



“Hong Kong acts as our base for The Key and the hub to Asia as it is centrally located near Taiwan and China with excellent infrastructure and a pool of talents to tap on. The Hong Kong office will act as a launch pad to China and India as there are large corporations in these two countries eager to initiate an early transition from OEM (Original Equipment Manufacturing) to OBM (Original Brand Management)

Mr Gilles Mangin – Chief Marketing Officer, TK Consulting

Design Services Sector

Advantages

- Easy access to new technology and product trend
- Cluster of experienced local and foreign designers
- Good Intellectual Property protection that is essential to design services sector
- World class telecommunications infrastructure that could support the transmission of large volume of multi-media files
- Showcase for products aimed at the Asian market
- The Government through its “DesignSmart Initiative” supports Hong Kong as an international design hub

Sector Snapshot

Hong Kong has long been a leading design centre of the Asia-Pacific region. As at August 2007, there were about 7,175 people employed by the industry, and the four major types of design services here are product design, interior design, fashion design and graphics design. Apart from these four traditional disciplines, design management and consulting services are the new areas that are developing rapidly due to the increasing demand arises from manufacturers located in the Pan Pearl River Delta region. In addition, international design organisations and institutions are also interested in setting up a presence in Hong Kong to target the Greater China region.

To promote and groom the design industries, the Hong Kong SAR Government has set aside HK\$250 million for the “DesignSmart Initiative”. This initiative includes a Design Support Programme and an Inno Centre. The Inno Centre is a one-stop-shop design cluster located at Kowloon Tong. Services that are provided include incubation services, professional education and training, design-related exhibitions, seminars and workshops, design-related resource centre, and events and activities for networking among design professionals and user industries.

There are four schemes under the Design Support Programme: i) Design-Business Collaboration Scheme (DBCS), which aims to promote collaborations between design firms and SMEs; ii) Design Research Scheme (DRS), which aims to support worthwhile research in design and branding-related areas; iii) General Support Scheme (GSC), which aims to promote and honour design excellence in Hong Kong; and iv) Professional Continuing Education Scheme (PCES), which aims to develop professional continuing education courses in design and its application.

Application periods are as follows:

- DBCS, PCES and GSS - throughout the year.
- DRS – no fewer than two times a year

For more detailed information on this Initiative, please visit the website: www.designsmart.gov.hk

Opportunities

- As PRD manufacturing moves from OEM to ODM, demand for product design consultancy services is increasing
- Prestigious events in the Mainland – the 2008 Olympic Games in Beijing and the 2010 World Expo in Shanghai will stimulate demand for design services
- CEPA opportunities – the zero-tariff policy for Hong Kong-made products will translate into demand for high valued-added processes, particularly product design
- WTO opportunities – increased demand for professional and high-standard design services among Mainland enterprises so as to stay competitive
- East Asian Games 2009 to be held in Hong Kong will see the upgrade of existing sporting venues hence stimulating demand in the design and engineering sectors
- West Kowloon Cultural Development Project - The Government is to develop the 40-hectare waterfront site at the southern tip of the West Kowloon Reclamation into an integrated arts, cultural and entertainment district. This project will facilitate development of the arts and culture in Hong Kong, and world-class design services have to be in place.

Leading international design firms in Hong Kong

- TK Consulting (*Philippe Starck*)
- Philips Design Centre
- Domus Academy
- FutureBrand
- Landor
- Enterprise IG
- Moto Design
- therefore Ltd.
- Design Innovation

“Hong Kong is an ideal base for us because it’s still the trading focus for the Asia Pacific region. Many potential clients, both international corporations and local manufacturers, have a presence in Hong Kong itself making communication relatively easy. Furthermore, it provides an excellent geographical base for travel to Taiwan, Japan and northern China ”

Mr Graham Brett – Managing Director, therefore Ltd.

Case Study

Organisation: Leading product design firm headquartered in USA

Objective: To set up a regional office in Hong Kong to tap into manufacturing hubs in mainland China, Taiwan, Korea and India.

Assistance provided by InvestHK:

- Provided general information on Hong Kong’s business environment and procedures for registering a business.
- Provided updated information on the Hong Kong design services market.
- Met with industry stakeholders one on one to discuss the market potential in the Pan Pearl River Delta region.
- Met with relevant government departments and statutory bodies, such as Innovation and Technology Commission and the Hong Kong Productivity Council.
- Advised on the business strategy for the Pan Pearl River Delta region.
- Provided advice on remuneration of Hong Kong staff and cost of leasing office space.
- Arranged site visits to office spaces identified based on their requirements.

Useful Contacts

Companies Registry

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Innovation and Technology Commission

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