

**E**-newsletter  
March 2007



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Dear HKIDA Members,

Welcome to the Fourth issue of HKIDA E-Newsletter which will be updated constantly! Here the members will be able to keep abreast with the hottest information, latest developments and activities of HKIDA as well as that of the interior design industry in Hong Kong and Asia Pacific region. Your views and comments are appreciated for the production of this newsletter in the coming issues. (Please send to [admin@hkida.com](mailto:admin@hkida.com))

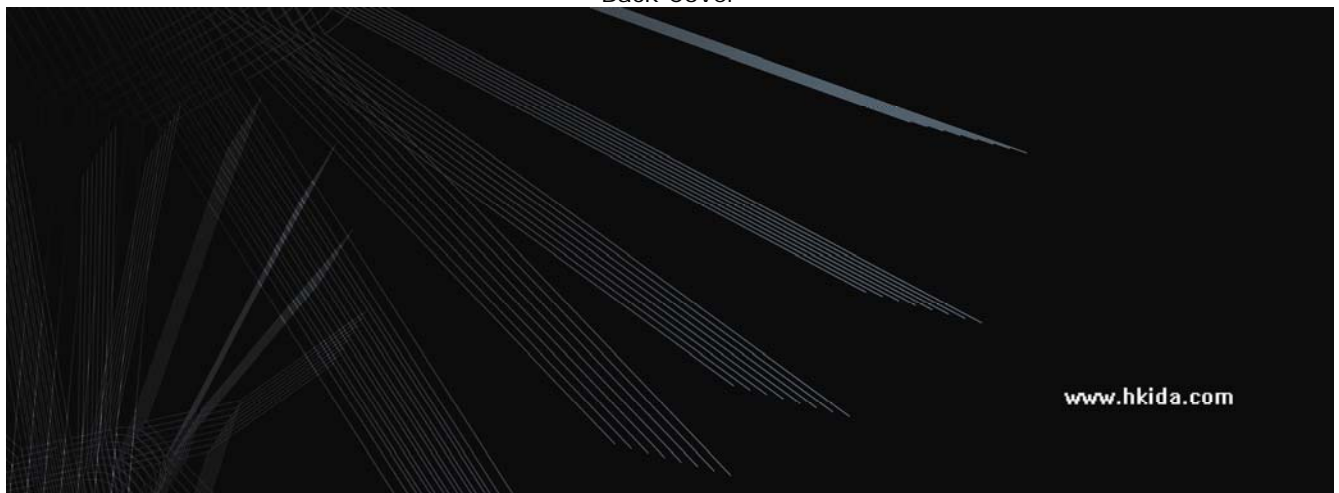
## Members Directory

The First issue of **Members Directory 2007** is ready for HKIDA members, industry and public for free. 10000 copies will be distributed worldwide through the branches of Hong Kong Trade Development Council. You are welcome to get the free copies at HKIDA Office, School of Design, PolyU, Design Center at InnoCenter and TDC counter.

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## Event & Activities

### International Design Network Roundtable

Mr. Patrick Leung, HKIDA was invited to participate in the second International Design Network Roundtable held in Hong Kong on 28 November 2006 with leaders of the other world-renowned design organisations. This event is an initiative to generate cross-cultural and international collaboration amongst key institutions around the world in promoting design to the business sectors. This year's focus on the International Design Network Roundtable is *The Opportunities and Challenges of Asian Design Market - the Emergence of China*.

In the Roundtable, the leaders shared their invaluable ideas on the opportunities and challenges Hong Kong faces with the emergence of China, the latest prominent design projects of Hong Kong and the future collaboration



### Innovation & Design Expo 2006

IDExpo 2006 organised by the Hong Kong Trade Development Council and was successfully completed on 1 December 2006. Mr. Kinney Chan, Chairman of HKIDA was invited to be one of the speakers of the Reach Higher Via Branding and Design Management Seminar on 29 November.



## High-level Services Promotion Mission to Abu Dhabi and Riyadh 2007

The Middle East region is undergoing prosperous development. Opportunities arise for many Hong Kong services providers to widen their markets in the Middle East. The Mission is organized by the Hong Kong Trade Development Council and led by the Hon Frederick Ma, Secretary for Financial Services and the Treasury in late January to further promote Hong Kong infrastructure and real estate services to the local counterparts. Mr. Kinney Chan, Chairman of HKIDA and Mr. Patrick Leung, Vice Chairman participated in this mission to exchange views with the local developers and government officials for the future development of construction industry in the region.



## Registered Interior Designers Association (RIDA)

### Recruitment of Task Group Members of RIDA

HKIDA is now working together with the academics, professionals and government bodies to conduct a public consultation to solicit public views and their need on the RIDA and a research study on the other countries which are running the register or licensing scheme for their interior designers by a series of events including brainstorming, comprehensive survey and interviews, workshop, exhibition and public forums.

We are now recruiting Task Group Members. Your participation and support is extremely important. Kindly return your reply by sending email to [admin@hkida.com](mailto:admin@hkida.com) and call 2866-2039 for enquiries. JOIN US NOW!



# 06 Asia Pacific Interior Design Awards

## Roving Exhibition of APIDA 2006

The Asia Pacific Interior Design Awards 2006 Roving Exhibition aims at publicizing the winning projects, promoting the Association and the profession of interior design to the general public. The winning works of ten categories are being displayed in various commercial plazas in Hong Kong and China.

The first stop was PAL'S Club at the Overseas Chinese Town Loft of Shenzhen in early February 2007 for 2 weeks. The exhibition attracted more than five hundred visitors including the industry players and students in Mainland China and Hong Kong.



The second stop was the InnoCentre in Kowloon Tong from 14 March to 18 March 2007.

A promotional poster for the APIDA 2006 Exhibition Reception. The poster has a dark background with white and pink text. On the left, it features the '06 Asia Pacific Interior Design Awards' logo and the Chinese text '第十四屆亞太室內設計大獎'. On the right, it says 'APIDA 2006 Exhibition Reception' in pink. Below that, it provides the date 'Date: 17 March 2007, Saturday', the reception time 'Reception: 2:15 p.m.', the venue 'Venue: Atrium, InnoCentre, 72 Tat Chee Avenue, Kowloon Tong, Hong Kong.', and the exhibition period 'Exhibition period: 14 March to 18 March 2007'. At the bottom, there are logos for sponsors: Diamond Sponsor (Singapore International Design Centre), Gold Sponsor (Singapore Staron), Venue Sponsor (INNOCENTRE), and Organizer (IDIA Interior Design Association).



The third of such exhibitions will be open on 15 May 2007 at the 1/F Lobby of Devon House in Tai Koo Place, Quarry Bay, Hong Kong for 10 days. An opening ceremony of the exhibition together with the launching ceremony of APIDA 2007 will tentatively take place at the afternoon. It will be officiated by the government officials, chairmen of professional bodies and academics.

### Restructuring of HKIDA Membership Structure

With increasing needs from HKIDA itself, its members and potential members, HKIDA is facing a time when it needs to modify the current membership structure in order to explore more alternatives channels and broaden the levels of membership for recruiting more new members as well as fitting the sustainable growth in the future.

Two new categories added are Corporate Members which are for design firms and Affiliate Members which are for design related industries such as suppliers, contractors and etc. Individual membership includes Professional Members, Ordinary Members which will be free for first 2 years for Student Members after graduation and Student Members. The new structure with modified requirements and dues will be launched on HKIDA website and newsletter soon.

### Combining a bit of IDA with HOFEX...13-16 May 2007

#### Hong Kong Convention & Exhibition Centre



The Interior Design Association (IDA) brings 2 refreshing attractions to HOFEX 2007. Namely the IDA Gallery and the Vice Chairman of IDA, Patrick Leung presenting the ultra cool Spa Design – Beauty vs Logistics @ the Spa & Wellness Forum.

HOFEX - celebrating its 20 year history, the 12th Asian International Exhibition of Food & Drink, Hotel, Restaurant & Foodservice Equipment, Supplies and Services is at its BIGGEST. This tradeshow is Simply the BEST place for sourcing, networking and for inspiration! To pre-register or for more details log onto [www.hofex.com](http://www.hofex.com)