



Newsletter XVIII

WIDC2021

Host

Ministry of Industry and Information
Technology of the People's Republic of China
Shandong Provincial People's Government

Support Unit

United Nations Industrial
Development Organization
Global Design Industry Organization

Organizer

China Industrial Design Association
Department of Industry and Information
Technology of Shandong Province
Yantai Municipal People's Government

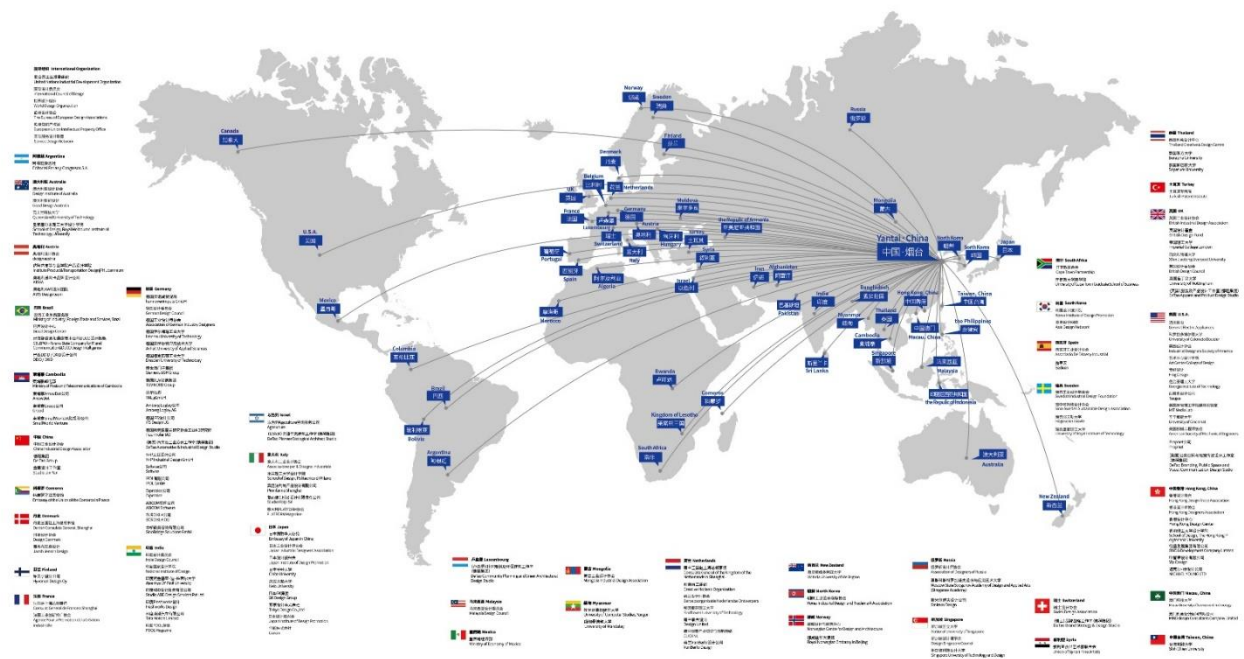
Co-host

Design organizations, institutions,
enterprises and universities from over
60 countries and regions

Organizing Committee of WIDC

Nov. 2021

About WIDC



WIDC is an important global event of GDIO. As the grand annual event of GDIO, WIDC has been successfully held for five sessions with great achievements in China since 2016. World Industrial Design Conference (WIDC) is co-founded by China Industrial Design Association (CIDA) and design organizations from more than 40 countries and regions around the world. Up to now, WIDC has scaled up successively with participants from over 60 countries and regions. It is a platform for gathering global design innovation resources, innovation cooperation between countries and regions, cultivating innovative talents and delivering innovative ideas and resources to less developed regions. With profound international influence and appeal, WIDC is an important force to boost the development of the world's design industry.

WIDC2021

With the great support from United Nations Industrial Development Organization (UNIDO) and Global Design Industry Organization, the 2021 World Industrial Design Conference was grandly held from October 22 to October 24 in Yantai, Shandong Province, China.

Themed “Design the Age of Digital Intelligence”, the Conference attracted governmental agencies, design institutions, universities, entrepreneurs, scholars, designers and other innovation-leading talents, from over 60 countries and regions, namely, China, United States, Germany, United Kingdom, Brazil, Netherlands, Austria, Australia, Italy, Russia, Japan, South Korea, etc., to participate online and offline. Centred around innovative development of industrial design at the age of digital intelligence, sharing of thoughts, discussions and exchanges of ideas and cooperation were held in sessions during the Conference.



WIDC SPEECH



Li Yong
Director General
United Nations Industrial Development Organization

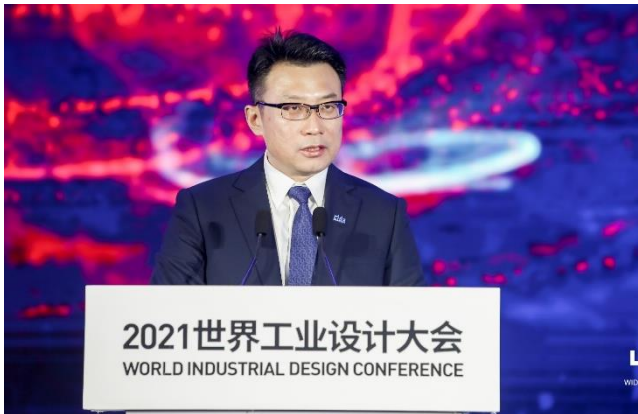


Xu Xiaolan
Deputy Minister
The Ministry of Industry and Information Technology



Ling Wen
Vice Governor
Shandong Provincial People's Government

WIDC SPEECH



Liu Ning

President, China Industry Design Association
President, Global Design Industry Organization



Mu Shuqing

Vice Mayor
Yantai Municipal People's Government



Zhang Dailing

Member of Standing Committee,
CPC Yantai Municipal Party Committee
Vice Mayor, Yantai Municipal People's Government



NATIONAL INDUSTRIAL DESIGN INSTITUTE



According to the work deployment of “establishing national industrial design institutes” proposed in China’s 13th Five-Year Plan, in July 2018, the Ministry of Industry and Information Technology issued a guide for the establishment of national industrial design institutes to build national industrial design institutes and provincial industrial design institutes in key industries and fields.

After two years of construction, cultivation, assessment and evaluation, on October 22, 2021, during the 2021 World Industrial Design Conference, the first batch of national industrial design institutes recognized by the Ministry of Industry and Information Technology were officially released:

- National Industrial Design Institute in Medium and Low Voltage Electrical Industry--Zhejiang Shuchuang Technology Co., Ltd.
- National Industrial Design Institute in Digital Design--China Industrial Design (Shanghai) Institute Co., Ltd.
- National Industrial Design Institute in Intelligent Manufacturing--Shandong Industrial Design Institute
- National Industrial Design Institute in Ecological Design--Guangdong Eco-industrial Design Institute
- National Industrial Design Institute in Ceramic Industry--Ceramic Industrial Design Institute (Fujian) Co., Ltd.

GDIO DIGITAL & INTELLIGENT DESIGN SHARING CLOUD PLATFORM



At the Opening Ceremony of the 2021 World Industrial Design Conference, [GDIO](#) jointly launched the "Digital & Intelligent Design Sharing Cloud Platform" with a number of enterprises and platforms in the field of intelligent design. And the first batch of global partners of the GDIO Sharing Platform were officially released.

The [GDIO Sharing Platform](#) aims to build a resource sharing platform for GDIO members. It strives to promote sharing and exchange between among members in capabilities, resources, and platforms. Ranging from the fields of innovation, creativity, investment, incubation, talent training, information interconnection, and digital intelligence and industry internet, it facilitates cooperation among members, forming a global innovation network platform for mutual demands.

WORLD DESIGN PARK



The World Design Park was officially released at the Opening Ceremony of the 2021 World Industrial Design Conference. Located in Mashanzhai, the World Design Park will cover a total land area of 154.65 hectares. The park will include the headquarters of the Global Design Industry Organization, the National Industrial Design Institute in Intelligent Manufacturing, the Unified Innovation College of China Industrial Design, design master studios, international conference center, innovation entrepreneur and designer training center, etc. It is planned to integrating international organization headquarters, R&D, tourism and leisure, talent and ecological park.

WORLD DESIGN PARK



Yantai has a strong industrial foundation, with revenue from the main business of industry and absolute profit ranking in the forefront of Shandong province for a long time. Yantai attaches great importance to the development of industrial design, as industrial design is an important way to promote industrial transformation and upgrading.

Mashanzhai, located in Yantai High-tech Zone along the coast, is a hill protruding towards the sea. On the hill, there is an ancient beacon tower, which is now a historical and cultural site protected at the provincial level. **Mashanzhai enjoys abundant varieties of plants and beautiful scenery, as well as top-quality beach and reefs under the hill.** With the Geological Museum of China, Yantai Museum and Yantai Natural Museum located at the foot of it, **Mashanzhai World Design Park** is one of the next major high-quality tourism attractions to be built in the Binhai coast of Yantai. Designers from all over the world are welcomed to join us at the World Design Park!

WIDC2021 KEYNOTE SPEECH



Design Leadership, Integrated Innovation - the Beauty of Industrial Design for Large Aircraft

Wu Guanghui

Academician

China Academy of Engineering

Chief Scientist, Chief Design Officer of C919

Commercial Aircraft Corporation of China



Intelligent Manufacturing and Intelligent Design Empower High-quality Development of Manufacturing Industry

Shan Zhongde

Academician

China Academy of Engineering

Deputy Secretary of the Party Committee and Chancellor

Nanjing University of Aeronautics and Astronautics



Unleash Design Imagination in the Era of Digital Intelligence

Jia Wei

Chairman

LKK Design Group

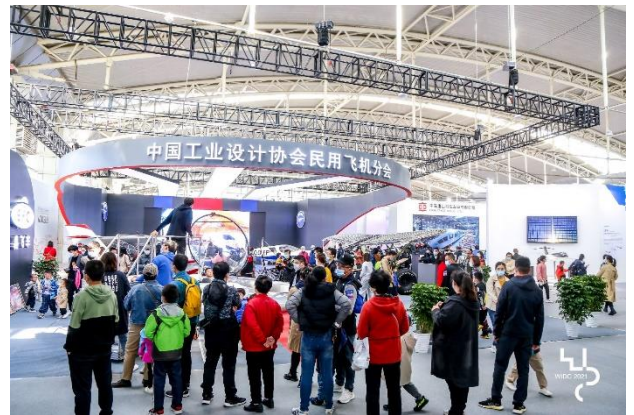
WIDC2021 EXHIBITION

WIDC2021 Exhibition was held simultaneously during the WIDC, with an exhibition area of more than 10000 square meters. International Design Exhibition, Universities & Institutes Exhibition, Innovative Industry Exhibition and Innovative Shandong Exhibition were set, showcasing over 1000 design innovation achievements of nearly 200 world-famous enterprises and universities.

WIDC 2021 Exhibition has attracted about 10 million online visitors and 50000 offline visitors to the exhibition in three days. The concept and connotation of "Design the Age of Digital Intelligence" are reflected through innovative achievements, which have further verified the comprehensive empowerment of digital intelligence design in the fields of products, services, data, manufacturing, ecology, innovation and entrepreneurship.



WIDC2021 EXHIBITION

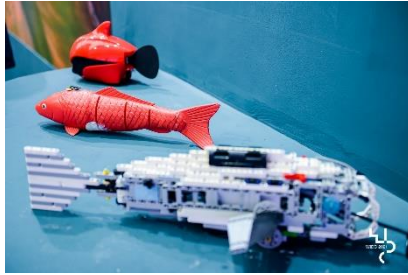


WIDC2021 EXHIBITION

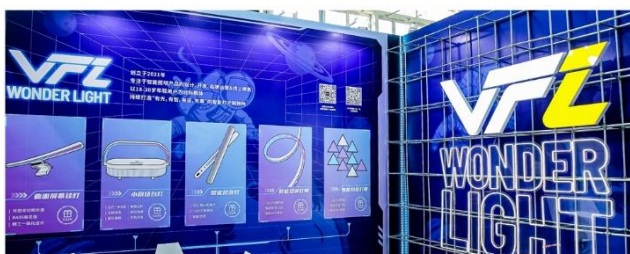




WIDC2021 EXHIBITION



WIDC2021 EXHIBITION



CHINA INDUSTRY DESIGN TOP 100 & WIDC2021 GALA NIGHT OF DESIGNERS



On October 22, 2021 China Industry Design Top 100 Press Conference & WIDC2021 Gala Night of Designers were grandly held during the 2021 World Industrial Design Conference. Hundreds of industry elites from more than 30 provinces, cities and regions gathered at the scene.

The Press Conference grandly unveiled 2021 Top 10 Designers, 2021 Top 10 Design Institutes, 2021 Top 10 Corporate Design Centers, 2021 Top 10 Chief Design Officers, 2021 Top 10 Original Design Brands, 2021 Top 10 Design Innovation Platforms, 2021 Top 10 Design Industry Organizations, 2021 Top 10 Design Parks, 2021 Top 10 Design Educators, and 2021 Top 10 Design Pioneers.

Innovation, value and activity were taken seriously in this year's list. It focuses on leading explorers and development promoters in design innovation, as well as units and individuals who have made outstanding performance and achieved good results in the direction of new models, new ideas, new brands and new business formats.

CHINA INDUSTRY DESIGN TOP 100 & WIDC2021 GALA NIGHT OF DESIGNERS



CHINA INDUSTRY DESIGN TOP 100 & WIDC2021 GALA NIGHT OF DESIGNERS



KEYNOTE SPEECH BY SPECIAL GUESTS



特邀嘉宾主旨致辞
Keynote Speech by Special Guests

Li Yong
联合国工业发展组织 总干事
United Nations Industrial Development Organization
Director General




特邀嘉宾主旨致辞
Keynote Speech by Special Guests

Isabelle V rilhac
欧洲设计协会 主席
The Bureau of European Design Associations
President




特邀嘉宾主旨致辞
Keynote Speech by Special Guests

G nther Marten
欧盟知识产权局 前公使衔参赞
国际知识产权商业化委员会 执行咨询委员会委员
European Union Intellectual Property Office Minister Counsellor (a.i.)
International Intellectual Property Commercialization Council (IIPCC)
Intellectual Property Board Member




特邀嘉宾主旨致辞
Keynote Speech by Special Guests

Peter Eisenschmidt
德国汉诺威贸易局 外事主任
中德商务中心 负责人
hannoverimpuls GmbH Manager of Internationalization Department
Sino-German Business Center Leader



特邀嘉宾主旨致辞
Keynote Speech by Special Guests



Martin Foesseltnner
奥地利设计协会
主席



Severin Filek
奥地利设计协会
执行董事
designaustria
Managing Director



Fei Lang
奥地利设计协会
项目经理
designaustria
Project Manager




特邀嘉宾主旨致辞
Keynote Speech by Special Guests

Lutz Dietzold
德国设计委员会 首席执行官
German Design Council
CEO



Note: Click the picture to watch the relevant video.

KEYNOTE SPEECH BY SPECIAL GUESTS



特邀嘉宾主旨致辞
Keynote Speech by Special Guests

Stephen Green

英国工业设计协会 董事
British Industrial Design Association
Board Director



特邀嘉宾主旨致辞
Keynote Speech by Special Guests

Hiroyuki Fukano

日本设计振兴会 会长
Japan Institute of Design Promotion
Chairman



特邀嘉宾主旨致辞
Keynote Speech by Special Guests

Heidi Krömker

德国伊尔梅瑙工业大学 媒体技术研究所主任
中德设计专家委员会 主席
Hannover University of Technology Director of Institute for Media Technology
Sino-German Design Expert Committee President



特邀嘉宾主旨致辞
Keynote Speech by Special Guests

Eisuke Tachikawa

日本工业设计协会 会长
Japan Industrial Design Association
President



特邀嘉宾主旨致辞
Keynote Speech by Special Guests

Letícia Castro

巴西设计中心 执行主席
Brazil Design Center
Executive Director



特邀嘉宾主旨致辞
Keynote Speech by Special Guests

Pak Chang Sik

朝鲜设计协会 设计部主任
Korea Design Association (KDA)
Director of Design Department



Note: Click the picture to watch the relevant video.

KEYNOTE SPEECH BY SPECIAL GUESTS



特邀嘉宾主旨致辞
Keynote Speech by Special Guests

Everton Gabriel Monezzi
巴西商业领袖组织中国区 主席
Business Leadership Group LIDE China
Chairman



特邀嘉宾主旨致辞
Keynote Speech by Special Guests

Alan Yip
香港设计商会 主席
Hong Kong Design Trade Association
Chairman



特邀嘉宾主旨致辞
Keynote Speech by Special Guests

Jill Grinda
美国IDA国际设计奖 商务拓展和市场营销副总裁
International Design Awards (IDA)
VP Business Development and Marketing



特邀嘉宾主旨致辞
Keynote Speech by Special Guests

Nan O'Sullivan
新西兰惠灵顿维多利亚大学设计创新学院 院长
School of Design Innovation, Victoria University of Wellington
Head of School



特邀嘉宾主旨致辞
Keynote Speech by Special Guests

Matteo O. Ingaramo
意大利米兰理工大学POLI.design设计学院 院长
POLI.design, Politecnico di Milano
CEO



特邀嘉宾主旨致辞
Keynote Speech by Special Guests

Marinella Ferrara
意大利米兰理工大学设计学院 材料设计文化研究中心主任
Department of Design, Politecnico di Milano
Head of MADEC



Note: Click the picture to watch the relevant video.

KEYNOTE SPEECH BY SPECIAL GUESTS



特邀嘉宾主旨致辞
Keynote Speech by Special Guests

Mathis Heller
德国贺迈工作室 汽车及工业设计大师
Mathis Heller Design Studio
Master of Automotive & Industrial Design




特邀嘉宾主旨致辞
Keynote Speech by Special Guests

Antony Margiasso
意大利宾尼法利纳 工业设计总裁
Pininfarina
Head of Industrial Design




特邀嘉宾主旨致辞
Keynote Speech by Special Guests

Timo Rieke
德国希尔德斯海姆应用艺术与科学大学 色彩设计教授
德国劳尔学院 全球创意设计
University of Applied Sciences and Arts in Hildesheim, Germany
Professor for Color Design
RAL Academy Creative Director




特邀嘉宾主旨致辞
Keynote Speech by Special Guests

Hrridaysh Deshpande
印度阿金基亚·迪·帕蒂尔大学 副校长
Ajeenkya DY Patil University
Vice Chancellor




特邀嘉宾主旨致辞
Keynote Speech by Special Guests

Gunnar Spellmeyer
德国汉诺威应用科学大学 NEXSTER创业中心创办人
University of Applied Sciences and Arts Hanover, Germany
Acad. Director of NEXSTER - Entrepreneurship-Center




特邀嘉宾主旨致辞
Keynote Speech by Special Guests

Ulrike Stopka
德国德累斯顿工业大学 教授
Dresden University of Technology
Professor



Note: Click the picture to watch the relevant video.

KEYNOTE SPEECH BY SPECIAL GUESTS



特邀嘉宾主旨致辞
Keynote Speech by Special Guests

Markus Frentrop
德国劳尔色彩 全球总裁
RAL gGmbH
Global Head



特邀嘉宾主旨致辞
Keynote Speech by Special Guests

Jörn Lutter
德国IFS轨道设计公司 高级设计师
IFS Design UG
Senior Designer



特邀嘉宾主旨致辞
Keynote Speech by Special Guests

Anthony Coles
澳大利亚LAVO氢储能公司 全球市场总监
LAVO Hydrogen Storage Technology Australia
Sales Account Executive



特邀嘉宾主旨致辞
Keynote Speech by Special Guests

Rodrigo Queiroz
巴西DDID / DXID设计 副总裁
DDID / DXID
Vice President



特邀嘉宾主旨致辞
Keynote Speech by Special Guests

Sergey Smirnov
俄罗斯斯米尔诺夫设计公司 首席执行官
Smirnov Design
CEO



特邀嘉宾主旨致辞
Keynote Speech by Special Guests

Klaus P. Jantke
德国ADICOM软件 首席科学家
ADICOM Software
Chief Scientific Officer



Note: Click the picture to watch the relevant video.

KEYNOTE SPEECH BY SPECIAL GUESTS



特邀嘉宾主旨致辞
Keynote Speech by Special Guests

Christian Knapp
德国BÜRO KLK公司 联合创始人
BÜRO KLK OG
Co-founder

BÜRO KLK



特邀嘉宾主旨致辞
Keynote Speech by Special Guests

Holm Fischäder
德国IPOL公司 总经理
IPOL GmbH
General Manager

IPOL
LEAN OPERATIONS



特邀嘉宾主旨致辞
Keynote Speech by Special Guests

Markus Färber
德国Softwise公司 联合创始人、高级软件工程师
Softwise
Partner & Senior Software Engineer

)softwise(



特邀嘉宾主旨致辞
Keynote Speech by Special Guests

Gudrun Frank
德国Exprobico公司 创始人、总经理
Exprobico
Founder & Business Owner

exprobico



特邀嘉宾主旨致辞
Keynote Speech by Special Guests

Wang Da
日本东京设计株式会社 董事长
Tokyo Design Co., Ltd.
CEO

TOKYO DESIGN



特邀嘉宾主旨致辞
Keynote Speech by Special Guests

Walid Ali
叙利亚杰出艺术家联合会
装饰设计师、艺术家
Union of Syrian Fine Artists
Fine Artist & Decorative Designer

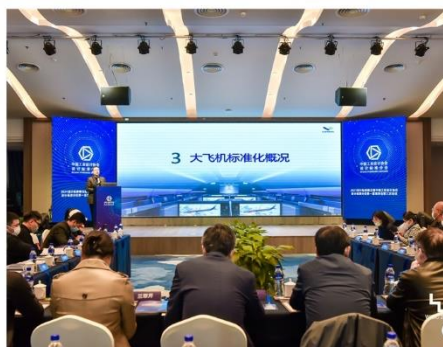
Zein Alabdin Ali
叙利亚杰出艺术家联合会
记者
Union of Syrian Fine Artist
Journalist

Union of Syrian Fine Artists

Note: Click the picture to watch the relevant video.

WIDC2021 FORUMS

15 forums were set up with more than 100 keynote speeches in total. WIDC2021 forums have covered popular fields such as aerospace, ship and marine engineering, industrial Internet, blockchain technology and application, automobile industry, design park, new domestic explosives, design theory, experience design, office supplies, design standards and so on, gathering industry leaders, well-known scholars and experts to carry out exchanges and discussions to share insights and help the high-quality development of the industries.



Post-Epidemic & Intelligent Age Design Trends Forum



On October 23, 2021, representatives of international well-known organizations participated in the Post-Epidemic & Intelligent Age Design Trends Forum. Chaired by Dr. Adam Ciruli Ye, chief scientist of China Industrial Design Association, the forum was carried out with main focus on promoting innovative integration of industrial design, artificial intelligence, intelligent manufacturing, industrial Internet and smart life.

WIDC2021 FORUMS



Design Innovation, Wisdom Flight
Civil Aircraft Industrial Design Summit



China Industrial Design
Theory Forum



New Forces of Experience and Innovation
in the Digital Age Forum



China Design Park Enabling
Creativity Economic Forum



WIDC2021 FORUMS



Ship and Marine Engineering
Innovative Design Forum



Design Collaborative Innovation
in Pan Home Furnishings Era Forum



2021 World Blockchain
Technology & Application Summit



Digital Economy Enabling Rapid
Development Of Industry Forum



WIDC2021 FORUMS



Automobile Industry in
the New Era Seminar



2021 China Design
Standards Summit



Create a New Era of
Stationery in China Summit

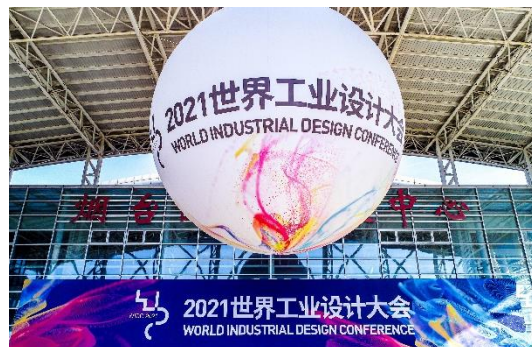


Xiaomi Koochang Top-selling
Domestic Products Forum

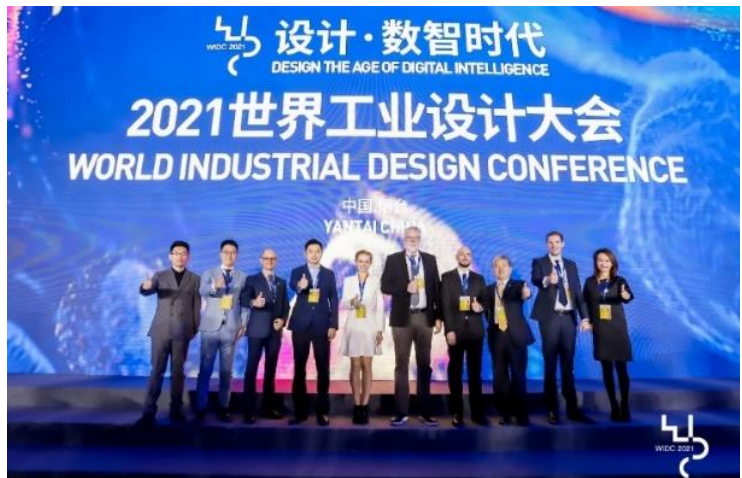
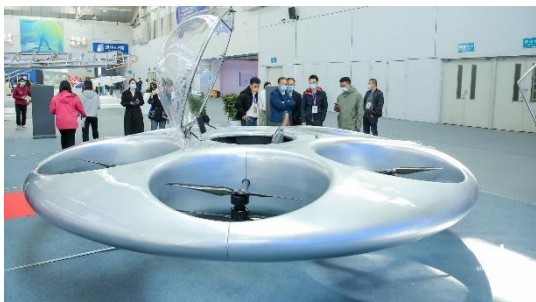
WIDC2021 HIGHLIGHTS



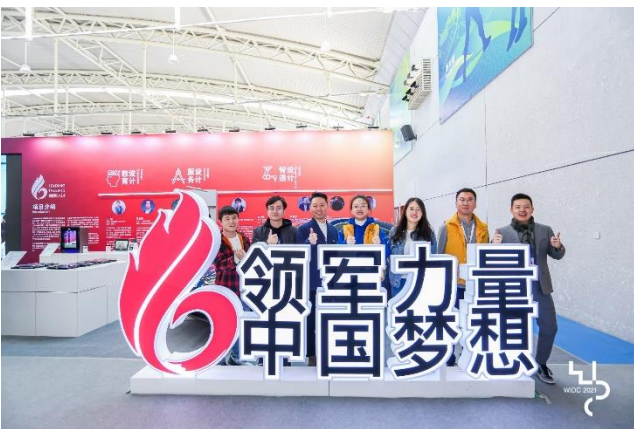
WIDC2021 HIGHLIGHTS



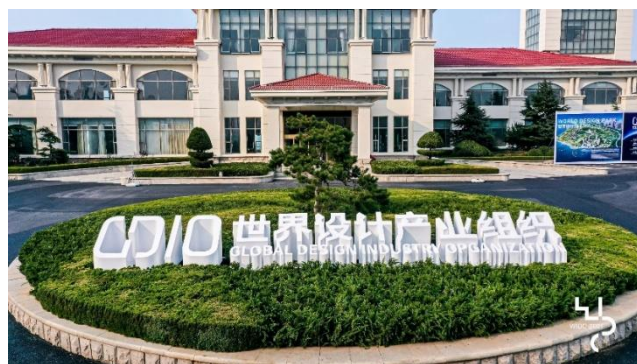
WIDC2021 HIGHLIGHTS



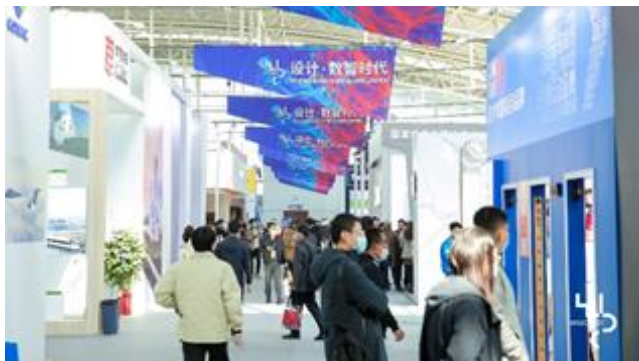
WIDC2021 HIGHLIGHTS



WIDC2021 HIGHLIGHTS



WIDC2021 HIGHLIGHTS





Organizing Committee of WIDC

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