



KEA participating in Hong Kong BoDW (Business of Design Week) from 2-9 December 2013

BODW¹ is an annual flagship event organized by the Hong Kong Design Centre since 2002. It is one of the most significant events on Asia's design calendar. Belgium is host country of this year's edition.

KEA is member of the Belgian delegation representing more than 20 creative companies in the fields of fashion, jewellery, design and architecture.

KEA is actively contributing to the success of this economic mission by making available its business contacts in Shenzhen in the field of fashion and jewellery for the setting of matchmaking events with potential business partners.

KEA has an office in Shenzhen (B1, Floor 7, Building 1, City of Design, Creative Industrial Estate, Shennan Road Central, Futian District, Shenzhen, China (PC: 518026)). It specialises in supporting European creative SMEs to access the Chinese market

To raise awareness of the creative potential of Belgium, KEA is proposing a special edition newsletter (English and Chinese) entitled ["Antwerp a fashion capital, yet a humble one"](#) using the celebration of the 50TH Anniversary of the fashion academy of Antwerp as an opportunity to celebrate and highlight Belgium's creativity, and the achievements of Belgium's creative brands on an ever more competitive market.

More information on [our activities on China](#)

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¹ The week-long event will comprise the BODW Forum, concurrent events, exhibitions and the Detour community programme. Over 100 international speakers will take part in the programme of seminars, conferences and symposia, more than 100,000 participants are expected.

This international event will bring wide attention to the Belgium's creativity, design and innovation companies, where an array of notable Belgian personalities and companies are invited to exhibit or speak, such as Oliver Bastin, chief architect of the Brussels Capital Region, Anne Chapelle, CEO and owner of the Anne Demeulemeester and Haider Ackermann fashion brands, Elvis Pomilio, fashion designer who created collections with Chanel, Mugler, Céline etc, or Alain Gilles, specialized in product and furniture design, art direction and interior architecture. Queen Mathilde of Belgium will be supporting Belgian creators by taking part in the event.