

World Industrial Design Conference Newsletter I

- Preliminary Meeting -

Organizing Committee of WIDC

July 2016





Brief Introduction of WIDC

The World Industrial Design Conference is a global event of the development in design industry, co-founded by China Industrial Design Association and national design organizations, institutions, enterprises and universities and colleges from over 20 countries and regions.

WIDC is a platform for international exchange and cooperation, aiming at promoting design innovation, economic and social integration and development. The WIDC welcomes any design organization and industry around the world complying with the principle of equality, sharing and win-win on the basis of opening and cooperation.

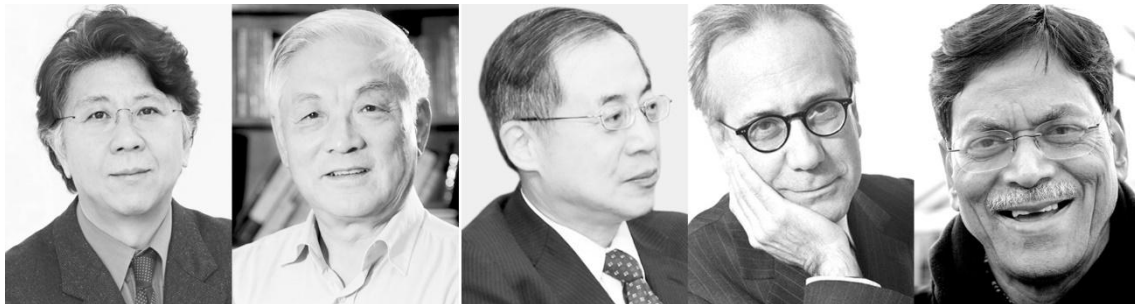
Members of WIDC jointly explore the guiding ideology and thinking model for development of design industry world widely, and work together to promote design innovation contributing to the economic development, social progress and finally sustainable development of human civilization. The WIDC proposes organizations as government entities, enterprises, educational and research institutions from all countries to build a borderless innovative design resource sharing platform to collect resources of industry, talents, financial and research etc. It is to contribute design wisdom to a better world.

WIDC Organization Structure

The organization structure of WIDC is composed of 4 parts: Consultative Committee, Chairman, Members and Secretariat.

- Consultative Committee:

Including: Former President of ICSID, Soon-In Lee; Former President of CIDA, Zhu Tao; Former Chief Engineer of MIIT, P.R.C, Zhu Hongren; President of ADI, Luciano Galimberti; Governing Board Member of NID, Shrikant Nivasarkar.



-Chairman:

5 years' tenure, nominated by this preliminary meeting. The 1st Chairman is China Industrial Design Association.

-Members:

The First WIDC is co-founded by several national design organizations, and will invite more national design organizations to join.

-Secretariat:

The secretariat is based in Hangzhou, China. The first Secretary-General organization is China Industrial Design Association.

WIDC Content

1. WIDC Design Development Round Table Summit(Closed-Door)

The core event of WIDC2016. We will invite people from the communities of design and industries from over 20 countries and regions around the world to attend the summit and make speeches, introducing the development in design in their countries and pursuing together the leading thoughts and innovative developing modes in design. The summit will make a joint action plan on resource interconnection. Issues as design concept, design talents, design investment, design industry, co-construction of design platform and how to transform it to a cross-countries collaboration and sharing platform to facilitate more industries will be discussed. WIDC welcome more participants to promote a broader cross-countries cooperation.

2. WIDC Design Industry Development Forum

The Forum fully represents the frontier trends, challenges and reform roadmap in the arena of international design industry. The forum will invite globally innovative experts from the fields in politics, industry, education, research, finance, to share the new development, viewpoints and experiences in their areas.

3. China Excellent Industrial Design Exhibition

The exhibition will display the works submitted for appraisal and selection of CEID, which is China Excellent Industrial Design Award, the only and the highest industrial design award sponsored by Chinese government. This exhibition will showcase the latest design achievements in China during this conference, which includes some of the national priority programs, such as intelligent robots, internet & big data, innovation & entrepreneurship, investment banking and others.

4. Design Industry Cooperation Multi-lateral Talks & Signing

Guided by the principle of communication, cooperation and mutual benefit, the design organizations from different countries will sign cooperation memorandum to promote the collaboration in areas as design industry, manufacturing and service, investment, talents cultivation, information and big-data. We will establish Global Design Talent Database, International Design Industry Fund and Joint Design Center, meanwhile will advance the action plan for design poverty alleviation project and Design Mooc project.

5. World Design Industry Report: Based on the above 4 events, World Design Industry Annual Report is planned to be published as a valuable industry development reference in design industry for all the countries.

The First World Industrial Design Conference

1. **Date & Venue** :Dec., 2016(The final date will be confirmed by the end of July);

Mengqi Town of Designers, Hangzhou, China

2. Agenda

Day1 | Welcome Dinner

Day2 | First WIDC Opening Ceremony; Design Industry Exposition;
World Design Industry Summit; World Design Development Round Table Summit

Day3 | World Design Development Round Table Summit; Visit and Tour

3. Global Design Organizations Invitation Work

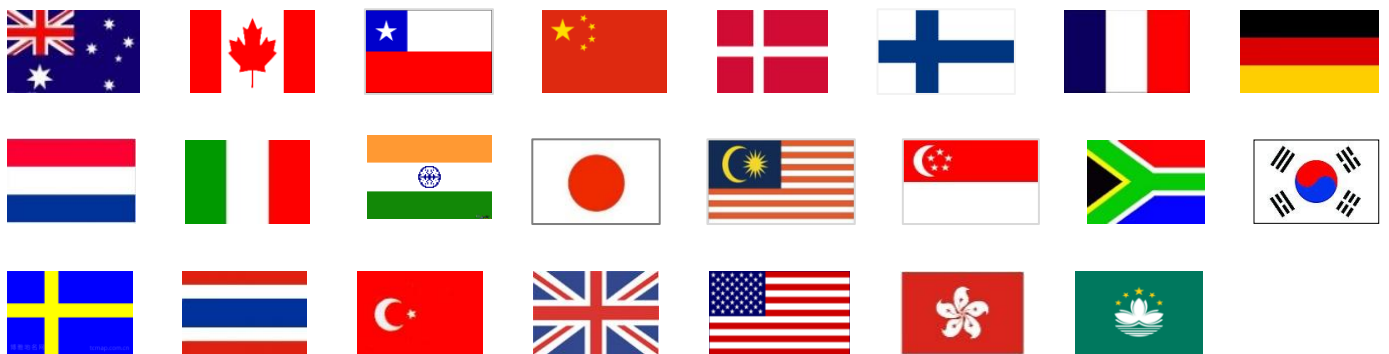
Since December 2015, the organizing committee starts to invite global design organizations as supporting organization, they are international organizations UNESCO, OHIM, ICSID, BEDA. We are also inviting National Design Organizations from Australia, China, South Korea, Japan, India, Singapore, Malaysia, Thailand, Germany, Italy, UK, Sweden, Denmark, Holland, France, Turkey, Finland, USA, Canada, Chile, South Africa, Chinese Hong Kong, Chinese Macau, etc. The organizing committee is continuously inviting more organizations worldwide as co-founders of WIDC.

icsid

BEDA The Bureau of European Design Associations



EUIPO
EUROPEAN UNION
INTELLECTUAL PROPERTY OFFICE



4. Conference Site Construction

The WIDC is located in Mengqi Town of Designers, Liangzhu of Hangzhou, China. Liangzhu is the birthplace of Liangzhu culture, the dawn of Chinese civilization, and has witnessed China's 5000 years of history of civilization. Mengqi Town of Designers means a dream place for design. The design town is devoted to building a Design City and Culture Valley by taking science, culture, finance and talents as the developing strategy and creative design + cultural innovation as the driving force. The site is in construction, covering over 160 mu, with over 60 million US dollars investment. It will become an eco-site for green design industry and to be completed in September.







5. Media & Publicity

During the conference, there will be more than 100 domestic and foreign news media as follows with the coverage of the events.



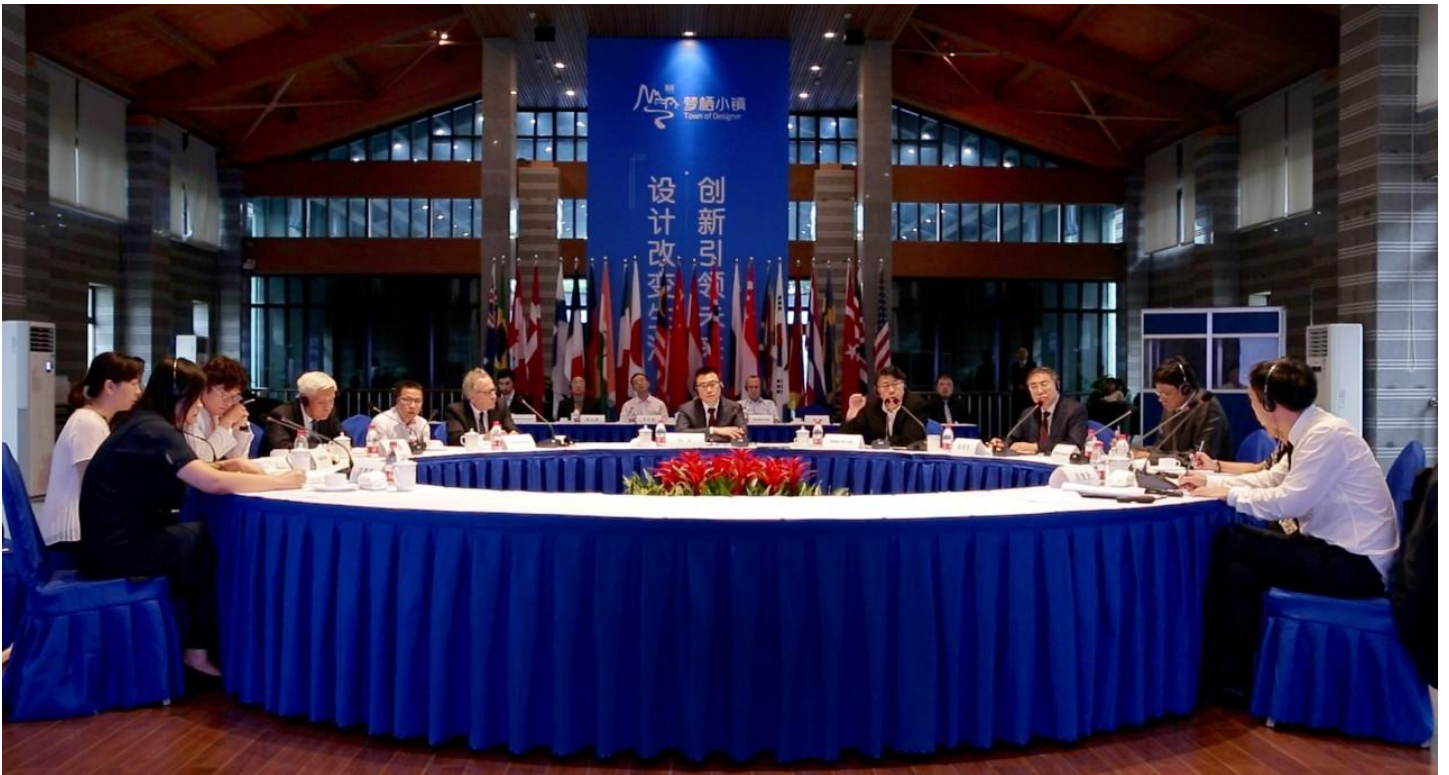
Note: Overseas media will be invited by foreign design organizations

6. Logistic Support

The organizing committee will provide all-around diplomatic-level service to the participants. At the same time, the local government will guarantee logistic comprehensive support, such as conference venue, hotel, medicine, transportation, protocol, translation, etc. The support team will exceed 1000 staff.

WIDC Preliminary Meeting & Press Conference

The date June 29th 2016 is the World Industrial Design Day. The preliminary meeting of WIDC and Press Conference is held on the day in Megnqi Town of Designers , Liangzhu of Hangzhou. In the morning, the preliminary meeting discussed the founding of WIDC and issues of the preparation of the conference, and released the results of preliminary meeting at press conference in the afternoon. The WIDC will be held with national organizations from over 20 countries and regions present at the conference on November, 2016 in Mengqi Town of Designers, Liangzhu of Hangzhou.



Leaders from Industrial Policy Department of Ministry of Industry and Information Technology of the People' s Republic of China, Economic and Information Commission of Zhejiang Province, and Yuhang District Municipal Government of Hangzhou, attended the press conference. China Industrial Design Association along with co-founders from Italy, India and South Korea jointly released the press conference and introduced the preparation of the WIDC. More than 30 media made live coverage from the press conference. They are Xinhua News Agency, China News Agency, Sina, Tencent, Zhejiang TV, Hangzhou TV and Forbes Chinese version etc.



Attendees of the meeting signed on the Chinese traditional scroll by brush, and unveiled the conference venue by gilding the Chinese characters of WIDC on the stone to start the countdown. The WIDC will become a new stage to promote the development of world innovative design as the platform for broader cooperation and development of world design industry. The WIDC will gather global design power to create a better world together.

WIDC Preliminary Meeting and Press Conference Snapshots



Guests Making Speeches at WIDC Preliminary Meeting and Press Conference



Appointment Letter and Imperial Jade Seal Awarded to the WIDC Consultants



世界设计大会顾问 Consultative Committee of WIDC





contact us



Organizing Committee of WIDC

E-mail : widc2016@163.com

Tel : +86-10-68209322

Phone : +86-15868807680

Skype : WIDC Organizing Committee

Add : Mengqi Town of Designers, Liangzhu, Hangzhou, China

WeChat : WIDC2016

