

MEMBERSHIP SYSTEM CORE VALUES & BENEFITS HANDBOOK

Preface: Co-Defining the Future of Design

Welcome to the Asia Pacific Designers Federation (APDF). This is more than an identity; it is a commitment—to walk alongside the most visionary design forces in the Asia Pacific and across the globe, jointly driving innovation, expanding boundaries, and defining the future.

This handbook aims to clearly articulate the value system we have built for partners at different stages of growth and with diverse roles in the ecosystem. We firmly believe that precise empowerment and in-depth connection are the keys to unlocking individual potential and stimulating industry transformation. Whether you are an emerging future star or an outstanding leader spearheading the industry, you will find your own growth path and value resonance here.



Part 1: Individual Growth Pathway – Forging a Distinguished Design Career

A. Design Pillars: Certified Designer Membership

This system provides authoritative endorsement and step-by-step growth support for your professional career, serving as a roadmap for your journey from excellence to mastery.

A1 Certified Designer

- Core Values: Professional endorsement and opportunity expansion. Take the first step towards international recognition.

● Core Benefits:

1. Authoritative Certification: Receive a bilingual (Chinese-English) "Certified Designer" certificate and badge.
2. Global Exposure: Personal profile and works showcased in the "Certified Designers" section on the APDF official website.
3. Growth Privileges: Enjoy membership discounts on entry fees for competitions such as the IAI Design Award.
4. Peer Network: Join the exclusive community and participate in online master lectures and industry seminars.

A2 Senior Certified Designer

- Core Values: Establishing authority and expanding influence. Evolve from an excellent practitioner to an industry influencer.

● Core Benefits (in addition to A1 benefits):

1. Senior Title: Be awarded the title of "Senior Certified Designer" along with an exclusive certificate.
2. Preferred Work Display: Works are eligible for homepage recommendation on the official website and feature reports on APDF media platforms.
3. Review Qualification: Enjoy priority recommendation channels for becoming judges in competitions such as the IAI Design Awards, and have the opportunity to enter the core judging panel of the competition after passing an assessment.
4. Thought Leadership: Gain priority access to serve as speakers or mentors at APDF flagship events.

A3 Chief/Chartered Certified Designer

- Core Values: Industry leadership and future definition. Become a respected thought leader and standard-setter.

● Core Benefits (in addition to A2 benefits):

1. Master Status: Be conferred the APDF's highest honorary title of "Chief/Chartered Certified Designer".
2. Standard Definition: Be invited to participate in the formulation of industry white papers, education systems, and design standards.
3. Master Heritage: Host APDF masterclasses named after oneself to pass on design philosophy.
4. Strategic Consultancy: Provide core expert advice on APDF's strategic development at the federation's invitation.

D. Rising Stars: Student Membership

This system serves as APDF's talent incubator, dedicated to systematically cultivating, inspiring, and nurturing the future leaders of the design industry.

D1 Preparatory Member

- Core Values: Career initiation and easy access. Explore the world of design at zero cost.

● Core Benefits:

1. Identity Certification: Receive an electronic student membership certificate.
2. Knowledge Repository: Free access to the federation's online open courses and industry insight reports.
3. Competition Introduction: Enjoy student discounts on entry fees for competitions such as the IAI Design Award.
4. Peer Community: Join the "Design New Stars" community and participate in online exchanges.

D2 Practicing Member

- Core Values: Competency practice and resume building. Translate knowledge into verifiable experience.

● Core Benefits (in addition to D1 benefits):

1. Official Certification: Obtain the "Practicing Member" certification to enrich personal resumes.
2. Opportunity Portal: Gain priority access to internship and project practice information released by the federation.
3. Offline Networking: Get priority registration for offline workshops, enterprise visits, and other activities.
4. Talent Showcase: Outstanding works stand a chance to be displayed in the "Student Excellence" section on the official website.

D3 Honorary Student Member

- Core Values: Excellence recognition and career acceleration. Access top-tier resources to fast-track your career.

● Core Benefits (in addition to D2 benefits):

1. Highest Honor: Be awarded the APDF student "Honorary Member" title and an exclusive certificate.
2. Mentorship Program: Be matched with an APDF certified designer or board member as an annual career mentor.
3. Golden Pathway: Enjoy exclusive internal referrals and scholarship opportunities provided by top partner enterprises.
4. Seamless Upgrade: Directly upgrade to "Certified Designer" without review upon graduation, along with a first-year membership fee discount.



Part 2: Organizational Development Engine – Driving Brand and Commercial Success

B. Industry Cornerstones: Corporate Membership

This system precisely aligns with enterprises at different development stages, providing step-by-step resource and prestige support from startup collaboration to global leadership.

B1 Partner-level Corporate Member

- Core Values: Identity recognition and initial resource access. Secure an entry ticket to the professional community and connect with primary resources.

● Core Benefits:

1. Basic Certification: Receive the "APDF Partner-level Corporate Member" certificate and electronic badge.
2. Directory Listing: Company name and link displayed in the member directory on the official website.
3. Event Participation: Attend various industry salons and seminars hosted by APDF at member prices.
4. Information Access: Regularly receive industry newsletters and public event information from the federation.

B2 Collaborative-level Corporate Member

- Core Values: Brand elevation and network building. Enhance industry visibility and establish high-quality business networks.

● Core Benefits:

1. Official Certification: Be conferred the "APDF Collaborative-level Corporate Member" physical plaque and hardcover certificate.
2. Brand Zone: Company logo, profile, and representative works displayed in the "Corporate Members" section on the official website.
3. Talent Pipeline: Access the APDF certified designer talent pool and enjoy one-on-one talent referral services.
4. Internal Empowerment: Up to 3 employee places per year to attend APDF advanced training courses at member prices.
5. Business Opportunity Access: Obtain screened commercial project bidding and cooperation information released by the federation.

B3 Strategic-level Corporate Member

- Core Values: Ecosystem co-construction and standard definition. Elevate from a participant to an ecosystem co-builder and rule influencer.

● Core Benefits (in addition to B2 benefits):

1. Leadership Identity: Be conferred the "APDF Strategic-level Corporate Member" status for official publicity use.
2. Top-tier Business Opportunities: Gain priority access to internal recommendations and matchmaking for major government projects and multinational enterprise collaborations.
3. Co-hosting Rights: Secure priority to co-host industry summits and themed forums with APDF.
4. Insight & Influence: Exclusively access the annual Asia Pacific Design Industry Trend Report and be invited to join the "Industry Leadership Council" to participate in closed-door policy recommendation meetings.

B4 Global-level Corporate Member

- Core Values: Global leadership and strategic synergy. Represent Asia Pacific design forces in global dialogues and rule-making processes.

● Core Benefits (in addition to B3 benefits):

1. Highest Honorary Identity: Be awarded the title of "APDF Global-level Corporate Member".
2. Global Network Hub: Act as a core node to connect with APDF's global partner network and participate in high-level dialogues with international organizations.
3. Joint Research Initiation: Co-launch transnational flagship research projects with the APDF Research Institute and share intellectual property rights.
4. Customized Global Events: Co-plan "APDF x [Company Name]" design forums in key overseas markets.
5. Excellence Talent Program: Co-establish international design scholarships to cultivate top-tier global design talents.

C. Innovation Engine: Co-Creation Membership

This system aims to establish in-depth co-creation partnerships with cross-sectoral partners, ranging from project pilots to strategic integration.

C1 Project Cooperation-level

- Core Values: Pilot cooperation and value validation. Launch lightweight integration experiments with the design ecosystem.

● Core Benefits:

1. Project Cooperation Platform: Be authorized to release joint project needs on the APDF platform and connect with design resources.
2. Co-branding Exposure: Joint projects receive co-branded reports on APDF official media channels.
3. Event Integration: Host project-specific seminars or experience workshops based on APDF events.

C2 Resource-level

- Core Values: Ecosystem integration and collaborative innovation. Systematically integrate proprietary technologies/resources into the design innovation process.

● Core Benefits (evolved from C1 benefits):

1. Co-creation Identity: Receive the "Resource-level Co-creation Member" certificate.
2. Laboratory Co-construction: Participate in thematic research at the APDF Innovation Lab to explore cutting-edge applications.
3. Solution Promotion: Eligible solutions can be included in the "APDF Recommended Solutions Library" for targeted promotion to members.

C3 Strategic-level

- Core Values: In-depth binding and future definition. Form a community of shared destiny with APDF to jointly shape the future of the industry.

● Core Benefits (in addition to C2 benefits):

1. Top-tier Partnership Status: Be awarded the title of "Strategic-level Co-creation Member" and enjoy co-branding display rights.
2. Joint Product Incubation: Co-develop tools, courses, or group standards for the design industry and share the outcomes.
3. Ecosystem Strategic Integration: Core products/services can be deeply integrated as the exclusive recommended solutions of APDF.
4. Exclusive Advisor Seat: Hold a permanent seat in relevant APDF professional committees to participate in ecosystem planning.



Part 3: Leadership & Honor Hall – Governing and Sharing the Highest Glory

E. Outstanding Leaders: Governing Unit Membership

This system aims to attract leaders with strong willingness and contribution capabilities to the federation's development, inviting them to jointly participate in the federation's governance and strategic development.

E1 Governing Unit

- Core Values: Participate in governance and co-build the platform. Upgrade from a member to a co-builder and co-owner of the platform.

● Core Benefits:

1. Governance Seat: Be awarded the title of "APDF Governing Unit" and hold an observer or director seat on the board of directors to participate in major decision-making processes.
2. Co-branding: Company logo displayed in core materials such as the federation's annual report and governance structure page on the official website.
3. Project Leadership: Gain priority to lead or co-initiate APDF's annual key industry projects and research topics.

E2 Standing Director/Executive Director

- Core Values: Core leadership and operational driving force. Exercise leadership in key areas to propel the federation's daily operations forward.

● Core Benefits (in addition to E1 benefits):

1. Leadership Title: Be conferred the position of "APDF Standing/Executive Director" along with a certificate.
2. Committee Leadership: Lead a specific professional committee (e.g., Award Jury Committee, Academic Committee, Industry Development Committee).
3. Operational Decision-making: Deeply participate in core decision-making processes such as the review of the federation's annual work plan and budget.

F. Lifetime Honors: Honorary System

This system aims to recognize and honor distinguished individuals who have made permanent, milestone contributions to the design industry and APDF's development, representing the highest accolade bestowed by the federation.

F1 Honorary Member/Honorary Advisor

- Core Values: Recognition of outstanding contributions and permanent tribute. Your wisdom and experience are invaluable assets to the federation.

● Core Benefits:

1. Honorary Conferment: Be awarded the title of "APDF Honorary Member/Advisor" along with an exclusive certificate.
2. High-level Participation: Attend all major federation events as a distinguished guest with premium privileges.
3. Strategic Consultancy: Provide strategic advice on long-term development at the federation's invitation.

F2 Lifetime Honorary Member / APDF Fellow

- Core Values: Immortal achievements and spiritual monument. Your name and legacy are forever intertwined with the glory of APDF.

● Core Benefits:

1. Highest Privileges: Be permanently recorded with special distinction in the federation's history.
2. Permanent Voice: Hold lifelong advisory rights on major matters concerning the federation's foundational development.
3. Named Commemoration: The federation may establish permanent awards or scholarships in your name as a lasting tribute.
4. Decision-making Participation: Serve as a lifelong juror for APDF's highest honors.

Part 4: Ecosystem Cooperation Network – Expanding the Boundaries and Influence of Design

G. Strategic Partners

Open to enablers and co-builders across the design industry chain, including technology companies, material suppliers, financial institutions, and top-tier media.

- Core Values: Industry synergy and value co-creation.

● Core Benefits:

1. Strategic Dialogue: Establish direct communication with APDF's core management team to explore strategic projects.
2. In-depth Brand Integration: Participate as the title sponsor in annual flagship events such as the IAI Awards Ceremony.
3. Precise User Reach: Target core designer groups to showcase solutions through the APDF network.
4. Joint Market Advocacy: Co-host press conferences and industry summits for joint media publicity.

H. Specialized Partners

Establish flexible, in-depth cooperation with professional partners in specific fields.

- H1 Media Partners: Amplify voice and co-create content. Gain access to first-hand information and co-plan special topics.

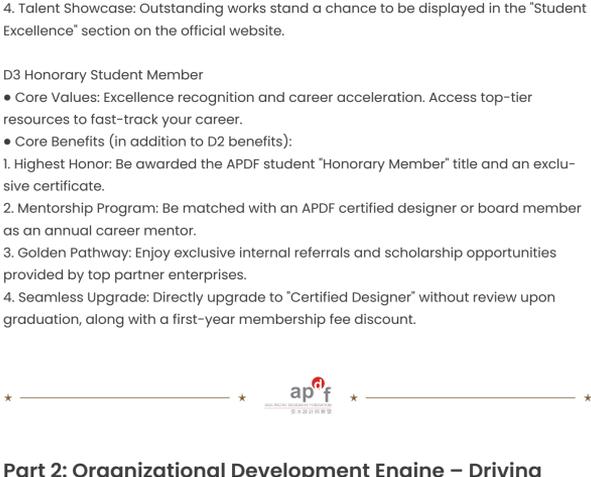
- H2 Academic Partners: Integrate industry, academia, and research, and nurture talents collaboratively. Conduct joint research, develop courses, and host academic conferences.

- H3 Technology Partners: Empower with tools and integrate solutions. Be listed as an officially recommended tool and offer exclusive member discounts.

- H4 Event Partners: Share scenarios and expand influence. Co-host events, share audiences, and conduct cross-promotion.



Membership Admission Process: Embark on Your APDF Star-track Journey



Joining APDF is an extraordinary journey from departure to shining brilliance. We have designed a clear and ritualistic six-step star-track pathway to guide you in seamlessly integrating into this galaxy that gathers the design wisdom of the Asia Pacific region.

Step 1: Departure Star · Intent Registration

- Core Action: Fill out the basic information form online

- Journey Meaning: This is your first dialogue with APDF, lighting up the first stop of your professional journey. Upon submission, an exclusive membership consultant will guide your way forward.

Step 2: Positioning Star · Category Matching

- Core Action: Conduct a one-on-one consultation with a membership consultant to confirm the most suitable membership category and growth pathway.

- Journey Meaning: With the consultant's assistance, find your uniquely matched orbit in the APDF galaxy, and accurately position yourself for future success.

Step 3: Showcase Star · Formal Application

- Core Action: Submit the complete application form and professional credentials (e.g., portfolio, company qualifications) according to the confirmed pathway.

- Journey Meaning: Fully demonstrate your professional strengths and achievements—this is the key step to turning your application materials into a shining star.

Step 4: Covenant Star · Membership Fee Confirmation

- Core Action: Complete the membership fee payment based on the review feedback.

- Journey Meaning: Officially open the door to all membership benefits. This covenant represents your investment in your profession and our solemn commitment to quality service.

Step 5: Recognition Star · Approval

- Core Action: The APDF Board of Directors or relevant committee conducts the final review and issues an official membership confirmation letter.

- Journey Meaning: Your professional achievements gain official recognition. This "Recognition Star" is a significant milestone in your journey.

Step 6: Glory Star · Certification & Admission

- Core Action: Receive the exclusive membership pack (including certificate, badge, etc.), and activate all membership benefits.

- Journey Meaning: Welcome to the APDF design galaxy! From this moment on, you will shine alongside countless outstanding stars, jointly shaping the future of design.



Our Service Commitments

Every member and partner will enjoy:

- Professionalized Processes: Clear application, review procedures, and dedicated customer service guidance.
- Exclusive Membership Pack: A carefully designed physical certificate, badge, and welcome letter.
- Customized Information: Regular delivery of the exclusive Federation News and Industry Highlights newsletters.
- Continuous Value Care: Regular satisfaction surveys, exclusive event invitations, and benefit upgrade notifications.

Join us—this is more than accessing benefits; it is choosing a role, taking on a responsibility, and jointly writing the next glorious chapter of Asia Pacific design.