

## **Good Design Practices for Singapore Design Firm Design Business Forum 2016, 29 April, National Design Centre**

Dear Members of DBCS and Friends of Design Industry,

According to the DMI Design Value Index built by Motiv, design-led companies, have in the last 10 years, maintained the significant stock market advantage, outperforming the S&P by an astounding 228%! And it is no secret that Design and Business are a potent mix for economic and financial success. Companies in high-cost Singapore need this to remain resilient.

Singapore is well poised to be a design hub given its sophistication and credibility of design standards. It is important to have a credible standard to define good design practice in an organization. The design companies need to consistently provide high quality design services to their clients. They should be equipped with expertise, best practices, methods, business processes and the financial stability to ascertain that the services provided are of high standing in a global market and address adequately the needs of its clients. Such requirements typically cover not only the creative quality of the work provided but many other critical issues such as collaborative aspects, communication and project management and implementation.

In our last Business Forum, we talked about the opportunity and challenges faced in the overseas market. In this competitive world, we need to demonstrate the strength of Singapore's design industry and also signifies the importance of design standard. A good design practice is not just about aesthetics and beauty; good design comes from a meticulous decision making process, which draws an intricate connection between product and user.

With a saturated market and increasingly discerning consumers, companies understand the power of design branding to gain competitiveness. Singapore Design Class aims to help those people who have responsibility for the commissioning and management of design projects, through the complicated process of selecting and working with a professional design consultancy.

### Programme of Forum

- 4:30 - 4:50 PM Welcome and Introduction by DBCS President Mr. Tai Lee Siang
- 4:50 - 5:00 PM Singapore Design Class (SDC) by Mr. Ulrich Chair of Industry Standard Committee
- 5:00 - 5:10 PM SDC Audit process by Tuv Sud
- 5:10 - 5:20 PM Audit Experience by D'perception Ritz Pte Ltd and Sky Creation Design Pte Ltd
- 5:20 - 5:30 PM Panel Discussion
- 5:30 - 6:00 PM Issues faced by designer in practices- by Mr. Tai Lee Siang & Mr. Lawrence Chong

The format of this forum is open and discussion based. Do RSVP with the secretariat Ms. Candy Tan at [info@dbcsingapore.org](mailto:info@dbcsingapore.org) or contact them at 97459830 for more information.

Hope to see you soon!

Tai Lee Siang  
President  
Design Business Chamber Singapore