News

BELGIUM ELECTED PARTNER COUNTRY AT BODW 2013 IN HONG KONG



After two years of behind-the-scenes preparations with WBA, Belgium was chosen as partner country for BoDW 2013 under the name of ?Belgian Spirit?. Have a look at the teaser!

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 three Belgian regions of 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 program of BoDW 2013, Belgian Spirit will organise its own activities next year, including seminars 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, including food design, to the people of Hong Kong and Asia.

Belgium's selection as BoDW partner country is a clear acknowledgement by BoDW's organisers of Belgium's importance in the global world of creativity.

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