



Design Management: Towards a New Era of Innovation

2011 Tsinghua – DMI International Design Management Symposium, Hong Kong

3-5 December 2011 (Saturday-Monday) / Hong Kong Convention and Exhibition Centre

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“2011 – Year of Innovation”, this connotation is particularly sound for China.

Under the government’s advocacy, a new wave of advancement of innovation is rising and spreading throughout major cities from China mainland to Hong Kong SAR. Design is affirmed as a driver of business innovation to foster the development of an industry. Hence, new era of design-driven business innovation is taking shape.

How can an enterprise deploy Design Management to achieve its “Independent Innovation” and how can it sustain the development of the company amidst market competitions?

How can enterprises vary with consumer expectations and satisfy the demands of the matured markets?

What design methodologies can a company adopt in its pursuit of innovation and business success?

How does one build innovative and entrepreneurial culture within an organization?

Are there any innovative models that the small and medium size businesses could emulate?

In the course of the global market transformation, these are ad hoc questions for the entrepreneurs, managers, marketers, designers and engineers of enterprises and the design researchers of academics. These are also central issues to the creative clustering regions’ administrators and government policy makers when exploring the contents and values of Design Management and innovations.

Since 1978, China has experienced the transformation from planned economy to free market economy. In the beginning of the transformation, China has utilized her affluent natural resources and labor forces to establish the competitive advantage as a low-cost manufacturing region of the world. In the last three decades, the enterprises in China have advanced their knowledge in business management and technologies. Along with the consecutive rapid growth of the economy, the enterprises start to explore ways to transcend their products' hallmark from "Made in China" to "Created in China", which signifies the enterprises' awareness of the importance of innovation to the further development of businesses in a growing economy.

Today, China plays an influential role in the global economy in the development of international trade. China is no longer a mere exporting country with an extensive range of consumer goods from low cost to high end sophisticated products. China has matured into a significant marketplace for other countries. Due to China's enormous population, difference in economical growth rate over geographically massive areas, and the diverse culture of consumers, China's market landscape is huge and heterogenic. It offers tremendous business opportunities for any goods and services from, not only the local companies, but also the overseas enterprises from both the advanced and developing countries.

In a summit view, Design Management is the convergence of knowledge of design and management. Today, Design Management covers, not just the practicality of design or the design process, but also business strategy and innovation. Design Management is the actual practice of design-thinking in business.

The "2011 Tsinghua-DMI International Design Management Symposium, Hong Kong" is jointly organized by the Tsinghua University and DMI (Design Management Institute). This Symposium will be held from 3-5 December 2011, and is tailored for business and design professionals as well as higher education academics.

Representatives of renowned enterprises, design research institutes, government bodies and experts of design strategy from China and overseas are invited to participate in this event. To explore and investigate in the new areas of Design Management through views and experience sharing on design and business strategy, design integration and innovation, brand building and entrepreneurship.

The Symposium includes a series of presentations and in-depth roundtable discussions on Design Management in the context of Chinese and global enterprises, national design and innovation policies, technologies and cultures. Highlights include the transformation of Chinese enterprises, evolution of Chinese Design Management, key attributes of Design Management and innovation strategies of some exceptionally successful Chinese enterprises, and the challenges of transformation from "Made in China" to "Created in China".

Paper presentations to show the outcome of the latest works and projects of Design Management research are called for from design academics, researchers, professionals and industrial practitioners.

Tsinghua University initiated the "Tsinghua International Design Management Conference" in 2002. In 2009, the "D2B Tsinghua International Design Management Conference" was organized. Through these events, the collaborations between design research, design education and business industries were established. The significance of Design Management in education, research and industries has been broadly affirmed through this knowledge-sharing platform. The "2011 Tsinghua-DMI International Design Management Symposium, Hong Kong" will be held in the consequential period of the BODW (Business of Design Week) of Hong Kong, under the collaboration and joint promotion with BODW 2011, well supported by many important organizations in Hong Kong, Mainland China as well as overseas organizations, this Symposium will further extend and build a platform for the collaborative development of Design Management across regional, national and international levels.