

Press Release

Mrs Rita Lau, Secretary for Commerce and Economic Development of Hong Kong, visited Berlin on the occasion of the Business of Design Week 2011

Hong Kong Economic and Trade Office, Berlin

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Germany is the partner country of Hong Kong's Business of Design Week (BODW) 2011, a project sponsored by CreateHK and organised by the Hong Kong Design Centre. Since its launch in 2002, BODW has developed into one of the most significant annual design events in the world.

Soon after her arrival in Berlin on 6 March, Mrs Rita Lau, Secretary for Commerce and Economic Development of the Government of the Hong Kong Special Administrative Region (HKSAR), previewed and offered valuable advice on the exhibition "Hong Kong: Creative Ecologies – Business, Living, and Creativity", to be open to the public from 25 March to 9 December 2011 at the Hong Kong Economic and Trade Office (HKETO), Berlin. Organised by the Hong Kong Design Centre with a selection of the exhibits shown at the Expo 2010 in Shanghai, the exhibition "Hong Kong: Creative Ecologies – Business, Living, and Creativity" profiles the latest developments in the creative industries and manifests iconic works from both established and young designers in Hong Kong. The exhibition kicks off the BODW 2011 by featuring six main sections, namely Business Meets Design, Legacy Innovators, Image Builders, Urban Culture Interpreters, Brand Creators and International Talents, so that German and European exhibition participants can learn about the standards and advantages of Hong Kong's creative industries from different perspectives.

In the afternoon of 6 March, Mrs Lau visited a furniture design company, the Museum of Contemporary Art and the New Museum in Berlin. In the evening, she hosted a dinner for H.E. Wu Hongbo, Chinese Ambassador to Germany, at Hotel Adlon Kempinski next to the Brandenburg Gate. Miss Mary Chow, Special Representative of Hong Kong Economic and Trade Affairs to the European Union, and Mr Stephen Wong, Director of HKETO, Berlin, also attended the dinner.

On 7 March, Mrs Lau met with Dr Bernd Pfaffenbach, State Secretary of the Federal Ministry of Economics and Technology, to learn about Germany's preparation for the BODW 2011 and to exchange views on issues of common concern. She hosted a lunch for

the organisations from Hong Kong and Germany collaborating for the BODW 2011, including German Federal Ministry of Economics and Technology, German Design Council, International Design Centre Berlin, Hong Kong Trade Development Council, Hong Kong Design Centre, Hong Kong Science and Technology Park, Hong Kong Polytechnic University's School of Design and Hong Kong Design Institute. In the afternoon, Mrs Lau visited a porcelain manufacturer, a topographic company and a graphic design company. In the evening, she attended a briefing-cum-reception held by the German Design Council at the Bauhaus Archive / Museum of Design. On 8 March, she visited a workshop-cum-exhibition hall, where Berlin's creative professionals gather, to learn about the latest developments in the creative industries in Berlin. Having finished the visit in Berlin before noon, she then flew to Barcelona, Spain to learn about the local operations and management of cruise terminal facilities.

On the same day at noon, a 20-member delegation from the BODW 2011 headed by Mr Victor Lo, Chairman of the Hong Kong Design Centre, previewed the exhibition "Hong Kong: Creative Ecologies– Business, Living, and Creativity" held at HKETO, Berlin.

About Hong Kong Economic and Trade Office, Berlin

HKETO, Berlin is HKSAR Government's first overseas representative office established since Hong Kong's reunification with China in 1997. It is the official HKSAR Government representative in commercial relations and other economic and trade matters in Germany as well as Austria, the Czech Republic, Hungary, Poland, Switzerland, Slovenia and the Slovak Republic. HKETO, Berlin can be contacted at cee@hketoberlin.gov.hk and by telephone at +49 30 22 66 77 228. More information can be found at www.hketoberlin.gov.hk

Photo caption

- Caption 1:
Secretary for Commerce and Economic Development, Mrs Rita Lau, (right) met with State Secretary of the German Federal Ministry of Economics and Technology, Dr Bernd Pfaffenbach (left).

HKETO, Berlin
March 2011
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