



Designing Better Life

Beijing Design Week Guest City

Helsinki

The City of Helsinki is the official Guest City of the 2021 Beijing Design Week from 24.9 to 7.10.2021.

Beijing Design Week is the largest and the most significant design festival in Asia, with almost 8 million yearly visitors, 10,000 designers and institutions, over 30 participating countries and one million square metres of festival space.

The Guest City programme, under the main theme Designing Better Life, will feature content and activities for both a general audience and professionals, featuring the city's design expertise. Helsinki will showcase how the city uses design to create a better everyday life for citizens by presenting innovations in education and urban development.

The City of Helsinki is inviting Finnish companies operating in China to be part of the Beijing Design Week programme. Together we will present a strong international programme and utilize the momentum for Finnish design-intensive industries by showcasing their know-how, expertise, services and products.

Participation in the official Guest City programme gives you the opportunity to take advantage of the city's diplomatic contacts and activities through the Guest City programme and other events. The city aims to guarantee its partners the broadest possible visibility in Beijing Design Week's own events and virtual platforms through the media and PR representation.

The project is coordinated by the City of Helsinki. Business and content collaboration is carried out by Luovi Productions (Helsinki Design Week).

If you are interested, please send a short description of your company and projects to Helsinki Design Week at helena.fernstrom@helsinki.designweek.com **before 21.3.2021**. Helsinki Design Week will contact all the companies interested in March.