



Association
of Registered
Interior Designers
of Ontario

MAKE SPACE FOR GOOD DESIGN.

FOR IMMEDIATE RELEASE

ARIDO members to visit China as part of Global Opportunities for Associations Program

Toronto, ON – November 25, 2009 – The Association of Registered Interior Designers of Ontario (ARIDO) announces that it will lead a trade mission to Shanghai and Beijing from December 1 to 10. Ten ARIDO members will participate in the mission to explore business opportunities for their growing interior design firms.

The mission was organized in collaboration with the International Council of Interior Designers and Architects (ICIAD) and includes a one day business forum in both cities, as well as a number of visits to various facilities throughout China. The goal of the business forums is for Chinese and Canadian interior designers to share case studies and overview presentations on current design trends and projects.

"We have put this program together to ensure that the Canadian delegates learn about potential business opportunities for their firms, and for Chinese interior designers to learn about opportunities to partner with Canadian firms on upcoming projects," says Pierre Lo, vice president of ICIAD China Region.

Members chosen for the mission represent the breadth of the interior design profession in Ontario. They work in a number of different sectors including corporate, commercial, resort/casino, condominium development, government and residential design.

"We are very excited to be participating in our first trade mission," says ARIDO's president, Deborah Rutherford. "The interior design profession in Canada has seen a significant increase in the export of interior design services over the past five to 10 years, so it is time for SMEs (*small- to medium-size enterprises*) to learn more about the potential for growth in other countries."

ARIDO and ICIAD will also discuss opportunities for the two associations to collaborate on a regular basis, to bring opportunities to the interior design professionals they represent.

The trade mission has been organized with the support of the Global Opportunities for Associations (GOA) program of the Department of Foreign Affairs and International Trade. The GOA program provides contribution funding to support national associations undertaking new

or expanded international business development activities, in strategic markets and sectors, for the benefit of an entire industry (member and non-member firms).

Also attending the mission is Jenny Mueller Garbutt, president of Interior Designers of Canada (IDC) and Arnie Rusinek, VP of world markets for Teknion Furniture Systems, a lead sponsor of the event. Mr. Rusinek will lead a discussion in global trends during the business forums.

-30-

Contact Information:

For more information on the mission, or to arrange an interview with mission delegates, please contact: Penny Tomlin, Communications Manager, ARIDO, at ptomlin@arido.ca, or 416.921.2127 x 227.

About ARIDO

ARIDO is the professional association for Interior Designers in Ontario. ARIDO's mandate is to serve the interests of both the public and the interior design industry. It does so by registering interior designers who voluntarily meet required standards of education, experience and examination. For more information on ARIDO, please visit www.arido.ca.