

REIMAGINING SERVICE ECONOMY 2021

kodw

21-25 JUN

23 Jun (Wed)

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

Forum

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

24 Jun (Thu)

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

24 Jun (Thu)

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

Workshop

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	Exploring Future Services with LEGO® SERIOUS PLAY® method			
	Per Kristiansen Partner, Trivium, Denmark	Class size 15 (5 for each class)	Early Bird HK\$840	Regular Price HK\$1,400
21 Jun (Mon) 9:30am–1:00pm Format: Physical	Thriving in Maturity: Designing for Tomorrow's YOLDS			
	Dwayne Serjeant Design Director, EY / wavespace, HK Thierry Halbroth Associate Partner, EY / wavespace, HK Sunhera Cariappa Design Strategist, EY / wavespace, HK	Class size 20	Early Bird HK\$720	Regular Price HK\$1,200
21 Jun (Mon) 4:00–6:00pm Format: Virtual	Smart Services for New Customers			
	Clive Grinyer Head of Service Design, Royal College of Art, UK	Class size 20	Early Bird HK\$840	Regular Price HK\$1,400
22 Jun (Tue) 10:00am–12:30pm Format: Physical	Transforming Brand in a World Transformed			
	Jonathan Cummings President, APAC, LANDOR & FITCH, HK	Class size 25	Early Bird HK\$720	Regular Price HK\$1,200
25 Jun (Fri) 10:00am–12:00nn Format: Virtual	X Thinking®: The Transformation of Value – From Products to Services to eXperiences			
	Dr Michael T Lai Dean, X Thinking Institute, Mainland China	Class size 20	Early Bird HK\$720	Regular Price HK\$1,200
25 Jun (Fri) 3:00–6:00pm Format: Virtual	Creative Leadership: Three Values to Transform Your Practice			
	Rama Gheerawo Director, The Helen Hamlyn Centre for Design, Royal College of Art, UK	Class size 20	Early Bird HK\$720	Regular Price HK\$1,200



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