

For discussion  
on 13 May 2010

**Legislative Council  
Panel on Information Technology and Broadcasting**

**Report on Hong Kong Design Centre's  
Activities from April 2009 to March 2010**

**Purpose**

This paper informs Members of the work and activities carried out by the Hong Kong Design Centre (HKDC) between April 2009 and March 2010.

**Background**

2. HKDC was established in 2001. Its founding members are the Hong Kong Federation of Design Associations, Hong Kong Designers Association, Interior Design Association Hong Kong, Hong Kong Fashion Designers Association, and the Chartered Society of Designers.

3. Since its inception, HKDC has been the Government's main partner in promoting design. HKDC is dedicated to helping local designers and businesses realise their potential. It takes a leadership role engaging in a proactive dialogue that preaches to government, industry, business partners, and educational institutions about design as a strategic, value-enhancing constituent of business. Towards the wider public, HKDC seeks to inculcate a greater appreciation of the ways design contributes to a better quality of life.

4. On 17 April 2007, the Legislative Council Panel on Commerce and Industry (CI Panel) supported the Administration's proposal to provide \$100 million ("the allocation") to support the operation of HKDC

over a period of five years<sup>1</sup> and the Finance Committee approved the allocation on 25 May 2007<sup>2</sup>. The Administration undertook to report on a regular basis to the CI Panel on the progress of the work of HKDC and the relevant initiatives taken to promote design and innovation. On 15 April 2008, HKDC made its first report covering the period from July 2007 to March 2008 and on 19 May 2009, its second report covering the period from April 2008 to March 2009. This is HKDC's third report, which covers the period from April 2009 to March 2010. Following the establishment of the Create Hong Kong (CreateHK) office in June 2009, and with the transfer of the housekeeping responsibility of HKDC from the Innovation and Technology Commission to CreateHK, the third report of HKDC is submitted to this Panel which now covers the area of creative industries, instead of the CI Panel.

### **Programmes and Activities (April 2009 to March 2010)**

5. Through its diversified programmes and activities, HKDC aims to cultivate a wider and more strategic use of design whereby design goes beyond form and aesthetics to encompass function, process, communications and strategy. It seeks to instil a new mode of thinking that design is as relevant to product as it is to environment, communications, services and customer experiences; that design and design management skills have to be augmented in order to increase competitiveness; that designers have to work more closely with professionals in providing strategic and customer-centric solutions to clients; and that the public sector has a crucial role to play in the wider use of design.

6. In order to achieve these aims, HKDC works through the InnoCentre and local educational institutions; collaborates with local, Mainland, and international partners; and establishes itself as the focal point for information on design know-how and provides a business network for all involved in the field. Major initiatives have been

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<sup>1</sup> LC Paper CB(1)1319/06-07(03) and LC Paper CB(1)1644/06-07

<sup>2</sup> FCR(2007-08)14 and LC Paper No: FC 124/06-07

mapped out in the following areas –

- a) Design for designers;
- b) Design for business and public sector;
- c) Design for the general public; and
- d) Raising the profile of Hong Kong as a design hub.

7. In 2009-10, HKDC held a wide variety of programmes comprising design-related seminars, exhibitions, conferences, workshops, forums, publications, awards and others, including its flagship project, Business of Design Week. Details are set out in **Annex 1**.

8. These programmes and activities aimed to position Hong Kong as a prime regional design centre; promote design excellence and awareness; showcase Hong Kong's design talents; educate the design, business and public service communities; nurture design start-ups; and promote and network internationally.

## **Finance**

9. **Annex 2** sets out the income and expenditure of HKDC from 1 July 2007 to 31 March 2012. With the funding from Government, sponsorship and income from its activities, HKDC seeks to meet the expenditure for sustaining its activities. Apart from utilising the \$100M Government funding allocation, HKDC may also apply for funding under the DesignSmart Initiative (DSI) and other initiatives/funds for activities beyond the basic services envisaged for the allocation. **Annex 3** sets out the income and expenditure from 2007-08 to 2011-12 for activities carried out with DSI funding.

## **Corporate Governance and Management of Funding**

10. In the past year, HKDC has taken various administrative measures to improve its internal control and accounting systems. The Executive Director has made it a rule to review irregularities and

non-compliance cases at his regular meetings with the staff, thus acting as a deterrent to such practices. To ensure that the operational procedures of HKDC comply with its own corporate governance, an outside audit firm has been appointed to execute an internal audit programme covering areas related to projects, finance and administration.

11. HKDC has fully implemented a two-tier reporting system for managing potential conflicts of interest of its directors since 2009. Apart from reporting their potential conflicts of interest at board or committee meetings, directors are now also required to disclose their general interests, direct or indirect, pecuniary or otherwise, on appointment to the board of HKDC. Their declarations are also available for inspection by members of the public upon request.

### **Looking Ahead**

12. Through its wide range of programmes, events, awards and initiatives, HKDC will encourage, inspire, support and facilitate more strategic use of design as an instrument for sustainable competitiveness, economic prosperity and overall well-being of the society. HKDC will actively engage and foster closer partnerships with its stakeholders locally, on the Mainland and overseas. Its value-added approach will help enhance Hong Kong's position as the Asia's world city and promote Hong Kong as a vibrant, creative and enterprising location for design talents and professionals.

13. Looking ahead, HKDC will continue to roll out projects to promote innovation and design development and raise Hong Kong's profile as a creative capital and design hub. A major highlight is a project to tie in with Expo 2010 Shanghai. HKDC will organise a multi-faceted programme entitled "Hong Kong: Creative Ecologies – Business, Living, Creativity" in Shanghai from May to October 2010. Similar programme will also be held in Hong Kong after Expo 2010 Shanghai. The 6-month programme in Shanghai includes an exhibition and a series of forums/conferences with international and regional/local speakers. The exhibition, under the banner "Creative Ecologies", is an

exploration of Hong Kong's growing design power as well as its creative DNA. It will feature the iconic works of hallmark names and cover genres from fashion and luxury goods to product and spatial design. The three "Creative Zones" of the exhibition will describe the creative ecologies that make Hong Kong so vibrant, display examples of Hong Kong's creative landscape of innovators, and present a glimpse of the talent of emerging young designers. To supplement and complement the exhibition, two conferences on creative industries showcasing the work of young designers and workshops featuring past winners of the Hong Kong Young Design Talent Awards will be organised. There will also be a six-day tour to Shanghai for design students and young designers to broaden their horizon and facilitate exchange with design professionals and students in Shanghai.

14. Another major project is the annual Business of Design Week (BODW), which is one of the most significant events on the international design calendar and Asia's leading annual event on design, innovation and brands. With Japan as the partner country, BODW 2010, to be held in end November 2010, will highlight the best of the Japanese design, such as brand building, creativity and innovation, architecture and design, art and cultural development. Japanese design experts will be invited to present in the BODW Forum, also known as the Forum of Masters, on various design topics. During the BODW period, Japan External Trade Organisation in conjunction with Japan's Ministry of Economy, Trade and Industry will also hold a "kansei-Japan Design Exhibition" featuring numerous product displays and visual installations to promote understanding of the Japanese spirit behind Japanese manufacturing. These events and activities will provide valuable exposure and inspiration to our design and industry sectors.

15. In engaging the community's interest in design, HKDC has been commissioning RTHK for producing TV series on design. Following two successful series in the past few years, the Chinese version of the third eight-episode TV series titled "Design Cities", which featured eight design cities around the world, was aired from 12 December 2009 to 6 February 2010 on TVB Jade. The TV series was very well received and has recently won many international awards, namely, (i) Award of

Excellence, cinematography, Accolade Competition (for the episode on Kyoto); (ii) Award of Merit, feature documentary, Accolade Competition (for the episode on Berlin); and (iii) Certificate of Merit, educational program, Hugo Television Awards 2010 (for two episodes on Copenhagen and San Paulo respectively). In view of its very good reception, the Chinese series will be re-run from July to August 2010 on TVB J2 and the English version of the series will also be shown from 29 April to 17 June 2010 on TVB Pearl. Further TV series have been put on the plan of HKDC.

### **Advice Sought**

16. Members are invited to note HKDC's activities carried out in 2009-10.

**Commerce and Economic Development Bureau  
May 2010**

## Summary of Programmes of the Hong Kong Design Centre in 2009/2010

### Design for designers

A number of workshops, seminars and conferences aiming to enrich novice and experienced designers' cultural underpinning, business, entrepreneurial and professional skills were organised year-round by HKDC. In addition, HKDC continued to run the design awards programme in 2009 to recognise design excellence.

2. To strengthen the design industry's knowledge of intellectual property, a **series of seminars on intellectual property culture** were organised in conjunction with the Federation of Hong Kong Industries on 3 June 2009, 8 August 2009 and 15 October 2009. A **Business of Intellectual Property Forum** was held on 3 December 2009. The forum included topics important to business, e.g. intellectual property financing and intellectual property valuation. International and local experts presented the latest trend and development, and shared valuable experience and insight on the opportunities to innovation and intellectual property, particularly amidst new developments in the Pearl River Delta (PRD). Furthermore, 96 sessions of **Free Intellectual Property Consultation Service** had been arranged for local designers, design firms and SMEs from April 2009 to March 2010.

3. Through the joint effort of HKDC and the Hong Kong Trade Development Council (HKTDC), **Global Design Network (GDN) 2009** was held on 2 December 2009 at the Hong Kong Exhibition and Convention Centre. The morning session focused on presentations by GDN members while the afternoon session was a symposium attended by over 300 GDN members and participants. The theme for the event was "Fostering an Entrepreneurial Mindset in Today's Creative Graduates" and the plenary speakers were Prof. Susan Street, Executive Dean, Creative Industries Faculty, Queensland University of Technology and Prof. Apex P.S. Lin, Director, Culture & Creative Industries Centre, National Taiwan Normal University.

4. In July 2009, an overseas master class on “**Shoes and Accessories Design**” was conducted for practising designers. Lectures and workshops were led by renowned designers and academics from Domus Academy of Italy.

5. During the period from May to September 2009, HKDC co-organised with the Chinese University of Hong Kong a multi-module programme titled the “**Entrepreneurship for Design and Creative Business**” comprising lectures, experience sharing opportunities and hands-on programme. The creative and design education programme with 30 creative entrepreneurs as participants held in 2009 was customised to respond to the local rapidly changing business environment. As an extended programme, a full-day advanced workshop providing hands-on training on **Accounting Workshop for Design & Creative Business for Design Professionals** was also launched in March 2010.

6. To promote community-wide design awareness and appreciation, HKDC organised an outreaching programme “**Ready to Go? Saturdays in Design**”, which included workshops on specific design discipline and visits to designers’ studios, showrooms and manufacturing factories. The first series of programme comprising four workshops on “**Eco Saturdays – Bridging Sustainability to Life**” was held for over 100 participants in October 2009. The second series of the programme on “**Heritage x Art x Design**” was held in collaboration with Hulu Culture in December 2009 and January 2010. With the engagement of 15 local professional designers as workshop leaders, a series of creative workshops to revitalise Central and Sheung Wan district were organised for 300 students from local design schools. The third series “**Design to Make Taste: Rediscovering Senses through Design**” held in March 2010 was a programme revolving around the theme of “Food in Design” when nearly 100 participants were allowed to discover how food with a touch of design could stimulate their senses in daily life.

7. Two intensive one-day workshops titled “**Creating the Perfect Design Brief**” and “**Making the In-House Design Function a Strategic Competency**” were conducted by internationally recognised design



expert Peter L. Philips from Design Management Institute on 13 and 14 November 2009. Understanding how to develop a well-crafted design brief could stimulate creative thinking, shorten the completion time for a project and practically guarantee expedient approval for a design solution.

8. **The Hong Kong Design Directory**, a novelty in Hong Kong, was launched by HKDC in June 2008. It provides an online database of local designers and design companies for easy access by potential users of design here in Hong Kong and around the world. To sustain the awareness of the target users, HKDC initiated a series of promotional activities (e.g. promoting the Directory at the “**Creativity in Business Forum in PRD**” organised by the HKTDC) during the year. By March 2010, 1,900 design firms were registered and a monthly click rate of more than 300,000 was recorded.

9. As in previous years, HKDC conferred in 2009 –

- (a) the **Design for Asia Awards** to promote good design as well as good applications of design by showcasing excellence demonstrated by companies that have generated business success through design which reflects or has had an impact on the Asian lifestyle;
- (b) the **Design Leadership Award** to a corporate leader who has developed and applied design to achieve exceptional business success;
- (c) the **World’s Outstanding Chinese Designer** to an individual designer of Chinese ethnicity who has achieved prolonged success and contributed to the development of design and designers; and
- (d) the **Hong Kong Young Design Talent Awards** to promising young design talents from Hong Kong.

In category (a), a total of 66 awards were granted including 10 Grand

Awards and three Special Awards for Culture, Technology and Sustainability. In category (b), Ms. Kigge Hvid, CEO of INDEX., Denmark was awarded the Design Leadership Award. In category (c), Ms. Ma Ke, Founder of Wuyong Studio China, was awarded the title of the World's Outstanding Chinese Designer 2009. In category (d), four practising designers and two design students were awarded sponsorships while six other outstanding candidates were given merit awards.

10. To tie in with the promotion of the Design for Asia Awards, HKDC organised a lecture series comprising two sessions on 18 September 2009 and 7 October 2009. The first session was conducted by Ms. Kelly Cheng, Creative Director of the Press Room Publishing Consultancy of Singapore on the topic of "Design on Asian Perspective" while the second session was jointly hosted by Michel de Boer, Creative Director of Studio Dumbar (the Netherlands) on "Suspicion! Democracy!" and Mark Dytham of Klein Dytham Architecture (Japan) on "4P – Projects, Paint, Phones and Pecha Kucha". Each session attracted around 150 participants.

11. HKDC is currently undergoing a research project on "**A Study on Hong Kong Design Index**" to develop and construct an index framework to measure the design performance of our design sector. The study, which reviews the current dynamics of Hong Kong design industry, may assist various parties for the future development of design-related education, training and deployment of design in mainstream industrial or business process.

### **Design for Business and the Public Sector**

12. **Reinventing with Design (ReD)** is an annual week-long programme aiming to enhance professional knowledge and skills as well as creativity and innovation among the design and business community. The theme of the main forum of ReD 2009 was "Reinventing Industries in Pearl River Delta – From 'Made in PRD' to 'Created in PRD'". The forum highlighted innovation through creativity, leveraging the PRD for growth, transformation and re-invention of traditional industries, and

expert analysis on how to overcome challenges and sustain business. The forum contained two main sessions, i.e. the morning session on “State-of-the-Art Design Practices and Innovation Management” designed for design directors and senior designers, and the afternoon session on “Reinventing the World Factory” catering for CEOs and senior managers. The total number of participants for the Forum was 261. On 18 and 19 June 2009, a total of 13 workshops specializing in six main sectors namely i) Product, Furniture & Lighting Design; ii) Fashion Accessories; iii) Green Design; iv) Product Design; v) Furniture Design; and vi) Fashion & Trends Design were organised. More than 400 participants benefited from the workshops. A concurrent half-day Shenzhen Seminar co-organised by HKDC and Shenzhen Industrial Design Profession Association (SIDA) on 16 June 2009 was well-attended by 200 participants. Two workshops were held in the afternoon and each was attended by 50 participants.

13. HKDC’s flagship event, the **Business of Design Week (BODW)**, is Asia’s leading international conference dedicated to design, branding and innovation. BODW 2009 was held from 30 November to 5 December 2009. Through the alliance with this year’s partner country, France, BODW 2009 focused on highlighting the best of the French design, such as effective branding strategy, art and culture promotion and industrial design. Elite design luminaries from France including Patrick Blanc, Matali Crasset, Pierre-Alexis Dumas, Patrick Jouin, Jean-Marie Massaud and Jean Nouvel joined the events. Apart from these French design icons, other international speakers included Ben van Berkel, David Butler, Toyo Ito, Calvin Tsao, Zhu Pei and representatives from leading brands such as Jean Paul Gaultier, Prada, Pylones, Perrier, Evian, W Hotels and Wallpaper\* also participated. Building on the success from previous years, seven specialist sessions took place in addition to the plenary sessions over the three days of the BODW Forum. The seven specialist sessions were: Fashion & Apparel, Product & Design, Business of Intellectual Property (B.I.P.) Forum, Brands & Design, Space & Design, Culture & the City, Communications & Design. The concurrent events held in BODW 2009 included –

a) *DesignEd Asia* – The DesignEd Asia Conference 2009

marked its fifth anniversary with the year's theme "Forget the Future. What are Today's Design Education Issues?". It was a two-day programme featuring presentations, panel discussion, and paper presentations. The conference provided a practical platform to bring international design educators and professionals together to share views, knowledge and experiences. The conference was divided into four areas covering Industrial Design Education, Design + Innovation Management, Academic Exchange, and Global Design Network.

- b) ***Brand Asia*** – The conference brought together world-class brand management experts from academic and business sectors to share cutting edge information on current trends in brand management and innovation. Presentations covered issues at the forefront of corporate strategy and branding.
  
- c) ***InnoAsia*** – This InnoAsia conference organised by the Hong Kong Science & Technology Parks Corporation (HKSTPC) aimed to provide a platform for the local academia, scientists, entrepreneurs and the business community to gain knowledge and insight from world experts on how they innovate and deploy technology for market and product creation. The conference titled "Sustainable City, Transportation & Energy" provided an opportunity for participants to exchange views and seek business collaboration. Break-out sessions of the conference were devoted for "Science Park Applied Research Commercialisation" Forum, which connected local researchers and innovators with venture capitalists and the business community in order to facilitate the commercialisation of viable R&D projects.
  
- d) ***Education Corner*** – This programme is an important educational element of BODW every year. The programme was organised by the Hong Kong Polytechnic University and Hong Kong Design Institute to enable secondary school

students to experience design process and inspire them to develop their creative talents.

- e) **DETOUR** – This was an outreach programme of BODW that bonded design with the local community. Organised by Hong Kong Ambassadors of Design, DETOUR introduced a series of over forty exhibitions and activities showcasing design work and open forums. They successfully took BODW into the community celebrating the creative aspects of our city. The aim of DETOUR is to promote public awareness on the value of design, arts and culture through design interaction. This year, the DETOUR event was held at the former Hollywood Road Police Married Quarters, making use of the heritage site for holding its activities, which were well attended by the public.
  
- f) **Design EX'09** – Themed “That’s the New Age”, Design EX'09 showcased the students’ works from six leading Mainland educational institutes. More than 200 pieces of graduation work from the students were exhibited to showcase the recent development and standard of design education in the Mainland. Over 30 guided tours and sharing sessions with professional associations and local tertiary and secondary schools were organised. This exhibition was attended by over 8,000 visitors.
  
- g) **IDT Expo** –Inno Design Tech (IDT) Expo was organised by HKTDC and co-organised by HKDC and HKSTPC from 3 to 5 December 2009. It is one of Asia’s leading international events for innovation and creativity.

More than 50,000 participants attended BODW 2009, and almost 100 prominent international speakers and brand representatives contributed to the programme. Some 270 regional and international journalists attended and featured BODW 2009. HKDC will continue to hold the BODW in 2010 and the country partner this year is Japan.

14. HKDC championed a pilot project with Hongkong Post to explore a user-centred design approach to public services. A Research Debrief Workshop and a Design Strategy Workshop were held for Hongkong Post in October 2009. The project was part of HKDC's effort to encourage and promote the use of design to generate ideas for new approach to business and service transformation.

15. In partnership with Hong Kong General Chamber of Commerce (HKGCC), a luncheon series was held on 11 March, 20 May and 30 September 2009 respectively with the aim to raise awareness of design management among members of HKGCC and to enhance the role of "design" in business.

### **Design for the Public**

16. To help promote students' creative thinking and problem-solving skills through design workshops and school projects, HKDC commenced to organise the **Design to Empower workshop series** with senior secondary schools being the main target group. During the past year, a total of 16 schools and 558 students participated in the programme. In partnership with the Hong Kong Federation of Youth Groups, a project "**Learning to Design Thru Monster**" was organised in the first quarter of 2009. To follow-up, an exhibition showing artworks of the students was held from 14 to 27 July 2009 at the InnoCentre. An introductory workshop for teachers of participating schools was also organised on 26 September 2009. In addition, HKDC also commenced the "**Other Learning Experience**" programme in the form of guided tours to design and creative exhibitions for secondary school students. Seven guided tours attracting over 180 students and teachers were organised on 18 December 2009, 23 December 2009 and 8 January 2010.

17. Following the success of last year, a two-week "**Discover Design**" was held from 18 July to 1 August 2009 to arouse students' interest in design and inspire them to get prepared for further studies or career in the design field. Over 2,000 teachers, parents, designers and students, including 32 students from Shantou University, participated in

the programme, which included a five-day workshop, a briefing session and an exhibition.

18. A **DesignEd Mart** was held on 25 July 2009 providing students from 18 local universities and post secondary education institutions with the opportunity to display and sell their design and innovative products in an open market. Over 1,000 visitors attended the mart.

19. In order to connect HKDC with the wider community, it has introduced a “**Partners in Design**” scheme to promote collaboration with external parties such as NGOs, professional bodies, education institutions and trade associations. Three events, namely, GAA Techno Summit 2009 with Graphics Arts Association (GAA) of Hong Kong, Education Bureau Applied Learning Expo, and Fall Course 2009 with Excel, HK Academy for Performing Arts were organised during November and December 2009.

20. HKDC maintains a reference library serving design professionals, students and the general public since 2008. As at end 2009, it has a collection of over 800 books and 75 titles of international design periodicals. A “One” exhibition was held at the library from March to May 2010. Being the first exhibition held at the library, it offered visitors to explore the early works of more than 40 famous Hong Kong graphic designers and to glimpse through how design techniques, subjects and aesthetics transform over the years.

21. To promote excellence in design to the public, HKDC organised a series of public forums and exhibitions. These included (a) an exhibition on “**Social Energy - Contemporary Communication Design from the Netherlands**” at the InnoCentre in August 2009. The public exhibition, which was jointly presented by OMD Contemporary Design Terminal Beijing and supported by Netherlands China Arts Foundation, Mondrain Foundation and Embassy of the Kingdom of the Netherlands, featured 11 founders and trailblazers in various fields of communication design in the Netherlands and displayed over 300 excellent designs. The exhibition attracted over 2,400 visitors; (b) Forum on “**Contemporary Communication Design from the Netherlands**” held on 6 August 2009

and attended by more than 250 participants; (c) “**Entrepreneurship Creative Forum**” co-organised with British Council Hong Kong was held on 8 August 2009. Entrepreneurs from Hong Kong, UK, Thailand and the Mainland shared their experiences with 170 participants; (d) “**Antoine+Manuel Graphic Village**” which was a partner project with Hong Kong Heritage Museum of the Leisure and Cultural Services Department and supported by the Consulate General of France in Hong Kong and Macau, Les Arts Decoratifs in France. The exhibition was held at the Hong Kong Heritage Museum from November 2009 to February 2010 and boasted an architectural journey of houses, monuments and sculptures covered and decorated with whimsical graphic designs. More than 100,000 visitors attended the exhibition; and (e) Lecture by Antoine Andiau and Manuel Warosz on 27 November 2009. The two designers shared their interesting design stories with the 350 full-house attendance at the theatre of Hong Kong Heritage Museum.

### **International Promotion and Relations**

22. An eight-episode television series titled “**Design Cities**” was aired from December 2009 to February 2010. The episodes feature eight design cities around the world and uncover the unique characteristics and elements, such as historical heritage, design culture, government-led initiatives, education, use of public space etc., that qualify these places as design cities.

23. Subsequent to the signing of the Memorandum of Understanding between HKDC and SIDA in December 2008, an industrial design forum was held in Shenzhen on 2 December 2009 as a concurrent event of BODW. The Association also brought a 50-member delegation to join BODW in Hong Kong.

24. As a concurrent event to the official Art & Design Show of the 11<sup>th</sup> China National Art Exhibition, a “**Hong Kong and Shenzhen Design Exhibition**” was held at Gwan Yue Art Gallery, Shenzhen. The exhibition, co-organised by HKDC, Shenzhen Creative Culture Centre, and Shenzhen Graphic Design Association, featured outstanding works of



design from Hong Kong and Shenzhen and highlighted the different design culture of the two cities.

25. HKDC also promoted Hong Kong's design excellence to the wider public by staging a roving exhibition from 12 to 16 November 2009 in Olympian City on a crossover cooperation between 10 Hong Kong designers and 10 international brands, leveraging on this opportunity to publicise other HKDC's upcoming events and initiatives such as BODW, "Antoine+Manuel" Graphic Village Exhibition and Design Ex '09. The five-day exhibition helped raise public awareness of HKDC's work and key events and attracted media coverage.

26. To build strategic networks with organisations in the Mainland and overseas in the area of design, HKDC collaborated with Guangdong Industrial Design Association, SIDA and Taiwan Design Centre. HKDC also continued to collaborate with a range of Mainland and overseas government officials, consulates, design, education and business institutions, to promote Hong Kong design and build alliances. In 2009-2010, HKDC received 37 official delegations which included the Economic & Trade Commission of Guangdong Province, Trade Commission of Zhongshan Municipal Government, Bureau Ministry of Economy, Trade and Industry of Japan, Japan External Trade Organisation, Seoul Metropolitan Government, Savannah College of Art and Design, and Design Centre Busan, amongst numerous other universities and design organisations.

27. HKDC's events and programmes attracted press attention and interviews with the media, resulting in comprehensive editorial coverage in leading local and international newspapers and magazines. For example, HKDC's flagship event BODW and its concurrent events received more than 460 exposures in traditional and online media including print and digital in the areas of business, design, innovation and technology. ReD commanded 35 media exposures. Other outreach programmes which aroused extensive coverage in the media included Social Energy (13 exposures), Antoine+Manuel Global Village exhibition (20 exposures), Design Ex '09 (5 exposures). Media coverage of HKDC's design education programmes also helped raise the awareness of students,

teachers and parents about the value of design and its impact in society, with Design to Empower commanding full page editorial coverage in the education feature section of two leading local Chinese newspapers.

**Income and Expenditure of HKDC from 2007-08 to 2011-12**

	<b>Actual 2007-08* \$ million</b>	<b>Actual 2008-09 \$ million</b>	<b>Unaudited 2009-10 \$ million</b>	<b>Projected 2010-11 \$ million</b>	<b>Indicative 2011-12 \$ million</b>
<b>a) Expenditure</b>					
i) staff	7.6	12.2	12.4	14.1	14.1
ii) administration	2.1	3.3	3.5	4.0	4.0
iii) programmes	7.4	5.4	4.8#	10.6	8.9
<b>Total</b>	<b>17.1</b>	<b>20.9</b>	<b>20.7</b>	<b>28.7</b>	<b>27.0</b>
<b>b) Income</b>					
i) funding from Gov't	15.0	18.5	19.5	27.2	25.8
ii) sponsorship and other income <sup>△</sup>	2.1	2.4	1.2	1.5	1.2
<b>Total</b>	<b>17.1</b>	<b>20.9</b>	<b>20.7</b>	<b>28.7</b>	<b>27.0</b>

\* Only figures for 1 July – 31 March are shown.

# Fall in expenditure was a result of cancellation of some programmes (including overseas programmes) because of the H1N1 outbreak and downturn of the economy.

△ Sponsorship in kind not included.

**Income and Expenditure of HKDC from 2007-08 to 2011-12  
For DesignSmart Initiative Projects**

	<b>Actual 2007-08 \$ million</b>	<b>Actual 2008-09 \$ million</b>	<b>Unaudited 2009-10 \$ million</b>	<b>Projected 2010-11 \$ million</b>	<b>Indicative 2011-12 \$ million</b>
a) <b>Expenditure</b>	22.0	27.1	18.4	28.4	29.4
b) <b>Income</b>	7.4	9.7	4.9	7.7	7.7
c) <b>Funding from DSI</b>	14.6	17.4	13.5	20.7	21.7