

# REIMAGINING SERVICE ECONOMY 2021

kodw

21-25 JUN

## 23 Jun (Wed)

<b>Welcome Remarks &amp; Opening Ceremony</b>		
8:00–8:15pm <i>Live on ViuTV Channel 96</i>	<b>Welcome Remarks</b> <b>Prof. Eric Yim, JP</b> Chairman, Hong Kong Design Centre	<b>Opening Remarks</b> <b>The Hon Edward Yau Tang-wah, GBS, JP</b> Secretary for Commerce and Economic Development, The Government of the HKSAR

## Forum

<b>Innovation for Future Service</b>		
8:15–8:55pm <i>Live on ViuTV Channel 96</i>	<b>Tim Stock</b> Co-founder & Managing Partner, scenarioDNA, US <b>Emma Chiu</b> Global Director, Wunderman Thompson Intelligence, US <b>Clive Grinyer</b> Head of Service Design, Royal College of Art, UK	Moderator: <b>Guy Parsonage</b> Partner, PwC Experience Centre, HK
<b>Global Conversation on Hospitality</b>		
8:55–10:00pm <i>Live on ViuTV Channel 96</i>	<b>Adrian Zecha</b> Founder, Azerai Resorts, Singapore <b>Joyce Wang</b> Principal, Joyce Wang Studio, HK <b>Keith Yates</b> Partnership Chair, Yates and Partners, Thailand	<b>Ron Swidler</b> Chief Innovation Officer, The Gettys Group Companies, US Moderators: <b>Charmaine Chan</b> Design Editor, South China Morning Post, HK <b>Guy Parsonage</b> Partner, PwC Experience Centre, HK

## 24 Jun (Thu)

<b>Inclusive Future</b>		
10:00–11:00am	<b>Christopher Patnoe</b> Head of Accessibility and Disability Inclusion, Google, US <b>Christina Yung</b> Head of Community, Diversity & Financial Vulnerability, ASP, HSBC, HK <b>Kevin Siu</b> Co-founder & Director, AaaM Architects, HK	<b>Noriko Deno</b> Community Designer, studio-L, Japan Moderator: <b>Gaëlle Loiseau</b> CEO, Shared Value Initiative Hong Kong, HK
<b>Winning in Hyper-efficient Commerce</b>		
11:15am–12:00nn	<b>Ken Lo</b> Head of eCommerce, Hong Kong & Macau, SF Supply Chain, HK <b>Yvonne Leung</b> Chief Marketing Officer, Alipay Payment Services (HK) Limited, HK	<b>Michael Ng</b> Head of Digital Product, WeLab Bank, HK Moderator: <b>Dr Toa Charm</b> Chairman, OpenCertHub, HK

24 Jun (Thu)

24 Jun (Thu)		
12:15–12:45pm <i>conducted in Putonghua</i>	<b>The Rise of New Retail in China</b>	
	<b>James Yang</b> General Manager, Digital Marketing, K11 Concepts Limited, Mainland China	Moderator: <b>Prof. Viveca Chan</b> Chairman & CEO, WE Marketing Group, HK
2:00–2:45pm <i>conducted in Putonghua</i>	<b>Futuring UX with AI and Data-driven Design</b>	
	<b>Prof. Ying-Qing Xu</b> Professor, Academy of Arts & Design, Tsinghua University   Director, The Future Lab, Tsinghua University, Mainland China <b>Yangwu Cai</b> UX Project Leader, Huawei, Mainland China	<b>Sonya Sun</b> Head of Design Team, Tencent, Mainland China Moderator: <b>Prof. Stephen Jia Wang</b> Full Professor in UX Design & Design Intelligence, School of Design, The Hong Kong Polytechnic University, HK
3:00–3:40pm	<b>A New Hospital in Four Months: A Design Journey Meeting Service Challenges</b>	
	<b>Dr Lily Chiu</b> Operations Director, China State Construction Int'l Medical Industry Development Co. Ltd., HK <b>Allen Kin-tak Leung</b> Project Director, Architectural Services Department, HKSAR Government, HK	Moderator: <b>Patrick Bruce</b> Founding Director, The Oval Partnership Limited, HK
4:00–4:45pm	<b>Smart Living, Smart Working</b>	
	<b>Jens-Peter Brauner</b> CEO, Siemens Mobility Limited, HK <b>Ren Yee</b> Director of Design/Strategies, UNSense   Head of Innovation Strategy & Forecasting, UNStudio, The Netherlands	<b>Cally Chan</b> General Manager, Microsoft Hong Kong Limited, HK Moderator: <b>Dr Charleston Sin</b> Executive Director, MIT HK Innovation Node, HK
8:00–8:50pm <i>Live on ViuTV Channel 96</i>	<b>Creative Entrepreneurs &amp; Industry Disruptors</b>	
	<b>Eric Gnock Fah</b> Co-founder & COO, Klook, HK <b>Juliette Gimenez</b> CEO & Co-founder, Goxip, HK <b>Lofai Lo</b> Director & General Manager, ViuTV, HK	<b>Yat Siu</b> Co-founder & Chairman, Animoca Brands, HK Moderator: <b>Darren Chuckry</b> Chair HK, Marketing Society   Managing Partner, HK Initiative, HK
8:50–10:00pm <i>Live on ViuTV Channel 96</i>	<b>Innovating Future Health &amp; Care</b>	
	<b>Cheaw Hwei Low</b> Head of Design, Philips ASEAN Pacific and Design Consulting, Asia, Singapore <b>Reinier de Graaf</b> Partner, OMA, The Netherlands <b>Prof. Jeremy Myerson</b> Helen Hamlyn Chair of Design, The Helen Hamlyn Centre for Design, Royal College of Art, UK	<b>Rama Gheerawo</b> Director, The Helen Hamlyn Centre for Design, Royal College of Art, UK <b>Dr Ching-choi Lam, SBS, JP</b> Chairman, Elderly Commission, HKSAR Government, HK Moderators: <b>Dr Edmund Lee</b> Executive Director, Hong Kong Design Centre, HK <b>Dr Gina Jiang</b> Managing Director, Hong Kong Institute of Biotechnology, HK

# Workshop

<p>17 Jun (Thu) 3:00–5:30pm 20 Jun (Sun) 3:00–5:30pm 25 Jun (Fri) 12:00nn–2:30pm Format: Virtual  same content for all 3 sessions</p>	<h2>Exploring Future Services with LEGO® SERIOUS PLAY® method</h2>		
	<p><b>Per Kristiansen</b> Partner, Trivium, Denmark</p>	<p><b>Class size</b> 15 (5 for each class)</p>	<p><b>Regular Price</b> HK\$1,400</p>
<p>21 Jun (Mon) 9:30am–1:00pm Format: Physical</p>	<h2>Thriving in Maturity: Designing for Tomorrow's YOLDS</h2>		
	<p><b>Dwayne Serjeant</b> Design Director, EY / wavespace, HK <b>Thierry Halbroth</b> Associate Partner, EY / wavespace, HK <b>Sunhera Cariappa</b> Design Strategist, EY / wavespace, HK</p>	<p><b>Class size</b> 20</p>	<p><b>Regular Price</b> HK\$1,200</p>
<p>21 Jun (Mon) 4:00–6:00pm Format: Virtual</p>	<h2>Smart Services for New Customers</h2>		
	<p><b>Clive Grinyer</b> Head of Service Design, Royal College of Art, UK</p>	<p><b>Class size</b> 20</p>	<p><b>Regular Price</b> HK\$1,400</p>
<p>22 Jun (Tue) 10:00am–12:30pm Format: Physical</p>	<h2>Transforming Brand in a World Transformed</h2>		
	<p><b>Jonathan Cummings</b> President, APAC, LANDOR &amp; FITCH, HK</p>	<p><b>Class size</b> 25</p>	<p><b>Regular Price</b> HK\$1,200</p>
<p>25 Jun (Fri) 10:00am–12:00nn Format: Virtual</p>	<h2>X Thinking®: The Transformation of Value – From Products to Services to eXperiences</h2>		
	<p><b>Dr Michael T Lai</b> Dean, X Thinking Institute, Mainland China</p>	<p><b>Class size</b> 20</p>	<p><b>Regular Price</b> HK\$1,200</p>
<p>25 Jun (Fri) 3:00–6:00pm Format: Virtual</p>	<h2>Creative Leadership: Three Values to Transform Your Practice</h2>		
	<p><b>Rama Gheerawo</b> Director, The Helen Hamlyn Centre for Design, Royal College of Art, UK</p>	<p><b>Class size</b> 20</p>	<p><b>Regular Price</b> HK\$1,200</p>



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