

World Industrial Design Conference Newsletter II

- All about WIDC -

Organizing Committee of WIDC
August 2016



2016 World Industrial Design Conference

Brief Introduction

Time : Nov. 30-Dec.4, 2016

Venue : Mengqi Town of Designers, Hangzhou, China

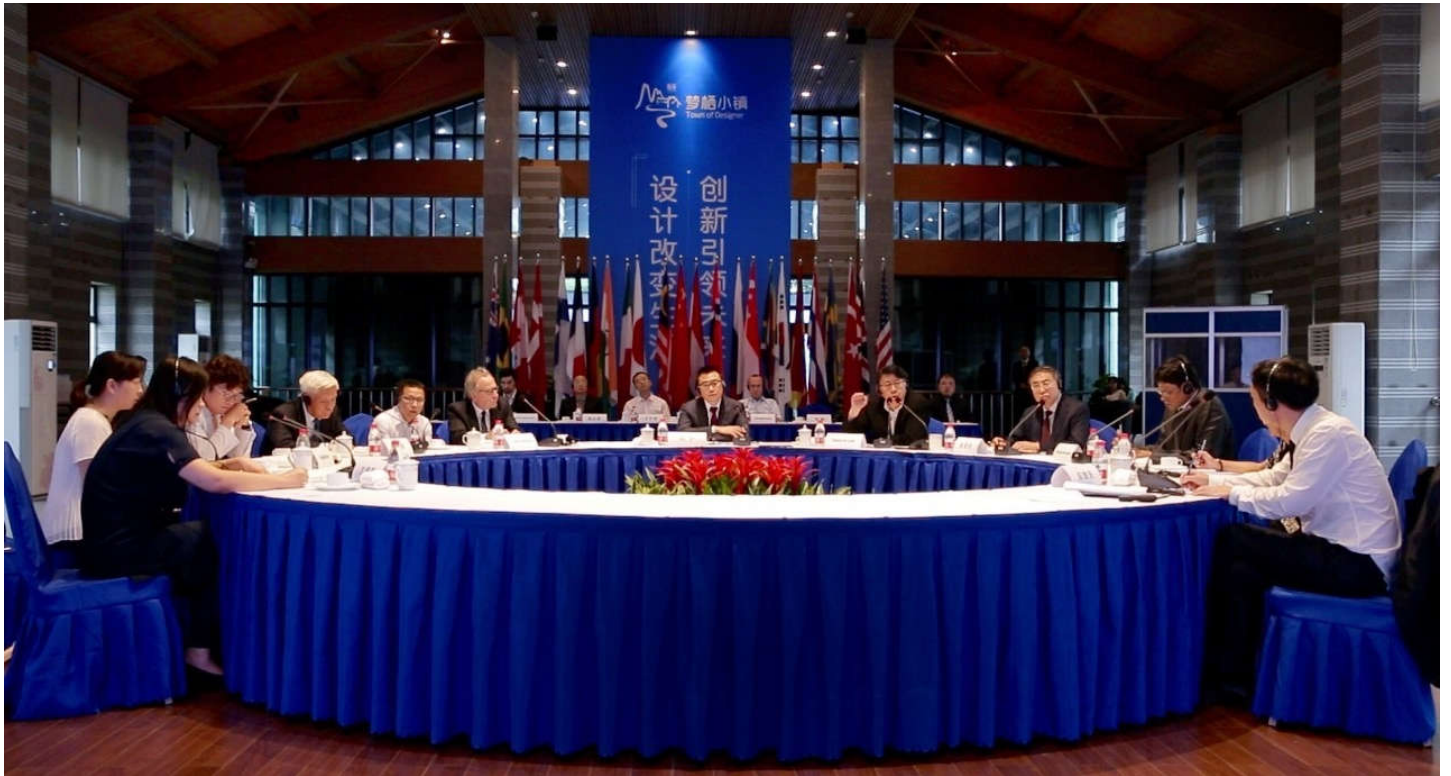
Main Activities:

- WIDC Design Development Round Table Summit(Closed-Door)
- WIDC Design Industry Development Forum
- China Excellent Industrial Design Exhibition
- Design Industry Cooperation Multi-lateral Talks & Signing
- China Design Industry Visits and Tours



WIDC2016 Agenda

Date	Time	Content	Place
Nov. 30 (WED)	Whole Day	Reception upon arrival to hotel	Narada Resort & Spa Liangzhu
		Design Industry Cooperation Multi-lateral Talks & Meetings	
	18:00-20:00	Welcome Cocktail Party	
Dec. 1 (THU)	Whole Day	Design Industry Cooperation Multi-lateral Talks & Meetings	Narada Resort & Spa Liangzhu
	18:00-20:00	WIDC2016 Welcome Banquet	
Dec. 2 (FRI)	08:30-09:00	Design Industry High-level Talks & Meeting	Mengqi Town of Designers Meeting Hall
	09:00-9:30	WIDC2016 Opening Ceremony Release Winners of CEID Award	Mengqi Town of Designers International Conference Center
	9:30-12:00	WIDC Design Industry Development Forum	Mengqi Town of Designers International Conference Center
	12:00-14:30	Lunch and Break	Narada Resort & Spa Liangzhu
	15:00-17:00	Tour of China Excellent Industrial Design Exhibition	Mengqi Town of Designers Exhibition Hall
	18:00-21:00	Buffet Dinner	Narada Resort & Spa Liangzhu
Dec. 3 (SAT)	09:00-11:30	WIDC Design Development Round Table Summit(Closed-Door)	Mengqi Town of Designers International Conference Center
	12:00-14:00	Lunch and Break	Narada Resort & Spa Liangzhu
	14:00-17:00	WIDC2016 Professional Forum(Optional)	Mengqi Town of Designers
	18:00-20:00	WIDC2016 Gala Dinner	Zhongyayuanlin Club
Dec. 4 (SUN)	Whole Day	Visit local company of design industry and Tours(Tailor-made)	



WHAT is 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.



WHO is the host of WIDC?

Host & Supporter: MIIT of PRC, People' s Government of Zhejiang Province

Organizer: China Industrial Design Association



MIIT of PRC is Ministry of Industry and Information Technology of the People's Republic of China, which is established in 2008 as a department under the State Council responsible for the administration of China' s industrial branches and information industry.

The main responsibilities of the ministry are: Drawing up China' s industrial planning, policies and standards; monitoring the daily operation of industrial branches; promoting the development of major technological equipment and indigenous innovation; administrating communication sector; guiding the construction of information system; safeguarding the information security of China. As an industrial management department it guides the development of different industries but not interferes in the enterprises' business.

People' s Government of Zhejiang Province is the executive organ of Zhejiang Provincial People' s Congress, is the state administrative organs of Zhejiang Province, which is responsible and report work to Zhejiang Province People' s Congress and State Council of People' s Republic of China.

China Industrial Design Association was established in 1979 with the approval of the State Council of People' s Republic of China. It is the only national association in design industry. As the affiliated organization of MIIT, it receives the trust and funding from the government and undertakes various works in industrial design field, such as policy-making, public service, talents education and international communication. Various members such as manufacturing companies, design organizations, colleges, and industrial parks will converge here and local associations will be established in other cities and provinces to contribute to the economic construction and social development and strengthen the contact and communication between members from different industries and places.

WHAT will be discussed during the conference?

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.



Note: These photos are from Internet for your reference

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.



Note: These photos are from Internet for your reference

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.


中德工业设计战略合作签约仪式
China - Germany Industrial Design Strategic cooperation signing ceremony




中意工业设计战略合作暨首期国际合作项目签约仪式
China-Italy Industrial Design Strategic Cooperation and the First International Collaboration Projects Signing Ceremony



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.



WHAT can be achieved?

You and your organization as WIDC consultant or co-founder, along with 20 design organizations, will witness the successful holding of WIDC 2016.

WIDC will build a platform for global design industry to cooperate and promote the development in talents, capital and international design standards.

WIDC will help you to get to know more about the world, and provide support for you to enter Chinese market.

WIDC provides services for economic and social development for all countries and regions, and supports for cultural exchanges for enterprises' internationalization.

WIDC 2016 consists of a series of activities, such as WIDC Design Development Round Table Summit(Closed-Door) , WIDC Design Industry Development Forum, etc.

WIDC warmly welcome you and your family to Hangzhou, to enjoy the beauty of Hangzhou in November.

WIDC will select opinions of presidents or delegates of each design organizations from meeting to issue World Design Industry Annual Report. which is planned to be published as a valuable industry development reference in design industry for all the countries.

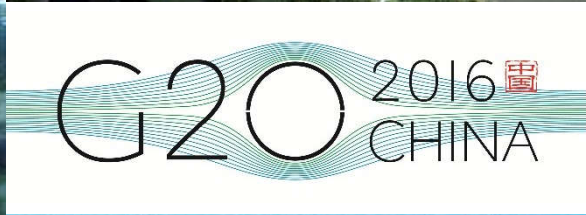


Something About Hangzhou City



Hangzhou, the capital of Zhejiang Province, is the southern end of the Grand Canal and one of China's seven ancient national capitals. When Marco Polo came to Hangzhou in the 13th century he acclaimed that "It is the most beautiful and elegant city in the world." There is also a popular saying: "Above there is heaven, below there are Hangzhou and Suzhou." An ancient city of the Southern Song dynasty and the Liang-zhu culture, Hangzhou has two World Heritage sites – the beautiful West Lake and the miraculous Grand Canal. Hangzhou is beloved by poets and artists for its magnificent scenery, lush rolling hills, spectacular pagodas and temples, and fragrant fields of tea. The city has recently gained acclaim as an important technology center with a number of entrepreneurs, including Jack Ma of Alibaba, located there and is now known as the "Silicon Valley of China."

President Xi Jinping announced on November 16, 2015 at the G20 Summit in Antalya, Turkey, that the next G20 Summit will be held in Hangzhou, China, on September 4-6, 2016. Hangzhou is the first in China city to host the G20 meeting. The president added that the venue location is ideal as "Hangzhou is a city that embraces a unique style, a combination of history and modernity."



Something About Mengqi Town of Designers



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.

Something About Liangzhu Culture

Liangzhu Culture, which dates from about 4,700 years ago, was part of the vital cultural life existing in the Taihu Lake drainage area, in the lower reaches of the Yangtze River. The archeological site found here, named for its discovery in Liangzhu Town, is estimated to be 5,000 years old. The Liangzhu culture is also known as the Jade culture and dates from 3000 BC. At that time both bronze and stone wares were used, black pottery was manufactured and the tripod vessel was used for cooking. Jade ritual articles, silk pieces and thread are also typical excavation finds, indicating the area's prosperity in the prehistoric age.



WIDC 2016



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