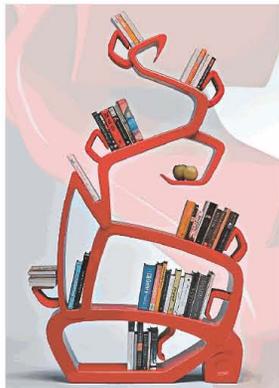




Innovative designs ARE ON SHOW



Exciting new technologies, designs, and ideas with a European flair will be found at the Inno Design Tech (IDT) Expo this year.

Entering its fifth year, the IDT Expo is co-organised by the Hong Kong Trade Development Council (HKTD), Hong Kong Science and Technology Parks (HKSTP) and Hong Kong Design Centre.

It will be held from December 3 to 5 at the Hong Kong Convention and Exhibition Centre (HKCEC).

The IDT Expo continues to serve as a leading trading platform for creative and technology companies to promote their professional services to business enterprises, network with potential business partners, and make in-roads to the region's growth markets.

Divided into two halls, the Trade Hall and Inspiration Hall, the show strikes a balance between trade and the art of design. The Trade Hall is divided into thematic pavilions, ranging from communication design to research and development. The Global Innovation area is always a favorite among visitors and exhibitors, featuring diverse pavilions from the Chinese mainland and overseas.

Barcelona expanding

Part of the Global Innovation area, and returning for the third time, Barcelona has expanded its pavilion for this year's exhibition. Featuring 11 professional design companies, it provides a wide range of design services and exemplifies the city's vision of design as a strategic element in business excellence under the brand "Design+Barcelona".

Under this brand, a group of experienced and innovative design companies based in Barcelona are "designing from their city for the rest of the world" says Mrs. Isabel Roid, Director of

Barcelona Design Centre.

"Designed in Barcelona" draws on Barcelona's world-renowned attributes, which include tradition, culture, creativity, architecture, innovation and momentum.

Ever since the Barcelona Olympic Games in 1992, the Mediterranean city has shown the world how design can transform a city and its society. Barcelona is currently the center of operations for designers from more than 50 countries. It boasts a vast number of internationally recognised professionals, along with training provided by nearly 50 training centers and institutions. This way, Barcelona plays a vital role in the government's initiative in promoting design and creativity into its industries, nurturing creative professionals and promoting its creative sector overseas.

"The presence of these 11 design businesses from Barcelona at the IDT Expo is an outstanding example of how the local government and the design entities collaborate to promote our design and creative industries to overseas audiences," said Mrs. Roid.

She also considers that Hong Kong, one of the world's leading financial centers, represents a promising gateway for Barcelona to establish a relationship with the Chinese mainland.

"Hong Kong is more 'western' than the rest of China and the cultural gap is easier to overcome. Hong Kong trade is a focus of interest for western firms as well as for Chinese and Eastern companies, so it is a fantastic network for entering the Chinese mainland market," she explained.

Barcelona hopes that this year's IDT Expo will enable it to promote the city's creativity and expertise in innovation and design, as well as establish a strong connection between Barcelona's design firms and manufacturing companies from Hong Kong. They also see the Expo as a



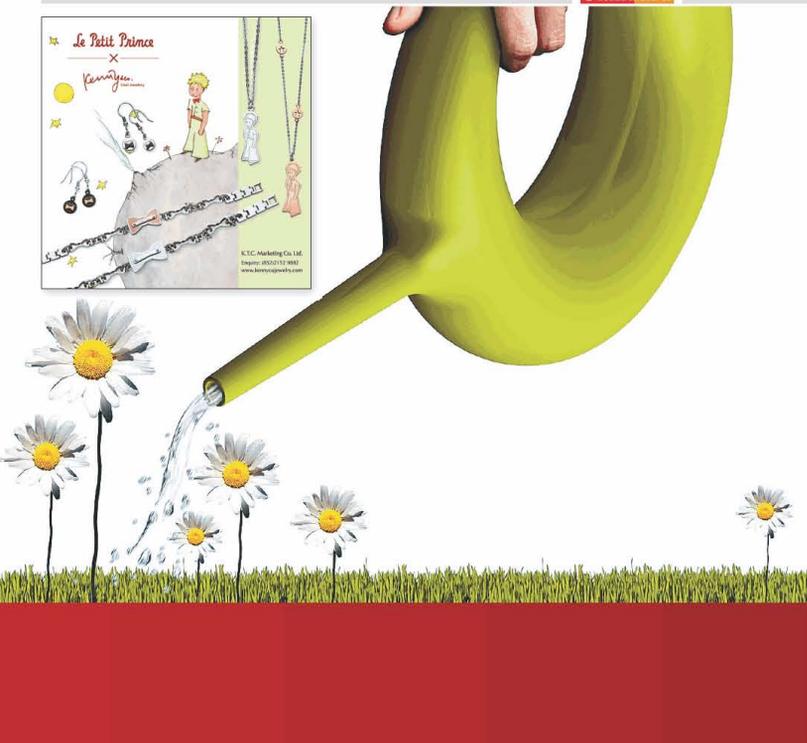
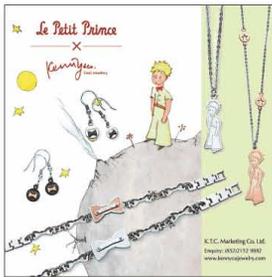
way to keep in touch with former clients and contacts in Hong Kong.

Results of Previous "Match-Making" Success

Similar to Barcelona, the Netherlands is returning to the IDT Expo for the third time. As a result of Dutch participation in IDT Expo 2008, two Dutch companies have managed to match up with three companies in Hong Kong. Business match-making will also be a main focus of this year's Expo.

Last year's matched companies include the Netherlands' Tessari-Art, which has managed to connect with two local companies through the HKTD's customised Business Matching service. The company's expertise is in fabric and textile designs, and took part in the Netherlands Design Mission last December.

One successful deal resulted in a Hong Kong company buying Tessari-Art's laser-cut design services for wall hangings and cushions. The local company, which targets customers such as interior designers for hotels in Hong Kong, Macau and the mainland, requested the Dutch company to create a variety of designs. The



other partnership provided retail outlets for Tessari-Art's designer scarves in Hong Kong. These outlets are located in prestigious locations in Hong Kong such as the IFC, Festival Walk and the Hong Kong International Airport.

Another success story involves another Dutch company, men's wear fashion brand OutFront, which was able to use the Hong Kong-Netherlands partnership to develop their brand in the mainland. The Hong Kong-based company became the mainland distributor of OutFront and displayed the company's fashions in their shops. They hope to distribute OutFront wear in other multi-brand outlets and open single-brand shops in the mainland in the near future.

The French connection

Apart from the Trade Hall, the Inspiration Hall has different thematic zones that provide an opportunity for trade and the public to appreciate the value of design and technological innovations.

This year's highlight zone, "From Art to Design", is a collaboration of local and French designers. It showcases different works and products from Hong Kong designers such as Chocolate Rain, Milk Design and Toy2R, as well as French designers such as Hermes, Pylones, Jean Paul Gaultier and Evian.

Additionally, Hong Kong-France Cross Branding projects will be exhibited in this zone. They include Le Petit Prince in Kenny & Co Steel Jewellery which turns the world-famous French character into precious charms and jewels, and HC28 furniture, which combines the works of premier designer Francoise Champsaur with traditional Chinese craftsmanship.

Other Inspiration Hall zones include the Design Education, consisting of exhibits created by the Hong Kong Design Centre and local design education institutions such as Polytechnic University School of Design; Hong Kong Creative Force, featuring more than 50 design projects with international awards; and Hong Kong 3D Fantasia zone, featuring a short 3D film on Hong Kong design and creativity.



IDT Expo Seminar Series

3-Dec

Time	Topic
14:30 - 16:30	Kawasaki - Hong Kong Tech Exchange: Asia Intellectual Property and Technology Forum in Hong Kong (code: 54)
14:00 - 15:30	Professional Interior Design: What's in it for Your Brand and Business? (code: 53)
14:30 - 16:30	How design contributes to your brand, product and business and make profit? (code: 55)

4-Dec

Time	Topic
10:30 - 12:30	Caring Technologies: Environmental Care and People Care (code: 56)
10:30 - 12:30	Explore Nanjing Inventive Technologies and Creative Essence (code: 57)
10:00 - 12:30	Universal Design versus Cultural Identity: French Approach (code: 51)
14:30 - 15:45	Innovation & Practice: Successful Experiences in Setting Up Small Entrepreneurships (code: 58)
14:30 - 17:30	How can organisations leverage their advantages of increased energy efficiency as well as clean technologies? / Business Networking (code: 60)
14:00 - 16:00	Barcelona Creativity: Imagination and Strategy (code: 61)
16:15 - 17:45	Metallising Textiles and Fashion Design (code: 59)

HKTDC Inno Design Tech Expo

3rd to 5th Dec, 2009 (Thu to Sat)

Venue	Hong Kong Convention and Exhibition Centre
Admission Fee	Free, register now
Registration Method	Mobile SMS Please send your SMS to 6180 9346 SMS Content [03][space][your email address][space] or website www.hktdc.com/innodesigntechexpo
Enquiries	1830 668
Organiser	Hong Kong Trade Development Council

