

**For discussion  
on 13 February 2017**

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

**Progress Report on the Work of the Hong Kong Design Centre**

**PURPOSE**

This paper updates Members on the work of the Hong Kong Design Centre (HKDC) in 2016.

**BACKGROUND**

2. The HKDC was established in 2001 by five designer associations, encompassing the major design disciplines of Hong Kong<sup>1</sup>, and its work covers the following six key areas –

- (a) publicity and promotion of Hong Kong's design works;
- (b) promotion of design leadership and continuous learning;
- (c) promotion of design excellence;
- (d) nurturing design-entrepreneurs;
- (e) collaboration with PMQ; and
- (f) implementation of Fashion Initiatives<sup>2</sup>.

3. Programmes and activities undertaken by the HKDC are targeted at a wide spectrum of audience including business leaders, entrepreneurs, brand owners, executives of corporate and public entities, design practitioners, professionals, design students and the public at large. Such programmes are also in line with Government's current area of focus in respect of creative industries, viz market development, talent and

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<sup>1</sup> The founding members of the HKDC are Hong Kong Federation of Design Associations, Hong Kong Designers Association, Hong Kong Interior Design Association, Hong Kong Fashion Designers Association, and Chartered Society of Designers.

<sup>2</sup> The Government accepted in 2015 the recommendations of the Economic Development Commission to support the development of the fashion industry. In this connection, the Government and relevant organisations have launched a series of measures on a pilot basis in three years from 2016-17 onwards.

start-up nurturing as well as promotion of cross-sectoral and cross-territorial collaboration.

## **HKDC's WORK IN 2016**

4. The Government provides the HKDC with a non-recurrent allocation of \$98.6 million to support the latter's basic operation and implementation of the Fashion Initiatives from July 2015 to March 2019. During the reporting period in 2016, the HKDC also obtained project funding from the Government to conduct professional education and executive programmes on design; organise signature events like Business of Design Week (BODW) and DFA Awards; and run the Design Incubation Programme (DIP) for nurturing design start-ups. The HKDC has also secured sponsorship from the non-governmental sector to organise design-related programmes.

### **Publicity and promotion of Hong Kong's design works**

5. The HKDC was one of the co-organisers of **SmartHK 2016**, which was held in Chengdu from 12 to 13 May 2016 to promote Hong Kong's design services including architectural and interior design; design and branding; and fashion design, etc. to Mainland enterprises. In their exchanges, opportunities were taken to underline the importance of design and innovation in business operations as well as the services and platforms available in Hong Kong to help business exchange and upgrading.

6. Promoting exchanges in design with key players outside Hong Kong remained an important task of the HKDC in 2016. It received a total of eight local and non-local groups across different sectors, including delegations and/or visitors from the Vienna Chamber of Commerce & Industry, Austrian Trade Commission, and Hong Kong and Macao Affairs Office of the Shanghai Municipal People's Government.

7. The HKDC continued with the updating work of the online **Hong Kong Design Directory**, which provides useful reference on 748 local designers, design consultants and design companies and their classifications grouped under 21 categories.

## **Promotion of design leadership and continuous learning**

8. The HKDC organised **Knowledge of Design Week (KODW) 2016** on 13 June 2016 under the theme “Design. Cities. Health. in the New Economy” to address design issues pertaining to urban development and healthcare system. KODW 2016 served as a knowledge sharing and networking platform on creativity and design. The programme comprised thematic forums, conferences and workshops for over 670 participants, including executives, professionals, design practitioners and design students. A roundtable was also organised to facilitate exchange among organisations from public and private sectors.

9. **BODW** is the largest annual design event in Asia and one of the leading design ones in the world. BODW, under the theme “Chicago Made” partnered with Chicago in 2016 and had attracted not only creative experts from Chicago, but also top design professionals and executives from around the world, to share their insights and success stories and to explore new ideas and trends in design, business, technology and brands. The week-long programme covered conferences, forums, design awards presentation, exhibitions, outreach programmes, networking events, business matching activities, etc. BODW 2016 and its concurrent events (such as Business of IP Asia Forum, InnoDesignTech Expo, de Tour and Brand Asia Forum) attracted some 140 000 attendances.

10. On the training side, the HKDC was commissioned by the Civil Service Training and Development Institute of the Civil Service Bureau to organise a series of bespoke training workshops for middle-rank managers under the Innovation Leadership Programme in 2016. Three training sessions on service innovation and implementation were delivered to broaden civil servants’ perspectives in service innovation, cultivate human-centred design mindset and develop participants’ understanding of design thinking. A total of 110 civil servants participated in these workshops.

11. The HKDC has also conducted three design and innovation workshops for students of the Executive Master of Business

Administration programme offered by the Chinese University of Hong Kong.

### **Promotion of design excellence**

12. The HKDC continued to honour design excellence and outstanding achievements of practising designers, design enterprises and business leaders through the DFA Awards programme. A total of 893 entries from 21 countries/regions were received under the **DFA Awards 2016**. Hong Kong designers accounted for 37 awarded entries (including three Grand Awards and four Gold Awards) out of a total of 176.

13. The **Hong Kong Young Design Talent Award (YDTA)** enables winners to gain international exposure through work attachment and further study in overseas countries. **YDTA 2016** has received a record high of 225 applications and selected a total of 16 award winners. Out of the 16 award winners, 13 would receive financial support from Create Hong Kong, the Hong Kong Polytechnic University and the Hong Kong Design Institute for undertaking work attachment or overseas studies by September 2017. The remaining three are winners of Special Mention Awards.

### **Nurturing design-entrepreneurs**

14. The HKDC has been administering the **DIP** since May 2012<sup>3</sup> to offer financial assistance and incubation services to design start-ups over a two-year incubation period to enhance their competitiveness at the early stage of development by helping them build up business network, publicise products and conduct market promotions. The HKDC has strengthened the scope and intensity of the support services offered, particularly in respect of business and marketing know-how, mentorship advice and problem solving techniques. Between May 2012 and December 2016, 35 international awards and 166 local awards had been

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<sup>3</sup> DIP was first launched by the Hong Kong Science and Technology Parks Corporation at InnoCentre in 2006. HKDC has taken over the administration of the DIP since May 2012.

attained by the DIP incubatees. The incubatees had also lodged applications for three patents, 211 trademarks and 40 registered designs. The number of job opportunities created by the incubatees amounted to 541.

15. Under the second phase of DIP, which started in May 2012, the original target to recruit 60 design start-ups as incubatees within three years was met in December 2014. Making use of the spare resources available, the HKDC admitted nine additional design start-ups. These incubatees are still under incubation by end December 2016.

16. In response to the recommendation of the Economic Development Commission to expand the scale of DIP to nurture more design start-ups, the Government has provided HKDC with additional funding through the CreateSmart Initiative (CSI) to launch the third phase of DIP. The overall target is to admit 90 incubatees within three years. The HKDC has commenced the third phase of DIP in 2016-17 and recruited eight incubatees by end December 2016. The new incubation centre at Wong Chuk Hang has been in operation since December 2016, whilst another new incubation centre at the Kowloon Bay Centre of the Clothing Industry Training Authority<sup>4</sup>, with a focus on fashion and related design disciplines, is targeted for opening by April 2017.

17. **Design Mart 2016**, which was held at the K11 shopping mall from 15 to 17 July 2016, attracted around 160 000 attendances and generated a total sales value of over \$430,000. It provided a platform for 41 participating design start-ups, including 11 DIP incubatees, to market their creative works and generate business networking opportunities. Many participating design start-ups have secured business opportunities in the form of order placement, consignment sales, product design/development, etc. or have gained exposure opportunities by exhibiting their works/products.

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<sup>4</sup> The Kowloon Bay Centre of the Clothing Industry Training Authority will also house incubatees of the Fashion Incubation Programme (see paragraph 24 below).

18. The **HKDC Library** has progressively expanded its print and digital book and magazine collections, with over 6 000 items as at end December 2016. The HKDC has recently renovated the library layout to provide a more relaxing ambience to visitors. The HKDC has also arranged regular book sharing sessions and topical book features to enhance publicity of the library.

### **Collaboration with PMQ**

19. The HKDC is keen to enhance synergy with PMQ by leveraging on the latter's resources to nurture young design-entrepreneurs. In 2016, the HKDC set up a new **HKDC Studio** at PMQ to exhibit the works of the awardees of DFA Awards, including those of YDTA, and DIP incubatees; conduct design thinking workshops; and organise roundtables. The studio also showcases good design, drawing examples or features from DFA Awards, DIP etc. Since the opening of the HKDC Studio, two exhibitions and seven workshops have been organised.

### **Implementation of Fashion Initiatives**

20. The HKDC has been tasked by the Government to serve and support the Advisory Group on Implementation of Fashion Initiatives (AGF)<sup>5</sup> and to assist in the implementation of the Fashion Initiatives for the period from July 2015 to March 2019.

21. As a design promotional agency, HKDC has continued to make significant contributions to supporting the Government's policy to facilitate the development of the fashion industry. In 2016, the HKDC organised two major promotional projects in Hong Kong, namely **Fashion PMQ** and **Fashion Asia 2016 Hong Kong**; and kick-started the **Fashion Incubation Programme (FIP)**.

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<sup>5</sup> The AGF, which mainly comprises representatives of fashion, design, clothing and textiles sectors as well as academic institutions, was set up in July 2015 to advise, guide and co-ordinate the implementation of Fashion Initiatives.

22. **Fashion PMQ** was a carnival like business-to-customer fashion event organised by the HKDC at PMQ in September 2016 to complement another fashion initiative, CENTRESTAGE, organised by the Hong Kong Trade Development Council<sup>6</sup>. Fashion PMQ comprised the following three specific events –

- (a) ***Fashion Mart***, which was run for three days at PMQ to feature over 40 local fashion and accessories designers and brands, a fashion photography and lifestyle exhibition, design talks, handcraft workshops, live music performance, etc.;
- (b) ***FashMobile***, which comprised roving exhibitions at six different locations in Hong Kong to promote local fashion to the general public; and
- (c) ***Fashion Crossover***, which involved five pop-ups featuring collaboration or crossover projects by ten fashion, accessories and cross disciplinary designers at PMQ.

Fashion PMQ attracted in total over 14 000 attendances and generated a total sales value of over \$470,000.

23. **Fashion Asia 2016 Hong Kong**, which was held between 27 November and 4 December 2016, covered a large-scale fashion forum and an exhibition featuring ten Asian designers. The forum brought together creative leaders from various fields to exchange insights and innovative ideas on the business of fashion. The exhibition, on the other hand, showcased the capsule collections of ten of Asia's most outstanding fashion designers. Some 40 renowned speakers attended Fashion Asia to share their insightful thoughts, attracting over 6 000 attendances.

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<sup>6</sup> CENTRESTAGE, which was organised at the Hong Kong Convention and Exhibition Centre in September 2016, included exhibitions, seminars, fashion shows, business matching and exchange activities on fashion.

24. The **FIP** is dedicated to promoting and exploring opportunities for the new generation of Hong Kong creative fashion talents and entrepreneurs, and connecting them with business partners. The HKDC has secured CSI's funding support to launch the FIP for admitting 15 companies within three years for incubation. The recruitment exercise of FIB has commenced in the first quarter of 2017.

**Communications and Creative Industries Branch  
Commerce and Economic Development Bureau  
February 2017**