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2. (CEPA)
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273가 가
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Market Environment and Social Factors

1. World Trade Organization (WTO)

As China enter into the WTO, the product competition in Chinese market has been enhanced, and the Chinese manufacturers will soon need to have creative design to strengthen their product quality in exporting market and to compete with in the global market. With these trends, the market demand of innovative and original design services will be increased and it will lead to more opportunities in our design business since Hong Kong, with its favorable geographical location, situated at the southeastern part of China

2. Closer economic partnership arrangement (CEPA)

According to the successfully launched and signed agreement between China and Hong Kong on September 29th 2003, zero-tariff to 273 items of Hong Kong products entering the mainland Chinese market was set. And the trades in the fields of service were liberated. As a result, this encouraged the foreign investment in Hong Kong, and manufacturers to develop products of their own brands. With the enhanced demand for the original innovative design, the Hong Kong design consultancies and services have more opportunities and growth.

3. Market changes and increase in self-employed Business

Due to the market changes in Hong Kong, many people are doing their own businesses and setting up their own companies in Hong Kong, thus there comes the increased needs of original design to get an added value and strengthen the product competitiveness.

4. Well-developed city

A metropolitan and international business centre with well-developed infrastructure and hi-tech communication networks

5. Geographical location

Hong Kong is located in the southeastern China, close to the major manufacturing bases such as Pearl River Delta, China.

1. (HKTDC) (HKDC)

2. - SME

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(MTRC), , YKK, ,

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6. Languages advantages

English, Chinese (Cantonese & Mandarin)

7. Multi-cultural background with international exposure

Chinese and the mixed Culture with the western culture

Government and Association's Support

1. Hong Kong Trade Development Council (HKTDC) and Hong Kong Design Centre (HKDC)

Organized different types of seminars by inviting well-known local and foreign speakers in the industry to share their successful experiences and design trend forecasting the strategic management.

2. Hong Kong government - SME funding

Responding to the market changes, Hong Kong government supports people to set up their own businesses or companies by providing funds for buying equipments, getting market information of creative ideas that are needed in the business. It leads to the increased needs of design services especially for the corporate image and identity of the new businesses and for the their own branded products.

Company Strength

- Over 17 years of history in Design Industry.
- One of the biggest design consultancies in Hong Kong.
- International expertise with local and foreign designers.
- Experiences in products, graphic and packaging design.
- Dealing with organizations of different scales in public and private sectors including Hong Kong Government (Environment & Protection Department), Hong Kong Post, Mass Transit Railway Corporation (MTRC), Matsushita Electric Works, YKK Corporation, Group Sense International Ltd., Concord Camera (HK) Limited etc.
- Sufficient support from the Hong Kong Productivity Council (HKPC) in delivering one stop services for companies from R&D, Engineering Design, Mechanical Design, Prototypes Development (Rapid Prototyping) and Patent Search & Registration Services.



1.

Therefore, the Design Innovation can concentrate on the development of the core business of delivering innovative design services, also with sufficient support in other areas of product development to cope with the changes and growing needs from the market.

Successful Case Studies

1. Stove design

Client: European company

International Expertise

- Since stove is not common in Asia Market because of the weather. But our international designer from Europe with the same background can easily understand the need and the basic mechanism of the stove.
- Our designer with same culture of our European Client can enhance their communication and thorough understanding of their preferred design.
- Easily provide solid and practical design to match the interior design of houses and apartments in European Market.
- Emphasis on "Simple" design to match the taste and the sense of the European.



2. DVD

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DVD , CD

AV

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2. DVD Player

Client: Malata Group Co. Ltd. (China)

Well known brand in China which is developing the AV products including DVD Player, CD player and Television.

- . Developed products targeted the global market.
- . Preferred European and western design.
- . Provide satisfactory result with our international exposure and manpower at a reasonable fee.
- . Eliminate communication barriers through our language ability in Mandarin and English.
- . Close and nearby location in meeting with them in Hong Kong or China.

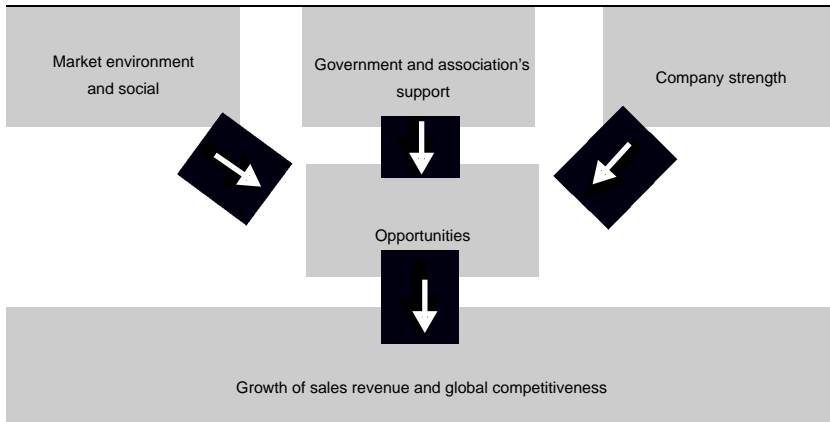
Under these circumstances, we could save time and enhance the project efficiency and effectiveness.

3. Memo pad container box

Client: Chinese stationery manufacturer

Target market: China

- . Input the Chinese elements in our design. e.g. "Chinese Horoscope."
- . Product that will be launched in 2004: In Chinese calendar, 2004 means the year of Monkey, we chose "Monkey" as the main subject of design.
- . It can provide a tailor-made feeling and special meaning for the users.
- . Use Gold and Red as the main colors which symbolize wealth and luck in the mind of Chinese.
- . Plan to design a series of memo paper container box with all the other 11 "Chinese Horoscope."

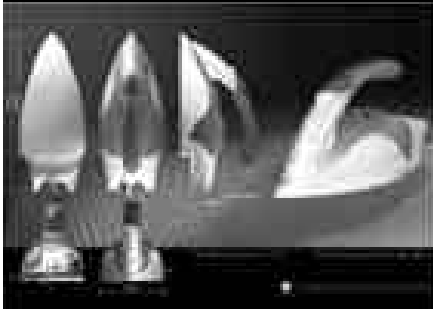




Electronics products



Communication products



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Household products



Packaging products



DESIGN INNOVATION

Business situation in doing global business

Being a Design Consultancy in Hong Kong

Prepared By

Design Innovation (HK) Limited



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COMPANY PROFILE

- Established in 1985
- Wholly owned subsidiary of Hong Kong Productivity Council (HKPC)
- International expertise with local and foreign designers
- Provide creative solutions for wide diversity of products for different industrial sectors including household appliances, audio & visual products, telecommunication products and gifts & premiums



COMPANY PROFILE

- Received numerous local and international design awards including the German “Red Dot” for high design quality, the Hong Kong Governors Award, the ID Annual Design Award of America, OPUS Design Award 2003 and Hong Kong Optical Design Competition 2003





MARKET ENVIRONMENT AND SOCIAL FACTORS

Closer Economic Partnership Arrangement (CEPA)



CEPA Business Development Centre



CEPA Business Development Centre

- Successfully launch and signed between China and Hong Kong on 29 September 2003
- Zero-tariff to 273 items of Hong Kong Products entering Mainland China Market
- Liberalization of Trade in services



- Encourage foreign investment in Hong Kong
- Encourage manufacturers in developing their own branded products
- Enhance the demand of original innovative design
- More opportunities and growth for design consultancies services in Hong Kong



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MARKET ENVIRONMENT AND SOCIAL FACTORS

Market Changes and increase in self-employed business

Due to the market changes in Hong Kong, many people are going to doing their own business and setting up their own company in Hong Kong, thus it increase the needs of original design to add value and enhance product competitiveness.

Well-developed city

A metropolitan and international business centre with well-developed infrastructure and hi-tech communication networks



MARKET ENVIRONMENT AND SOCIAL FACTORS

Geographical Location

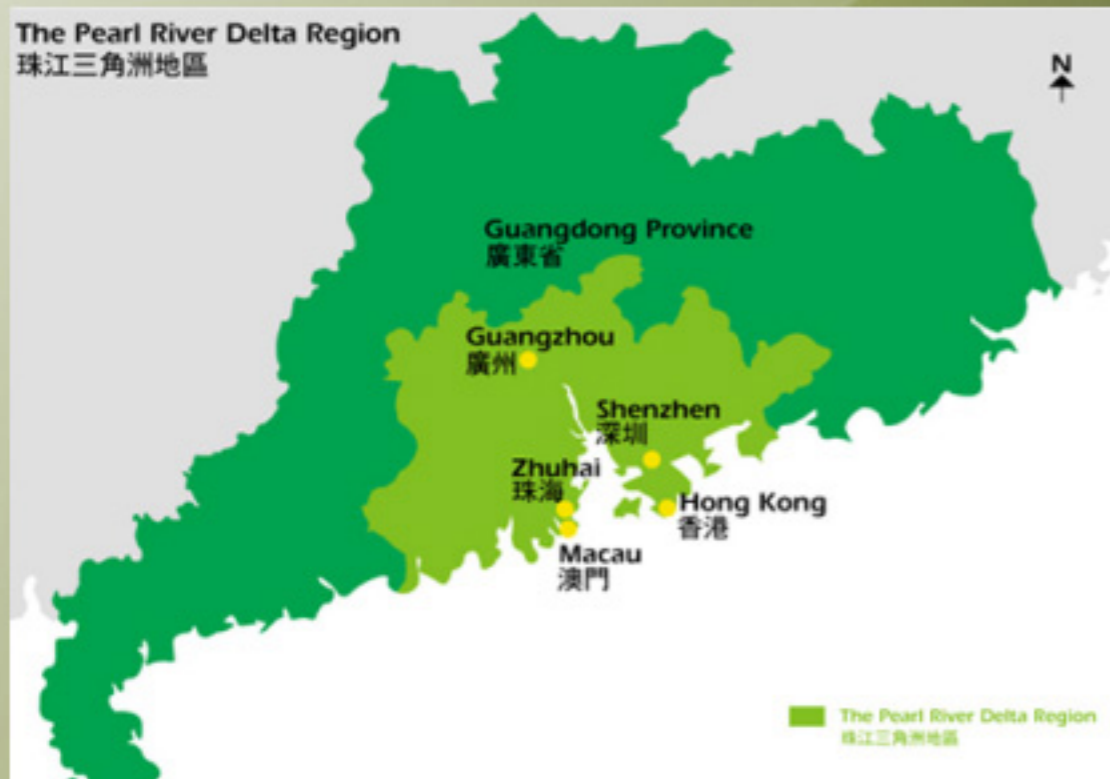
situated in southeastern China, close to
major manufacturing base
(Pearl River Delta, China)

Languages advantages

English, Chinese (Cantonese & Mandarin)

*Multi-cultural background with
international exposure*

Chinese and mixed with western culture





GOVERNMENT AND ASSOCIATION SUPPORT

Hong Kong Trade Development Council (HKTDC) and
Hong Kong Design Centre (HKDC)

Organized different types of seminars by inviting well-known local and foreign speakers in the industry to share their successful experiences and design trend forecasting also strategic management

➡ Provide a sufficient flow of information and support for the industry development



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GOVERNMENT AND ASSOCIATION SUPPORT

Hong Kong Government – SME Funding

Responding to the market changes, HK government supports people in setting up their own business / company by providing funding in helping them buying equipments, getting market information for those that have creative ideas in doing business

➡ It leads to increasing needs of design services especially for new business corporate image and identity and to create their own branded products



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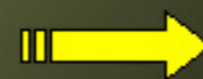
OUR STRENGTH

- Over 17 years of history in Design Industry
- One of the big design consultancies in Hong Kong
- International expertise with local and foreign designers, mixed cultural background
- Experiences in doing wide diversity of products, graphic and packaging design
- Dealing with organizations of different scales in public and private sectors including Hong Kong Government (Environment & Protection Department), Hong Kong Post, Mass Transit Railway Corporation (MTRC), Matsushita Electric Works, YKK Corporation, Group Sense International Ltd., Concord Camera (HK) Limited and many others



OUR STRENGTH

- Well supported by Hong Kong Productivity Council (HKPC) in delivering one stop services for companies from R&D, Engineering Design, Mechanical Design, Prototypes Development (Rapid Prototyping) and Patent Search & Registration Services



Concentrate in develop our core business in delivering innovative design services, also with sufficient support in other areas of product development to cope with the changes and growing needs from the market



SUCCESSFUL CASE STUDIES

STOVE DESIGN --- COMPANY IN EUROPE

International Expertise



- Since stove is not common in Asia Market because of the weather, so our international designer from Europe with the same background can easily understand the need and the basic mechanism of the stove
- Our designer with same culture of our European Client can enhance their communication and thorough understanding of their preferred design
- Easily provide solid and practical design to match the interior design of houses and apartments in European Market
- Emphasis on “Simplistic” design in matching the taste and sense of European

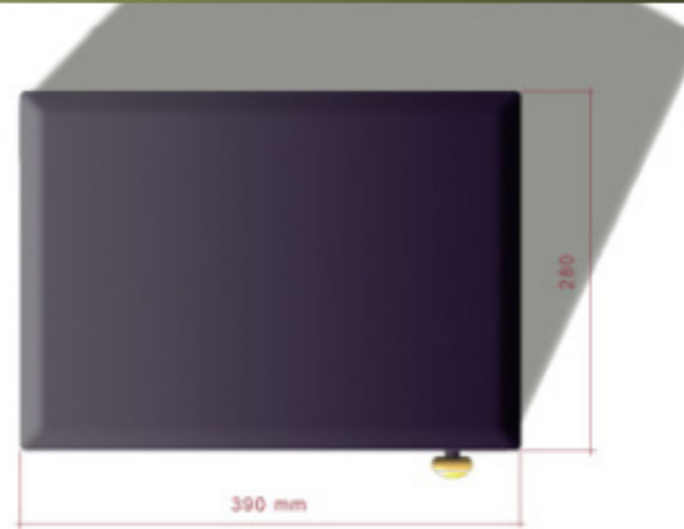


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STOVE DESIGN - COMPANY IN EUROPE

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Fireplace (original size logo-plate)



Scale 1/4



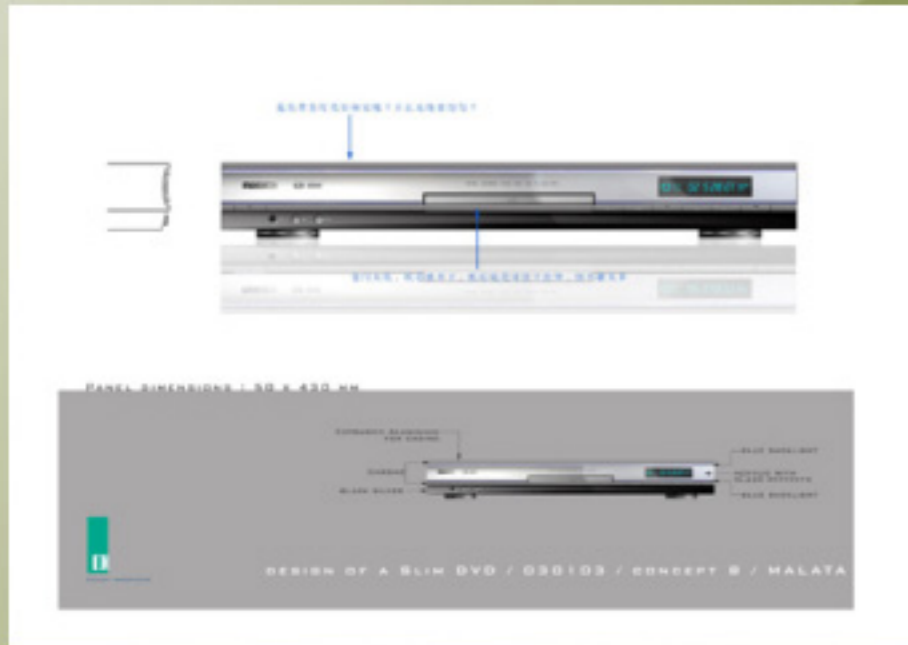
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to GOODWELL INDUSTRIAL Ltd. - 26/09/02



DVD PLAYER – MALATA GROUP CO., LTD. (CHINA)

- Well known brand name in China developing AV Products including DVD Player, CD player and Television
- Developed products targeted the global market
- Preferred European and western design
- Provide satisfactory result with our international exposure and manpower in reasonable fee
- Eliminate communication barriers because of our language ability in Mandarin and English
- Close and nearby location in meeting with them in Hong Kong or China
- ➔ Enhance project efficiency and effectiveness by saving time





MEMO PAD CONTAINER BOX – CHINA STATIONERY MANUFACTURER



- Targeted market: China
- Inputting the Chinese elements in our design --- “Chinese Horoscope”
- Product will be launched in 2004
The Chinese calendar year of 2004 --- Year of Monkey → we chose the “Monkey” as the main theme of design



- It can provide a tailor-made feeling and special meaning for those users
- Using Gold and Red colour as the main colour because these two colours are the symbol of wealth and luck in the mind of Chinese
- Planning to design a series of memo paper container box with all the other 11 “Chinese Horoscope”



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ELECTRONICS PRODUCTS





DESIGN INNOVATION

COMMUNICATION PRODUCTS



ZIRCON II FINAL PRESENTATION 06/02/03

GROUP DESIGN POA LTD. POA PHONE DESIGN

- 120 MILLIONS DIGITAL CAMERA
- USB DATA INPUT AND OUTPUT
- I-R DATA TRANSFER SYSTEM
- COMPATIBLE FOR GSM 900 MHz AND GPRS 1800 MHz SYSTEM
- GSM/GPRS DATA SERVICES FOR E-MAIL AND WAP, SMS, MMS
- MULTI-LANGUAL (ENGLISH AND CHINESE)



SECURITY SYSTEM

451

INTELLIGENT ACCESS CONTROL

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Petite and affordable smartphone sure to delight Palm enthusiasts

We have been waiting for this for a long time -- a PDA/PSP-style phone that runs the Palm operating system and comes with a camera. Palm says.

The Palm 570 smartphone from Hong Kong company Group Sense, launched last month, will cost about HK\$1,000 through mobile operator CSL. We will review this phone in a couple of weeks. You can find out more about Group Sense handling it at the press conference. Weighted at 60 grams, it is lighter and smaller than the Treo 270, which was the only public Palm-based cellphone on the market until the Palm 570 came along.

According to PalmSource, which Group Sense partnered with upon release for the handheld user, because it is smaller than some of the highly publicized Treo series, it is a more pocket-friendly Palm phone.

The Palm 570 runs Palm operating system 5.1.1, just like the Treo line of other Palm devices, which is a slight disappointment. Unlike the Treo line, however, it is only available in GSM, which makes the relatively affordable price tag.

The device has an embedded digital camera with digital zoom, 16 megapixels of resolution, a color touchscreen and an expandable four-way pointer on the bottom of the screen or a stylus.

The camera is a little too small, which makes the price for digital zoom difficult, especially when you can do more Group Sense has partnered to Google Chrome on device applications in the device for the handheld user.

There is also a built-in MP3 player, and this feature and application to MP3, providing application to storage a viable and not a viable for most Palm devices.

Like the Microsoft Smartphone, which has made its way to Hong Kong.



Xplore G18

Specifications

Manufacturer: Group Sense
Price: Estimated HK\$1,000
Price: Small and light, all-in-one smartphone
Camera: The camera is too small, the phone looks beautiful, it's hard to see the color Palm OS

Dimension : 148.7 x 59.4 x 23 (mm)

30 / 01 / 2003



Pentone Color:

1. Gray - PMS 432C
2. Green - PMS 354C
3. Red - PMS 172C
4. Blue - PMS 543C
5. Text - PMS 432C
6. Lens - PMS 433C

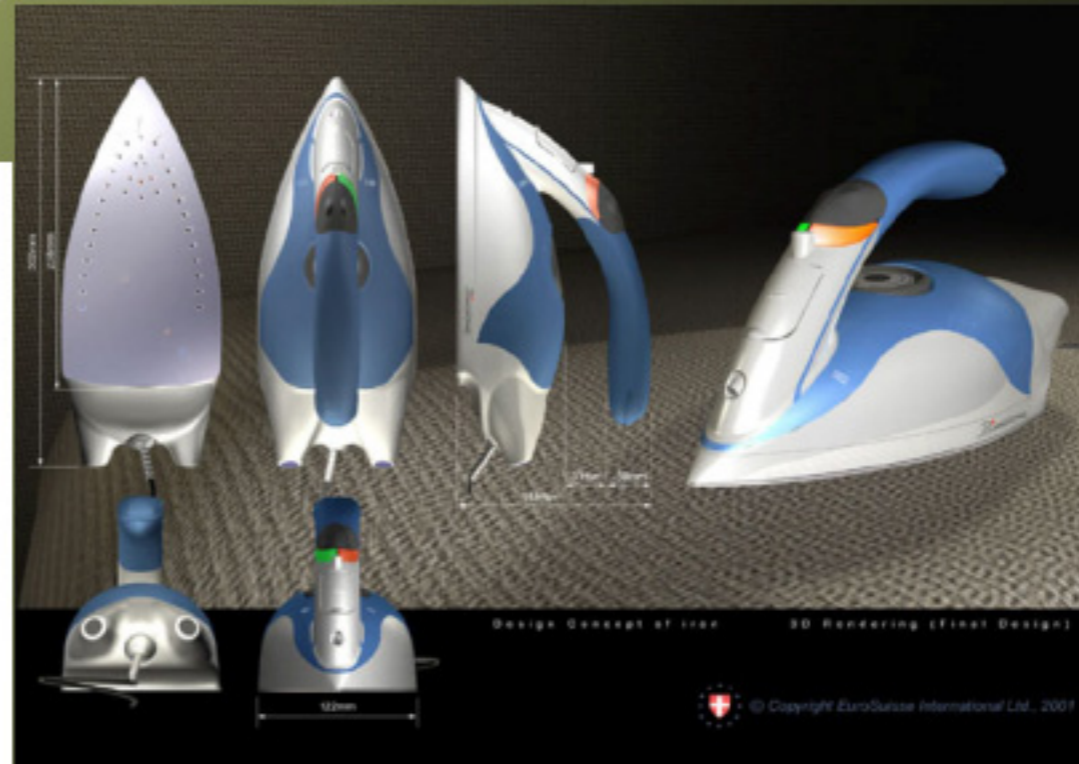
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CONCEPT 2.1



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HOUSEHOLD PRODUCTS





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ENVIRONMENTAL PRODUCTS



DESIGN OF MOBILE FURNACE AND AIR CLEANER

Hong Kong
Productivity Council
香港生產力促進局



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PACKAGING PRODUCTS

