

**New Normal & Beyond
– A Design Discourse –**

Cassia Room, Level 3,
Marina Bay Sands Singapore
Thursday, 25 November 2021
10.00 am – 6.00 pm

The pace of change and innovation is becoming a necessity in every company to meet the expectations of today's business environment.

Design Asia Congress will be a place where you can come to listen to iconic experts from Australia, China, Japan, the Philippines, and Singapore, speak on the upcoming trends and opportunities within the various facets of the design industry, from Architecture to Spatial to Furniture Designs. Innovation thinker Scott Anthony spoke at the Design Conversations 2019 of his observation of why design is critical for business innovation. This congress will be looking at the design perspective in the New Normal and Beyond.

Our Speakers

Welcome Remarks by

Mr. Edward Liu (PBM) and Prof. Keat Ong

Official Opening Address by

Assoc Prof. Muhammad Faishal Ibrahim

Minister of State, Ministry of National Development,
Ministry of Home Affairs

Chantal Sajan

Peter Tay

Lim Hong Lian

Kazuma Yamao

Mike Lim

Desmond Freeman

Khoo Peng Beng

Kenneth Cobonpue

ENQUIRIES

For conference enquiries, please get in touch with our team at abs.conference@cems.com.sg

REGISTRATION



Complimentary and limited to 200 participants.

Scan the QR code to register now!

DesignAsia Congress 2021

Cassia Room, Level 3, Marina Bay Sands Singapore

Thursday, 25 November 2021, 10.00 am – 6.00 pm

“NEW NORMAL & BEYOND: A DESIGN DISCOURSE”

9.00 am – 10.00 am	Registration of Delegates
10.00 am – 11.00 am	Official Ceremony Welcome Remarks by: Mr. Edward Liu, PBM <i>Managing Director, Conference & Exhibition Management Services (CEMS)</i> Prof. Keat Ong <i>President, Society of Interior Designers Singapore (SIDS)</i> Official Opening Address by: Assoc Prof. Muhammad Faishal Ibrahim <i>Minister of State, Ministry of National Development, Ministry of Home Affairs</i> Presentation of Awards to Winners of the DA Student Design Competition 2021
11.00 am – 12.00 pm	Tour of Design Asia 2021 and the Winning Entries of the DA Student Design Competition 2021
12.00 pm – 1.30 pm	Lunch Break
1.30 pm – 2.00 pm	Presentation – By Peter Tay
2.00 pm – 2.30 pm	Presentation – By Lim Hong Lian
2.30 pm – 3.00 pm	Presentation – By Kazuma Yamao
3.00 pm – 3.30 pm	Panel Discussion Panellists: Peter Tay, Lim Hong Lian & Kazuma Yamao Moderated by Chantal Sajan
3.30 pm – 4.00 pm	Break

4.00 pm – 4.20 pm	Presentation – <i>By Mike Lim</i>
4.20 pm – 4.40 pm	Presentation – <i>By Desmond Freeman</i>
4.40 pm – 5.00 pm	Presentation – <i>By Khoo Peng Beng</i>
5.00 pm – 5.20 pm	Presentation – <i>By Kenneth Cobonpue</i>
5.20 pm – 6.00 pm	Panel Discussion <i>Panellists: Mike Lim, Desmond Freeman, Khoo Peng Beng, & Kenneth Cobonpue</i> <i>Moderated by Chantal Sajan</i>
6.00 pm	End

Subject to final changes

VIP Package at Design Asia Congress 2021

Thank you for signing up for the complimentary Design Asia Congress on Thursday, 25 November 2021. The physical conference is restricted to 200 pax maximum.

The event is expected to be opened by Assoc Prof Muhammad Faishal Ibrahim, Minister of State, Ministry of National Development and Ministry of Home Affairs at 10 am in the morning. There will be VIP guests invited from the supporting trade associations, higher institutions of learning, as well as distinguished speakers and professional practitioners. Special seating arrangements will be allocated to these guests in the VIP zones in the middle section nearer the stage.

If you would like to enjoy the same status and privilege, you can sign up for a VIP Package with entitlements as follow. You can also purchase a pax for your own invited clientele to the conference:

Item	Fee
VIP Package	SGD\$160.50

Note:

1. For delegates attending the Design Asia Congress 2021 on 25 November on-site.
2. The fee will entitle the In-Person delegate to 1 conference seat and bento lunch.
3. The above fee is inclusive of a 7% GST.

For registration enquiries, please contact:

Cara Zhou | cara@cems.com.sg

For media enquiries, please contact:

Nalini Naidu, Principal Publicist
[nalinaidu.therainmaker@gmail.com](mailto:nalininaidu.therainmaker@gmail.com)

An Event By

