

Alicante and Tokyo shortlisted to host the World Design Assembly in 2023

- The EUIPO presented a candidature bid for Alicante in June, in close cooperation with the Alicante Town Hall and the Provincial Government
- The selected city will be announced in February 2022
- The World Design Assembly brings together experts from all over the world

The World Design Organization (WDO) has announced that the city of Alicante has been shortlisted, together with Tokyo, to hold the [33rd World Design Assembly](#) (WDA) in 2023.

The World Design Assembly™ (WDA) is a biennial multi-day event that convenes participants from more than 40 countries, including members of the World Design Organization and other key industry stakeholders. It includes a general assembly and a research and education forum, and addresses a number of key issues affecting the future of design as well as matters related to the WDO's mandate. Through a bid process, a host city is selected and works with WDO to deliver the event programme.

Back in June, and thanks to a close collaboration with local partners in Alicante, the [European Union Intellectual Property Office](#) (EUIPO) developed and presented a creative, compelling and comprehensive candidature bid for Alicante to host the 33rd World Design Assembly, set to take place in late 2023. The proposal underlined Alicante's clear commitment to the world of design and the systems of protection around it. The Tokyo bid was spearheaded by the Japan Institute of Design Promotion.

The evaluation of the bids is currently underway and the announcement of the winning host and location of the 33rd World Design Assembly will be made at the conclusion of the next World Design Assembly, scheduled to take place from 23 – 25 February 2022 in Shunde (China). The World Design Assembly has never been held in either Alicante or Tokyo before.

Speaking about the news of the nomination, **Christian Archambeau**, Executive Director of the EUIPO, said:

We are delighted to be nominated for such a prestigious honour. Design protection is one of our key areas of activity, and we have always held design close to our heart at the EUIPO. We believe firmly that, through close cooperation with the World Design Organization as well as local partners, we can ensure that design will continue to grow stronger, into the future.

The Mayor of Alicante, **Luis Barcala**, commented:

We are extremely proud and happy that our city is one of the finalists, along with Tokyo, to host the World Design Assembly. This is a once-in-a-lifetime event, with global



impact, and would be extremely positive for Alicante. Our city is proving that it has a lot to offer and the leverage to compete with some of the most important cities in the world.

The President of the Alicante Provincial Government, **Carlos Mazón**, also expressed:

The nomination of Alicante to host such a top-class international event fills us with joy and pride. We believe that this news contributes very positively to place the province of Alicante in the world and to position its extraordinary design industry beyond our borders. We give our utmost support to the Alicante bid.

Forging the future for designers

The EUIPO has always embraced design. The Office began accepting applications for Registered Community Designs (RCD) in 2003. It rapidly became a success story for the EU-wide intellectual property system. The EUIPO now receives more than 100 000 design filings every year, and the RCD has proved to be a powerful tool for businesses and individual designers alike. In Europe, design-intensive industries create 30.7 million direct jobs and contribute 16.2 % of the EU's total GDP.

The recent success of the [2021 DesignEuropa Awards](#) ceremony, held in Eindhoven on 19 October 2021, shows the good health of industrial design, not just in Europe, but around the world. As such, the EUIPO has, in its proposal, put forward the possibility of hosting both the World Design Assembly and the DesignEuropa Awards, together, in 2023. In doing so, it would allow for a universal celebration of design and encourage discussions about the future of the industry among stakeholders from all around Europe and beyond. This would also coincide with the 20th anniversary of the Registered Community Design system.

ABOUT WDO

Founded in 1957, the [World Design Organization](#) (WDO) is a non-governmental organisation that promotes the profession of industrial design and its ability to generate better products, systems, services, and experiences; better business and industry; and ultimately, a better environment and society. The WDO caters for over 170-member organisations, and represents thousands of industrial designers from around the world. Members of the WDO have met biennially to attend the World Design Assembly since 1959.

ABOUT THE EUIPO

The [EUIPO](#) is a decentralised agency of the EU, based in Alicante, Spain. It manages the registration of the European Union trade mark (EUTM) and the registered Community design (RCD), both of which provide intellectual property protection in all Member States. The EUIPO also cooperates with the national and regional intellectual property offices of the EU and manages the European Observatory on Infringements of Intellectual Property Rights.

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