

Seminar on design and its Relevance for Sustainable Development Goals (SDGs)
under the project on promoting trade in creative industries in FY2018

Design contributes to SDG. The ASEAN Design Selection which the ASEAN-Japan Centre supports at G-mark exhibition in October 2018 includes many such examples. One of them is a bamboo bike, one of the Good Design Indonesia awardees in 2017.

Mr. Singgih. S. Kartono, a representative of Sepadagi Indonesia, and



Mr. Fumikazu Masuda, President of Open House will have an launching event on bamboo bikes with the Japan Institute of Design Promotion (JDP) from August 3(Fri.) to



5(Sun.) at Design Hub, Tokyo Mid Town. As a pre-event to the launch, the ASEAN-Japan Centre organizes a seminar on how design works for promoting sustainable development goals (SDGs).

Date and time;	August 3 (Friday), 2018	10:00~12:00
Venue;	ASEAN-Japan Hall	
Speaker;	Mr. Singgih S. Kartono, Representative of Sepadagi Indonesia Mr. Fumikazu Masuda, President of Open House Co., Ltd. in Japan, Representative of Sepadagi Japan Cooperation Fellow of designers designated by JDP Chairman of Kids Design Award	
Language;	English	
Targeting audiences:	Officials in Commercial Section of ASEAN Embassies in Japan and ASEAN Trade Promotion Office in Japan General public interested in design work in ASEAN	
Theme;	-SDGs Design for X; (Mr. Fumikazu Masuda) -How to create “Sepadagi Movement” both in Indonesia and Japan (Mr. Singgih S. Kartono)	
Purpose;	Delivering 1) how “design” works for SDGs and 2) how to increase attractiveness of ASEAN products to Japanese buyers and consumers	

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