



中華人民共和國香港特別行政區政府
文化體育及旅遊局
Culture, Sports and Tourism Bureau
The Government of the Hong Kong Special Administrative Region
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For immediately release

Hong Kong Design Centre joins hands with Hong Kong Trade Development Council for the First Time to lead Hong Kong's elite designers for 'Hong Kong Design Mission to Nanjing'

Strengthening the Jiangsu-Hong Kong collaboration
and driving strategic business opportunities



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Hong Kong, 28 September 2026 — **Hong Kong Design Centre (HKDC)** and **Hong Kong Trade Development Council (HKTDC)** jointly organised the inaugural 'Hong Kong Design Mission to Nanjing', which took place from 21 to 23 September. With the Cultural and Creative Industries Development Agency (CCIDA) under the Culture, Sports and Tourism Bureau of the HKSAR Government as the lead sponsor, representatives from CCIDA, HKDC and HKTDC led a delegation of 15 leading Hong Kong designers from diverse disciplines to Nanjing for in-depth business visits and creative exchange. The joint organisation of this delegation marks the first collaborative initiative of its kind between the two bodies, further deepening their cooperation efforts and representing a significant milestone in their enhanced strategic partnership.

This delegation builds upon the visit to Hong Kong in March this year by Mr Xu Feng, Member of the Standing Committee of the CPC Nanjing Municipal Committee and Deputy Mayor of the Nanjing



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Municipal People's Government. During his visit, Mr Xu held in-depth discussions with HKDC and HKTDC on creative design, industry synergy and sustainable urban development, which have been jointly advanced by HKDC and HKTDC, culminating in a major collaborative achievement of this delegation to Nanjing.

Riding the wave of 'Brand Upgrading' and 'Cultural Globalisation' in Jiangsu and Hong Kong Five core areas identified to unlock vast business opportunities

As one of Chinese Mainland's major economic and cultural powerhouses, Jiangsu Province is entering a critical period of strategic opportunity driven by 'brand upgrading' and 'cultural globalisation'. From established state-owned enterprises and rapidly emerging private enterprises, to time-honoured traditional brands, renowned restaurant chains, iconic arts and cultural landmarks and major urban renewal projects, businesses and organisations across Jiangsu are demonstrating keen demand and high expectation for Hong Kong designers' international perspectives, sharp market insights, and ability to transform local cultural heritage into contemporary trends.

The itinerary was tailor-made based on a carefully curated list of design partners selected by HKDC and HKTDC. The 15 participating designers come from diverse disciplines, including architecture and interior design, product design, brand creation and packaging, visual and spatial arts, and fashion design. Their expertise has been closely matched with the specific design needs and market challenges of enterprises in Jiangsu Province and Nanjing, enabling the delegation to offer precise business matching and in-depth industry visits, while promoting substantive connections between Hong Kong designers and the vast business opportunities in Chinese Mainland market.

Miss Yvonne Ip, Assistant Commissioner for Cultural and Creative Industries revealed that 'the Cultural and Creative Industries Development Agency (CCIDA) is committed to driving Hong Kong's design sector to "go global", fostering cross-sectoral and multi-disciplinary collaboration with the industries and enterprises in Chinese Mainland and overseas to unlock new business opportunities. Through these business matching sessions and interactions, I hope that, on the basis of complementary strengths, Hong Kong designers can fully leverage their professional expertise and global vision to spark collaborative ideas with Jiangsu enterprises. This will help drive in-depth cooperation between Jiangsu and Hong Kong and join hands to create projects with international impact, further consolidating Hong Kong's position as an East-meets-West centre for international cultural exchange.'



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Ms Rainy Chan, Executive Director of HKDC, said, 'Hong Kong Design Centre is committed to advancing the development of Hong Kong's design industry, nurturing creative talent, and supporting design enterprises to "go global", while actively fostering connections and exchanges among the design sectors in Hong Kong, Chinese Mainland and around the world. The 15 elite designers invited to join this delegation combine international perspectives with extensive practical experience, and are particularly adept at transforming creative ideas into compelling commercial outcomes. Through the in-depth interactions facilitated by this initiative, we hope to strengthen mutual trust and expand collaboration between the design industries and businesses of Jiangsu and Hong Kong, while creating new opportunities for mutual benefit and win-win partnerships.'

Ms Anna Cheung, Associate Executive Director of the HKTDC, said, 'The Hong Kong Trade Development Council has always been committed to supporting the development of the creative industries. Through a diverse range of international exhibitions and conferences, including DesignInspire, MarketingPulse, eTailingPulse, and CENTRESTAGE, as well as business missions, exchange programmes and business-matching platforms, we help designers expand into Chinese Mainland and overseas markets. In addition, the HKTDC has more than 50 offices worldwide, including 13 in Chinese Mainland. Leveraging our extensive network across Chinese Mainland nurtured over the years, the HKTDC joined hands with the HKDC to arrange for the delegation to meet with relevant government departments and leading enterprises in Jiangsu, enabling them to gain a deeper understanding of local industry policies and market trends, lay a solid foundation for bilateral collaboration, and open a new chapter in creative industry cooperation between Jiangsu and Hong Kong.'

The delegation's key strategic objectives include actively facilitating collaboration between Jiangsu enterprises and Hong Kong designers across different design disciplines; inviting leading key local organisations to participate in DesignInspire and DX design hub exhibitions to further strengthen exchange between the two regions; and building an extensive, high-quality business network to create a solid foundation for long-term cooperation.

The three-day delegation featured an intensive line-up of activities. The delegation paid a courtesy visit to Xu Feng, Member of the Standing Committee of the CPC Nanjing Municipal Committee and Deputy Mayor of the Nanjing Municipal People's Government, as well as visiting the Jiangsu Cultural Investment Group, where representatives engaged in in-depth discussions on the development of cultural tourism IP and collaboration on cultural and creative products related to the Grand Canal. Following the visit to the renowned Deji Art Museum and Deji Art Store in Deji Plaza, as well as the restaurant group, Nanjing Impressions, the delegation explored Laomendong Historic District, one of



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Nanjing's iconic historic and cultural neighbourhoods, and the key Hunan Road urban renewal project currently underway. In addition, a special visit to Soho Fashion Group was also materialised to explore opportunities for collaboration on 'Suchao' (Jiangsu Football City League) apparel and cultural products. The delegation further attended the 'Jiangsu-Hong Kong Creative Design Cooperation Business Matching Forum', where 120 targeted business matching sessions were held with representatives from emerging restaurant brands, time-honoured brands, museums, intangible cultural heritage organisations and fashion enterprises, major shopping malls, and leading cultural tourism organisations from Nanjing and across Jiangsu Province.

With the delegation having established solid initial connections with a number of leading enterprises in Jiangsu, both sides will continue to follow up on specific collaboration plans and actively explore viable ways to facilitate the signing of Memoranda of Understanding between organisations in the two regions, creating broader opportunities for Hong Kong's design sector to expand its presence in Chinese Mainland market.

Social media hashtags:

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Social Media Platforms:

HKDC's Website: <https://www.hkdesigncentre.org/>

Facebook: [@hkdesigncentre](#)

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Download bios of 15 leading Hong Kong designers (Chinese Only) from [HERE](#)

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Media Enquiry

This press release is released by Prime Peach PR & Promotions Limited, for media enquiry, please contact:

Prime Peach PR

Rachel Pong | rachel.pong@primepeachpr.com | (852) 6588 1168

Vivian Tse | vivian.tse@primepeachpr.com | (852) 9627 5201



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Hong Kong Design Centre

Forum Li | forum.li@hkdesigncentre.org | (852) 3793 8499

HKTDC Communication and Public Affairs Department

Katy Wong | katy.ky.wong@hktdc.org | (852) 2584 4524

About Hong Kong Design Centre (<https://www.hkdesigncentre.org/en/>)

Hong Kong Design Centre is a strategic partner of the HKSAR Government in leveraging the city's East-meets-West advantage to create value from design.

The major programmes include Business of Design Week (BODW), bodw Future Lab, DFA Awards, Fashion Asia Hong Kong and DESIGN@HKG (formerly BODW In the City). Since 2024, we have also been operating the DX design hub in Sham Shui Po, dedicated to fostering emerging design talents and facilitating collaborations and exchanges in the design industry, as well as providing visitors an immersive experience through innovative exhibitions, fashion showcases and cultural events.

To achieve our goals we:

- Cultivate a culture of design
- Bridge stakeholders to opportunities that unleash the power of design
- Promote excellence in various design disciplines

About HKTDC (<http://mediaroom.hktdc.com/tc>)

The [Hong Kong Trade Development Council \(HKTDC\)](#) celebrates its 60th anniversary this year. The HKTDC is a statutory body established in 1966 to promote, assist and develop Hong Kong's trade. With over 50 [offices](#) globally, including 13 in the Chinese Mainland, the HKTDC promotes Hong Kong as a two-way global investment and business hub. The HKTDC organises [international exhibitions](#), [conferences](#) and [business missions](#) to create business opportunities for companies, particularly small and medium-sized enterprises (SMEs), in the Chinese Mainland and international markets. The HKTDC also provides up-to-date market insights and product information via [research reports](#) and [digital news channels](#). For more information, please visit: www.hktdc.com/aboutus.

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About the Cultural and Creative Industries Development Agency (www.ccidahk.gov.hk)



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The Cultural and Creative Industries Development Agency (CCIDA), formerly known as Create Hong Kong (CreateHK) since 2009, was established in June 2024. CCIDA is a dedicated office under the Culture, Sports and Tourism Bureau of the Government of the Hong Kong Special Administrative Region (HKSAR Government) to provide one-stop services and support to the cultural and creative sectors with a mission to foster a conducive environment in Hong Kong to facilitate development of the arts, culture and creative sectors as industries. CCIDA's strategic foci are nurturing talent and facilitating start-ups, exploring markets, promoting cross-sectoral and multi-disciplinary collaboration, promoting industrialisation of the arts, culture and creative sectors under the industry-oriented principle, and fostering a creative atmosphere in the community, thereby reinforcing Hong Kong as Asia's creative capital and our positioning as the East-meets-West centre for international cultural exchange.

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