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## INFO SESSIONS BODW HONG KONG

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Interested in the Chinese Market? Interested in the creative industries in Hong Kong?

If you are a Belgian office interested in learning more about the creative industries and the opportunities in Hong Kong or if you work for a company which plans to expand in Asia and China, come and join us during our information sessions!

In Liège on Monday 29/04 at 9.30 am until 11.30 am in the Province's building Vertbois Rue du Vertbois, 13a 4000 Liège

In Brussels on Tuesday 30/04 at 5 pm until 7 pm room 1605 at 12 Bd Baudouin 1000 Brussels.

After two years of behind-the-scenes preparations, Belgium was chosen as partner country for Business of Design Week (BoDW) 2013 under the name of "Belgian Spirit". This event will take place between the 2nd and the 7th December.

BODW was launched in 2002 to stimulate creativity in the region. Since then, it has become the largest event of its design in Asia. It is structured around four themes: creativity, industrial design, education and business. During 5 days, conferences, seminars, workshops, networking receptions and exhibitions are organized on industrial design, architecture, mobility, urban planning, graphic arts, fashion, training and business.

Every year, BoDW organizer Hong Kong Design Center (HKDC) selects a partner country, which provides content and speakers for up to one third of the overall program. For the partner country this means substantially more exposure at the seminars, exhibitions and the trade fair.

"Belgian Spirit" was set up in 2011 by the 3 Belgian regions (Brussels, Flanders and Wallonia) to jointly promote Belgium's strong tradition of creativity, innovation, design, technology and innate talent. It is a collaborative effort of Wallonia Foreign Trade and Investment Agency, Brussels Invest & Export, Flanders Investment & Trade, Design Flanders, Design Platform Flanders, Flanders DC, Flanders Fashion Institute, Flemish Architecture Institute, MAD Brussels (Centre for Fashion and Design), Wallonie-Bruxelles Design/Mode and Wallonie-Bruxelles Architectures.

On top of contributing to the overall conferences program of BoDW 2013, Belgian Spirit will organise an economic mission and its own activities, including a Belgian pavilion, exhibitions



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and workshops about fashion, design, architecture, and other sectors. We will also develop wide variety of exciting events that are aimed at introducing all aspects of Belgian design to the people of Hong Kong and Asia.

WBA and the other partners involved in the Business of Design Week 2013 organize two information sessions for the companies/architects from Wallonia and Brussels interested in BoDW 2013 participation. During these sessions we will

- present the BoDW
- introduce the sectorial partner (architecture/design/fashion) and make a short presentation on the 2013 program
- present you a testimonial from a 2012 participant
- inform you on participation possibilities
- answer to your questions

If you are interested and you want to subscribe please send an email with your name, society, email and address to [contact@wbarchitectures.be](mailto:contact@wbarchitectures.be)

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