

# In Search of Innovation 追求創新

The Chamber visited Hong Kong Design Centre and Gold Peak's design department to explore how companies can use innovation and design to grow their business

總商會帶領會員參觀香港設計中心及金山工業設計中心，了解企業可如何透過創新和設計促進業務發展

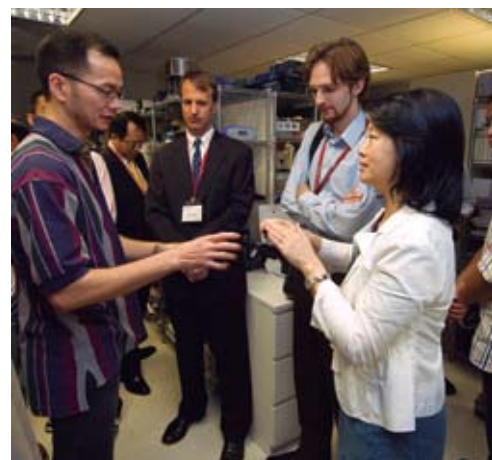
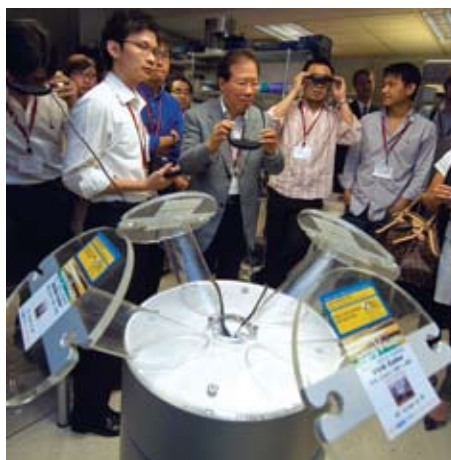


Design can mean many things to many people, but in essence design combines a set of tools that companies can use to plan and execute their business strategies, Tony Sin, BODW Track Consultant, HKDC, told members during the Chamber's visit to the Hong Kong Design Centre on September 23.

Besides visiting some of the most innovative companies incubated in InnoCentre to see how design is driving their businesses, the Chamber also visited Gold Peak's design department. Simon Davies, Director, Product Planning & Design for Gold Peak, explained the

company's design procedures and philosophy. Among the nuggets of information members gleaned from his talk was that design by committee usually fails. To drive innovation, individuals need to be able to run with their concept, otherwise the original idea can get watered down into something that no one is particularly keen on. He also stressed that someone must own a project, otherwise, even the best of ideas will eventually die if no one is fighting to push initiatives through to fruition. 🌸

*The Bulletin will have a full report on the study mission in the November issue.*





**本**會於9月23日率團參觀香港設計中心。該中心高級項目顧問線成功向會員表示：「不同的人對設計的理解都不一樣，但本質上，設計是一組工具的結合，企業可利用這套工具制訂和執行其業務策略。」

當日，會員除了參觀創新中心內的部分創新企業，以了解設計如何促進業務之外，也到訪了金山工業的設計部。金山工業產品策劃及設計總監戴永盛向會員講解該公司的設計程序和理念，其中提到集體設計往往招致失敗收場。要推動創新，個人需要貫徹自己的創意意念，否則原來的構思便會付諸流水，因為別人根本不會熟悉你的設計。他亦強調，每人必須專責一個項目，如果沒有人積極推行有關項目，即使是一流的構思最終也只會告吹。

《工商月刊》11月號將詳細報導是次參觀活動的情況。

