

A not to be missed opportunity



ASIA Design Forum 2013 "design foresight"

2 July 2013 | Seri Pacific Hotel Kuala Lumpur

* Fee : **RM100**
RM50 (registered MRM members until April 2013)

Payment can be made by Postal Order or Cheque and made payable to SIRIM Berhad.

* Dateline for registration is **21st June 2013**

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한국디자인진흥원
KOREA INSTITUTE OF DESIGN PROMOTION

Participation Form

Fax to 03-62030093

Name : _____

Designation : _____

Company : _____

Email address : _____

Tel : _____ Fax : _____

Please tick [✓]

Non Member Member | MRM Membership No. _____

Asia Design Forum 2013 (Tentative Program)

Theme : **Design and Foresight**
Date : **July 2, 2013 (Tuesday)**
Venue : Pacific Ballroom, Seri Pacific Hotel
Subject : Decision-makers in corporation/public institutes, personnel of design-related companies, designers, etc. (approximately 150 people)

Program

Introduction

09:00 – 09:30 Registration
09:30 – 09:40 Welcoming Speech
- *Dr. LEE Taeyong, President, KIDP*
- *Prof. Dr. AHMAD Bin Haji Zainuddin, Chairman, MRM*
09:40 – 09:45 Introductory Session_ Moderator

[Session 1] Design and Foresight: Education

09:45 – 10:45 **Speaker: Prof. Dr. AHMAD Bin Haji Zainuddin, Chairman, MRM.**
10:45 – 11:00 Coffee Break
11:00 – 12:00 **Speaker: Prof. Dr. PARK Yeongchun,**
Vice President of sadi (Samsung Art and Design Institute)

12:00 – 13:00 Lunch

[Session 2] Design and Foresight: Industry

13:00 – 14:00 **Speaker: Mr. YOO Byungchul,**
Director of HCI (Human-Computer Interaction) Division, SK Planet
- **TV remote control**
(Understanding customer behavior, designing the future user experience, designing remote controller)
- **Future Mobile/Internet commerce**
(Fore-sighting customer behavior in 2 - 3 years of future, and designing actual service concepts, with actual projects examples: 1.Turkey e-Commerce, 2.South Korea Smart Wallet)
- **How to lead future customer experience**
(Persuasive design)

[Session 3] Panel Discussion

14:00 – 15:00 **Panel Discussion**
(Participated by the forum speakers and Head/Director of each Design Sharing Council member organization)
15:00 – 15:15 **Closing**