

For discussion
On 11 April 2011

Legislative Council
Panel on Information Technology and Broadcasting

**Report on Hong Kong Design Centre's
Activities from April 2010 to March 2011**

Purpose

This paper informs Members of the work and activities carried out by the Hong Kong Design Centre (HKDC) between April 2010 and March 2011.

Programmes and Activities (April 2010 to March 2011)

2. HKDC aims to strengthen Hong Kong as a prime regional centre of design knowledge and cultivate a more strategic use of design to attain sustainable competitiveness, economic prosperity and overall well-being of society.
3. 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.
4. In 2010-11, HKDC held a wide variety of programmes comprising design-related seminars, exhibitions, conferences, workshops, forums, publications, awards and others. These programmes aim to position Hong Kong as a prime regional design centre; promote design awareness and appreciation; celebrate design excellence; educate the design, business and public service communities; nurture design-preneurs

and design start-ups; and enhance networking activities. The work carried out can be categorised under the following four broad target areas –

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

Design for designers

5. HKDC seeks to upgrade the skills of designers; create an open forum to share ideas, form networks and partnerships, and build new business opportunities; and celebrate design excellence, with a view to building up a stronger design community and enhancing the competitiveness of the local designers.

6. The HKDC organises a wide variety of programmes comprising design markets, workshops, seminars, forums and conferences aiming to enrich novice and experienced designers' cultural underpinning, business, entrepreneurial and professional skills throughout the year. Furthermore, HKDC also runs design awards programme to acknowledge achievements and contributions of excellent design practitioners, business leaders and commercial entities. About 1 000 participants attended the design market, workshops, seminars, forums and conferences held in 2010-11. Designers also attended business-oriented programme described below.

Design for business and the public sector

7. HKDC aims to promote the wider and more strategic use of design in the business and public sectors through organisation of programmes and events, with Business of Design Week (BODW) and Reinventing with Design (ReD) conference and workshops being the two major initiatives under this category of work carried out in 2010-11.

8. BODW has now developed into HKDC's flagship event. BODW brings together leading lights in a broad range of design fields with entrepreneurs, innovators, business leaders, policy makers and academics. More than 95 000 participants attended BODW 2010 and its concurrent programme of forums, exhibitions and DETOUR community activities. It was joined by more than 200 journalists, generated over \$32 million in public relations value and reached an audience exceeding 84 million worldwide.

9. ReD conference and workshops held in mid/late June every year serve as a platform to advance the knowledge of executives over the use of design and design thinking in generating business and society values, enhance the skills of designers, and broaden their horizon. Focusing on "Designing for Asia" and "Designing for China", world-class speakers and design masters are invited to share their experience with the audience through forums and workshops. Around 1 000 designers and business executives attended the programme during the year.

10. On the front of public services, HKDC has signed a Phase II contract with Hongkong Post to materialise user-centric design in one of the latter's post offices. Another Phase I contract has been signed with Leisure and Cultural Services Department on a park project to improve its signage and park furniture by design. These pilot projects are crucial as design thinking and design applications would help the Government improve its public service delivery.

Design for the public

11. To build Hong Kong into a design hub, it is important to nurture community-wide understanding and appreciation of the value of design. To this end, HKDC actively promotes public engagement via community-focused seminars, exhibitions, competitions, publications and media programmes. Youth programmes are also organised to arouse students' interest in design and inspire them to undertake further studies or pursue a career in the design field in future. Over 2 000 students participated in forums, workshops, competitions and exhibitions. Also,

HKDC has engaged over 50 teachers in our trial “Train the Trainers” programme plus other activities. Our events for students and youngsters have attracted an audience of over 1 million during the year.

Raising the profile of Hong Kong as a design hub

12. HKDC also strives to promote Hong Kong as a vibrant, creative and engaging location for design talents and professionals. HKDC raises the profile of Hong Kong as a design hub by widening Hong Kong’s international network of design experts, firms and institutions; organising roadshows at cities to spread the awareness of Hong Kong’s design capabilities; publishing books and case-studies; and hosting large-scale conferences to attract design talents and business leaders from around the world to share insights into issues relating to design and business.

13. In 2010-11, HKDC received 35 official delegations from Mainland China, Taiwan, Singapore, etc. as well as numerous universities and design organisations in Asia, Europe and America. The Shanghai part of the exhibition “Hong Kong: Creative Ecologies – Business, Living, Creativity” held in Shanghai during the World Expo 2010 period attracted more than 100 000 viewers in Shanghai and more than 660 media exposures.

14. Details of the programmes categorised under the four broad areas above are set out in **Annex 1**.

Finance

15. **Annex 2** sets out the income and expenditure of HKDC from 1 July 2007 to 31 March 2012. With funding support from the Government as well as sponsorship and income from its activities, HKDC seeks to meet the expenditure for sustaining its activities. Apart from utilising the allocation of \$100 million from the Government, HKDC may also apply for funding under the DesignSmart Initiative (DSI) and other

Government funding schemes for activities beyond the scope of 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 funding support from DSI and other Government funding sources.

Corporate Governance and Management of Funding

16. As a publicly funded organisation, HKDC has over the years continued to strengthen its corporate governance and improve its culture of work to foster accountability, cooperation and collaboration. Apart from regularly reviewing its operation, HKDC appointed in early 2010 an outside audit firm to conduct an internal audit exercise on areas related to projects, finance and administration. Based on the findings and recommendations of the internal audit report completed in June 2010, HKDC had prioritised its follow-up actions, including staff training, to ensure that the operational procedures comply with its own corporate governance.

17. HKDC has also fully implemented a two-tier reporting system for managing potential conflicts of interest of its directors. 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

18. Looking ahead, HKDC will continue to actively engage and foster close partnerships with local, Mainland China, Taiwan, and overseas design-related organisations, professional associations and academics, and to roll out quality programmes to raise Hong Kong's profile as a creative capital and design hub.

19. Riding on the success of the “Hong Kong: Creative Ecologies – Business, Living, Creativity” programme held in Shanghai during the Shanghai Expo and subsequently in Hong Kong, HKDC has brought the programme to Berlin to present Hong Kong’s creative scene and to showcase the energy, style, innovation and branding power of Hong Kong and its designers to international audience. Selected exhibits would be displayed in an exhibition held at the Hong Kong Economic and Trade Office, Berlin, of the HKSAR Government from March to December 2011.

20. Another major project ahead is the annual BODW, which is one of the most significant events of its kind in the world. With Germany as the partner country, BODW 2011, to be held in end November 2011, will highlight the strengths of Germany in the fields of engineering, technology and design. German design experts and brand representatives will be invited to present in the BODW 2011 Forum, also known as the Forum of Masters, on various business-relevant design topics. The success stories of German companies will undoubtedly serve as a source of inspiration for local small and medium-sized enterprises (SMEs), which are eager to re-design their business models to achieve business success in the long-run.

21. Separately, HKDC has conducted a mid-term review to evaluate its overall performance, strategy and financial position, in accordance with the requirement in the funding agreement between the Government and HKDC. HKDC has also conducted a pathfinding study on its role in the creative economy. Based on the findings, the Board of HKDC has reaffirmed that HKDC should establish itself as the lead agency of advancing design knowledge and practices in Hong Kong industries, and progressively enhance its services by performing additional new roles and functions. One of the new focuses for HKDC in the coming years would be its participation in the Former Hollywood Road Police Married Quarters (PMQ) project to revitalise the site as an iconic centre for creative industries development in Hong Kong. As one of the co-applicants of the project, HKDC supported the Musketeers Education and Culture Charitable Foundation Limited (MF) to submit to the

Government an application to develop the PMQ into a creative industries hub. The application was subsequently accepted by the Government. In accordance with the Memorandum of Understanding signed with MF, HKDC will support the transformed PMQ creative industries hub, which is expected to start operation in early 2014, by -

- (a) holding HKDC's activities at the site;
- (b) organising solely or jointly with other stakeholders suitable activities at the site;
- (c) providing advice to other organisers holding exhibitions and programmes at the site; and
- (d) helping to identify potential organisations for incubation or taking up tenancy at the site.

Background

22. 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.

23. HKDC is dedicated to helping local designers and businesses realise their potential. It has been working closely with the Government and other strategic partners to promote the development of the local design industry, and to nurture design talent. Towards the wider public, HKDC seeks to inculcate a greater appreciation of the ways design contributes to a better quality of life.

24. 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 years¹ and the Finance Committee approved the

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

allocation on 25 May 2007². 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 made its second report covering the period from April 2008 to March 2009. 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, which covered the period from April 2009 to March 2010, was submitted to this Panel instead of the CI Panel on 13 May 2010. This is HKDC's fourth report covering the period from April 2010 to March 2011.

Commerce and Economic Development Bureau
April 2011

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

**Summary of Programmes of
the Hong Kong Design Centre (HKDC) in 2010-11**

Design for Designers

1. With a view to strengthening 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 (FHKI) on 14 July 2010, 18 September 2010, 17 November 2010 and 23 February 2011. About 120 participants attended the seminars. During the year, 38 sessions of **Free Intellectual Property Consultation Service** had also been arranged for local designers, design firms and SMEs.

2. On 1 December 2010, HKDC and the Hong Kong Trade Development Council (HKTDC) jointly organised **Global Design Network 2010** at the Hong Kong Exhibition and Convention Centre. Concentrating on the relationship of design industry with trade and society, the one-day symposium themed "Design to Improve Life – the Road to Application" provided an opportunity for participants to discuss and share experience on how design-led solutions delivering values to businesses and the society could be generated through innovation, creativity and cooperative use of resources. Nine speakers from Mainland China, Taiwan, Australia, France, Germany, Japan, Sweden, Switzerland and the United States, together with two moderators, namely, Ms Julia Chiu from Japan and Prof. Edward Ng from Hong Kong, attracted 60 delegates from 28 international design organisations to participate in the event.

3. HKDC continued to co-organise with the Chinese University of Hong Kong (CUHK) a multi-module programme titled the **"Entrepreneurship for Design and Creative Business"** comprising lectures, experience sharing opportunities and hands-on programme. The programme aimed, inter alia, to stretch the boundary of creative and design education in Hong Kong in response to the rapidly changing business landscape. The intake for 2010, i.e. the programme's fourth

intake, comprised 25 students. In addition to a field trip held in September 2010, HKDC also supported CUHK in holding a closed-door seminar attended by design professionals, and a public seminar attended by over 100 participants and a press conference attended by seven media organisations.

4. **The Hong Kong Design Directory**, which provides an online database of local designers and design companies for easy access by potential users of design in Hong Kong and around the world, was launched by HKDC in June 2008. Continued promotional efforts, e.g. the introduction of the iPad/iPhone version in December 2010, were made to sustain the interest of the target users. By March 2011, 2,254 design firms were registered and an accumulated click rate of over ten million has been recorded since the Directory was launched.

5. To celebrate design excellence and nurture design talents, HKDC continues to run its influential annual HKDC Awards comprising –

- (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 Asian lifestyle;
- (b) the **Design Leadership Award** to acknowledge the excellent achievements and contributions made by outstanding world business leaders, and to honour role models within the international business community;
- (c) the **World's Outstanding Chinese Designer** to honour designers of Chinese ethnicity who display great achievements within their own discipline and devote themselves to the furthering of design through education, professional organisations and social commitment;

- (d) the **Hong Kong Young Design Talent Awards** to recognise up-and-coming designers from Hong Kong who are eager to explore the international design horizon; and
- (e) the **Design For Asia Student Award** to recognise young and creative students in Asia who appreciate cross-disciplinary collaborations.

In category (a), a total of 60 awards were granted including nine Grand Awards and three Special Awards for Culture, Technology and Sustainability. In category (b), Sir James Dyson, Founder and CEO of Dyson, UK, was awarded the Design Leadership Award. In category (c), Mr. Eric Chan, President of ECCO Design, New York, was awarded the title of the World's Outstanding Chinese Designer 2010. In category (d), two practising designers and two design students were awarded sponsorships while three other outstanding candidates were given merit awards. In category (e) two design teams from Japan and Taiwan respectively were conferred the awards.

6. Apart from road shows in Mainland China and selected countries and regions in Asia to help promote the Design for Asia Awards, HKDC and the Design Council of Hong Kong of FHKI co-organised a lecture series comprising two sessions on 29 July 2010 and 25 August 2010. The first session was conducted by Mr. Bibi Ho, Founder & Creative Director of Amusegroup Worldwide, Mr. Singgih Susilo Kartono, Product Designer & Director of Piranti Works and Mr. David Chan, Design Consultant of Lowe China. For the second session, Mr. Jamy Yang, Design Director of Jamy Yang Brand & Product Consultancy Inc., Mr. Michael Ngan, Brand Manager and Designer of T Plus Ltd, Mr. Shinichiro Ogata, Founder and Creative Director of Simplicity Co. Ltd and Mr. Wallace Kwan and Mr. Godfrey Kwan, Creative Director and Designer of CHOCOOLATE Limited respectively, were the speakers. About 340 participants attended the lecture series.

7. HKDC completed in February 2011 the first stage research project on “**A Study on the framework of the Hong Kong Design**

Index". Through extensive research, data mining, series of workshops and interviews, 51 indicators had been developed in the index framework which embraces seven dimensions to reflect the vitality, dynamics, competitiveness and favourable social and cultural environments of the design sector. The seven dimensions include human capital, investment, industry structure, market demand, social and cultural environment, intellectual property rights environment and general conditions for business environment. Case studies from the interviews have also been included in the report book titled "A Study on the Framework of Hong Kong Design Index" which was launched in February 2011 via an industry forum with two international advisors of the project, Ms. Edna dos Santos – Duisenberg, Chief, Creative Economy Programme of United Nations Conference on Trade and Development (UNCTAD), and Dr. Wei-gong Liou from Department of Sociology, Soochow University, Taiwan.

Design for Business and the Public Sector

8. **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 communities. The theme of ReD 2010 was "Expand Your Vision – Unleash the Boundless Business Possibility". The event highlighted innovation through creativity by focusing on business areas of Active Ageing Design, Inclusive Design, Hospitality and Service Design, Restaurant and Retail Design, and Green Design. Experts in the fields shared with the audience their insights on how companies could improve our living environment through design while generating lucrative business opportunities. The week-long event offered two conferences and nine workshops. The first conference on the theme "Active Ageing and Inclusive Design" was a half-day session held on 21 June 2010 and attracted 114 participants. The other full-day conference was organised on 23 June 2010, with the theme of the morning session being "Hospitality and Service Design" and that of the afternoon session being "Restaurant and Retail Design". The morning and afternoon sessions

attracted 200 and 166 participants respectively. The nine workshops organised throughout the whole week aimed to enhance the knowledge and upgrade the technique of design professionals, attracting a total of 256 design professionals, design instructors, students and other interested individuals.

9. Being the key international design event in Asia and HKDC's annual flagship event, the **Business of Design Week (BODW)** brings together leading lights in a broad range of design fields with entrepreneurs, innovators, business leaders, policy makers and academics. BODW 2010 was held from 29 November to 4 December 2010 and Japan was the partner country. HKDC worked closely with Japan and focused on highlighting the best of the Japanese design, including effective branding strategy, spatial design, fashion design, art and culture promotion and industrial design. Apart from elite design luminaries and business leaders from Japan like Naoto Fukasawa, Kenzo Takada, Fumie Shibata and Kengo Kuma, top international masters including Jurgen Bey, Henrik Holbaek, Claus Jensen, LV Yong-Zhong, Ari Wiseman and Yu Zheng (Chief Exhibition Designer of the China Pavilion at the Expo 2010 Shanghai and Project Director of the "animated" Riverside Scene at the Qing-ming Festival) were amongst the speakers of the event. Building on the success from previous years, eight specialist sessions (i.e. Fashion & Apparel, Product & Design, Business of Intellectual Property, Brands & Design, Space & Design, Culture & the City, Communications & Design and Interactive & Multi Media Design) and the plenary sessions were held over the three days of the BODW Forum. The concurrent events organised in BODW 2010 included –

- a) *DesignEd Asia* – The DesignEd Asia Conference 2010 marked its sixth anniversary with the year's theme "Asian Culture: Preserve the Past, Create the Future". With a two-day programme featuring panel discussion and paper presentations, the conference provided a practical platform for international design educators and professionals to gather together to share their views, knowledge and experiences. The conference was divided into five areas covering

“Transition: Preserve the Past”, “Create the Future”, “Implementation”, “Ethnic Cultural Projects”, “Academic Exchange and Anticipation”.

- b) **Brand Asia** – The conference organised by the Hong Kong Polytechnic University (PolyU) 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. The theme of this year’s Brand Asia Conference was “Brand Sustainability”. 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 theme for this year’s InnoAsia was “Innovate for a Sustainable World”. The three-day event covered conferences, forums, workshops and business matching functions. This year’s InnoAsia was launched during the HKSAR’s Expo on Technology & Creativity.
- d) **Education Corner** – The programme, an important educational element of BODW, was organised by PolyU and Hong Kong Design Institute to enable secondary school students to experience design process and inspire them to develop their creative talents.
- e) **DETOUR** – It is an outreach programme of BODW organised by Hong Kong Ambassadors of Design, the sister organisation of HKDC, to engage the wider community and bring together the entire city to celebrate the synergy of local

and international creative ventures. The event ran from 26 November to 12 December 2010. In addition to events held at the anchor site, Victoria Prison at Old Bailey Street, Central, over 40 satellite events were held at various locations in Hong Kong and together they attracted more than 45,000 visitors.

- f) *IDT Expo* – Inno Design Tech (IDT) Expo was organised by HKTDC and co-organised by HKDC and HKSTPC from 2 to 4 December 2010. This year's theme was "Ideas for Business".

More than 95 000 participants attended BODW 2010, and almost 100 prominent international speakers and brand representatives contributed to the programme. Over 200 regional and international journalists attended and featured in BODW 2010. HKDC will continue to hold the BODW in 2011, with Germany as the partner country.

10. In August 2009, Hongkong Post appointed HKDC to conduct a **user-centred design research on Mong Kok Post Office**, i.e. Phase I of the project. As a continuation of the project, HKDC was appointed by Hongkong Post in October 2010 to manage the Phase II project, which involved the implementation of the user-centred design concept at the Mong Kok Post Office with a view to understanding users' needs, providing a better user experience and improving the operational efficiency in the Post Office. The project underlines HKDC's efforts in encouraging and promoting the use of design to generate ideas for innovative approach to business and service transformation. The project is scheduled for completion in October 2011.

11. In September 2010, HKDC was invited by the Leisure and Cultural Services Department to participate in the **Cornwall Street Park Project** as one of the Project Steering Committee Members and the Project Coordinator. The project, which involves the introduction of a holistic design-oriented approach to the renovation of the park including signage and furniture, aims to establish a set of design principles for

application to other parks in the future. The project started in March 2011 and is targeted for completion by August 2012.

12. In December 2010, HKDC in collaboration with Hong Kong Designers Association published a **step-by-step guide** for SMEs and business people to understand how to work with designers. In the same month, HKDC also collaborated with Hong Kong General Chamber of Commerce to publish business cases of the "**Design as a Turnaround Strategy**" series to promote adoption of the best practices focusing on the value of design for SMEs.

13. To promote the understanding of design as a strategic component in the SME and business community, HKDC, together with Design Council of Hong Kong of FHKI, PolyU CEO Club and Hong Kong Brand Development Council, organised a SME Forum titled "**Design and Branding Forum - Accelerating Business Transformation and Enhancing Entrepreneurial Resourcefulness**" on 19 November, 2010. As a satellite programme of BODW in targeting SMEs, the forum was also supported by four local designers' associations and SME organisations. 119 participants attended the forum.

14. HKDC also organised during the year a series of meetings and seminars to facilitate creative business networking and experience sharing. On 9 September 2010, a "Shanghai Expo Design Sharing" public seminar was held at InnoCentre and attended by 174 participants. On 30 September 2010, 14 selected Hong Kong designers held an experience sharing meeting in Shenzhen with representatives from Shenzhen Industrial Design Profession Association and Shenzhen design companies as well as Shenzhen government officials. On 19 November 2010, HKDC, supported by four local business associations, i.e. Hong Kong Designers Association, HKSME Forum, Hong Kong Small and Medium Enterprises Association and The Hong Kong Chamber of Small and Medium Business Ltd., organised a roundtable on branding and design. More than 100 participants attended the event. On 26 November 2010, HKDC organised another roundtable on "Hong Kong Design Industry in

Pearl River Delta”, with ten local institutions and organisations participating in the event.

Design for the Public

15. Supported by CreateHK, **“Hong Kong: Creative Ecologies – Business, Living, Creativity”** is a one-year programme which aims at profiling Hong Kong’s creative industries, established and emerging designers as well as the city’s creative DNA. The programme is divided into two parts. The Shanghai part was held from 15 May to 31 October 2010, and the Hong Kong part has commenced on 5 February 2011 and will last till 11 May 2011.

16. The Shanghai part of the Creative Ecologies exhibition was one of the official HKSAR programmes participating at the World Expo 2010. The Financial Secretary of the HKSAR Government and Mr Tu Guangshao, Vice Mayor of Shanghai Municipal Government officiated at the opening ceremony of the Creative Ecologies exhibition located at the creative cluster Bridge 8. Alongside this exhibition, a series of “A Better Tomorrow” thematic shows and workshops were organised. 50 young Hong Kong designers’ creativity was showcased through the 3D figures “Tian Tian Xiang Shang”. Special public programmes included networking forums with creative and design industry practitioners in Shanghai, and special cultural tours which had attracted close to 100 000 visitors and participants in Shanghai.

17. The Hong Kong part of the Creative Ecologies exhibition is similar to the one organised in Expo 2010 Shanghai, featuring a three-month exhibition at the Hong Kong Heritage Museum to present innovative works from 47 established designers and 57 up-and-coming young design talents. In addition, a total of five design workshops, five guided tours and two public forums will be organised to showcase the vitality of Hong Kong’s creative and design industries.

18. HKDC also co-published with HKTDC a bilingual commemorative book entitled “*Hong Kong: Creative Ecologies – The Shaping of a Design Culture*”, and launched it in Shanghai to illustrate the genes of Hong Kong’s design and creative industries through topics on Hong Kong’s creative ecosystems.

19. **Design To Empower** is HKDC's major youth programme to develop students' creative thinking and problem-solving skills through design. Launched in 2008, the programme has been receiving good responses from local secondary schools and benefited thousands of students. During the period October 2010 to March 2011, HKDC had in partnership with Ocean Park Hong Kong organised a new programme “Training the Trainers”, targeting the teachers who teach visual arts, and design and technology, and educating them on the importance of marine conservation with design thinking skills. A series of training workshops for 36 teachers were organised on 15 and 29 October 2010. After the training, each of the participating teachers in turn trained around 20 students and prepared them to join a student design competition. Over 2,000 students participated in these activities and nearly 300 entries were received for the design competition. In addition, an exhibition to showcase 14 finalists’ 3D artworks and three design professionals’ art pieces was held at the new Aqua City of Ocean Park Hong Kong from 30 January to 15 March 2011 with overwhelming success.

20. **Discover Design 2010** is a well-established Summer Career Discovery Programme specially tailored for senior secondary students. The programme comprising studio workshops, conference, mini projects, meet-the-designers session and cultural tours of Hong Kong was held from 26 July to 15 August 2010. 146 students, including 12 from Shantou University, three from Hunan Province and one from Singapore, participated in the programme. Hong Kong Disneyland had supported the “Imagineering Tour” for the “Design & Cultural Tour” held under the Discover Design 2010 programme.

21. The main objective of organising **DesignEd Mart** is to establish a platform for education institutions in the field of or related to the design

and creative industries to showcase the educational opportunities they offer. The event targets secondary school students, educators, parents and those who are interested in creativity and it is open to public. DesignEd Mart is divided into two editions, i.e. the Spring Edition and the Summer Edition. The Spring Edition was held in April 2010 to provide students with in-depth information of various programmes in creative education and included exhibition, seminars, and panel discussions. 17 institutes participated in the event and more than 1,500 students and teachers visited the mart. The Summer Edition was a small-scale exhibition held in August 2010 to display information on design courses and the educational institutes offering these courses. A “**Design Mart**” was also held concurrently with the DesignEd Mart Summer Edition to offer an opportunity for students to display and sell their design and innovative products in an open market. Over 4,500 visitors and 16 design schools participated in the Summer Edition of DesignEd Mart.

22. In December 2010, HKDC re-launched **the Friends of HKDC Programme**, which plays a pivotal role in bringing together a wealth of expertise and knowledge from a variety of professions. HKDC aims to enlist leaders, aspiring professionals and interested parties in the various design fields as well as commercial, voluntary and public sectors. Five categories of membership with tailor-made privileges were specially prepared for design lovers from different backgrounds.

23. To promote understanding and appreciation of the value of design by the public, HKDC organised a series of public forums and exhibitions. These included –

- (a) an exhibition on “XBeyondO (II)” co-organised with Zuni Icosahedron at Hong Kong Cultural Centre and Hong Kong Central Library from December 2010 to January 2011. The exhibition attracted 4 175 visitors;
- (b) “Ink and Design Beyond Poster Exhibition” held at Hong Kong Convention and Exhibition Centre during IDT Expo

and Hong Kong Central Library from December 2010 to January 2011. The exhibition featured around 120 pieces of work from Mainland China, Hong Kong, Taiwan and Japan. Over 31 000 visitors attended the exhibition; and

- (c) Public forums of “Ink and Design Beyond Poster Exhibition” held at Hong Kong Convention and Exhibition Centre and Hong Kong Central Library on 2 and 30 December 2010 respectively. A total of about 350 participants attended the forum.

24. HKDC has been maintaining a reference library serving design professionals, students and the general public since 2008. As at end 2010, it has a collection of over 830 books and 78 titles of international design periodicals.

International Promotion and Relations

25. Subsequent to the signing of the Memorandum of Understanding with Shenzhen Industrial Design Profession Association in December 2008, HKDC signed another Memorandum of Understanding with Shanghai Industrial Design Association (the “Association”) on 17 October 2010 to establish a platform to strengthen exchanges and interactions between the creative industries in both places and facilitate information exchange and collaboration. The Association brought a delegation from Shanghai to participate in the Global Design Network Conference and BODW 2010 in Hong Kong.

26. To support the initiative to help Hong Kong’s SMEs in Dongguan to innovate and upgrade their operations and business models with a view to strengthening their competitive edge, HKDC, Hong Kong Productivity Council and Dongguan Foreign Trade & Economic Cooperation Bureau signed a Memorandum on 24 February 2011.

27. To build strategic networks with organisations in Mainland China, Taiwan and overseas countries in the area of design, HKDC continued to collaborate with a range of Mainland China, Taiwan and overseas government organisations, consulates, and design, education and business institutions. In 2010-11, HKDC received 35 official delegations, which included Ministry of Commerce of People's Republic of China, the China Council for the Promotion of International Trade, Shanghai Industrial Design Association, Industrial Design Society of Shunde, Taiwan Hong Kong Economic and Cultural Co-operation Committee and Urban Renewal Council of Singapore, and numerous other universities and design organisations in Asia, Europe and America.

28. 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 311 exposures in traditional and online media in the areas of business, design, innovation and technology. ReD commanded 21 media exposures while the HKDC Awards alone attracted 113 exposures in local, Mainland and overseas media. Other outreach programmes which invited extensive media coverage included Hong Kong Creative Ecologies exhibition (90 exposures) and Ink and Design exhibition (14 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. Discover Design and Design to Empower received 11 and 12 media exposures respectively in English and Chinese newspapers and magazines. The latter project also secured Teen Power of RTHK to be its media partner, which helped heighten the interest of Hong Kong youngsters in the project through its online and radio coverage.

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

	Actual 2007-08* \$ million	Actual 2008-09 \$ million	Actual 2009-10 \$ million	Unaudited 2010-11 \$ million	Projected 2011-12 \$ million
a) Expenditure					
i) staff	7.6	12.2	12.3	12.6	13.4
ii) administration	2.1	3.3	3.6	3.5	3.9
iii) programmes	7.4	5.4	5.1#	7.1	16.9^
Total	17.1	20.9	21.0	23.2	34.2
b) Income					
i) funding from Government	15.0	18.5	19.4	20.0	28.8
ii) sponsorship and other income ^Δ	2.1	2.4	1.6	3.2	5.4
Total	17.1	20.9	21.0	23.2	34.2

* Only figures for 1 July 2007 – 31 March 2008 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.

^ The increase in projected expenditure is due to planned increase in expenditure to pursue initiatives and programmes to promote Hong Kong design in the growing market of Mainland China, in the global market, as well as locally, and the take-up of new programmes funded by Government departments, e.g. programmes funded by Hongkong Post, Leisure and Cultural Services Department.

Δ Sponsorship in kind not included.

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

	Actual 2007-08 \$ million	Actual 2008-09 \$ million	Actual 2009-10 \$ million	Unaudited 2010-11 \$ million	Projected 2011-12 \$ million
a) Expenditure	22.0	27.1	19.1	26.8	21.0
b) Income	7.4	9.7	5.8	5.5	7.6
c) Funding from Government	14.6	17.4	13.3	21.3	13.4