

PAKHUIS DE ZWIJGER*

Pakhuis de Zwijger, DutchDFA, Syntens, Federatie Dutch Creative Industries, Kamer van Koophandel, CCAA, Agentschap NL and Amsterdam in Business present:

CREATIVE INDUSTRIES UPDATE: CHINA

Subsequent to the successful three-day event in May 2011, we bring you a very first country update with reference to booming China. The event entails inspiring business stories from Dutch magnates, practical tips and useful information spanning the afternoon and evening.

Pakhuis de Zwijger | January 31st | start: 01.30 pm - finish: 10.00 pm

Guests

- > participants trade missions Guangzhou and Beijing Design Week, a.o..
- > participants earlier trade missions to China (Agentschap NL/CCAA a.o.)
- > community-members Syntens China-database/DDFA China/Amsterdam China Desk/KvK/CCAA
- > Chinese networks Hong Tong Wu/CRTV and Yuwei Ni/Qiushi Design Society
- > Students art- design- fashion- and architecture academies

Entrance fee

- Part 1 + 2 + 3 € 60,- (incl. tax and businessdinner)
- Part 3 (evening) € 10,- (students € 5,-)
- > voor students, BNO-, BNI-, BNA- en Modint-members: respectively € 50 en € 5

For full timetable: please scroll down

*PLATFORM VOOR CREATIE EN INNOVATIE



Full timetable

2.00 - 2.20 PM

warming up

'Doing business in China: an introduction'
by **Peter Kersten** (BNO)

2.20 - 5.30 PM

part 1

Group discussion by and for creative entrepreneurs with experience and/or ambition in China, with updates and exchange of practical experience: *things we need to know*.
> moderator: **Jos van der Zwaal**

2.20 - 3.30 pm - *Opportunities in China*

- Conversation with **Bertrille Snoeijer** (NBSO, Dutch embassy in China, via Skype)

Dol Soon Mulder/Mathilde Teuben/Jasmijn Snippe
(EVD/Agentschap NL)

- Update *Dutch Design Workspaces*

by (among others) **Giel Groothuis** (DDWS, Shanghai),
Teun Hompe and **Vannessa de Groot** (GPRD, via Skype)

- The Chinese perspective by **Yuwei Ni** (*Qiushi Design Society*)

- 'Working in China at several stages', with:

Tom Dorresteijn (*Studio Dumber*), **Peter Slavenburg**
(*NorthernLight*), **Robert Schalker** (*A Fish Named Fred*),
Barry de Bruin (*Ping-pong Design*) and **Roos van der Kamp** (*ROPAROSA*)

3.30 - 3.40 pm

- Spoken column by **Jeroen den Hengst**: Chinese culture, traditions & clashes
> 10 min

3.40 - 4.00 pm

- Intellectual Property Regulations > **Naomi Saunders**
(IPR desk EU - Chamber of Commerce China, via Skype,
conversation with **Philomeen Engels** (*Bugaboo*) and **Dirk Jasper** (*Barnyard*).
> 20 min



4.00 - 4.30 pm
- questions by the audience + break

4.30 - 5.30 pm
- Trade missions Beijing, Guangzhou and Shanghai in retrospect by **Wei van der Meulen - Sun** (BJDW) and **Marije Hovestad / Peter Kersten** (Guangzhou Canton Fair); discussion of business cases in several stadia, with: **Studio Mango** (Breda / Rotterdam / Guangzhou), **Ping-pong Design** (Rotterdam) and **A Fish named Fred** (Amsterdam)

5.30 - 7.30 pm

part 2
Business Circle Dinner at four tables:
> Beijing with **Rogier Coopmans**
> Guangzhou with **Marije Hovestad** and **Peter Kersten**
> Shanghai with **Giel Groothuis**
> HongKong with **George Ammerlaan**

7.30 - 10.00 pm

part 3
7.30 - 7.50 pm
- **Giel Groothuis** (DDWS) introduces the evening with ins & outs about the *creative industries*-practice in China.
> 20 min

7.50 - 8.10 pm
- An interview about facilities, instruments and business support platforms in China.
- with **Christine de Baan** (DutchDFA): Mapping China; **Robert Jan Marringa** (Design Cooperation Brainport): Liberation of Light; **Ole Bouman** (NAi): matchmaking program; **Monique Knapen** (SICA)
> 20 min

8.10 - 8.50 pm
- 3 pitches business cases (10 min.):
- product design: **GBO Projects**, product design: **Bugaboo**, interior design: **Studio Dumbar**
- Followed by group discussion with **Christine de Baan** (DutchDFA)



> 40 min.

8.50 - 9.05 pm

- Dutch Design College, by **Michel de Boer**

> 15 min.

9.05 - 9.45 pm

- 2 pitches business cases (10-15 min.):

- graphic and service design: **Mattmo**, architecture:

MVRDV

- Followed by group discussion with **Ole Bouman** (NAi)

> 40 min.

9.45 - 22.00 pm

Roll-out and questions by the audience