

DESIGN INSPIRE

3 - 9 / 12 / 2020

www.designinspire.com.hk

For Official Use

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A/N | | | | | | | | | |

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IMPORTANT 注意事項：

- Information supplied will be used in the Expo's official promotional materials. 貴公司所提供的資料，將用於博覽會之宣傳資料內。 All information must be completed in English, except the Chinese name of your Organisation/Company/Brand. 除公司及品牌中文名稱外，所有資料請用英文填寫。
- The "Name of Organisation/Company" should be the same as appeared on the Business Registration Certificate and will be listed on the Expo's website. 「公司名稱」必須與貴公司商業登記證上所列相同，並將列於博覽線上版。 Exhibitor's contact info will be listed on DesignInspire Online website. You may as a result receive enquiries directly from the public. 各參展商之聯絡資料將被列於博覽線上版，讓參展商可直接收到有興趣人士發出的電子諮詢郵件。
- Please attach photocopy of Business Registration Certificate with your application. 請附上商業登記証副本。

Part I 第一部份 Company Information 公司資料

The following No. 1 – 11 information will be listed on DesignInspire Online for receiving general enquiry.
下列第一至十一項資料將詳列於博覽線上版作有關業務查詢之用。

1. Organisation/Company Name (Eng): _____
機構 / 公司名稱 (英文) _____
Organisation/Company Name (Chi): _____
機構 / 公司名稱 (中文) _____
2. Brand Name (Eng): _____
品牌名稱 (英文) _____
Brand Name (Chi): _____
品牌名稱 (中文) _____
3. Address 地址 : _____

4. Country/Territory 國家/地區 : _____
5. Tel No. 電話 : _____
6. Fax No. 圖文傳真 : _____
7. E-mail 電子郵件 : _____
8. Company Website 公司網址 : _____
8. Facebook Page 專頁 : _____
10. Instagram : _____
11. WeChat 微信公眾號 : _____

12. Business Registration No. 商業登記證號碼 :

Contact Information for Expo-related matters only 負責有關博覽事宜之聯絡人資料
Please make sure the email address provided is a valid and frequently used email. The Organiser will communicate with your company via this email address only.
請確保以下填寫的電子郵箱為常用及有效，主辦機構日後只會以此電郵地址與貴司聯繫。

13. Contact Person (Mr/Ms) 聯絡人 (先生 / 小姐) : _____
14. Position 職位 : _____
15. Direct Tel No. 直線電話 : _____
16. Email 電子郵件 : _____

Organiser 主辦機構 :



Part II 第二部份 Thematic Highlights 展會分區

To facilitate visitors in identifying the interested designs and potential partners, the Virtual Expo will be categorised in the following thematic zones. Please select the most appropriate zone for your page. 為方便參觀人士尋找合適的夥伴及設計，博覽線上版將劃分以下分區。請選擇適合貴公司的分區。(Please choose one only. 請只選一項。)

STUDIO

- Showcasing a wide range of creative design services
展示不同範疇的創意設計服務

DESIGNER PRODUCT

- Showcasing designer products and creative brand concepts
展示一系列設計師產品及品牌創意理念

AWARD

- Award organisers featuring the best of the best designs
設計及創新獎項展團展示業界傑出設計

EDUCATION

- Highlighting the latest design-related educational programme and products e.g. STEAM
介紹設計相關的最新教育課程及創意產品，例如 STEAM

INNOVATIVE SOLUTION

- Displaying the innovative and creative equipment, tool & software
匯聚最新創新科技方案、設計工具、軟件及用品

INSTITUTION

- Design institutions promulgating the excellence of creative elites
設計相關機構展示創意佳作

Remarks 備註：

1. The Organiser has the sole discretion in accepting the applications, classifying and assigning the zoning of the thematic highlights as well as allocating the page zoning to all exhibitors. 主辦機構有權決定是否接納參展申請及決定展覽分區之分類和所有參展商之展覽分區。
2. Exhibitors can only display exhibits which fall into the thematic highlight which they have chosen and/or been allocated. The Organiser reserves the right to immediately relocate the exhibitor or terminate its participation if the exhibitor displays any exhibits and/or information that are not under its originally applied or assigned thematic highlight. 參展商於展覽期間所展示的內容必須符合其所選擇或被安排的展覽分區。如參展商未能展示與其分區相符之內容，主辦機構有權即時重新安排其分區或終止其參展資格。
3. Special application in advance is required for conducting retail sales at DesignInspire Online for exhibitors (such as by displaying any hyperlinks linking to any external e-commerce platforms). The Organiser reserves the sole and absolute discretion in such special applications (including but not limited to screening and approving Exhibitors' products being sold at the Virtual Expo), and such decision shall be final and binding. 參展商如欲在展覽中進行銷售活動（例如通過任何超連結連接到任何電子銷售平台）均需預先向主辦單位申請。

Part III 第三部份 Participation Details 參展資料

Basic Package 基本參展費用：HK\$2,100 / US\$270

- * Remark: Applicable only for non-Hong Kong exhibitors who submit their application with participation fee on or before 30 October 2020
只適用於在 2020 年 10 月 30 日或之前遞交報名表格及參展費用的非香港參展商。

Early-Bird Discounted Price 早鳥優惠價：HK\$1,785 / US\$230

- Company Logo 公司商標 *
- Company Profile in English and Chinese 公司簡介 (英文及中文)**
- Exhibits/Projects Listing 展品 / 案例介紹 (英文及中文)
Please provide information of FIVE exhibits/projects. 請提供 5 個產品或案例的資料
- Photos 照片 * (Maximum: 5 最多 5 張)
- Description of Each Product/Project 每件產品或項目簡介 **
- Brand Video Listing 品牌影片介紹 * (英文及中文)
Please provide ONE video at max. 3 minutes. 請提供一段片長 3 分鐘之內的影片。
- Press Release/News Clippings (If any) 新聞稿 / 媒體報道 (如有)

Remarks 備註：

Please **fill in the enclosed form (the link will be sent via email)** to provide the above information **according to the requirements** for online listing on your Exhibitor Page at DesignInspire Online. The submitted information might also be used for marketing and publicity purpose before, during and/or after the Virtual Expo. The Organiser reserves the right in selecting the exhibits and cases for promotion use.

請**依照格式填寫附表 (連結將經電郵發送)** 提供以上所須資料以供上載至博覽線上版參展商頁面。參展商所提供之資料亦有機會用於展覽前期、期間及 / 或後期之宣傳之用。主辦機構有權選擇展品或案例作推廣用途。

*File specifications 檔案規格：

圖像文件及照片 Graphics/ Image

Format 格式：Jpeg and ai | File size 檔案大小：at least 3mb 最少 3mb

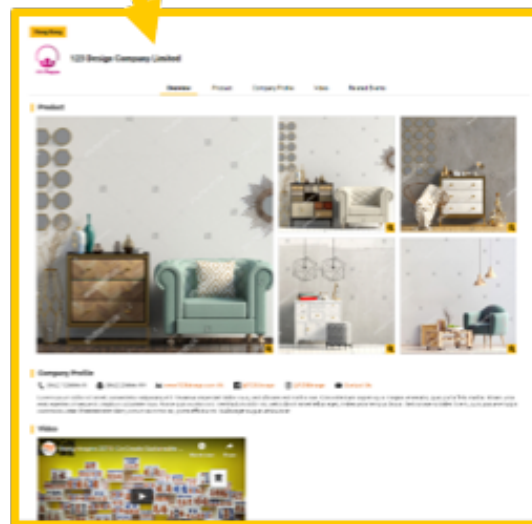
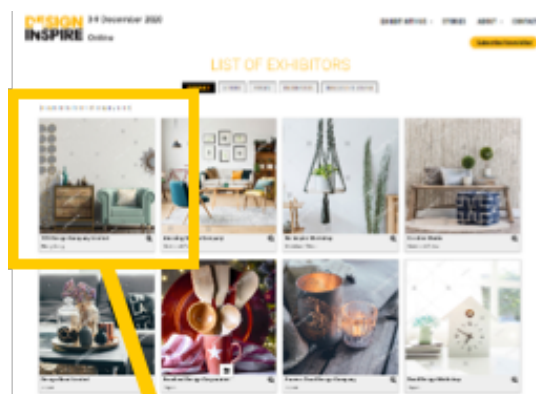
影片 Video

Format 格式：MP4

**Word Limit 字數限制：

English: Max. 500 characters including punctuation 每段英文簡介不多於 500 字母

Chinese: Max. 250 words including punctuation 每段中文簡介不多於 250 字



Part IV 第四部份 Service Category 服務類別

- Please indicate by a "✓". 請用 "✓" 號註明。
- Please select your company's service categories from below. 請於下列選擇貴公司所屬之服務類別。
- According to your requested thematic zone, please select at least **ONE** item from the **highlighted Service Category**. 根據你所選擇的主題分區，請於下列已標示的服務類別內選擇最少一個項目。

Design & Branding for Business 設計與品牌策略

Design Service 設計服務

- Advertising 廣告
- Architectural Design 建築設計
- Experience Design 體驗設計
- Fashion Design 時裝設計
- Furniture Design 傢俱設計
- Graphic Design 平面設計
- Illustration 插圖
- Industrial Design 工業設計
- Interior Design 室內設計
- Material Design 物料設計
- Printing & Packaging Design 印刷及包裝設計
- Product Design 產品設計 (e.g. 如：_____)
- Spatial Design 空間設計
- Urban Design 城市設計

Brand Strategy 品牌策略

- Brand Management & Consultancy 品牌管理及顧問
- Marketing Consultancy 市場營銷顧問
- Marketing Communications / Product Promotion 市場營銷 / 產品推廣

Digital Marketing Solutions 數碼營銷推廣

- Digital Animation 數碼動畫
- Internet Web Page Design 網頁設計
- Mobile Business Application 流動商業應用
- Mobile Solution Provider 流動方案供應商
- Multimedia / New Media Design 多媒體 / 新媒體設計

Designer Product 設計師產品

- Building Materials and Construction Components 建築材料和建築組件

- Corporate Gifts 商業禮品
- Digital and Electronic Devices 數碼及電子設備
- Fashion & Fashion Accessories 時裝及時裝配飾
- Home Appliances 家用電器
- Living & Home Decor 生活與家居裝飾 (including Furniture, Lighting products, kitchenware, home accessories, tableware & cutlery 包括家具，照明產品，廚具，家居裝飾，餐具等)
- Stationery 文儀用品
- Travel-related Products 旅遊相關產品
- Wellness & Personal Care 健康與個人護理

Innovative Solutions 創新科技

- 3D Printing 三維打印
- Augmented Reality / Virtual Reality / Mixed Reality 擴增實境 / 虛擬實境 / 混合實境
- Electronics Technology 電子科技
- Environment Technology 環保科技
- Information & Communications Technology 資訊及通訊技術

Design Education 教育專區

- University / Tertiary Institute 大專院校
- Creative Education 創意教育
- Education-related Products e.g. STEAM 教育相關產品，例如 STEAM

Others 其他

- Government Organisation / Public Institution 政府及公營機構
- Professional Association / Industry Association 專業學會 / 行業協會
- Product Research & Development 產品研究及開發
- Books & Printed Matter Publishing 書籍及印刷品出版
- Software / Technology Parks 軟件園 / 科技園

Part V 第五部份 Participation Fee and Payment Method 參展費及付款方式

Participation Fee 參展費用 (Please refer to Part III 請參考第三部分)	US\$
Total 總額	US\$

PAYMENT METHOD 付款方式

For Overseas and Mainland Exhibitors 海外及內地參展商適用

Please submit completed application form together with **bank draft/remittance advice and mark the payment for "DesignInspire"** to Service Promotion Department, Hong Kong Trade Development Council, 38/F, Office Tower, Convention Plaza, 1 Harbour Road, Wan Chai, Hong Kong. Payment shall be made payable to "Hong Kong Trade Development Council".

請將填妥之表格連同本票 / 滙款通知書並列明 "DesignInspire" 之參展費用交回香港灣仔港灣道一號會展廣場辦公大樓三十八樓香港貿易發展局服務業拓展部。本票抬頭請註明「香港貿易發展局」。

Remittance should be paid by telegraphic transfer to "Hong Kong Trade Development Council" USD account and mark the payment for "DesignInspire", account number **004-002-7-642925** with **The Hongkong and Shanghai Banking Corporation Limited, 1 Queen's Road Central, Hong Kong** (all banking charges are to be borne by the applicant). **SWIFT: HSBCHKHKKH**.

滙款請以 T/T 形式滙入本局於香港上海滙豐銀行有限公司之戶口並註明 "DesignInspire" 之參展費用，戶口名稱 "**Hong Kong Trade Development Council**"，美元戶口號碼 **004-002-7-642925**，銀行地址：香港皇后大道中一號（所有滙款費用須由申請人負擔）。**SWIFT: HSBCHKHKKH**。

Applications will only be considered upon receipt of the completed form with full payment. 如未能呈交參展費全數之申請將恕不受理。

Have you included the following details? 你是否提供以下資料？

- Completed Application Form with Signature and company stamp on Page 5 (Part VIII) 已填妥之參加表格及於第五頁(第八部份)之簽署及公司印鑑
- Copy of Business Registration 商業登記証副本
- Copy of Remittance Slip 電匯付款通知單

Please return all application materials to:

Hong Kong Trade Development Council
Service Promotion Department
38/F Office Tower, Convention Plaza,
1 Harbour Road, Wan Chai, Hong Kong
Tel: (852) 1830 668 Fax: (852) 2824 0249
E-mail: designinspire@hktcdc.org
Expo website: <http://designinspire.com.hk>
Attn: DesignInspire 2020

請將所有參展申請資料交回：

香港貿易發展局
服務業拓展部
香港灣仔港灣道一號
會展廣場辦公大樓 38 樓
電話：(852) 1830 668 傳真：(852) 2824 0249
電子郵件：designinspire@hktcdc.org
博覽會網頁：<http://designinspire.com.hk>
請註明「DesignInspire 2020」收

Remarks 備註

The participation fee stipulated on the application form should not be regarded as the final fee payable by the Exhibitor. The final participation fee is subject to the confirmation by the Organiser. 申請表格上列出之參展費並不代表參展商應繳付的最終費用。最終參展費將由主辦機構決定。

Application Deadline: 30 October 2020 (Friday) 報名截止日期：2020 年 10 月 30 日 (星期五)

Part VI 第六部份 Company Stamp and Signature 公司印鑑及簽名

I acknowledge that the above information may be used by the Hong Kong Trade Development Council (HKTDC) for incorporation in all or any of its database for direct marketing or business matching purpose, and for any other purposes as stated in the Privacy Policy Statement (available at www.hktcdc.com/mis/pps/en); I confirm that I have the consent and the authority of each individual named in this form to release their personal data for the purposes stated herein. 本人確定香港貿易發展局 ("貿發局") 可將上述資料編入其全部或任何資料庫內作為直接推廣或商貿配對，以及用於貿發局在私隱政策聲明 (載於網頁 <http://www.hktcdc.com/mis/pps/tc>) 中所述之其他用途。本人確認已獲得此表格上所述的每一位人士同意及授權，將其個人資料提供予貿發局作此表格提及的用途。

I would like to continue to be part of HKTDC's contact list and be informed of the latest market intelligence and business opportunities. 本人願意繼續加入貿發局的聯絡名單，以獲悉最新的市場信息和商機。

(This box is solely for European Union ("EU") / European Economic Area ("EEA") customers as required by the relevant data protection law in the EU. 此選項是按歐盟有關保護個人資料法律的要求而設，只適用於歐盟 / 歐洲經濟區的客戶。)

I warrant that any materials provided to the Organiser do not in any way whatever violate or infringe any third party's rights including all intellectual property rights including but not limited to trade marks, copyright, designs, names, and patents whether registered or otherwise. I agree to fully indemnify the Organiser and its agents, representatives, contractors and employees against all costs, expenses and damages arising from any third party's claim of infringements by our company and/or the Organiser and/or the latter's agents, representatives, contractors or employees of such third party's rights.

本人保證提交予主辦機構的任何資料，各方面均沒有違反或侵犯任何第三者的權利，包括所有知識產權，其中包括但不限於已註冊或未註冊的商標、版權、外觀設計、名稱及專利；並同意悉數賠償主辦機構及其代理、代表、承包商和僱員因第三者指控本公司及 / 或主辦機構及 / 或後者的代理、代表、承包商和僱員侵權而招致的費用，開支及索償。

I accept that the Organiser bears no responsibility for any error or omission.

本人同意，上述資料如有錯漏，主辦機構毋須負責。

I understand that participation fee is non-refundable once the participation has been accepted.

本人明白參加申請一經確定接納，參加費概不獲發還。

Name of Person-in-charge (in BLOCK)
負責人姓名 (正楷) _____

Position
職位 _____

Company Stamp & Authorised Signature
公司印鑑及負責人簽名 _____

Date
日期 _____

