



亞洲年度矚目盛事，全面探索設計、創新及品牌趨勢的設計營商周（BODW）將於 2018 年 12 月 3 至 8 日再度於香港舉行，第 17 屆設計營商周將匯聚來自世界各地不同領域的設計大師及創新精英，交流最新行業資訊及見解，促進社會各界更廣泛及有策略地運用設計，為城市、經濟、文化創造價值，並改善生活質素。

2018 活動主題為「思考 合作 創新」，與曾連續七年被經濟學人智庫評為全球最宜居城市的墨爾本建立夥伴關係，聯手探索品牌、空間、傳意、產品與文化等範疇的設計與創新。另外，更設有數碼與設計、大灣區與設計等全新熱門議題。憑推廣碼 SU3UMGY 於 11 月 30 日前於網上購票可獲七折優惠，親身參與城中設計盛事！

#### 設計營商周（BODW）2018

日期：12 月 3 日至 8 日

地點：香港會議展覽中心

詳情：[bodw.com/osb](http://bodw.com/osb)

Asia's leading annual design event, will be held in Hong Kong from 3-8 December, 2018. Delivering a host of international innovators and creative powerhouses from across a multitude of disciplines, the 17th edition of BODW continues to provide a platform to present the latest industry insights and to promote the wide and strategic use of design for cities, the economy, culture and the living.

The 2018 edition of BODW will take on the theme 'Think · Collaborate · Create'. Presented in collaboration with partner city Melbourne – the world's most liveable city for seven consecutive years (2011-2017), according to The Economist Intelligence Unit, this year's programme will focus on design and innovation in branding, space, communication, product, culture and the city. In addition, new sessions focusing on Digital & Design, Greater Bay Area & Design and more, will be introduced this year. Enjoy 30% off on or before 30 Nov by using promo code SU3UMGY in the online registration system!

#### BODW 2018

Date: December 3-8

Venue: Hong Kong Convention and Exhibition Centre

Details: [bodw.com/osb](http://bodw.com/osb)