Confederation of Indian Industry

India Design Mission to South Korea 2025



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Designed by Dharmesh Mehta and Ashish Yadav for CII

About the Mission

The CII India Design Mission to South Korea, scheduled from 09–13 June 2025, under the leadership of Dr Udayant Malhoutra (CEO & MD, Dynamatic Technologies Ltd and Chairman, CII National Committee on Design & Innovation) and Prof Pradyumna Vyas (Senior Advisor, CII and President-Elect, World Design Organization (WDO)), was a strategic international initiative curated by the Confederation of Indian Industry (CII) to foster cross-border collaboration, innovation, and exchange in the field of design. This high-level mission brought together a selected delegation of Indian design leaders, entrepreneurs, policymakers, and institutional heads to engage with Korea's thriving design and innovation ecosystem.

Mission Objectives

- Promote India's design excellence on a global platform.
- Foster bilateral cooperation between Indian and Korean design institutions, industries, and innovators.
- Explore collaborative opportunities in design, manufacturing, digital experiences, and sustainability.
- Facilitate learning and knowledge exchange through institutional visits, roundtables, and presentations.

Mission Highlights

- Formalised MoUs with Seoul Design Foundation and KODIA to foster long-term India–Korea design collaboration.
- Visits to premier Korean design firms, innovation hubs, and creative clusters.
- Leading Korean companies like Hyundai and Amorepacific confirmed participation in the CII India Design Summit 2025, boosting bilateral engagement.
- Explore potential for Indo-Korean collaboration in user experience design, sustainable product development, and cultural exchange.

The mission offered a unique platform for design-driven dialogue, enabling delegates to bring back insights that strengthen India's design capabilities and promote India as a hub for Design for the World.

Day 1

June 9, 2025

Day 1

Seoul Design Foundation

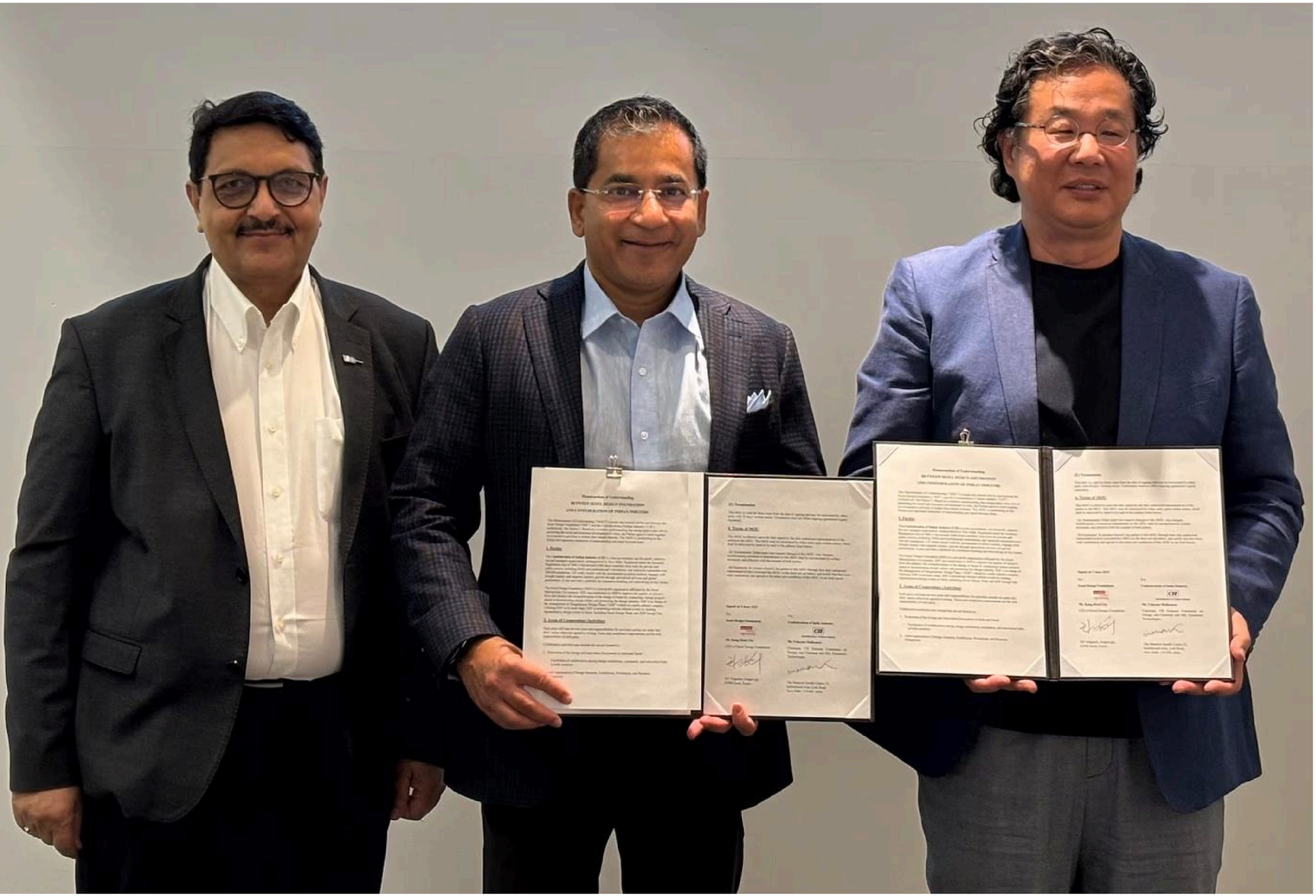
Seoul's design has long been recognized for its excellence around the world. Seoul was selected as the ‘World Design Capital (WDC)’ in 2010, and in July of that year, it was designated as the first city in Korea and the 8th city in the world to be designated as the UNESCO Creative City of Design.

The Seoul Design Foundation (SDF), established by the Seoul Metropolitan Government in 2008 to improve the quality of life of citizens, is a leading institution advancing design culture. The Indian delegation observed that South Korea is significantly ahead in city planning, with Seoul presenting an exemplary model of clean, well-managed, and thoughtfully designed public spaces. The integration of aesthetic quality with infrastructure sets a benchmark for Indian cities seeking sustainable, people-centric growth. Seoul has established itself as a representative design city by exchanging with major cities in the world, and the Seoul Design Foundation is at the center of it.

SDF operates from the iconic Dongdaemun Design Plaza (DDP), a landmark of innovation and civic engagement. The Foundation supports a wide array of design houses that actively contribute to diverse sectors—including product design, handicrafts, architecture, and UI/UX—demonstrating the powerful cross-sectoral role of design. Initiatives such as Seoul Design Week, the Human City Design Award, and the S-Care Design Guidelines further reflect its commitment to inclusive, human-centered design.

The Foundation’s globally recognized Seoul Design Award, aligned with UN SDGs, showcases projects that prioritize social impact and sustainability—values that strongly resonate with India’s design-for-development goals.

SDF’s strategic alignment of public policy and creative enterprise serves as a compelling model for India, offering lessons in building institutional frameworks that foster design innovation, urban resilience, and economic vitality.



Confederation of Indian Industry (CII) signed an MoU with the Seoul Design Foundation (SDF) to promote collaboration in design innovation, education, and exchange. This partnership opens exciting possibilities for joint initiatives, design policy dialogues, and capacity building between both nations. As Seoul continues to lead by example in urban and strategic design, this collaboration marks a step forward in connecting India's design strengths with global ecosystems.

(L-R) Prof Pradyumna Vyas (Senior Advisor, CII and President-Elect, World Design Organization (WDO)), Dr Udayant Malhoutra (CEO & MD, Dynamatic Technologies Ltd and Chairman, CII National Committee on Design & Innovation), Mr Kangheui Cha (CEO, Seoul Design Foundation).



A guided tour of the iconic Dongdaemun Design Plaza (DDP)—a living example of how design transforms spaces and societies.



The CII delegation with the SDF team: Mr. Kangheui Cha (CEO), Mr. Jinbae Park (Division Director), Ms. Hyosoon Jung (Team Manager), Ms. Inhye Bae (Project Manager) and Ms. Heeseon Yoo (Project Coordinator).

Day 1

Embassy of India in South Korea

During the delegation's visit to the Embassy of India in Seoul, a meaningful conversation with H.E. Ambassador Amit Kumar at the Swami Vivekananda Cultural Centre offered strategic insights into India–South Korea relations. The Ambassador highlighted the potential for expanding bilateral cooperation in areas like industrial design, urban landscape and provision of services, aerospace, university exchanges, entertainment and gaming industry, R&D, ship-building, EV, textiles, medical devices, logistics efficiency, start-ups, etc. These sectors align well with the growing aspirations of both economies. There is also notable interest in software development, start-up cooperation, and foreign investment, with Korean firms increasingly looking for offshore partners. India can position itself as a compelling destination for Korean capital and collaboration, particularly in technology and services.

South Korea stands among the top nations globally in R&D investment—spending over 4% of its GDP, largely driven by private industry. This high innovation quotient fuels a thriving ecosystem of design-led start-ups, robust incubation support, and a culture that encourages public participation through design exhibitions, seminars, talk shows, and public programming. Design is integrated as a strategic enabler in South Korea's innovation pipeline.

While South Korea faces challenges in energy due to land constraints, its design, innovation, and manufacturing strengths offer deep complementarities with India's scale and talent. The Embassy of India plays a pivotal role in facilitating sectoral cooperation and can further catalyze institutional and entrepreneurial linkages between the two countries—particularly in future-facing areas like sustainable design, digital media, and deep-tech innovation.


Swami Vivekananda
스와미 비베카난다



Address by H.E. Ambassador Amit Kumar (Ambassador of India to the Republic of Korea) to the CII Delegation. Also present was Mr Nishi Kant Singh (Deputy Chief of Mission).



Day 1

Designhouse

Designhouse, established in 1976, is one of South Korea's most iconic and influential institutions in the field of design publishing and media. It has played a pivotal role in shaping Korea's design narrative and promoting public appreciation for aesthetics, sustainability, and lifestyle innovation. Through flagship platforms such as *Design magazine* and the *Seoul Living Design Fair*, Designhouse has nurtured generations of designers, brands, and design-aware consumers across Korea and beyond.

The delegation received a guided tour of the Designhouse premises, accompanied by a presentation on its history, evolving strategy, and major contributions to Korea's creative industry. The visit offered deep insights into how the organisation integrates editorial content, exhibitions, and design-led research to elevate design as a cultural and economic force.

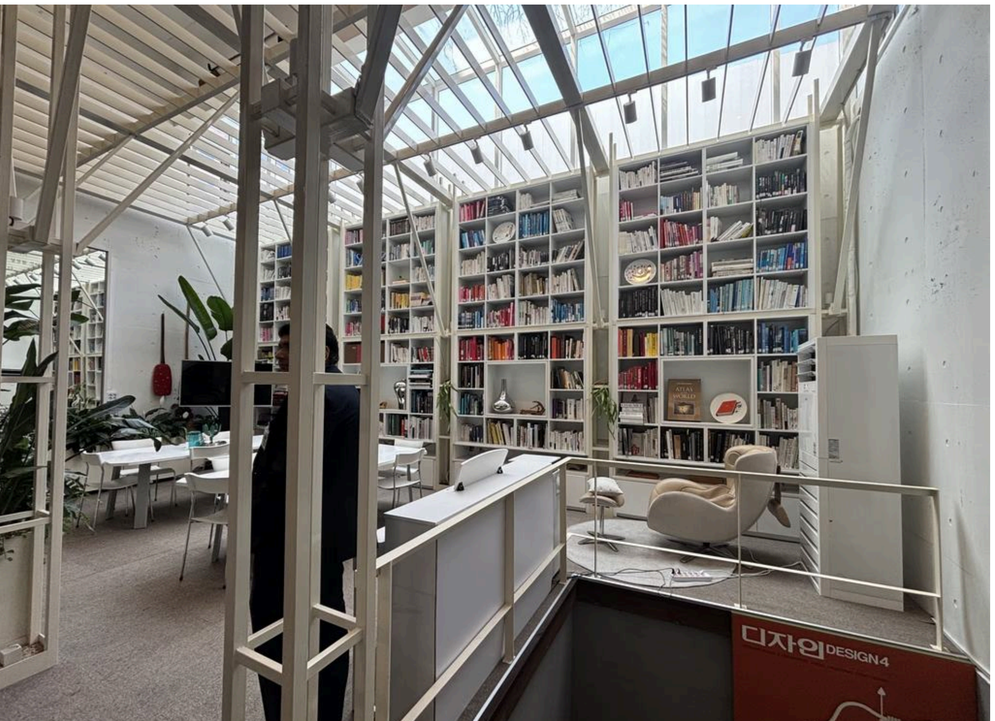
Beyond media, Designhouse is deeply involved in curating exhibitions, publishing design-focused research, and fostering dialogue between the design community, industry, and the broader public. Its influence extends across sectors—connecting design to living, wellness, environment, heritage, and technological innovation. With a strong emphasis on cultural storytelling and lifestyle design, Designhouse has been instrumental in setting benchmarks for Korean design identity in the global context.

During the interaction, future collaboration opportunities with Indian design institutions were explored. Key ideas included content co-creation, cross-cultural design publications, knowledge-sharing platforms, editorial partnerships, and public-facing programming such as exhibitions and fairs. These collaborations hold strong potential to bridge Indian and Korean design ecosystems through meaningful and sustained engagement.

Designhouse continues to stand as a beacon of design excellence—where creativity, commerce, culture, and communication converge.

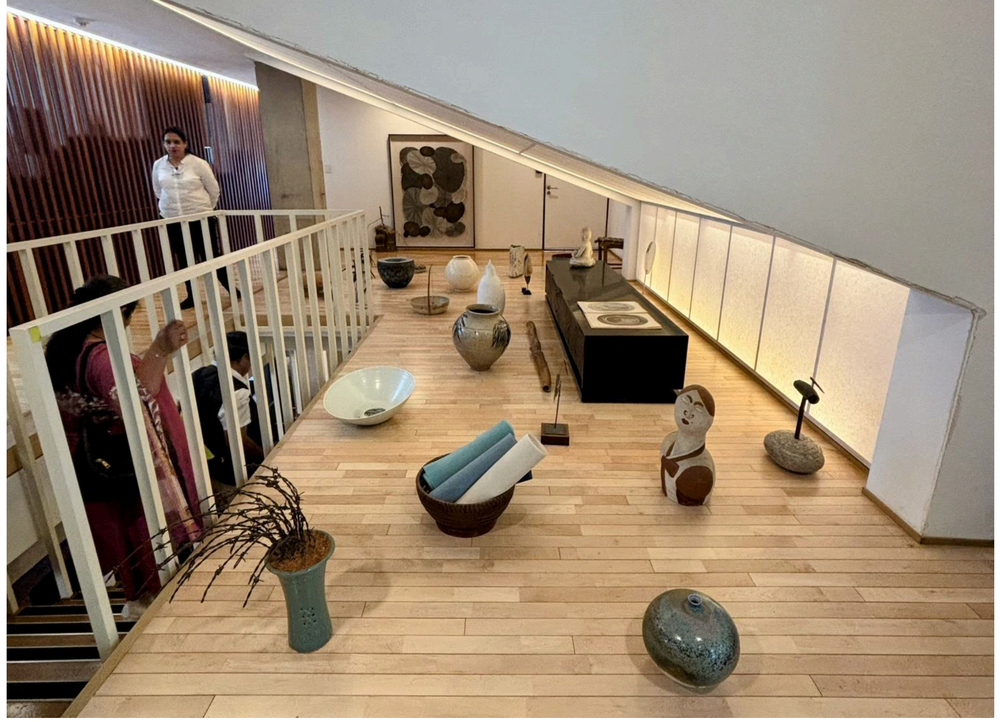

CII India Design Delegation to South Korea
Welcome to designhouse
CII 인도 디자인 사절단의
디자인하우스 방문을 환영합니다.
June 9, 2025




디자인 DESIGN 4

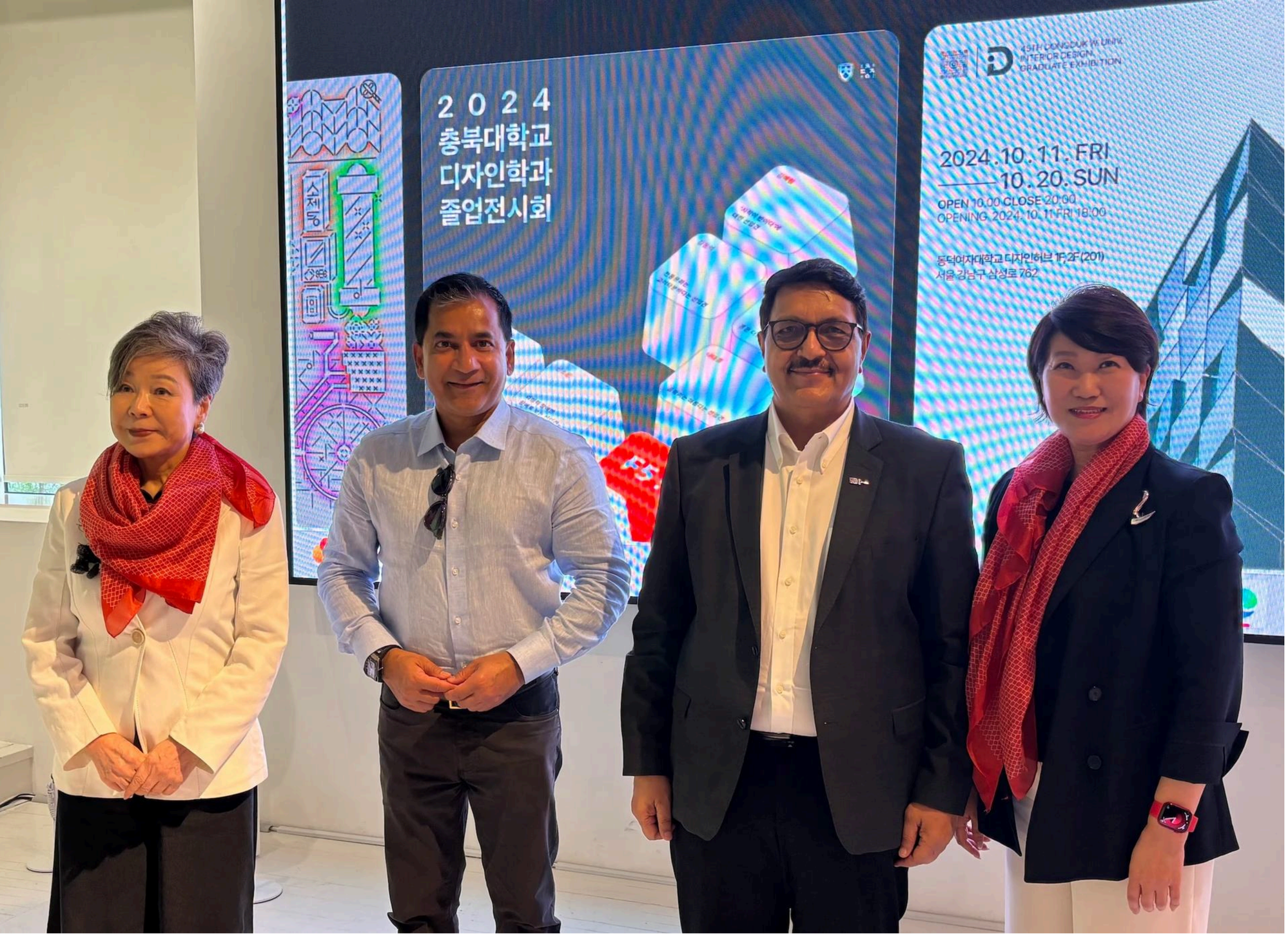







프로퍼티디자인 최고과정





(L-R) Ms. Younghye Lee (President, Designhouse), Dr Udayant Malhoutra (CEO & MD, Dynamatic Technologies Ltd and Chairman, CII National Committee on Design & Innovation), Prof Pradyumna Vyas (Senior Advisor, CII and President-Elect, World Design Organization (WDO)), Ms. Eunjoo Maing (Executive Director, Design Research Institute, Designhouse).


SEOUL DINING

Day 2

June 10, 2025

Korea Institute of Design Promotion (KIDP)

The Korea Institute of Design Promotion (KIDP), under the Ministry of Trade, Industry and Energy, is a central agency driving South Korea's national design strategy. During the delegation's interaction, KIDP emerged as a strong potential partner for institutional collaboration in design promotion, policy, and innovation. There is a substantial opportunity to build bilateral cooperation with Korean design studios and houses through joint initiatives with KIDP, or by developing new collaborative platforms.

In her presentation, Ms. Jaehyun Shin (Researcher, Global Business Division) shared how KIDP is actively engaged in cultivating design awareness through structured national programs, exhibitions, and industry support mechanisms. Its infrastructure includes a dedicated design museum and exhibition space, reinforcing its role as a knowledge and cultural hub. Of particular interest is KIDP's state-of-the-art CMF (Color, Material, Finish) studio, which enables high-quality prototyping and enhances design detail in industrial and consumer product development.

KIDP's integrated ecosystem of design research, promotion, and enterprise support serves as a valuable model. Engaging with KIDP can help strengthen India's design capabilities, promote cross-border co-creation, and accelerate the internationalization of Indian design through meaningful partnerships and shared platforms.


WELCOME to KIDP
- India Design Mission to South Korea
June 10 (Tue), 10:00am-11:15am
Time
Agenda
10:00-10:10 ('10)
Welcome Remarks from KIDP and Introduction of Delegates
10:10-10:15 ('5)
Presentation on KIDP Initiatives
10:15-10:20 ('5)
Presentation on CII Initiatives
10:20-10:55 ('35)
Free Discussion
10:55-11:00 ('5)
Group Photo
11:00-11:15('15)
Facility Tour
kidp
CII
Pradyumna Vyas
Udayant Malhautra
Doohyun Cho
Jeongman Song
IT'S SOOMING DAY



(L-R) Mr. Jeongman Song (Head of Global Business Division, KIDP), Dr Udayant Malhoutra (CEO & MD, Dynamatic Technologies Ltd and Chairman, CII National Committee on Design & Innovation), Prof Pradyumna Vyas (Senior Advisor, CII and President-Elect, World Design Organization (WDO)), Mr. Doohyun Cho (Executive Managing Director, KIDP).


The.Bake

Day 2

Fursys

Fursys, along with its brands DESKER and SIDIZ, stands at the forefront of South Korea's innovative furniture design landscape. During the visit, the delegation observed how Fursys is reshaping the future of workspaces through thoughtfully engineered, ergonomic, and aesthetically refined furniture systems. Their emphasis on adaptability, minimalism, and user comfort in office environments offers valuable cues for workplace design transformation in India.

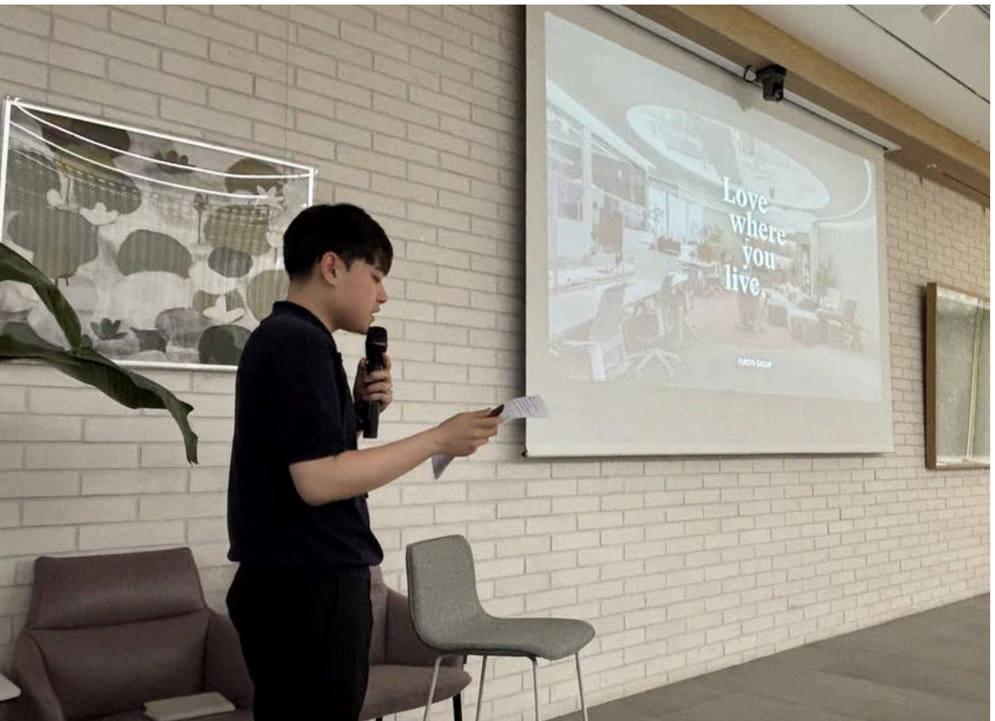
A key takeaway was the cultural discipline embedded in Korean workspaces—clean, organized, and efficient. This discipline is mirrored in the design philosophy of firms like Fursys, where workstations are not only functional but also foster productivity and focus. The delegation noted the potential of encouraging similar practices in Indian office design culture to enhance well-being and output.

Fursys operates a dedicated R&D division focused on material innovation, engineering solutions, and form development. This integrated approach to design and research highlights the strategic role of R&D in driving product excellence. India could benefit from documenting and analyzing such models, potentially through a white paper on "Design R&D for Future Workspaces in India."

Fursys exemplifies how user-centric thinking, engineering precision, product innovation, craftsmanship and workplace culture can transform functional office furniture into adaptive, high-performance ecosystems, and converge to support a globally competitive design industry.









(Bottom Left) Presentation by Mr. Neung-Gi Lee (Team Leader, Fursys).
(Bottom Right) Mr NK Lee (Multinational Business Asia Director, Fursys) with CII Leaders Dr Udayant Malhoutra (CEO & MD, Dynamatic Technologies Ltd and Chairman, CII National Committee on Design & Innovation) and Prof Pradyumna Vyas (Senior Advisor, CII and President-Elect, World Design Organization (WDO)).


FURSYS
iloom
SIDIZ
311

Day 3

June 11, 2025

Day 3

LX Hausys

The guided tour at LX Hausys provided an immersive experience into South Korea's advanced material innovation and design-driven industry practices. On showcase were a wide array of interior and architectural surface solutions—from high-performance wall panels and flooring to eco-friendly surfaces and sustainable façades—highlighting the company's deep investment in materials research and user-centric product development.

One of the standout observations was LX Hausys's integration of art and craft sensibilities into industrial processes. The company's products reflect a careful balance between functionality, aesthetic appeal, and cultural storytelling (an approach that opens up learning opportunities for India's own craft-based sectors). It revealed how Korean industries, and LX Hausys in particular, act as trendsetters, particularly through LX Hausys's unique marketing model. Each year, the company adopts a central design and lifestyle theme, guiding its innovations in materials, textures, visual identity and product strategy. There is significant scope to build policy frameworks, research collaborations, and industry reports that bridge traditional Indian craftsmanship with global materials innovation.









Presentation by Ms Min Kyung Kang (LSR/Trend Team Manager, LX Hausys).



Day 3

Hyundai Design Center

The visit to the Hyundai Design Centre offered the delegation a comprehensive perspective on how Hyundai integrates design, technology, and future thinking to deliver impactful mobility solutions for society. Recognised globally for its innovation-led approach, Hyundai showcased how design is central to its vision of enabling intelligent, connected, and emotionally resonant user experiences.

A significant focus of the interaction was Hyundai's investment in advanced robotics and mobility systems ranging from logistics support and last-mile delivery to daily-use assistance and healthcare applications. These innovations reflect Hyundai's broader goal of creating a more inclusive, efficient, and human-friendly future. Delegates observed how Hyundai's robotic solutions are not only technologically sophisticated but also deeply user-centric, with a strong emphasis on safety, comfort, intuitive interaction, and adaptability to real-life needs.

The design team shared strategic insights into how Hyundai fosters brand loyalty through thoughtful, detail-oriented design that connects with users at an emotional level. This includes a design approach that combines the physical form, features, materials, and colors to create a feeling of trust and comfort. Hyundai's design philosophy extends beyond vehicles, encompassing smart mobility ecosystems and experiences that are aesthetically compelling and functionally superior.

The delegation acknowledged Hyundai as a model for design-led innovation in mobility and robotics, especially relevant as India scales its own vision for smart cities, intelligent transport, and assistive technologies.

Hyundai's commitment to blending engineering excellence with empathetic design stands out as a global benchmark. As India strengthens its design ecosystem, Hyundai offers an inspiring example of how creativity, technology, and purpose can converge to shape the future of mobility and human well-being.


HYUNDAI
기술연구소 R&D Center
KIA
기술연구소 R&D Center

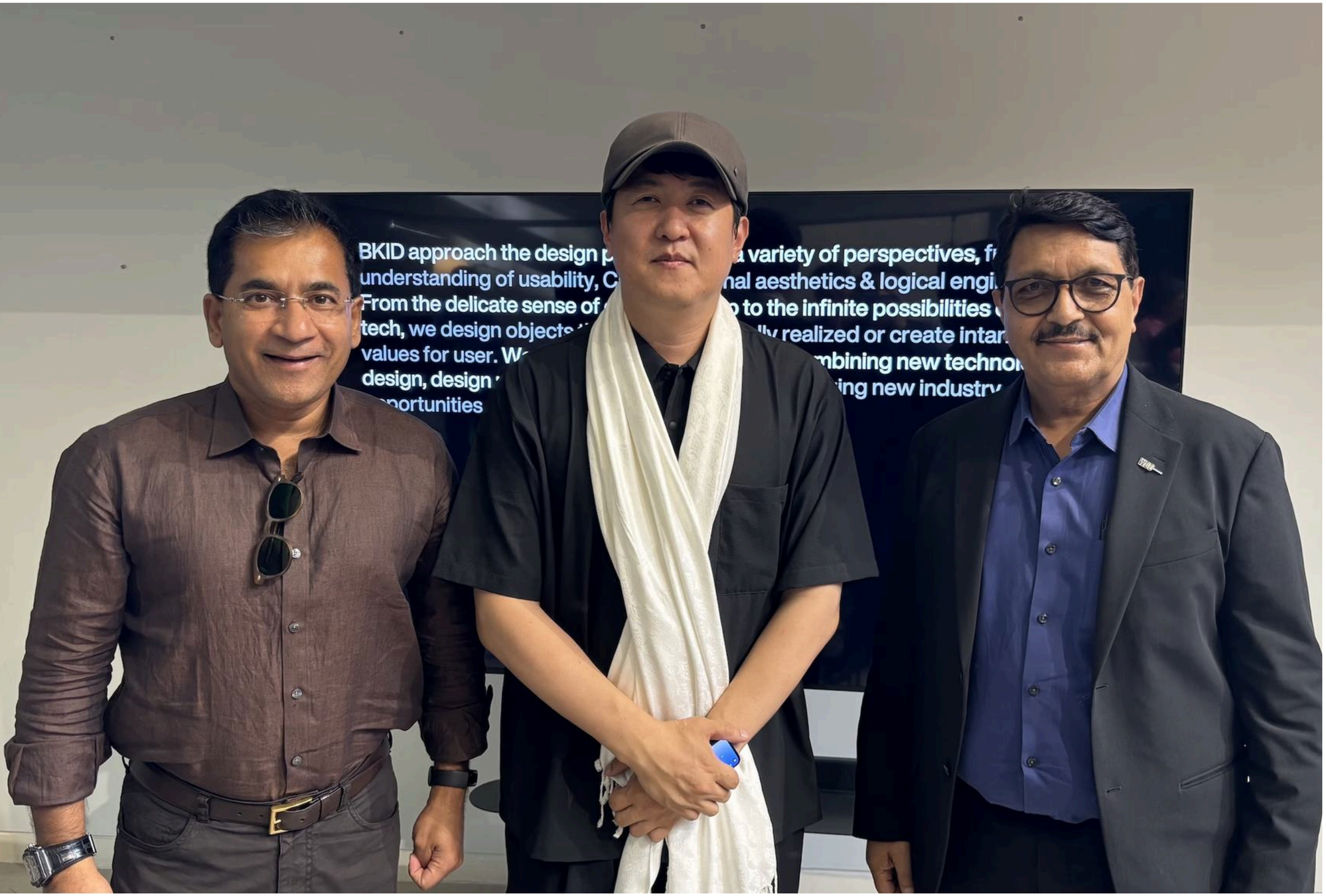
BKID Design Studio

Founded by Bong-kyu Song, BKID is one of South Korea's most forward-thinking industrial design studios, known for its ability to bridge cutting-edge technology with human-centered aesthetics. The studio operates at the intersection of design and innovation, with multidisciplinary capabilities spanning domestic appliances, robotics, digital interfaces, medical devices, mobility, and IT products. BKID's design philosophy is built on the belief that great design should not only be functional and innovative but also emotionally engaging, contextually relevant, and inclusive.

As part of the India Design Mission to South Korea, the delegation had the opportunity to explore BKID's unique design processes, which emphasise user-centric product development, advanced prototyping, material experimentation, and functional aesthetics. Through interactive presentations and hands-on showcases, the team reviewed several of BKID's pioneering and award-winning projects such as the Graphene Toaster, Otus Vision Therapy device, Origami Advanced Concept Tire, Neubie delivery robot, Osstem Dental Unit, and the EPP SIT chair. These projects demonstrated a strong command of CMF (Color, Material, Finish), a nuanced understanding of user needs, and a bold commitment to design-led innovation.

BKID's impressive client portfolio—which includes global brands like Samsung, LG, BMW, Doosan Robotics, and OPPO—combined with international recognition through iF Awards, Red Dot, and CES Innovation Awards, positions the studio as a benchmark for excellence in industrial design. Delegates recognised BKID as a potential knowledge partner for India, particularly in areas like health tech, assistive robotics, digital services, and design-led R&D.

The visit also initiated discussions on collaboration opportunities, including CMF training, studio internships, cross-border innovation exchanges, and bilateral design workshops. BKID's agile studio model was seen as a valuable case study for cultivating multidisciplinary and future-ready design practices in India.



Mr Bongkyu Song (Founder, BKID) with CII Leaders Dr Udayant Malhoutra (CEO & MD, Dynamatic Technologies Ltd and Chairman, CII National Committee on Design & Innovation) and Prof Pradyumna Vyas (Senior Advisor, CII and President-Elect, World Design Organization (WDO)).


Welcome CII

Day 4

June 12, 2025

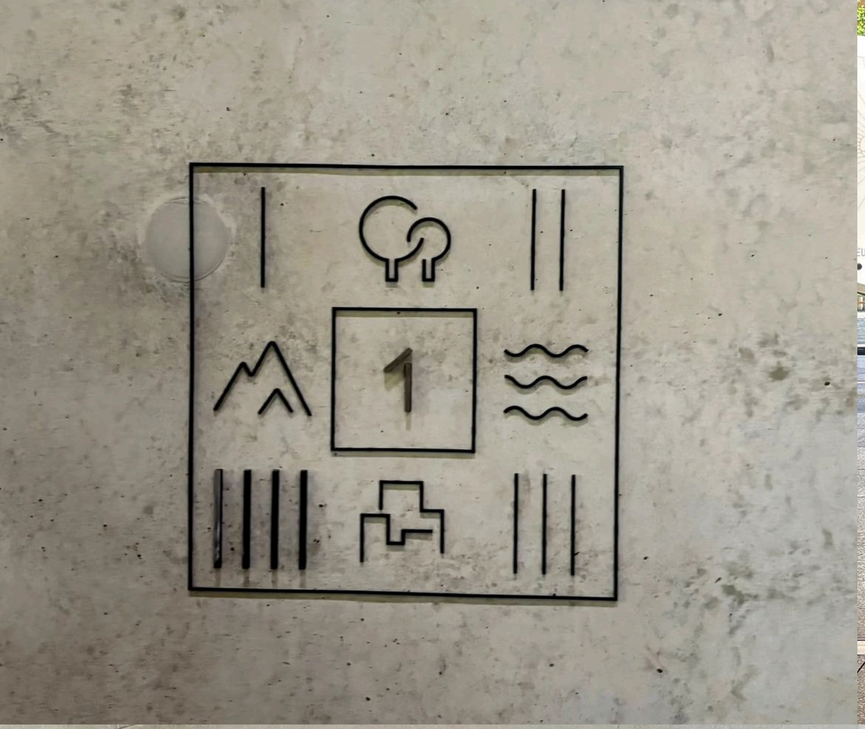
Day 4

Amorepacific

Guided by its brand ethos “Live Love”, Amorepacific promotes a lifestyle rooted in holistic well-being, care, and timeless beauty—principles visibly embedded in the way the company presents itself to both employees and the public. As South Korea’s leading company in the beauty and wellness segment, Amorepacific demonstrates a deep commitment to design innovation—not just in its products, but also in how it communicates brand values and supports public culture.

The delegation toured Amorepacific’s headquarters, which houses public cultural facilities on its lower floors, including a grand atrium, auditorium, library, childcare, cafes, and the Amorepacific Museum of Art (APMA). The interior environment of the headquarters is a testament to intentional, human-centered design. Open, light-filled spaces, warm material palettes, greenery, and minimal visual clutter contribute to a serene and inspiring work atmosphere. Every element—from shared lounges to customer experience zones—reflects the company’s commitment to balance, mindfulness, and design-driven values. The delegation noted how the brand’s philosophy extends beyond products into everyday touchpoints, reflecting a seamless integration of corporate identity with spatial and emotional design.

APMA maintains a collection that spans traditional Korean art to contemporary works. The delegation had the opportunity to see exhibitions like “Beyond Joseon Minhwa” (featuring 100 folk-painting works).


1


AMOREPACIFIC
MUSEUM OF ART




CORE







(L-R) Ms. Ohkyung Lee (Team Leader, Creative Strategy Team), Dr Udayant Malhoutra (CEO & MD, Dynamatic Technologies Ltd and Chairman, CII National Committee on Design & Innovation), Mr. Jungwon Heo (Senior Vice President and Head of the Creative Center at Amorepacific), Prof Pradyumna Vyas (Senior Advisor, CII and President-Elect, World Design Organization (WDO)).


AMOREPACIFIC WELCOMES CII
Be the first and the best
Collaborate with an open mind
Respect differences
PARK GATE
live
love

Day 4

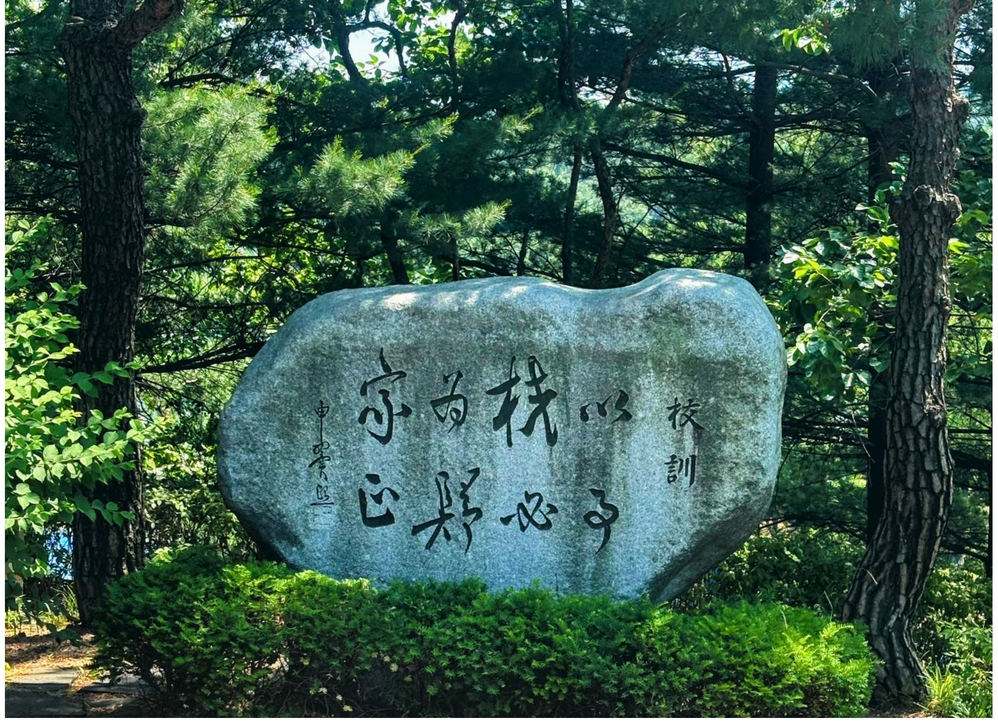
Kookmin University

Established in 1946, Kookmin University is one of South Korea's most respected institutions of higher education, originally founded to nurture individuals capable of contributing to an independent and democratic society. Over the decades, it has evolved into a centre of excellence that blends academic rigour with community values and a forward-looking educational approach. Known for its distinctive design programs, Kookmin integrates innovation, culture, and technology, offering an interdisciplinary curriculum that prepares students to thrive in a rapidly evolving world.

During the India Design Mission's visit, the delegation engaged with faculty and students to explore how emerging technologies like AI, digital fabrication, and smart systems are actively shaping Kookmin's design curriculum and student research. Through guided discussions and presentations, the university shared examples of real-world, industry-collaborative projects and innovation-led teaching models that align closely with global trends. Its commitment to hands-on learning and cross-disciplinary collaboration stood out as a progressive and industry-relevant model.

The university expressed strong interest in forming structured partnerships with Indian design institutions, with a focus on student and faculty exchange, joint research initiatives, collaborative studios, and co-development of future-focused curricula. Areas of shared interest include AI in design, digital innovation, sustainability, and mobility.

The delegation recognised Kookmin's academic model as a compelling benchmark for design education reform in India, especially in embedding technological relevance within creative disciplines. The visit concluded with an invitation to deepen engagement through CII's academic and design platforms, laying the foundation for long-term Indo-Korean collaboration that advances global design dialogue, research, and cross-cultural innovation.


校訓
申翼熙


용두리




시디 소통 게시판
PLASTIC - 조형관 -
플라스틱 병뚜껑은 1층 화장실 앞 수거함에
분리배출 부탁드립니다.



Prof Younghwan Pan (Department of Interaction Design, School of Techno Design) talking about Kookmin University's offerings, initiatives, and student projects.

Day 4

Seoul Upcycling Plaza

Opened in 2017 and operated under the Seoul Metropolitan Government, Seoul Upcycling Plaza spans five floors of maker spaces, studios, retail zones, and exhibition areas (and two basement floors for receiving, processing, and storing materials for upcycling). Discarded materials are transformed into high-value lifestyle products, furniture, fashion, and art through collaborative, design-led processes. It was created as part of Seoul's urban sustainability strategy to reduce waste, promote green consumption, and support upcycling-based innovation. A guided tour offered the Indian delegation a first-hand look at one of the world's largest centers dedicated to sustainable design and circular economy practices.

SUP functions as a comprehensive hub for creative reuse, eco-conscious innovation, and community engagement. The facility brings together designers, entrepreneurs, and citizens to rethink waste as a resource. The Plaza also serves as an educational platform promoting environmental awareness through school programs, community outreach, and public exhibitions. It also supports startups and independent designers by providing infrastructure, mentoring, and public visibility.

The visit highlighted the potential for developing similar upcycling innovation hubs in India, where design can play a pivotal role in addressing waste, supporting green entrepreneurship, and engaging the public in environmental action. SUP's model of civic participation, design incubation, and material innovation offers a compelling blueprint for India's circular design future.










사업장
새활용 소재
Industrial
Upcycling Material
비닐
Vinyl
종이
Paper
목재
Wood
금속
Metal Scraps
피혁
Leather


We are
Eartist!
지구를 생각하는 예술가 'Eartist'는 예술을 통해 환경보호와
지속가능한 미래를 추구하는 창의적인 집단입니다. 모빌리티
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부각되고 있습니다. 따라서 재활용 가능한 재료와 친환경 에너지
소비를 고려한 트렌드가 주목받고 있습니다.
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맞추어 예술과 환경보호의 경계를
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미래를 위한 행동을 촉구합니다.



The CII delegation posing with Mr Gihyun Jeon (Team Manager, Seoul Upcycling Plaza) (center) in the SUP lobby.

Day 5

June 13, 2025

Day 5

Plus X

Plus X (PlusX Creative Partner) is a strategic design consulting group that offers integrated solutions across all consumer-brand touchpoints. In 2010, it started with integrating brand experiences, and introduced a design solution that integrates scattered brand experience elements and can be applied consistently both online and offline. Over the years, Plus X's unique interpretation and methodology of brand identity has led to projects with domestic and global companies such as Alibaba and Tencent, which has become an opportunity to promote Korean creativity worldwide. They have consistently attempted to expand and have won 213 design awards from iF (56), Red Dot (25), and IDEA over the past 14 years.

This visit offered deep insights into the evolving landscape of AI-driven design, creative leadership, and cross-cultural branding. The discussions revealed a culture rooted in thoughtful questioning and reflection—exploring not just how design is done, but why. Conversations covered the integration of AI into real-world design workflows, the concept of Share X as a platform for practical design education, and strategies to balance local authenticity with global expansion. Plus X stands as a model for how creativity, technology, and strategic thinking can converge to influence industries and inspire future-ready design ecosystems.


63 1
CII India Design Mission 2025
Design Bridges Borders
Where India and Korea connect— through design and creativity.
A shared moment to connect, inspire, and lead.
Let's design the ecosystem, together.
CII India Design Mission 2025
Design Bridges Borders
Where India and Korea connect— through design and creativity.
CII India Design Mission 2025
Design Bridges Borders
Where India and Korea connect— through design and creativity.
June 13, 2025
10:00 AM – 11:30 AM
Plus X, Gangnam Office




CII India Design
Mission 2025
Discussion



The CII Delegation with Mr Sangwon Yu (Co-CEO, Plus X) (middle) and other CXOs of Plus X.

Day 5

Korea Design Industry Association (KODIA)

Korea Design Industry Association (KODIA) is an international non-profit association of design specialized companies founded in 1994 in Korea, with the goal of realizing the value of human life that anyone can enjoy. The group creatively solve various problems facing human society through design based on international exchanges and cooperation between design companies and designers around the world.

During the interaction, KODIA showcased its deep commitment to using design as a strategic tool for human-centered progress, underpinned by principles such as Adaptability to Change, Convergence Thinking, Quickness, Global Mind, and World's first. Hallmarks of Korean design temperament and the association's emphasis on content, sensibility, experience, humanity, and AI align closely with evolving global design narratives.

A significant milestone of the visit was KODIA's expression of strong interest in working closely with CII Design, resulting in the eventual signing of two formal MoUs. This partnership paves the way for bilateral knowledge and cultural exchange, joint design advocacy, policy consultation, and co-development of initiatives that strengthen the design ecosystems in both countries.









Presentations and Insights by Prof Ken Nah (Top Left), Mr Ahn Jangwon (Top Right) and Mr Lee Inki (Bottom Left).



The mission concluded with highly positive feedback from the Chairman and members, who appreciated the engagements and learnings. Participants showed strong enthusiasm for the next design mission and expressed keen interest in the CII Design Summit 2025.

Outcomes

1. Mutual intent was established to deepen cooperation in design-led innovation across multiple industries.
2. India emerged as a credible offshore partner for Korean firms, particularly in technology, digital media, and design services.
3. The Indian Embassy in Seoul assured support in fostering institutional and academic linkages, including university-level exchanges.
4. MoUs were signed with the Seoul Design Foundation and KODIA to formalise long-term bilateral collaboration in design.
5. Korea Institute of Design Promotion (KIDP) and other organisations showed strong interest in developing joint programmes with CII.
6. Korean institutions acknowledged design as a strategic enabler for public engagement, innovation, and sustainable development.
7. Korean stakeholders expressed interest in co-hosting exhibitions, policy dialogues, and bilateral design forums.
8. Opportunities were identified to collaborate in CMF innovation, AI-based design practices, and circular economy strategies.
9. Insights were gained to initiate a white paper on strengthening design R&D for Indian workspaces, inspired by Korea's approach.
10. Leading Korean organisations confirmed participation in the upcoming 25th India Design Summit.
11. The delegation explored advanced design applications in robotics, mobility, UI/UX, workspace ergonomics, and interiors.
12. Korea's upcycling and eco-material innovations offered replicable models for Indian sustainability efforts.
13. Fursys's integrated R&D approach was seen as a benchmark to strengthen India's industrial design ecosystem.
14. Hyundai's innovation in robotics and smart mobility provided a vision for India's future design aspirations.
15. BKID's multidisciplinary design practice opened collaboration potential in health tech, digital services, and smart products.
16. Kookmin University expressed interest in faculty and student exchange, and AI design research collaboration.
17. Amorepacific proposed collaboration in beauty tech, wellness design, and sustainable product innovation.
18. Plus X's AI-led UI/UX workflows offered insights for strengthening India's digital design capabilities.
19. Korea's design education practices offered guidance for curriculum enhancement in Indian design institutions.
20. CII will initiate proposals to pursue joint projects, exhibitions, and strategic policy collaboration with Korean partners.

Delegates



Dr Udayant Malhoutra
CEO & MD, Dynamatic Technologies Ltd
Chairman, CII National Committee on Design & Innovation



Prof Pradyumna Vyas
Senior Advisor, CII
President-Elect, World Design Organization (WDO)



Ms Revathi Kant
Senior VP & Chief Design Officer, Titan Company Limited



Mr Mahendra Chauhan
Divisional Manager, Titan Company Limited



Mr Parimal Tukdeo
Head - Industrial Design, Godrej & Boyce Ltd



Mr Amit Rajwade
Head - Design, TVS Design Studio



Mr Deepak Baid
Vice President, R&D and Innovation, Bluestar



Mr Advait Bhatt
Head - Sourcing, New Product Development, Bluestar



Mr Vikas Bakshi
Head - Technology, Bluestar



Ms Padmini Gorthi
Head - Design, Kone Elevators Pvt Ltd



Mr Chandan Sreedharamurthy
Senior Product Designer, Forbes Marshall



Mr Vinay Swakul
Technical Head, Forbes Marshall



Mr Angad Bharaj
Head - Design, Ather Energy Limited



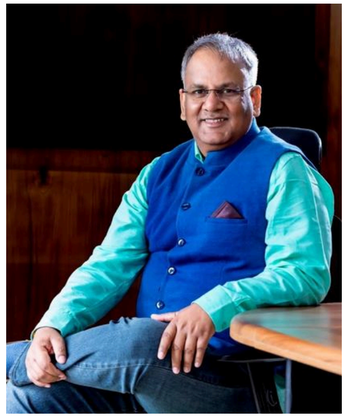
Prof Srikar AVR
Professor, IIT Hyderabad



Prof Mandar Kale
Professor, BITS School of Design



Prof Amit Sheth
Professor & Director Makerspace, Plaksha University



Prof Dhiraj Kumar
Director, Unitedworld Institute of Design (UID), Karnavati University



Prof Prakash Unakal
Dean (Business Design & Innovation), L. N. Welingkar Institute of Management Development & Research



Prof Jyoti Kulkarni
Sr. Associate Dean (Business Design), L. N. Welingkar Institute of Management Development & Research



Mr Amitanshu Shrivastav
Assistant Professor, JK Lakshmipat University



Mr Dharmesh Mehta
Founder and CEO LMNX Ventures



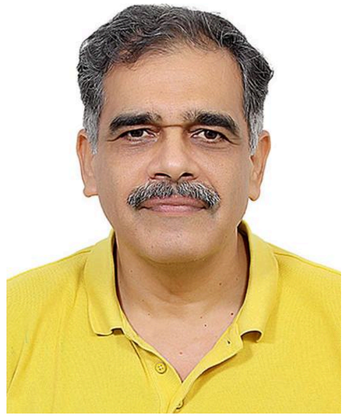
Mr Vashikaran Rajendrasingh
Managing Director, Bell Printers



Ms Arpana Jathanna Walters
Chief Design Officer, Modenik Lifestyle Private Ltd.



Ms Shimul Vyas
Director & Founder, Strong Foundation India Pvt Ltd & ANA-SHI Ventures LLP



Mr Rahul Vyas
Founder, ARVY



Ms Smitha Naik
Founder, SNSofDESIGN



Ms Namita Bahl
Head & Director – Design and Technology, CII



Mr Akash Kumar
Associate Counsellor – Design, CII

Testimonials

What a great experience being part of the CII India Design Mission! Grateful for the learning, interactions, and the amazing group energy. Special thanks to CII Team! Let's stay connected and keep the spirit of design alive. ***Prof Jyoti Kulkarni, L. N. Welingkar Institute of Management Development & Research***

Thanks CII for such a wonderful initiative and the exposure to the Korean design industry. Thank you CII Team. The Insights into the Korean design industry was amazing. The finesse, the care, the effort that they put into their work is just outstanding. It's reflects into their society as well. In a true sense 'Mission Accomplished' ***Mr Parimal Shrikant, Godrej & Boyce***

Thanks team CII, for conceiving & executing a wonderful immersion for all of us in Seoul. Am carrying back great learnings & memories and of course a bunch of new friendships. Enjoy rest of your stay in the city. Keep in touch! ***Ms Revathi Kant, Titan***

What a week it was! Starting from the first say at the DDP, an architectural marvel and ending on Friday again at the DDP! A week filled with some very exciting talks and visits to Korean design. Thank you CII Team for all the organising and the planning. And a big thank you to my fellow participants. ***Prof Amit Sheth, Plaksha University***

Thank you for such a wonderful and immersive experience. It was truly outstanding. A big thanks to the entire CII team for making it happen. I really enjoyed the conversations with everyone and look forward to staying connected. ***Mr Mahendra Chauhan, Titan***

Thank you all for such an exciting and enriching trip to Seoul. So very grateful to CII for planning such a diverse mix of visits across a broad spectrum of industry, design promotion organisations, design studios and university. That has given us a wholesome overview of the design scene in S. Korea. I have come back truly inspired! Looking forward to more such missions. ***Ms Shimul Vyas, ANA-SHI Ventures***

What a truly enriching ride it's been; with a bus full of brilliance, curiosity, charm, and just the right dash of mischief! Each of you is an absolute gem; sparkling with insights, laughter, and that unmissable Indian spark. I consider myself lucky to have been part of this incredible ensemble. I'm confident this isn't the end; just a prologue to future collaborations and friendships. ***Prof Dhiraj Kumar, UID-Karnavati University***

It was a wonderful experience, special thanks to CII Team. Lots of learning. Hope to see you all on in Design Summit at Bangaluru.
Mr Deepak Baid, Bluestar

Testimonials

A special note of gratitude to CII Team for their inspiring leadership, and seamlessly coordinating the mission. This journey has sparked meaningful reflections on building resilient relationships between nations through such a great design initiative, fostering mutual prosperity and serving the greater good of humanity. ***Mr Chandan Sreedharamurthy, Forbes Marshall***

Thank you for an enriching and insightful week as a part of this mission. I am grateful to have been a part of this and learn so much from all of your insights and wisdom. Thank you for a great mission and hope to see you all and collaborate very soon. ***Mr Angad Bharaj, Ather Energy***

Thank you all for a great week exploring design in Seoul, wonderful initiative. Special thanks to CII Team for organising and curating excellent design houses to visit. It was a pleasure meeting you all and making good connections. ***Ms Padmini Gorthi, Kone Elevators***

Feeling truly grateful to have been part of the CII Design Mission to South Korea — such a vibrant and inspiring experience made even more special by all of you. A Big thank you to the Confederation of Indian Industry, for bringing this together. ***Mr Amitanshu Shrivastav, JK Lakshmipat University***

It is uncommon for a diverse bunch of strangers to come together on a week-long trip and still take away such pleasant memories. And yet we all did. Thanks to all of you for accommodating all of the others in your physical and mental spaces during this time. I really look forward to being in touch with all of you and deepen our relationship meaningfully. ***Mr Dharmesh Mehta, LMNX Ventures***

My gratitude to CII for envisioning this wonderful mission. CII Team, it is a visionary effort. Like the sound of the Tibetan singing bowls may each step taken this week reverberate and realign the various chakras of our Indian Design fraternity and the industry. ***Ms Arpana Jathanna Walters, Modenik Lifestyle***

CII Design Initiatives

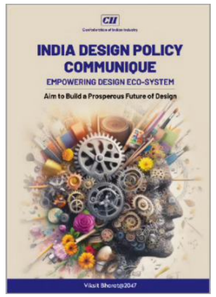
About CII Design Initiatives

The Confederation of Indian Industry (CII) is committed to strengthening India's design ecosystem through strategic initiatives, capacity-building programs, recognition platforms, and impactful policy contributions. These efforts collectively enable India to position design as a key driver of innovation, inclusion, and competitiveness.



CII India Design Summit

A flagship platform for design discourse, collaboration, and exhibition. The summit brings together industry leaders, academia, startups, and policymakers.



CII India Design Policy

An initiative aimed at driving policy-level impact. It consolidates sector-specific insights and recommendations across areas such as healthcare, crafts, women in design, education, and digital transformation. The Communique serves as a roadmap for design-led development and is aligned with national priorities.



CII Design Excellence Awards

These awards celebrate outstanding achievements in product, system, service, and interaction design. They provide national recognition to exemplary work and promote India's design innovation globally.



CII India Design Tag

A mark of recognition for outstanding product design based on a robust evaluation framework. The India Design Tag sets benchmarks for user relevance, innovation, aesthetics, feasibility, sustainability, and industry impact.

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CII India Design Mission

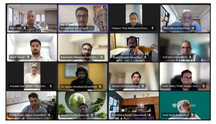
A focused outreach and engagement initiative to promote Indian design across global platforms. It aims to elevate India's design presence internationally through showcases, partnerships, knowledge exchange, and branding efforts—positioning India as a hub for responsible and future-ready design.

CII i-Design Training Programme

A modular learning initiative curated for industry professionals, startups, and leaders—covering areas like Human-Centered Design, Business Transformation, AI in Design, and Sustainability. It enables organisations to embed design as a core strategic capability.

CII Young Designer Awards

A platform to discover and encourage promising young design professionals. This initiative supports emerging talent and promotes creative leadership among the next generation of designers.



CII National Committee on Design

Formed to provide strategic direction and national thought leadership on design, the Committee includes over 50 leading professionals and experts across sectors. It plays a pivotal role in shaping India's design future through policy dialogues, ecosystem collaboration, and institutional partnerships.

Confederation of Indian Industry

The Confederation of Indian Industry (CII) works to create and sustain an environment conducive to the development of India, partnering Industry, Government and civil society through advisory and consultative processes.

CII is a non-government, not-for-profit, industry-led and industry-managed organisation, with around 9,700 members from the private as well as public sectors, including SMEs and MNCs, and an indirect membership of over 365,000 enterprises from 318 national and regional sectoral industry bodies.

For 130 years, CII has been engaged in shaping India's development journey and works proactively on transforming Indian Industry's engagement in national development. CII charts change by working closely with the Government on policy issues, interfacing with thought leaders, and enhancing efficiency, competitiveness, and business opportunities for industry through a range of specialised services and strategic global linkages. It also provides a platform for consensus-building and networking on key issues.

Through its dedicated Centres of Excellence and Industry competitiveness initiatives, promotion of innovation and technology adoption, and partnerships for sustainability, CII plays a transformative part in shaping the future of the nation. Extending its agenda beyond business, CII assists industry to identify and execute corporate citizenship programmes across diverse domains, including affirmative action, livelihoods, diversity management, skill development, empowerment of women, and sustainable development, to name a few.

For 2025-26, CII has identified "Accelerating Competitiveness: Globalisation, Inclusivity, Sustainability, Trust" as its theme, prioritising five key pillars. During the year, CII will align its initiatives to drive strategic action aimed at enhancing India's competitiveness by promoting global engagement, inclusive growth, sustainable practices, and a foundation of trust.

With 70 offices, including 12 Centres of Excellence, in India, and 9 overseas offices in Australia, Egypt, Germany, Indonesia, Singapore, UAE, UK, and USA, as well as institutional partnerships with about 250 counterpart organisations in almost 100 countries, CII serves as a reference point for Indian industry and the international business community.

Confederation of Indian Industry
The Mantosh Sondhi Centre
23, Institutional Area, Lodi Road, New Delhi – 110 003 (India)
T: 91 11 45771000 • E: info@cii.in • W: www.cii.in

Reach us via CII Membership Helpline: 1800-103-1244