

Quotes from members of Singapore's design community

"Design is fast becoming an essential part of all forms of businesses because good design sells better. Therefore intellectual property is crucial for the protection of the value of design and business. I am pleased to note the review of Registered Designs Act and Regime is well timed with Design 2025 Masterplan. This will further enhance our design scene and continue to make Singapore an attractive Design Hub for innovation and business."

Mr. TAI Lee Siang

President, Design Business Chamber Singapore

"Good design, particularly ergonomic design, has always underpinned Razer's product development and market strategy. IPOS' efforts to modernize Singapore's designs law in line with industry trends and international norms is welcomed.

Razer's black and green accent color scheme has been iconic for the company with gamers all over the world recognizing the tones. We look forward to be able to avail ourselves to using the amendments allowing color as a design feature to broaden our registration opportunities."

Mr. TAN Min-Liang

Chief Gamer & CEO
Razer Inc

"We should shift from a protection behavior to adopt IP as a business-innovation multiplier as we evolve into a knowledge and experience-based economy.

At the same time, a robust design-registration regime will help to professionalize our practice and instil a wider attitude of respect for creativity."

Mr. LOW Cheaw Hwei

VP, Head of Design Philips ASEAN Pacific and Philips Design Consulting Asia