

Ingredients for a Strategy for Asian Design

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In my speech I will address from my own perspective and based on more than 20 years of experience as design consultant, a few major questions. These questions do not specifically focus on the situation of Asian design business but are valid for the design business world wide. Besides the question why one wants to “ become more globally competitive” one should discuss the question who wants to be international and which design services lead to international business. So, what is international design business? Based on my own situation and actual developments of the design profession in the Netherlands, I will try to elaborate on the following questions:

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1. What could be the reasoning behind the wish of a European company to hire an Asian designer or design consultancy or have a product designed in Asia?
2. On the other hand what could be the reason for an Asian client to hire a European designer? Is the grass greener next door?
3. What expertise is needed and what are the expectations on both sides?
4. Is it possible to differentiate designers anyhow and how do we know what expertise skills and personality is needed for a job?
5. And, finally, what do we need to create designers who can perform in an international arena?

Only a very small percentage of the independent design

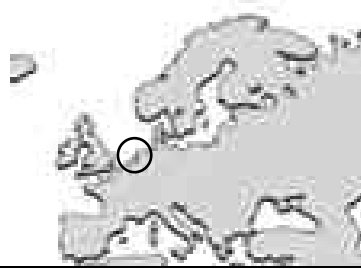
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businesses in the Netherlands operates, or wants to operate in a foreign market. They operate in segments which are international oriented anyhow. It demands training, guts, communicative, language skills and the ability to understand and gain knowledge about different cultures, habits, markets and entrepreneurship. Only a few possess these abilities.

On the other hand it proves that there is an abundance of new challenges in home markets and regions. In Europe, social changes create an enormous challenge for the design profession. The effect of the greying society is such a challenge. The output of national design schools should be based primarily on a national future demand for design services. This in itself is very difficult to manage and demands research and strategic thinking. Export of design services is an extra "bonus" on top of being winner in your own arena.

Design in Holland

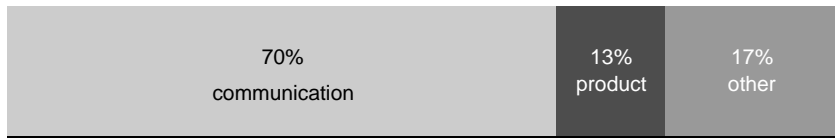
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The Netherlands is a trading nation with a population of 16 million inhabitants (among this total, 4 million are in the over 20 age group, while 2.2 million are in the over 65 age group), and the BNP is 430 billion.

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17% . 12 BNP
0.3 . 6%
가 4%

At present, there are 12,000 designers in the Netherlands, among which 70% are in the field of communication design, 13% in product design, and 17% in other fields of design. The turnover of the design business is 1.2 billion, or 0.3% of BNP. Foreign design business takes up only 6%, and only 4% of designers are interested in exporting their services.



Design Roots

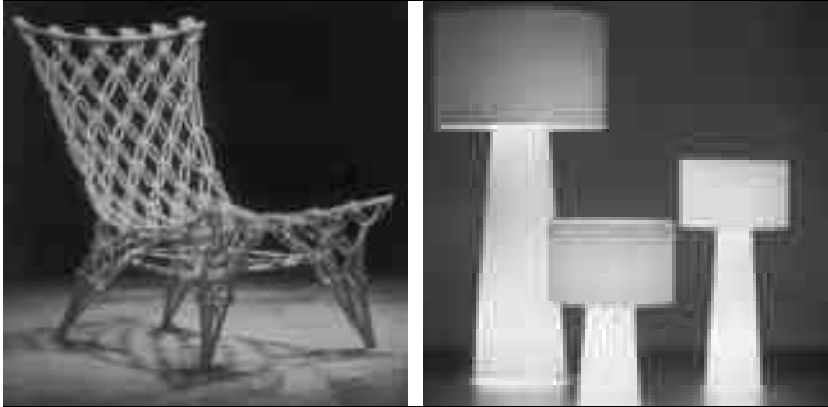


The Designed Society

The designed society is concerned with public products, public services as well as urban design. The designed society acts to improve the quality of life.



Design Stars and Dutch Design



Design for the Quality of Life

To improve the competitiveness of design for the future, designers need to be equipped with research skills, multi disciplinary skills, and communication skills. There are strategic ingredients to realizing the long-term strategy. First, build expertise in home markets, and value your own culture and traditions. After that, encourage international collaboration with design experts to create local, regional and global social awareness, through which we can improve inter-cultural communications. Additionally, it is important to educate the industrial enterprises, and break away from the habit of adopting simplistic copying strategies. Creating many small design 'stars' will contribute to the national competitiveness.





Ingredients for a strategy for Asian Design

Theo J.J. Groothuizen MSc IDE























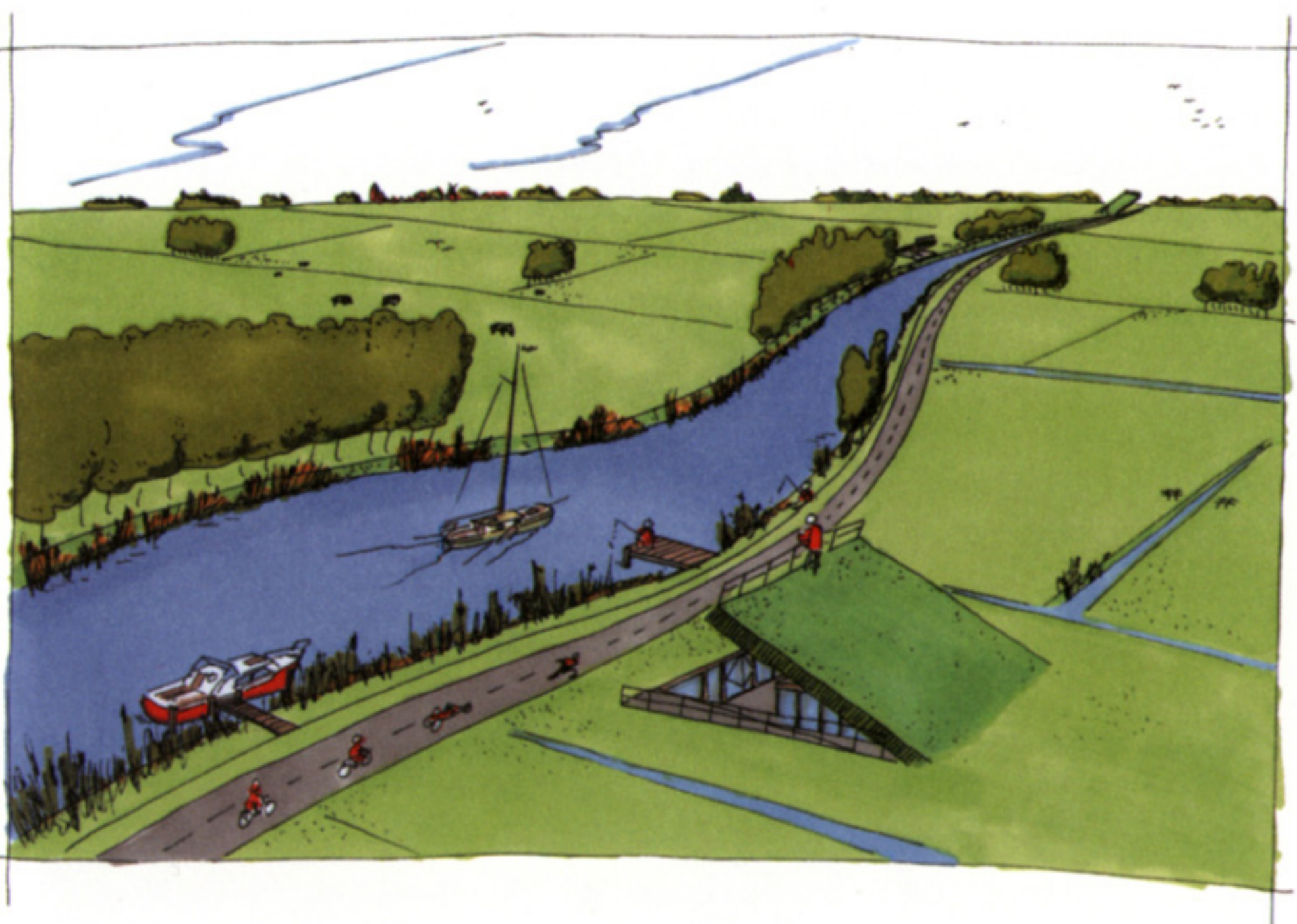






The Designed Society

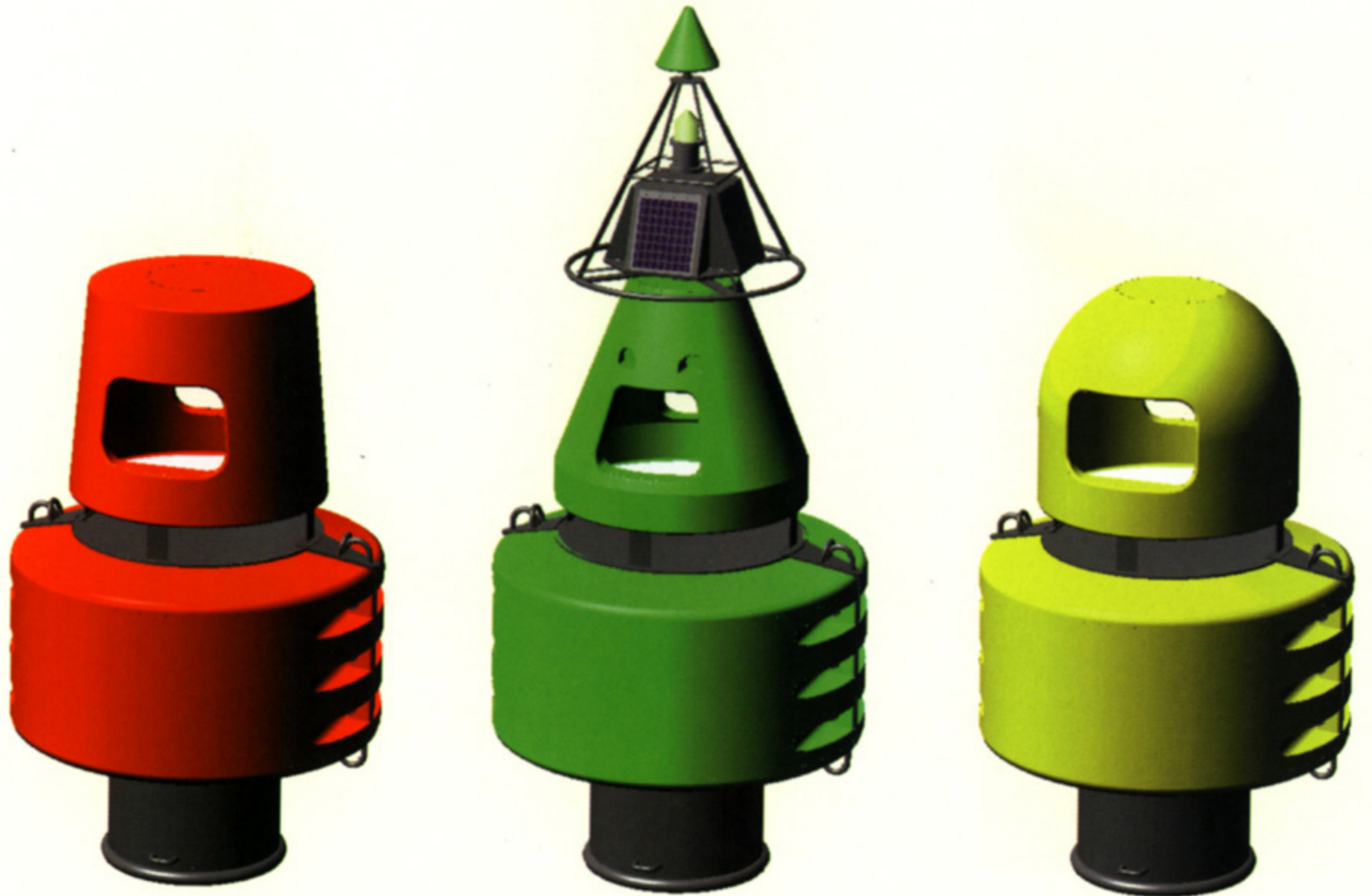






















Design stars and Dutch design



What you see
and
What you get











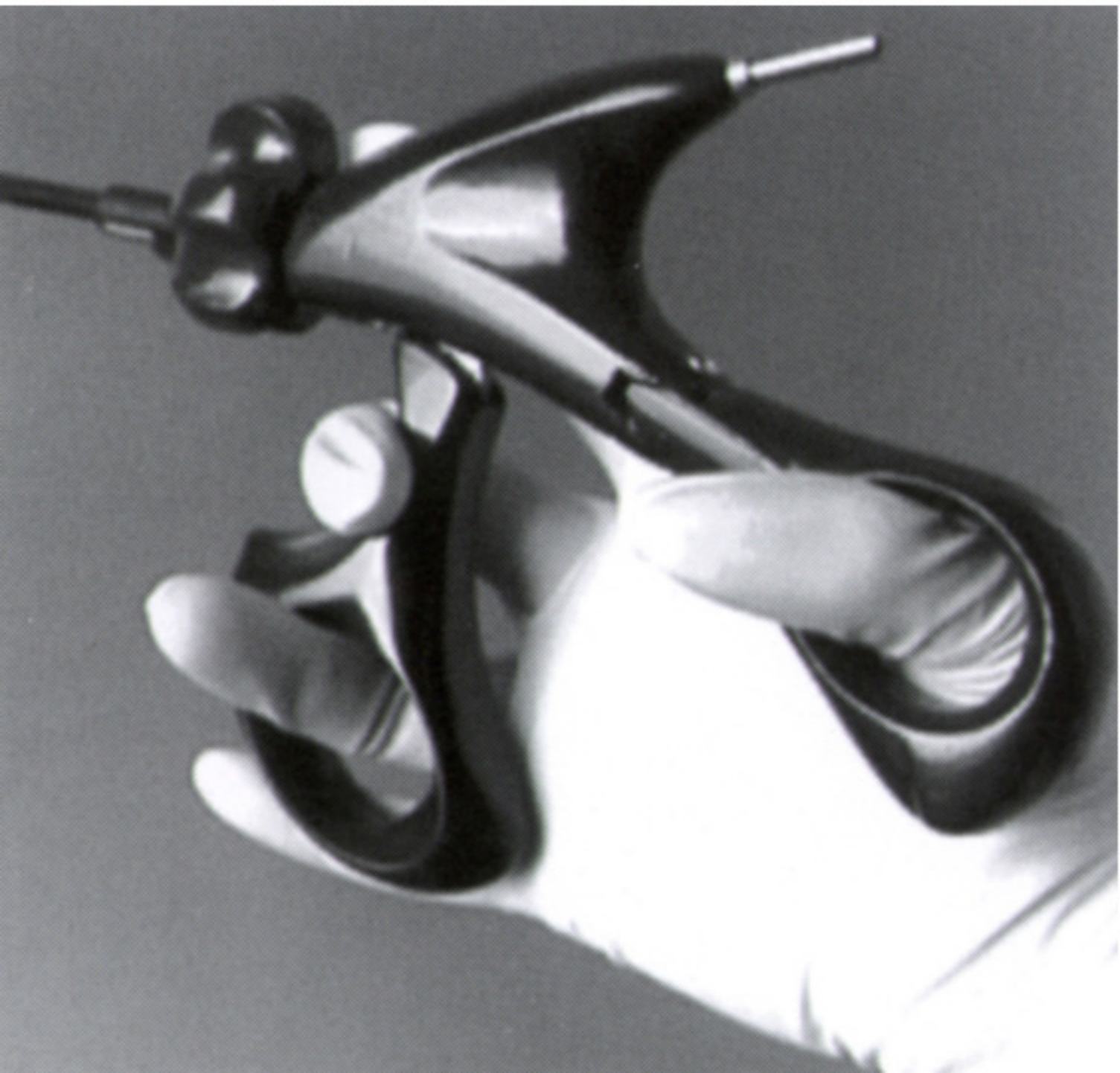


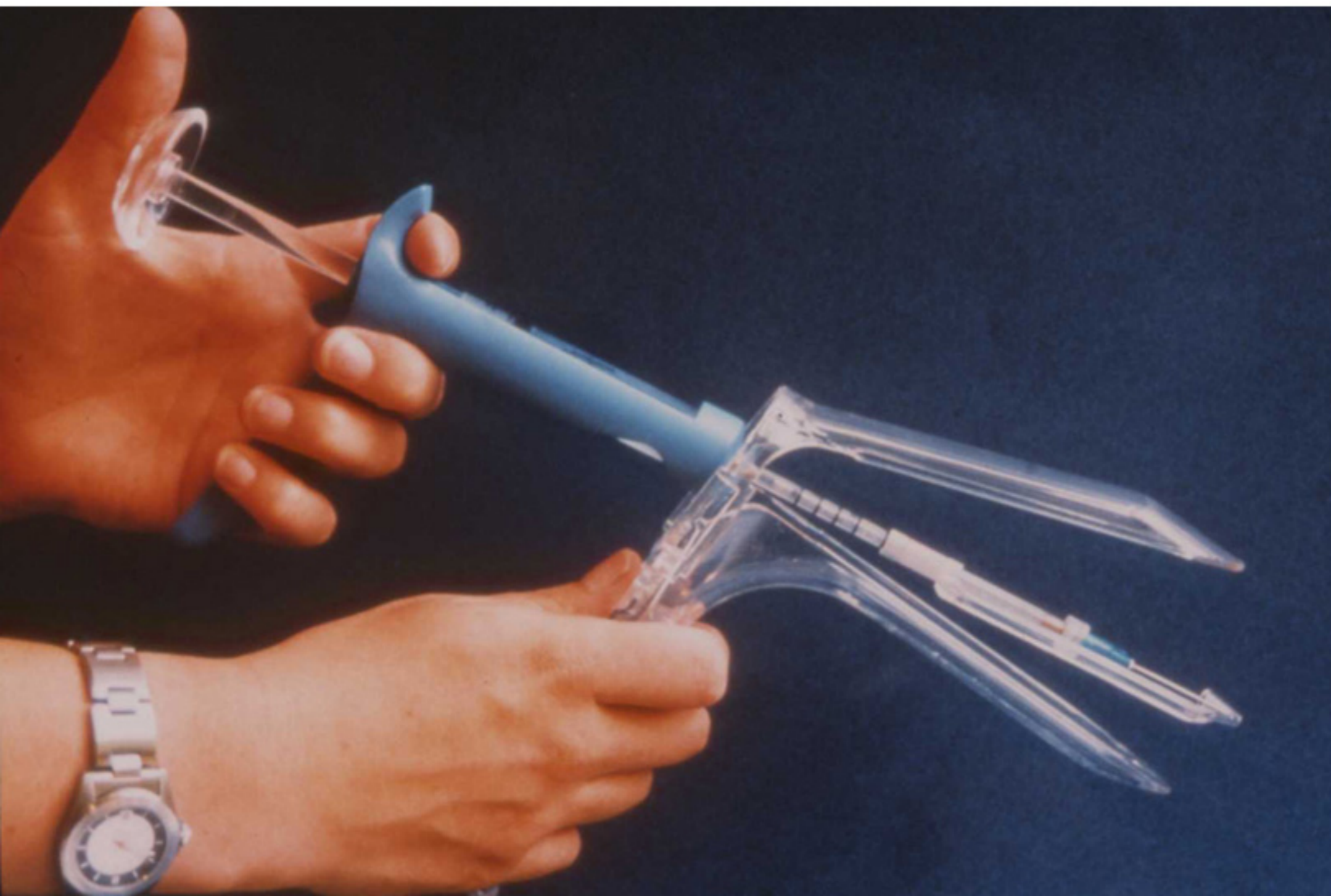
Design for the Quality of Life



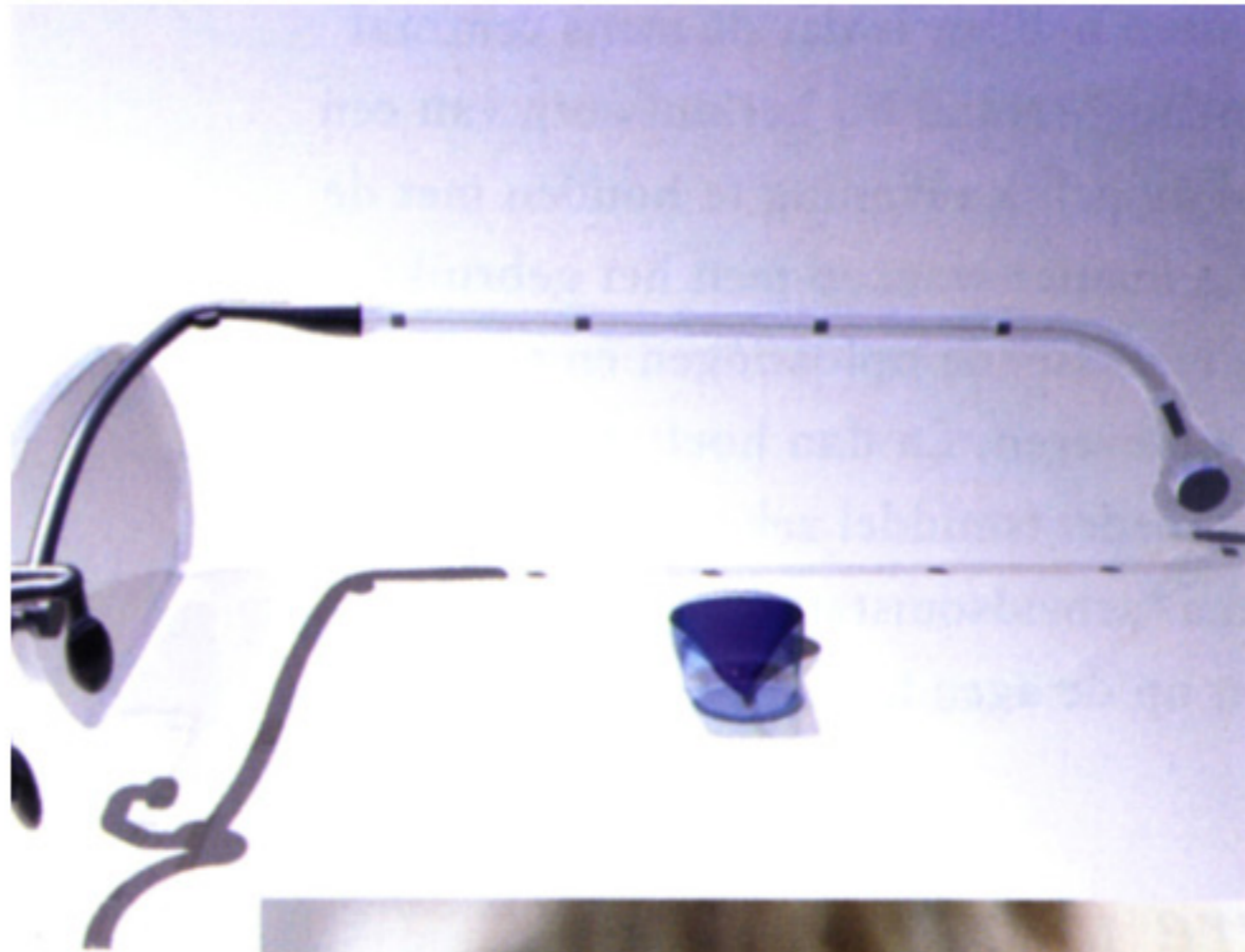
research
integrated
competent
aware
innovative

























Possible strategic ingredients

Build expertise in home markets first

Value your culture and traditions

Create many small design 'stars'

Encourage international collaboration with design experts

Create local, regional & global social awareness

Educate industrial enterprises

Improve inter-cultural communication

Avoid copy-paste of strategies



Dank u!