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PRESS RELEASE

Global and Local Design Luminaries to Speak at Singapore Design Business Summit 2015 (SDBS 2015)

- *More than 15 top designers and architects including award winning professionals such as Tim Kobe, founder of Eight Inc and Prof. Dr. Peter Zec, President of red dot GmbH & Co. KG of Germany to attend Summit*
- *DBCS aims to boost design capabilities of Singapore businesses and nurture more design talent to meet Singapore's goal of becoming a leading Asian design hub*

SINGAPORE, 12 February 2015 –

With the theme “Celebrating Design”, SDBS 2015, organised by the Design Business Chamber Singapore (DBCS) and supported by DesignSingapore Council (Dsg), will bring together top professionals and gurus in the design industry locally and globally to shape new paradigms to boost design capabilities for business growth and to nurture more design talent in Singapore as the nation aims to become a leading design hub in Asia.

This conference, held for the second time in Singapore will take place from March 11 to 13, 2015, as part of the Singapore Design Week (SDW) to raise awareness of good design, deepen the appreciation and understanding of design innovation and encourage the use of design for innovation and productivity.

Speakers at SDBS 2015 include global luminaries such as Tim Kobe, founder of Eight Inc, the award-winning strategic design firm with offices in San Francisco, New York, Honolulu, Tokyo, London, Singapore and Beijing; Prof Dr Peter Zec, President of red dot GmbH & Co. KG and publisher of the globally-recognised “red dot design yearbook” and the “International Yearbook Communication Design”, Also, there will be local design greats such as Chris Lee, the founder and Creative Director of Asylum, one of the most respected creative companies in Asia and multiple award-winning architect Tan Cheng Siong, founder of the Archurban Group, which focuses on areas of urban planning, architecture and design.

The three-day conference will cover a key International forum featuring the panel of top design experts to discuss how government, business and creative minds from different countries can come together to shape Singapore's future designscape to ensure sustainable innovation and increase productivity for businesses. At the same time, it will enhance the design talent pool through new strategies to attract and groom designers of the future.

Participants will also have the opportunity to learn from the knowledge and vast experiences of the design gurus at workshops and plenary sessions.



In addition to the conference, there will also be an “International Roundtable” discussion to provide insights and perspectives on the design & business developments in the cities / countries such as China, Hong Kong, Taiwan, Japan and Vietnam. This offers a great opportunity for all of the participants to tap on the knowhow and expertise of representatives of these countries on what lies ahead for the business & design landscape in Asia and the global opportunities that businesses can capitalise on.

Mr Tai Lee Siang, President of DBCS said: “The Summit will put Singapore on the global design map as a key design event for the world to participate in. This event will also make Singapore a notable part of the global conversation on design excellence and the push for more companies to use design more strategically as a business tool in a highly competitive and value-driven global economy.

“This Summit can also attract more people, especially the young to have greater interest in design and to take up design as a mainstream career option as this annual pinnacle event of the design industry in Singapore showcases the global leadership status that design careers can achieve.

He added: “The Summit will also bring together the role of government in design through highlighting how government incentives and support can drive design transformation and adoption in business and industry. For instance, “The “Productivity and Innovation Credit” (PIC) scheme was introduced in Singapore Budget 2010 to provide significant tax deductions for investments in a broad range of activities along the innovation value chain, one of which is “Investment in Design” (PIC for Design).”

In addition to the Summit, DBCS has tied up with four design schools last year. Going forward, DBCS aims to tie up with all educational institutions to nurture more design talent in Singapore in 2015.

Registration for the SDBS is open from 12 February 2015 and members will enjoy special rates.

Participants can register for the Summit online, through:
<http://www.dbcsingapore.org/events-programmes/sdbs2015/>

For more details on DBCS and the SDBS Programme, please visit DBCS’ website at:
<http://www.dbcsingapore.org/>



About Design Business Chamber Singapore (DBCS)

With its roots dating back to 1985, Design Business Chamber Singapore (DBCS) is Singapore's premiere multidisciplinary design business chamber, with a dynamic community of over 190 business leaders, practitioners and academia from diverse backgrounds.

A member of *DesignS* – a coordinated network of nine design-centric institutes and associations in Singapore that was officially launched on June 2010 by Mr Lui Tuck Yew, then Acting Minister for Information, Communications and the Arts – DBCS champions design application in business. It has a strong belief that a pluralistic design approach is the key to gaining a competitive edge in today's global market.

DBCS launched the Singapore Good Design Mark (SG Mark) in 2013 to encourage and champion holistic design practices for global competitiveness. The symbol of design excellence is awarded annually to acknowledge the outstanding designs of companies and individuals from Singapore and overseas.

The Chamber is also the organiser of the annual Singapore Design Awards (SDA). Providing a distinct platform where creative excellence in the industry is celebrated, the premiere Awards event recognises outstanding companies and exemplary designers behind the winning designs of Singapore and the region.

DBCS also seeks to raise the standard of professional practices and create new business opportunities through cross-collaborations in local and international contexts. It has participated and co-partnered with other associations and government bodies in several exhibitions and conferences, such as the ICSID 2009, Singapore Pavilion at Shanghai World Expo 2010, Singapore Gifts & Stationery Show 2012 and SingaPlural 2013.

About Singapore Design Business Summit 2015

A feature conference of the Singapore Design Week, the Design Business Summit which was first launched in 2014, is the single platform in Singapore that brings design and business thought leaders, experts and practitioners together as a community to share, discuss and inspire each other to make the world a better place to live in. The summit also aims to capture emerging trends of how the combination of design, business and technology is making an impact on industries and our everyday lives.

Date : 11 to 13 March 2015
Time : 9.00am to 6.30pm
Venue : LASALLE College of the Arts and Marina Bay Sands
Organiser : Design Business Chamber Singapore



Strategic Partner : DesignSingapore Council

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