

Startups & SMEs Booster Series

Design to boost business



Topic

Like most of people, Startups and SMEs very often do not know exactly what industrial design is. 95% of people we met and explained what really industrial design is, acknowledged that their initial assumptions were wrong.

Design is not about art, or beauty. Or a glamorous coating you put on products. **It is a strategic tool that is all about innovation, and competitiveness improvement, in a very pragmatic and creative way. It is a deep core business practice, as important as strategic marketing for a business.** And yet, you are not using it at its full extent...

During this lecture, you will learn what industrial design really is, and how it can develop and boost your business, in a smarter way.

*Whatever the size of your business (Startup, SME, large group),
Whatever the type of your business (products, services or both),
Whatever the kind of clients you have (B2B, B2C, or both),*
Your business can benefit greatly from a relevant use of design.

Speaker

Nicolas MELAN is the co-founder & General Director Asia of Sequoia-studio, an agency of strategy, innovation & industrial design, based in Hong Kong, China and France. He manages the Hong Kong and China offices.

For Sequoia-studio, industrial design's true purpose is to create value and competitiveness for all kinds of business. So, that's what they do, helping large international groups like Walmart, Legrand, Groupe Seb, Carlton, but also SMEs and Startups, to improve their market awareness, identify new market opportunities & business models, create DNA of brands, develop and manufacture new products, coach design departments to be more efficient...

Wednesday, 18 January 2017
From 08:30 to 10:00 AM
(Registration starts at 08:20AM)

Members: Free
Non-members: 150 HKD

French Chamber Meeting Room
18/F, On Hing Building
1 On Hing Terrace
Central

[Register online](#)

Registration Policy -

No show penalty of HK\$150 will be applied to members if they do not attend the event.
Please check our website for more details.

For enquiries, please contact
Vicky Chan at events1@fccihk.com