



## Seminar on “Upgrading Your Product Brandname and Corporate Image by Choosing the Right Furniture Design”

### 「選用合適的傢俬設計 提昇品牌及企業形象」研討會

- Date 日期 : 30/10/2008 (Thursday 星期四)  
Time 時間 : 2:30pm-3:30pm  
Venue 地點 : Seminar Room, Hall 9, AsiaWorld-Expo  
亞洲國際博覽館 9 號展館 研討室  
Speaker(s) 講者 : Mr. Francis Lee  
Founder, Chief Executive Officer and Creative Director, FRA Group /  
Executive Committee Member,  
Hong Kong Designers Association  
華譽集團 創辦人、總裁及設計總監 /  
香港設計師協會執行委員 李躍華先生  
Language 語言 : English (No simultaneous interpretation will be provided) 英語 (不設即時傳譯服務)  
Remarks 備註 : Free Admission 免費入座

#### Profile of Speaker 講者簡歷:

Francis awarded a Master of Design and studied his undergraduate at The School of Design of The Hong Kong Polytechnic University. He started his professional practice by working for a number of famous international and local Architects and Interior Design firms since 1987 prior to his private practice at Francis Lee & Associates Limited and FRA Limited. Francis has been responsible for many large scale multi-national corporate projects within the past years.

Francis has been responsible for many public missions as well as guest speaker to promote Hong Kong Creative Industry and improve Design Education. He is a panelist of the Applied Learning Curriculum Committee of Education Bureau, Francis also a subject specialist of the Hong Kong Council for Accreditation of Academic & Vocational Qualification. Francis is the Executive Committee of Hong Kong





Designers Association, Chartered Designer of the Chartered Society of Designers UK (MCSD), Member of British Institute of Facility Management (MBIFM) and Professional Member of International Facility Management Association USA (MIFMA).

李先生早年畢業於香港理工大學設計學院，及後獲得設計學碩士學位(MDes Master of Design)。他自 1987 年起曾任職多間著名跨國設計及建築規劃顧問機構，曾負責過多項國際性、中國及香港的大型項目。Francis 後來私人執業成立李躍華規劃設計有限公司(Francis Lee & Associates Ltd.) 隨後成立華譽規劃設計有限公司(FRA Limited)。

Francis 致力推廣香港的創意工業及設計教育，他現擔任政府教育局應用學習課程顧問及香港學術及職業資歷評審局的學科專家。他亦曾任香港多間設計學院的客座講師。他是香港設計師協會行政執委，英國特許設計師協會會員、英國設施管理學會會員、美國國際設施管理協會專業會員。

### Presentation Abstract 演講摘要:

It is a vision about how to develop, strengthen, defend and manage a business. It will be more important to own markets than to own factories. The only way to own markets is to own market dominant brands. The marketing battle nowadays will be a battle of brands, a competition for brand dominance. Business and Investors will recognize brands as the company's most valuable assets. Unique and Remarkable furniture design definitely could help people to recognize a brand in the interior fitting-out. As an Interior Designer in this field with profound experience, the speaker like to share his experience how he help his client to upgrade their product brand and corporate image by choosing the right furniture design.

品牌的建立是如何去發展、鞏固、保護與管理一門生意。擁有市場比擁有工廠更重要。擁有市場的唯一方法便是擁有市場上著名的品牌。現在市場上是一場品牌的戰爭，一場爭奪品牌曝光的競爭。商業投資者會認為品牌是公司最有價值和最重要的資產。一件獨特而能令人留下印象的傢俱肯定可以幫助人們在新的設計中識別品牌。作為一位富經驗的室內設計師，講者會分享他怎樣幫助他的顧客選擇合適的傢俬設計在室內設計中去提昇產品品牌和企業形象。

### Remarks:

Trade only and persons under 18 will not be admitted. 祇招待 18 年歲以上業內人士。The Organiser reserves the right to make changes of the programme without prior notice. 主辦機構有權更改節目而不作事前通知。