

SYNC

Design & Innovation

Nikkei BP Forum 2026 in Bangkok

Proposal

NIKKEI BP



ys connection



iDID (Tentative)

Welcome to the first pan-Asian Design & Innovation event!

Why does business need design now?—To spark “innovation” for an uncertain future.

Led by Nikkei BP, this forum will convene businesspeople, government officials, educators and designers from every corner of Asia — centered on Thailand — on a scale and quality never seen before.

With society changing rapidly, it is getting harder to build businesses purely on past data and logic. What is required now is “the power of design,” which captures invisible values such as senses and emotions and turns them into form. In Japan, more companies place designers on executive teams or involve them from the earliest stage of business development, accelerating the movement to put design at the heart of management.

Design now spans far beyond product color or shape to cover customer-experience design, branding, new-business creation and even internal culture. From packaging and advertising to e-commerce usability and corporate philosophy, designing a consistent brand experience has become a lifeline for companies. But how can we integrate such “invisible design” into business and management? This event is where you can learn and share hands-on knowledge.

Cutting-edge designers and executives who place design at the core of their companies will reveal how design thinking tackles business and social challenges. Showcasing outstanding Japanese initiatives and fusing them with Asia’s diverse cultures, we will build a new ecosystem for value creation.

As catalyst, Nikkei BP is committed to fostering the growth of Asia’s design industry and strengthening corporate global competitiveness. Join us and shape the future in this multi-layered arena where design, business, technology and culture intersect.



The weekly business magazine Nikkei Business featured “Design Management” in November 10, 2025 issue.

Outline

**We will launch Asia's first Design & Innovation event in 2026,
blending design and business and engaging everyone
from government leaders and executives to young creators and students.**

Title: SYNC Design & Innovation~Nikkei BP Forum 2026 in Bangkok~

Date: Friday, June 26, 2026

Venue: UOB LIVE – Bangkok/Thailand
Floor 6, EmSphere, 622 Sukhumvit Rd, Klongton, Khlong Toei, Bangkok

Organizer: Nikkei BP

Planning / Co-Organizer: FOURDIGIT

Partners / Supporters: TECHSAUCE, Ministry of Economy, Trade and Industry (Japan),
Embassy of Japan, J-WAVE, and more

Expected attendance: approx. 2,500 – 3,000

Program:

1. Conference
2. Business Booths
3. Designer Stage
4. Design Company & Creator Gallery
5. Music Innovation Live
6. Food & Beverage



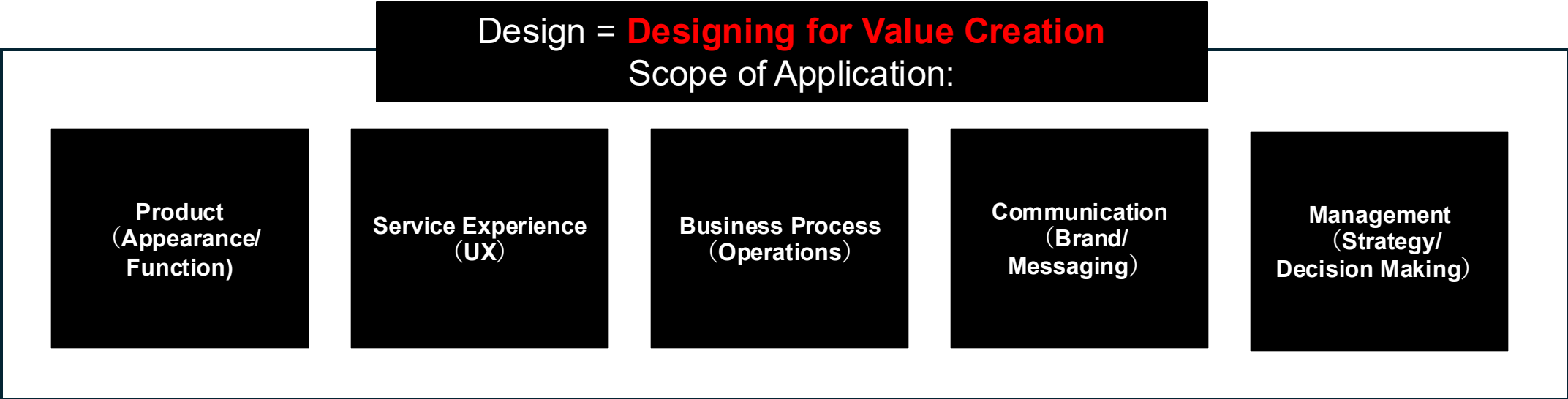
What is Design ?

Design

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The term "design" does not refer solely to product design that improves appearance. In recent years, it has come to be regarded as "**designing for value creation**," which includes management strategies, experiences with products and services, business processes, and even branding and communication methods.



● The “key” for the University of Tokyo to enhance its global competitiveness is “Design”

At the University of Tokyo, the definition of design is:
“Reforming Social Systems”

Miles Pennington, Professor
(Graduate School of Interdisciplinary Information Studies,
The University of Tokyo)

— The term “design” in “College of Design” may potentially be interpreted by the general public as something artistic, decorative, or beautiful. However, the true intention is to convey the value of design to companies and society.

This intention is outlined as follows. Especially at the University of Tokyo, where engineering and scientific thinking are at the core, there is a risk that design is only associated with product development or exterior/interior appearance.

However, this is not merely about aesthetics. The aim at the University of Tokyo is to further elevate social value through design, and the definition here is “Reforming Social Systems.”

Rather than only solving complicated issues within companies and society, design is a “superpower” for changing the order and structure of society itself.

We hope that students will experience the true meaning of design and understand its importance, and that people from various areas will receive opportunities to learn about the social value of design.

https://www.todaishimbun.org/profpennington_jp_20250907/

東京大学が70年ぶり新学部 文理融合、半数が留学生

大学 +フォローする

2025年4月4日 16:40 (会員限定記事)

保存

Think! 多様な観点からニュースを考える

品内学さんの投稿

学部の新設を発表する東大の藤井学長（左）と学部長に就くマイルス・ペニンントン教授（4日、東京都文京区）

東京大学は4日、文理融合型で5年間一貫の新課程「カレッジ・オブ・デザイン」を2027年9月に創設すると正式に発表した。定員100人のうち半数程度を留学生とし、世界中から優秀な学生を集める。近年は競争力の低迷にあえぎ、政府による巨額支援の対象からも落選。約70年ぶりの新学部は東大の教育力の浮沈を左右する。

研究力鍛える」70年ぶりに新学部設立

By 北野健一郎 日経ビジネス編集部 And more... Read time: 3min

2025.10.17

読者レビュー 5.00 後で読む

30周年を迎える東京大学は、約70年ぶりに新学部「カレッジ・オブ・デザ... 社会課題解決を見据え、長期視点での企業連携「産学協創」を拡大。新... 築する。研究力を再び高めるために、独自の基金運用も始めた。

東大「カレッジ・オブ・デザイン」69年ぶりに新... 学部創設の狙い

25年09月19日 読了時間: 8分

利会員限定

品内学さんの投稿

品内学 ライター・編集者

京大学は2027年9月に「カレッジ・オブ・デザイン」を創設する。新学部の創... は1958年の薬学部以来、約70年ぶりとなる。同大学総長の藤井輝夫氏に、デ... イン教育を始める経緯やカリキュラムについて聞いた。

Why Nikkei BP?

● Expertise cultivated via “Nikkei Design”

Launched in 1987, the monthly design magazine "Nikkei Design" has supported Japanese firms in product creation and service design from a commercial angle, offering insights on topics such as "design that sells" and "design-driven management." Building on that experience, Nikkei BP now supports Japan's design industry as it ventures overseas. The event will highlight broad-spectrum design thinking and application — not merely color or shape — through keynote speakers and abundant case studies.

● Cross-media synergy

Nikkei BP operates more than 40 specialist media brands, including Nikkei Business (management), Nikkei xTECH (IT & engineering) and Nikkei xTREND (marketing). By integrating design with management, IT, marketing, architecture, branding, SDGs, robotics, entertainment and related fields, the event will offer valuable insights through engaging sessions.

● Extensive event experience at home and abroad

Nikkei BP conducts approximately 900 seminars and 20+ exhibitions on an annual basis, drawing over 500,000 attendees. In the international arena, the "Nikkei Digital Forum in Asia" has been successfully conducted in Thailand and Vietnam, facilitating meaningful connections between Japanese companies and their local client bases. In collaboration with Nikkei Inc., we leverage our extensive experience in global events.



Bangkok as ASEAN's Design & Innovation Hub

A city where manufacturing and creative industries converge,

Bangkok stands out in ASEAN. With ~6,000 Japanese firms and the upcoming Japan-Thailand 150th Anniversary, ties are stronger than ever.

Government bodies such as the Creative Economy Agency (CEA) and BOI place the creative sector—including design—at the core of national strategy, offering tax incentives and investment promotion.

Against this backdrop, Bangkok is fast gaining recognition as an international city where business and culture intersect, boasting both a robust manufacturing base and a maturing design scene.

It is the ideal symbolic and strategic location to discuss Asia's future and drive co-creation.

- Thai PBS (Apr 2025): Thailand's creative economy accounts for about 8 % of GDP; the design and advertising market is worth billions of baht.

- UNESCO (2022): Bangkok designated a "Creative City of Design," one of very few in Southeast Asia.

- Embassy of Japan in Thailand (Jul 2025): 6,000 Japanese firms operate in Thailand, reflecting deep bilateral trust and FTAs.

- CEA (2022): Studies best practices in global design industries, notably Japan and Korea.

- Cvent (2025): Bangkok ranks 2nd (above Tokyo) in "Asia-Pacific Meeting Cities," with Singapore 1st.

- Human Resources Online (2025): Total event and travel cost is about 55 % of Singapore's; overall spending less than half.

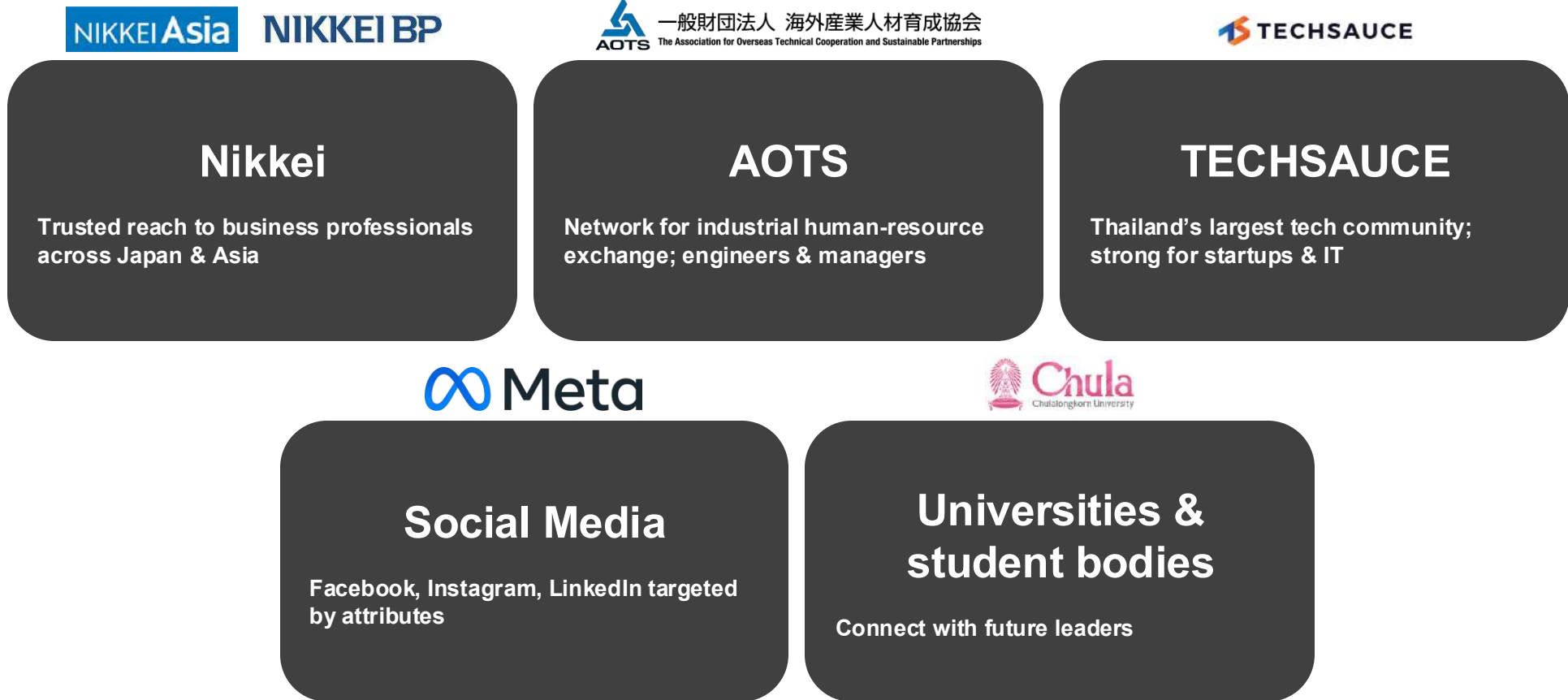
- NIKKEI DIGITAL FORUM (2024): Prof. Iriyama—"Thailand and Japan should grow together as partners leveraging each other's strengths."

Target Audience Who will attend?

	Segment / Representative Profiles	Main Motivations & Linked Content	
45 %	Public-sector decision makers – Thai government & local-authority executives – Policy makers for digital economy & creative industry	Obtain latest info on ASEAN design promotion; explore Japan collaboration	Key content: 1 Conference, 2 Business Booths
	Corporate executives & decision makers – Local company leaders + heads of digital/creative divisions – Execs of Japanese & global firms (biz-planning, DX, design, marketing, sales)	Learn design-driven management & DX best practices; build partnerships	Key content: 1 Conference, 2 Business Booths
40 %	Creative professionals – Graphic / UI-UX designers, video, photo & web creators	Absorb trends, network, showcase work	Key content: 3 Designer Stage, 4 Creator Gallery
	Education & research – Faculty & researchers of universities / colleges – Corporate reps seeking academia ties	Pursue academia–industry collaboration; ideas for talent development	Key content: 1 Conference, 3 Designer Stage
15 %	Next-gen leaders & students – Young business leaders, up-and-coming designers, design/business-interested students – Also music-festival lovers	Career inspiration, input; enjoy live acts	Key content: 4 Creator Gallery, 5 Innovation Live

Audience Acquisition Channels

We will secure both quality and quantity of participants via diverse channels:



(Planned channels; schedule & specifics to be finalized.)

Content Zones (6)

“Design, Business, Technology and Culture” intersect to create a multi-layered experience. Visitors freely move among six zones to gain both intellectual stimulation and creative excitement.

1. Conference

Knowledge input for innovation (design × biz, AI, education, etc.)

2. Business Booths

Hands-on exhibits of services/tools for business & creativity

3. Designer Stage

For makers: practical know-how & processes

4. ShowreelGallery

Showcase of actual outputs across Asia

5. Music Innovation Live

Young creators & students get direct inspiration;
bring in JP/TH artists, energize creative community

6. Food & Drinks

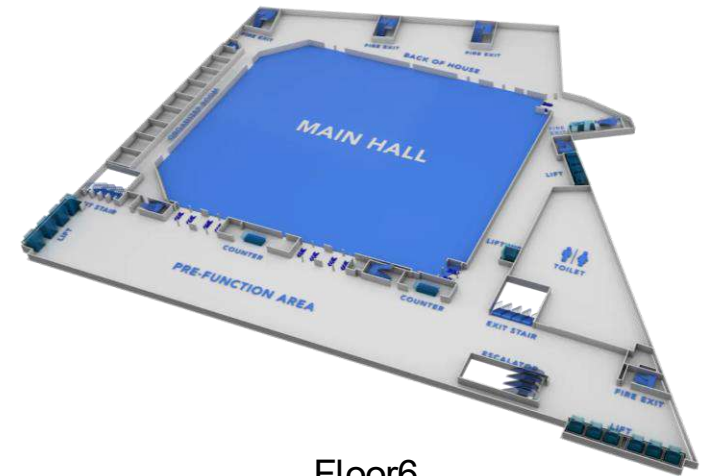
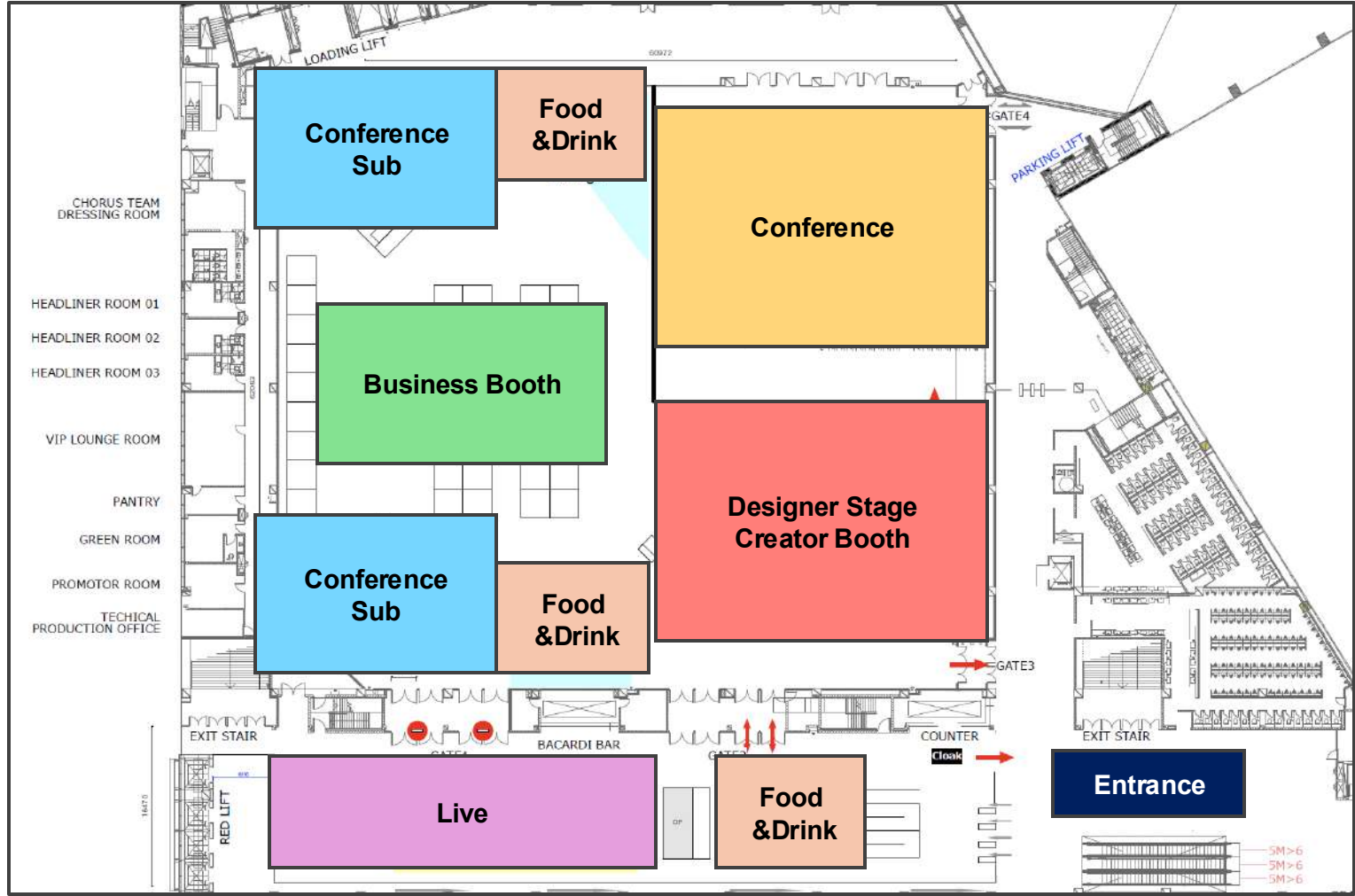
Trendy Japanese/Thai F&B for a full-day stay



(Images for illustration only.)

Area Map

Floor-6 master layout (tentative)
designed for smooth flow so participants can experience all zones efficiently.



Floor6

1. Conference

A forum connecting design and business. Corporations, public bodies and academia discuss “design value,” “design leadership” and “design talent” essential for growth & innovation.

Capacity: Main Stage 300–1,000 seats;
Sub Stages A/B 50–300 seats

Potential speakers: Thai & Japanese government leaders, corporate executives, educators, renowned designers, influencers, etc.



2. Business Booths

Sponsor booths for touch-and-try of products & services supporting business/creative work (design tools, generative AI, etc.).

Booths: 10–30; space provided, design/installation by each sponsor.



Special Guest *(Global / Japan)*

Under negotiation; internal use only—do not disclose externally.
 Final lineup will depend on schedule & agreement.



Jake Knapp (Author, Former Google) 

Guest Researcher at IDEO. At Google, he created the "Sprint" work method to dramatically speed up projects, helping to improve Gmail, among other contributions. Later, as the Design Partner at GV (formerly Google Ventures), he implemented the sprint method over 150 times at companies including Slack, Uber, and 23andMe, supporting product development. He has held his current position since 2017.



Akie Iriyama (Professor, Waseda University Graduate School of Business Administration)

As a management scholar, he is dedicated to spreading "world-standard management theory" in Japan. With research experience at Harvard Business School, the University of Chicago, and more, he has achieved international results in "ambidextrous management" and "competitive strategy." He is also active in media appearances, contributing to the spread of management studies in Japan.



Eisuke Tachikawa (Art Director, NOSIGNER Founder) A design leader focused on solving social issues and creating a better future through the practical application of design. Known for disaster response projects and for advocating "Evolutionary Thinking." Highly awarded both in Japan and internationally, Tachikawa is recognized for his commitment to social innovation through design.



Manabu Mizuno (President, good design company)

Creative Director and Consultant, born in Tokyo in 1972. Graduated from Tama Art University's Department of Graphic Design in 1996, founded good design company in 1998. Handles everything from brand creation, logo design, product planning, package and interior design, to consulting.



Miles Pennington (Dean, College of Design, University of Tokyo)

An expert in design-led innovation. Former professor of Innovation Design Engineering at the Royal College of Art (RCA), UK, with extensive international research in the relationship between design education and innovation creation. He aims to foster "hybrid talent that can solve problems and create new things," developing and applying educational methods that use design as a "superpower".



Taku Satoh (Graphic Designer / President of TSDO)

Notable works include package design for "Meiji Oishii Gyunyu" (milk) and "Lotte Xylitol Gum," graphic design for "PLEATS PLEASE ISSEY MIYAKE," symbol marks for "21st Century Museum of Contemporary Art, Kanazawa" and "National Museum of Nature and Science," and overall supervision of NHK E-Tele's "Design Ah" and "Design Ah Neo." He is Director of 21_21 DESIGN SIGHT and will become President of Kyoto University of the Arts in April 2025.



Carl Pei (CEO/Founder of Nothing)

After co-founding and building OnePlus into a global brand, Carl founded London-based tech company Nothing in 2021. He launched innovative products like the transparent Ear(1) and Phone(1), pursuing a minimalist yet emotionally compelling technology experience. As a China-born and Sweden-raised entrepreneur, he has been named to Forbes 30 Under 30 and Fortune 40 Under 40, and is a young industry leader gaining recognition worldwide.



Eriko Yamaguchi (CEO & Chief Designer, MOTHERHOUSE)

Born in 1981. After graduating from Keio University and interning at an international organization in Washington, D.C., she completed her master's degree at BRAC University's Graduate School of Development Studies in Bangladesh. At age 24 in 2006, she founded Motherhouse. Currently, Motherhouse operates factories and workshops in six developing countries, including Bangladesh, Sri Lanka, and Myanmar, producing jute and leather bags. She also serves as chief designer. Born in Saitama Prefecture.

Special Guests from Thailand

Under negotiation; internal use only—do not disclose externally.
 Final lineup will depend on schedule & agreement.



Dr. Chakrit Pichyangkul



Earned bachelor's and master's degrees in the United States, and completed a doctorate in Technopreneurship and Innovation Management at Chulalongkorn University. He has served as Managing Director (MD) at a company under the RS Group, handling market development for new products.



Dr. Natcha Thawesaengskulthai



Global CIO and Associate Professor at Chulalongkorn University. She established an Innovation Hub and promotes industrial and educational partnerships across ASEAN. She leads innovation ecosystem development in Thailand, supporting startups and policy planning.



NARIT THERDSTEERASUKDI



Secretary General of the Thailand Board of Investment (BOI), leading Thailand's investment promotion policies and industrial competitiveness enhancement. He focuses on FDI attraction, high-tech industry development, and sustainable investment. He is also promoting strategic partnerships with international companies, and strengthening Thailand's position as an investment hub of ASEAN through digital economy, EV industry, biotechnology, and other next-generation sectors.



Dr. Nuttapon Nimmanphatcharin



President of the Digital Economy Promotion Agency (depa), Thailand. He leads the country's digital transformation, promoting policies in smart cities, IoT, AI, cloud, and startup support. He is committed to developing digital industries in ASEAN and building Thailand as Southeast Asia's digital hub through digital talent development and innovation ecosystem creation.



Woody Milintachinda

One of Thailand's top media personalities—TV host, producer, and content creator. Widely recognized for talk shows and entertainment programs, Woody is highly influential through both mass media and digital platforms. In recent years, he has led trends in the Asian media industry by developing collaborations with brands and companies, centered around lifestyle, wellness, and digital communication.

1. Conference

Main Stage

Time	Duration	Theme	Speaker
10:00-10:40	40min	Management & Innovation	
10:50-11:10	20min	Diamond/Platinum Sponsor Session	Sponsors
11:20-12:00	40min	Product Design	
12:10-12:30	20min	Diamond/Platinum Sponsor Session	Sponsors
12:40-13:20	40min	Lifestyle	
13:30-13:50	20min	Diamond/Platinum Sponsor Session	Sponsors
14:00-14:40	40min	Space	
14:50-15:10	20min	Diamond/Platinum Sponsor Session	Sponsors
15:20-16:00	40min	Well-being	
16:10-16:30	20min	Diamond/Platinum Sponsor Session	Sponsors
16:40-17:20	40min	PR	
17:30-17:50	20min	Diamond/Platinum Sponsor Session	Sponsors
18:00-18:30	30min	Closing	

Timetable(sample)

Sub Stage A

Time	Duration	Theme	Speaker
11:00-11:40	40min	Technology	
11:50-12:10	20min	Sponsor Session	Gold Sponsor
12:20-12:40	20min	Sponsor Session	Gold Sponsor
12:50-13:30	40min	Sustainability	
13:40-14:00	20min	Sponsor Session	Gold Sponsor
14:10-14:30	20min	Sponsor Session	Gold Sponsor
14:40-15:20	40min	AI	
15:30-15:50	20min	Sponsor Session	Gold Sponsor
16:00-16:20	20min	Sponsor Session	Gold Sponsor
16:30-17:10	40min	Closing	

Sub Stage B

Time	Duration	Theme	Speaker
11:00-11:40	40min	Culture	
11:50-12:10	20min	Sponsor Session	Gold Sponsor
12:20-12:40	20min	Sponsor Session	Gold Sponsor
12:50-13:30	40min	Traditional	
13:40-14:00	20min	Sponsor Session	Gold Sponsor
14:10-14:30	20min	Sponsor Session	Gold Sponsor
14:40-15:20	40min	Art	
15:30-15:50	20min	Sponsor Session	Gold Sponsor
16:00-16:20	20min	Sponsor Session	Gold Sponsor
16:30-17:10	40min	Closing	

Content Details

3. *Designers Stage*

Casual networking & presentations by creators from Japan, SEA and beyond.

Capacity: 300–500 (standing + seated)



4. *Showreel Gallery*

Vertical monitors continuously display showreels up to 40 Asian design firms/creators; free-flow experience space.



5. LIVE (Music)

A creative music stage symbolizing the energy that drives creation and business. Involving young creators & students; planned JP-TH artist collaborations and J-WAVE special recording.



6. Food & Drinks

Street stalls & food trucks with Japanese and Asian cuisine & beverages to keep visitors on-site all day in an Instagram-worthy atmosphere.



Lineup

Under negotiation; internal use only—do not disclose externally.
 Final lineup will depend on schedule & agreement.



Wednesday Campanella

A music group highly acclaimed both in Asia and overseas, with appearances at events such as SXSW and an Asia tour. Their representative songs have surpassed 364 million total streams. They have earned broad support with their unique worldview and performances.



Masatane Muto (MOVE Fes)

Despite living with ALS, a disease that impairs physical movement, Muto continues artistic activities as the organizer of the next-generation festival, MOVE Fes. He has performed at global events like SXSW, Expo, and Cannes Lions, showcasing new cultural possibilities by combining technology and expression.



Taketo Uchizawa (androp)

Frontman of the rock band androp, participating in collaboration with MOVE Fes. androp has successfully gathered over 10,000 people at concerts, with songs streamed more than 67 million times. Their delicate and grand sound is loved by a wide audience.



STEREO DIVE FOUNDATION

An active music creator in Japan and abroad, with extensive live performance experience in places like New York. He has produced music for many popular anime and games, such as “Yowamushi Pedal” and “Kuroko’s Basketball.” His sound uniquely fuses electronic and emotional elements.



Tom Kawada (J-WAVE “INNOVATION WORLD” Personality)

A creator handling not only J-WAVE’s tech and culture programs but also music and visual production as an artist. He has worked on PVs for Mr.Children, MVs for STEREO DIVE FOUNDATION, and more, expressing himself across media art and music.

Sponsor Impact

Sponsor Impact

- Establish brand image as an innovative company leading the industry’s future
- Increase recognition as a company with a broad presence in Asia (JP, TH, SE Asia)

Sponsor Value :

Not just “advertising cost,” but a unique opportunity for **“mid-term brand investment”** in the Asian market—balancing advertising returns and business investment

Activity	Cost (Same amount)	What You Get
Digital Ads	Same	One-off effect
Trade Show	Same	Leads Only
SYNC Sponsorship	Same	Brand awareness, talent, networking

Brand Recognition Acquired
(Mid-term, for business and hiring)

- Establish leadership position
- Establish opinion leadership
- Social contribution
- Talent acquisition
- Business leads and networking

Media Partner

- JAPAN : NIKKEI BP (major business media)
- JAPAN : J-WAVE (Radio)
- ASIA : NIKKEI Asia
- Thai : Techsauce (major tech media)
- Thai : THE STANDARD (major business media)

Publicity Outcomes

- Attendees + Online viewers: about 10,000 people
- Event website: 100,000 page views
- SNS outreach: 5,000,000 impressions
- TOTAL reach: 100,000,000 impressions
(*varies per plan)

Note: This event does not guarantee specific results, but ensures exposure and contact points through official media/archiving by design.

Official Sponsorship Plans

Package	Diamond	Platinum	Gold	Silver	Bronze
Fee	¥15 M	¥10 M	¥7 M	¥2.5 M	¥0.8 M
Main-Stage talk	20min	20min	-	-	-
Sub-Stage talk	20min	-	20min	20min	-
Booths ※ (1booths=3m*3m)	6 Booths (Up to 162 sqm)	4 Booths (Up to 108 sqm)	2 Booths (Up to 54 sqm)	2 Booths (Up to 54 sqm)	2 Booths (Up to 54 sqm)
Prominent logo placement	● (Size:XXL)	● (Size:XL)	● (Size:M)	● (Size:S)	● (Size:S)
Lead list	● (≈3,000 people)	● (≈500 people)	● (≈250 people)	● (≈250 people)	-
60-s commercial	●	●	●	-	-
Extensive pre-event promotion	● (Size:XXL)	● (Size:XL)	● (Size:M)	● (Size:S)	● (Size:S)
Extensive pre-event promotion	<p>((For Thailand) • Thai domestic media exposure — list-price value: about JPY 3 million</p> <p>(For ASEAN / Global) • Nikkei Asia exposure — list-price value: about JPY 5 million</p> <p>(For Japan) • Nikkei BP online media exposure — Nikkei Business Online, Nikkei XTrend, Nikkei XTECH List-price value: about JPY 8.5 million</p> <p>• Nikkei BP “Special Insight” microsite — placement of a Premium Report (advertorial article) equivalent to two magazine pages</p>			<p>(For Japan) • Nikkei BP online media exposure — Nikkei Business Online, Nikkei XTrend, Nikkei XTECH</p> <p>• Nikkei BP “Special Insight” microsite — logo placement only</p>	

Advertising Effect & Reach

Advertising-value equivalent: approx. ¥90 M – ¥250 M (varies by plan)

On-site+Online
Approx. **10,000** people
(expected)


Potential Customer Leads
250~3,000
(depends on plan)

Event Special Website
Approx. **100,000PV**
(depends on plan)

Social Media Campaigns
About **5,500,000imp**
(depends on plan)

Event-wide Promotion
About **100,000,000imp**
(Including pre- and post-event SNS campaigns, etc.)

Providing business/tech/marketing/design content to business decision makers and leaders across Asia, America, and globally.



THE STANDARD (planned)
3.2M monthly users(2025)



3.2M
Monthly Users (2025)

A global media platform used by Asia watchers around the world, particularly in Asia and the United States.



214M
registered users (2025)

A business platform that provides an overview of economic trends for executives and decision-makers.



2.8M
registered users (2025)

A media platform that supports innovation across diverse themes, offering insights into marketing, design, and consumer trends.



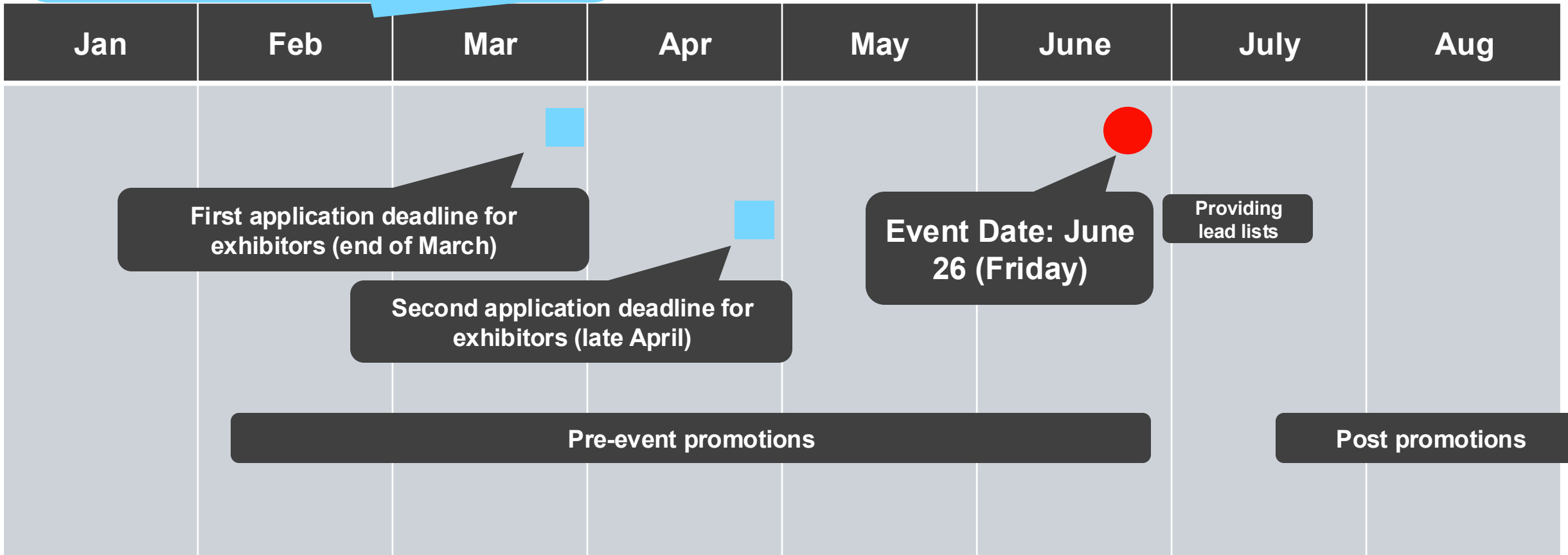
180M
registered users (2025)

A digital media platform delivering the forefront of “technology × business” to leaders driving technological and business transformation across industries.

Schedule

[Special Offers] For Diamond and Platinum plans only
If you make a decision by the end of February and apply by the end of March...

- 5% discount on sponsorship fee
- Priority for selecting presentation/session slots
- Priority choice of booth location



Please note: All schedules except the event date are subject to change.

Contact

Nikkei BP Account Business Global Team
i-sales@nikkeibp.co.jp

Depending on your inquiry, response time may vary.