於北歐和香港設計界的聯繫日趨緊密，本年度創新科技及設計博覽特別舉辦北歐設計日，旨在介紹丹麥、芬蘭、瑞典三個歐洲國家的頂級設計師。

設計研討會

芬蘭 10:00 – 12:00
瑞典 14:00 – 16:00
挪威 12:00 – 12:45
丹麥 12:00 – 12:45

設計營商周二零零五薈萃展

薈萃展讓參觀者細賞「亞洲最具影響力設計大獎」的得獎作品，香港設計教育機構更會舉辦現場示範工作坊，進一步讓參觀者了解創意中心及香港設計中心為中小企業提供的設計行業輔助服務。

英國設計研討會

(地點：香港會議展覽中心，詳情請瀏覽 www.innodesignexpo.com)

21·11·2005

Hong Kong Design Centre Gala Dinner 2005

A gala night paying tribute to outstanding design talent in Asia. Two awards will be presented: the 2005 Design for Asia Award (DFAA), and the World's Outstanding Chinese Designer (WOCD) Award.

(Venue: Hong Kong Convention and Exhibition Centre. For more information, please visit www.bodw.com.hk/gala)

香港設計中心二零零五晚宴暨頒獎典禮

表揚亞洲傑出設計人才，並會頒發兩項大獎，包括「亞洲最具影響力設計大獎」及「世界傑出華人設計師」。香港設計中心會廣邀商界及設計界深具影響力的領袖、本地設計業者及教育界人士共同出席頒獎典禮，進一步達到設計與營商互融的目標，該晚宴須另函邀請出席。

（地點：香港會議展覽中心，詳情請瀏覽 www.bodw.com.hk/gala）

23·11·2005

Innovation Day: Powering Design with Technology

Co-organized by the Hong Kong Science and Technology Parks Corporation and the Hong Kong Design Centre, this seminar introduces the latest technological and innovative processes to designers and businesspeople, under three themes: Materials and Nanotechnology, Optoelectronics and Home Wireless Networks.

(Venue: Hong Kong Science and Technology Parks. For more information, please visit www.hkstp.org Hotline: 2776 7368)

創新科技日：以科技推動設計

由香港科技園及香港設計中心合辦，介紹三大主題包括「物料及納米科技」、「光電子學」及「家庭無線網絡」的最新創意科技，為香港工業的未來發展計劃，提供創新靈感。

（地點：香港科技園，詳情請瀏覽 www.hkstp.org 查詢：2776 7368）

Creative Links: Design and Consultation in Urban Regeneration

Co-organised by the British Council and the Hong Kong Design Centre, the forum unites designers, artists, architects, academics, policy makers and opinion leaders from the UK, Hong Kong and mainland China in a professional tripartite dialogue with a focus on the integration of good urban design and community involvement in the process.

(Venue: Hong Kong Design Centre. For more information, please visit www.britishcouncil.org.hk/designforum. This event is by invitation only)

創意聯動：城市更新之設計與咨詢

由英國文化協會與香港設計中心合作舉辦，匯集了英國、香港、中國大陸的設計師、藝術家、建築師、學者、政府要員和輿論領袖，分三部分討論優秀的城市設計和當中的社會參與。

（地點: 香港設計中心，詳情請瀏覽 www.britishcouncil.org.hk/designforum 另函邀請出席）

19 Nov - 19 Dec 2005
二零零五年十一月十九
至十二月十九日

DETour 2005

With a specific reference to designs in Hong Kong food culture, the outreach programme will showcase uniquely Hong Kong designs which are embedded in one of the fundamental activities of mankind - eating. With activities ranging from a series of self-guided design experience tours, sharing sessions with designers and an exhibition at ArtTube, the programme will range from interior designs of restaurants, branding, product and packaging designs, right through to local Hong Kong culture as unique cultural icons such as "Dai Pai Dongs" and "Cha Chan Tangs".

(For more information, please visit www.detour.hk)

設計遊二零零五

「民以食為天」正道出飲食是人類的基本需要。今年「設計遊」將帶領公眾及參與者，從設計角度解說隱藏於飲食文化內的香港獨特設計。「設計遊」會提供一系列的自助設計遊覽、交流時段及地鐵藝術管道展覽，包括：餐廳室內設計、食品的品牌及包裝設計、飲食器具及傢俱設計和本地飲食文化經典如大排檔和茶餐廳。

（詳情請瀏覽 www.detour.hk）

For more information about BODW 2005:
如欲了解更多有關設計營商周二零零五的詳細資料：

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This information and programme is valid as of 7 November 2005, and is subject to change without prior notice.
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www.bodw.com.hk

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hkdc Hong Kong Design Centre 香港設計中心

BUSINESS OF DESIGN WEEK 2005
設計營商周二零零五

19–23/11/2005

International Conference Registration

VIP Pass: HK$3,500 (includes 3-day conference pass, invitation to Welcoming and Closing Cocktails and Gala Dinner)
Full Pass: HK$2,800 (includes 3-day conference pass)
Day Pass: HK$1,000 (includes 1-day conference pass)
Half-Day Pass: HK$600 (includes half-day conference pass)

The International Conference will be conducted in English. Simultaneous interpretation will be provided.

Please complete and return by fax on +852 2892 2621, or visit www.bodw.com.hk for online registration.

國際會議登記表格

貴賓通行證：港幣三千五百元
(包括出席三天國際會議，開幕及閉幕酒會與晚宴)
三天通行證：港幣二千八百元 (包括出席三天國際會議)
單日通行證：港幣一千元 (包括出席一天國際會議)
半天通行證：港幣六百元 (包括出席半天國際會議)
國際會議將以英語進行，並設有即時傳譯服務。

請填妥登記表後傳真至 +852 2892 2621，
或瀏覽 www.bodw.com.hk 進行網上登記。

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Business Category 業務: _____
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Country 國家: _____
Address 地址: _____
Business Telephone 辦公室電話: _____
Business Fax 辦公室傳真: _____
Company Website 公司網址: _____
Principal Product(s) 主要產品: _____

Personal Information 個人資料：

Salutation 稱謂: _____
First Name 名: _____
Last Name 姓: _____
Title 職位: _____
Address 地址: _____
Contact Number 聯絡電話: _____
Mobile 流動電話: _____
E-mail 電郵 (Required 必須填寫): _____

Conference Pass 通行證：

Please "✓" where appropriate 請在適當空格內填上"✓"號

Conference Package 會議通行證：

☐ VIP Pass 貴賓通行證
☐ Full Pass 三天通行證
☐ Day Pass 單日通行證
☐ Half-Day Pass 半天通行證

Day Pass 單日通行證：

☐ 20 November 十一月二十日
☐ 21 November 十一月二十一日
☐ 22 November 十一月二十二日

Half-Day Pass 半天通行證：

☐ 20 November morning session 十一月二十日上午
☐ 20 November afternoon session 十一月二十日下午
☐ 21 November morning session 十一月二十一日上午
☐ 21 November afternoon session 十一月二十一日下午
☐ 22 November morning session 十一月二十二日上午
☐ 22 November afternoon session 十一月二十二日下午

Please select which parallel sessions you would like to attend (applicable to ALL delegates): 請選擇欲出席之同步環節 (適用於所有與會者):

20 November afternoon session 十一月二十日下午
☐ Retail and Lifestyle 零售與生活時尚 ☐ Automotive 汽車

21 November afternoon session 十一月二十一日下午
☐ Hospitality 酒店 ☐ Branding 品牌

22 November morning session 十一月二十二日上午
☐ Communication 傳訊 ☐ Museum 博物館

I would also like to attend 本人亦有興趣參加：

19 November 十一月十九日
☐ International Conference on Brand Strategies and Management
「品牌戰略及管理」國際會議

21 November 十一月二十一日
☐ Hong Kong Design Centre Gala 2005
香港設計中心二零零五晚宴暨頒獎典禮

23 November 十一月二十三日
☐ Innovation Day: Powering Design with Technology
創新科技日：以科技推動設計

21–23 November 十一月二十一至二十三日
☐ Innovation & Design Expo 創新科技及設計博覽
www.innodesignexpo.com

What best describes your company's industry 下列那項最貼切形容你的工作性質：

Please "✓" where appropriate 請在適當空格內填上"✓"號

- ☐ Architecture 建築業
- ☐ Automotive 汽車
- ☐ Brand Strategy 品牌策略
- ☐ Building / Construction 建造業
- ☐ Education 教育
- ☐ Exhibition & Display 展覽及展示
- ☐ Facilities / Operations Manager 設施/營運經理
- ☐ Fashion Design 時裝設計
- ☐ Furniture & Housewares 傢俱及家居用品
- ☐ Graphic Design 平面設計
- ☐ Hospitality 酒店服務業
- ☐ Industrial Design 工業設計
- ☐ Interactive Design 多媒體設計
- ☐ Interior Design 室內設計
- ☐ Museums 博物館
- ☐ Lighting Design 照明設計
- ☐ Media 新聞界
- ☐ Packaging Design 包裝設計
- ☐ Product Design 產品設計
- ☐ Public 公眾
- ☐ Retail Buyer 零售品買手
- ☐ Sales / Marketing 營銷/推廣
- ☐ Student 學生
- ☐ Toys & Gifts 玩具及禮品
- ☐ Watch & Jewelry 鐘錶及珠寶
- ☐ Other 其他 (Please specify 請註明) _____

Which topics are you interested in 請選擇你感興趣的主題：

Please "✓" where appropriate 請在適當空格內填上"✓"號

- ☐ Architecture 建築
- ☐ Accessories 配飾
- ☐ Automotive 汽車
- ☐ Branding 品牌
- ☐ Communication 傳訊
- ☐ Culture & Design 文化及設計
- ☐ Design Management 設計管理
- ☐ Education 教育
- ☐ Fashion Design 時裝設計
- ☐ Graphic Design 平面設計
- ☐ Hospitality 酒店服務
- ☐ Industrial / Product Design 工業/產品設計
- ☐ Interior / Environmental Design 室內/環境設計
- ☐ Museums 博物館
- ☐ Product Design 產品設計
- ☐ Publishing 出版
- ☐ Retail 零售
- ☐ Other 其他 (Please specify 請註明) _____

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Please make crossed cheque payable to "Hong Kong Design Centre Limited"
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☐ By Direct Deposit (Applicable to Hong Kong only) 直接存款 (只限香港)

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Account No. 帳戶號碼: 020-624-120-0216-6
Swift Code 電碼: WUBAHKHH

Important Notes 重要事項：

1. Registration without payment will not be accepted.
   如未能附上付款証明之報名表格，大會恕不受理。
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5. The information provided in this form will only be used for the purposes of processing your registration and communicating with you on matters related to the conference, and will conform to the Personal Data (Privacy) Ordinance. If you wish to correct or update your personal data, please amend it online on or before 31 October 2005. After 31 October 2005, please send the amended information via email: registration@bodw.com.hk or via fax on: +852 2892 2621.
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