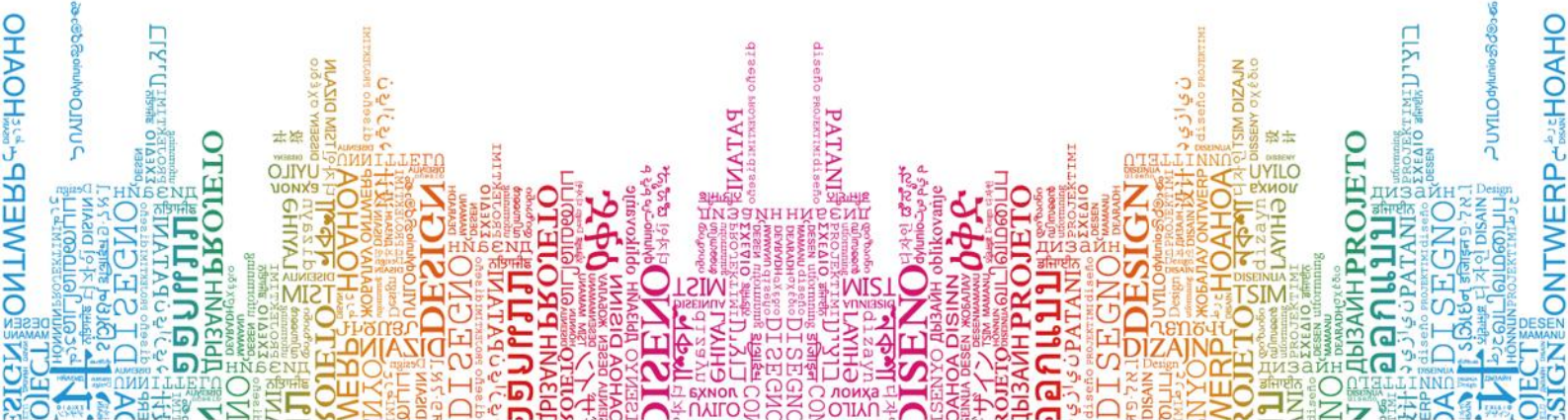


World Industrial Design Conference Newsletter IV

- Major Topics of WIDC -

Organizing Committee of WIDC

September 2016





Welcome to Hangzhou

To all the delegates:

Thank you for your continuous concern and support for World Industrial Design Conference!

So far we have received the positive feedbacks from over 50 organizations in around 29 countries and regions in the world. On the occasion of the Chinese Mid-Autumn festival, on behalf of organizer, China Industrial Design Association (CIDA) would like to send you the sincere wishes.

In order to have sufficient preparations and guarantee the smooth operations of WIDC, it will be held in Hangzhou, China from 30 November to 4 December. We hope you can provide us the feedbacks regarding the following information after you have received the newsletter this time:

1. Your confirmation of participation and the itinerary reservation (Please fill in the registration form in the attachments)
2. If you want to have meetings with other participants, please tell us (as is suggested in the organization information from P5 to P18). The organizing committee will provide you the conference service concerning appointments.
3. We have organized three professional forums, i.e., design education forum, design industry forum and service design forum, you can choose according to your own preference.

If you still have any questions or have any suggestions regarding the topics and agenda of the conference, please contact with us at any time.

See you in Hangzhou in December!

The Organizing Committee of the WIDC

13 September 2016

WIDC2016 Agenda (Final)

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)	

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



Photos are for reference only.

Special Notice:

We will invite representatives from all countries' design organizations to make speech on the following topics, they can choose one or two of them to elaborate their opinions based on development of design industry in their own countries. There will be around 30 delegates to make speeches, therefore time is limit, so we invite speakers to continue their speech at the professional forum in the afternoon if they want to.

Topic:

1. Creating a design ecology to face the future
2. Cultivating a design culture of opening and sharing
3. Pursuing design development with inclusiveness and harmony
4. Guiding design capital of sustained development
5. Training design talents with a global vision

Speaker: Representatives from design organizations, institutions, enterprises and universities and embassies of all countries.

Time: 09:00-11:30am, 3 Dec.

Duration: 5-8mins./pp

Prospective Achievement:

We appeal to summarize the common initiative based on the thoughts of conferees and precious experience across the world and the common wisdoms of man's explorations in design development and as an action plan of cooperation and win-win for the next year' s WIDC.

II. WIDC Design Industry Development Forum

Special Notice : The Forum fully represents the frontier trends, challenges and reform roadmap in the arena of international design industry. The forum will invite globally innovative to share the new development, viewpoints and experiences in their areas.

Time: 09:30-12:00 am, 2 Dec.

Topic: The Impact of Design Industry on the Domestic Social and Economic Development

Speakers: To be confirmed

Participants: around 500people

III. WIDC Professional Forum(Optional)

Special Notice : This is an optional forum. You don' t have to attend all the forums. You can choose one of them and let us know through email the one that you' re interested in.

Time: 14:00-17:00, 3 Dec.

Topic:

Forum A: Service Design Forum

Forum B: Design Education Forum

Forum C: Design Industry Forum



Photos are for reference only.

IV. Multi-lateral Talks and Meetings

Special Notice:

1. The following organizations have confirmed their attendance in December and there are some organizations in the process of confirmation and preparing to get involved in the big conference.
2. The following introductions are for your reference. Some are feedbacks from corresponding organization, some are from website, please email us at widc2016@163.com if there is incorrect information.
3. On 30 Nov. & 1 Dec, we have arranged multi-lateral talks and meetings for all the invited organizations to give them more time to fully communicate with each other, you can let us know which organization you want to meet with refer to the following introduction, we will arrange it for you according to the delegates' itinerary.

Time: Whole day of 30 Nov and 1 Dec.

Participant: All the invited organizations

Participating Organization Introduction(Confirmed till now)

icsid



International Council of Societies of Industrial Design
Mugendi M'Rithaa
President

The International Council of Societies of Industrial Design (Icsid), is an international non-governmental organization that promotes the profession of industrial design and its ability to generate better products, systems, services, and experiences; better business and industry; and ultimately a better environment and society.

From 12 founding professional design associations in 1957, Icsid has grown to include over 140 member organizations from 40 nations, engaging them in collaborative efforts and providing them with the opportunity to be heard internationally.

BEDA



The Bureau of European Design Associations

John Mathers

Vice President

The Bureau of European Design Associations (BEDA) was founded in 1969. Today, BEDA boasts 46 members from 25 member states in Europe. Members can be design promotion centers and other publicly funded organisations that promote design nationally or regionally as well as professional and trade associations for designers from across Europe. Those professional associations represent some 400,000 designers from across Europe in every discipline of work from industrial design and interiors to digital design and branding. BEDA is a not-for-profit organisation funded in its entirety by its members. It is run by a board of directors elected by its membership every two years. It also elects a President and Vice President every two years. BEDA is headquartered in Brussels.



European Union Intellectual Property Office

Whether you are in trade, manufacturing or services, registering your trade mark or design makes business sense.

The European Union Intellectual Property Office (EUIPO), which was known as OHIM until 23 March 2016, can provide you with exclusive rights for trade mark and design protection throughout the European Union (EU) with just a single application.

But we offer much more than just registration: we are a European Union agency with a global focus.

The EUIPO works in partnership with national and regional EU intellectual property offices, user groups, the European Commission, the European Parliament and other international organizations.



Good Design Australia

Brandon Gien

CEO

Good Design Australia (GDA) is an international design promotion organisation responsible for managing a number of leading design industry award programs including Australia's Good Design Awards.

With a proud heritage dating back to the Industrial Design Council of Australia (IDCA) established in 1958, the Good Design Awards is Australia's longest standing national design award and promotion program and one of the few forums for professional designers and manufacturers to showcase their design expertise to national and international audiences.



Brazil Design Center

Leticia Castro

CEO

Brazil Design Center is an institution specialized in idealizing, developing and implementing strategic projects and design processes for industry and governmental organs organizations, with the aim of improving competitiveness and the economic and social development of Brazil. It has national performance and a highly efficient team of experts with holistic vision.

Since 1999, we have contributed to the evolution of design in Brazil, boosting Brazilian competitiveness through design as process and innovation. Always with a vision that values sustainable development and the excellence of strategic thinking.

As one of the most respected institutions by those who define design policies in Brazil, the form of performance of Brazil Design Center involves intelligence, strategy and action in a process of continuous evolution.

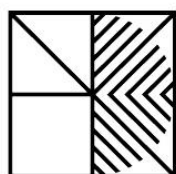


China Industrial Design Association

Liu Ning

President

Founded in 1979, China Industrial Design Association (CIDA) is the only national-level organization for the industrial design profession in China. It is mainly formed by national and international university institutes, design institutes, manufacturing companies, industrial parks and promotion organizations and has 11 special committees and 9 working committees under it. It boasts over 1200 enterprise members, covering 30 different fields, e.g. mechanic equipment, rail transit, automobiles, aircrafts, daily necessities, electric appliances, internet big data, 3D printing, new energy, finance and others. CIDA aims to contribute to the building of a innovative country with great manufacturing power. In order to help achieve economic and social development, CIDA pulls together talents and resources from the political field, economic field, academia, and industry to establish a public service platform and use it to serve the industry, serve the government and serve the public.



HKDA
香港設計師協會

Hong Kong Designers Association

The Hong Kong Designers Association was founded in 1972. The Association is the first of its kind in Hong Kong, and is a design body to advocate public interest in design and higher professional status for practising designers in government, cultural, entertainment, commercial and industrial sectors, for full-time, part-time teachers and administrators on the academic side of designing.



Hong Kong Design Trade Association

Alan Yip

Chairman

Missions:

1. Promote and reinforce Hong Kong companies with own brands and various design services to open and explore the mainland China and international markets.
2. Enhance the exchange and communication channels between members and various city governments in the mainland China.
3. Creates proper trade and matching platforms to assist members to explore and promote product sales and design service channels.
4. Uplift the Hong Kong brand image and the quality of Hong Kong Design.



Danish Consulate General, Shanghai

Casper Nicolai Freddie

Commercial Consul

Denmark is one of the Nordic countries, which locates on Jutland, the northwestern part of Continental Europe with the area of 43096 square kilometers. Denmark design and craft is world renowned and has significant influence in the world modern design. The essence of Denmark design lies in its simplicity, elegance, the emphasis on functionality and durability. Denmark design is far more than this. The characters of succinct line and focus on the selection of material have also made Denmark design famous overseas. In Denmark, would find the design elements everywhere, from the home supplies, popular front and even the characteristic architecture. The modern design is not only part of the national character of Denmark, but also it has been part of Danes life. Many products designed and produced by Denmark has already been included in the design of 20th century.



German Design Council

Andrej Kupetz

CEO

The German Design Council is a global independent organization active in the world, with its primary task of affirming the good form of German products and becoming the media of communication with all the design organizations. It was established in 1953 after the approval of federal parliament, and after 60 years' of unremitting efforts, it has already become the leading core of the world design communities. So far it has attracted over 200 world leading product design companies as its members. Through effective promotion of design contest, exhibitions and other methods, this council encourages design talents to produce better works, supports the development of enterprises and devotes to the upgrading of the international design. Since 1969, it has launched German national design award, which is now the top official award with the fiercest competition. It is also known as the German "Oscar of design".

Agence pour la promotion de la création industrielle

Created in 1983 on the initiative of the ministers responsible for industry and culture, to contribute to the bringing together of culture, research and industry, and having become entirely private in 1993, the APCI, in collaboration with its members and its partners, develops tools and group actions that provoked the economic, social and cultural aspects of French design in France and abroad. It is to use design and innovation to Drive Value Creation and Improve the Well-Being of Society.

service design.



Service Design Network

Birgit Mager

President

The Service Design Network was founded in 2003. Ever since it has grown on an international level as the most relevant platform for companies, agencies and academia.

It unites more than 1.000 full members and around 30.000 associated members. As the publisher of Touchpoint, the international Journal of Service Design, it has created a valuable database of content from case studies to theoretical and methodological contributions. The annual global conference is the place for the community to meet. 18 national chapters disseminate the knowledge about Service Design and provide access to the practice in their national environments. The Service Design Network (SDN) is the platform to connect with like-minded passionate service designers from companies, agencies and universities, and with curious innovators who embrace and apply this approach for the better of their organisations and for people. Its main purpose is to build awareness and “hunger” for service design in the public and private service sector and in the world of politics. It strongly believes that by creating a pull from the market for Service Design it will also strengthen the relevance of service design in industries.



TUV NORD

In TÜV NORD group, we have tens of thousands of technology experts to provide you all kinds of professional services. We are a leading international technology service provider. Our Focuses are people, technology, the environment and material assets. We have the safety experts and technology consultants, and the unique in the sector – with business units natural resources and aerospace. Our corporate philosophy is based on independence and integrity. Our motto is : Excellence for your Business. So far, we have over 85 companies in our 70 countries, and our turnover is over 1.1 billion.



The Association of Dutch Designers

The Association of Dutch Designers (Beroepsorganisatie Nederlandse Ontwerpers, BNO) stands in the midst of this evolving world. As the principal representative of the design sector in the Netherlands, it unites designers of all shapes and sizes. They are independent designers as well as design agencies, along with thousands of creative professionals. Virtually all design disciplines are represented in BNO, making it a unique organisation worldwide.



Clicknl-Dutch Creative Industries Knowledge & Innovation Network

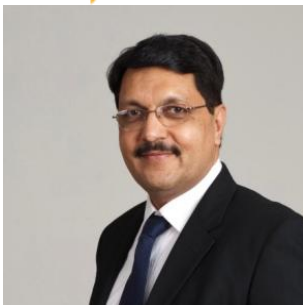
Bart Ahsmann
Managing Director

The creative industry is growing faster than the rest of the economy and is giving a significant boost to employment and business growth in the Netherlands. CLICKNL is the Dutch creative industries knowledge and innovation network, connecting inquisitive researchers to enterprising creative professionals. Together they work on sustainable solutions to societal and economic challenges in programmes and projects that CLICKNL develops, being part of the Dutch Creative Industry top sector. CLICKNL brings people and resources together with the aim of making the Dutch creative industries an international leader; CLICKNL develops a national knowledge and innovation agenda for the creative industries, monitoring the progress and quality of its implementation; CLICKNL signals and initiates highly promising forms of cooperation and creates cross-overs; CLICKNL acts as the national and international point of contact for all those players that want to innovate in and with the Dutch creative industries; CLICKNL stimulates the smart use of practical policy instruments.



Technische Universiteit Eindhoven

The Eindhoven University of Technology (Dutch: Technische Universiteit Eindhoven, abbr. TU/e) is a university of technology located in Eindhoven, Netherlands. Its motto is *Mens agitat molem* (Mind moves matter). The university was the second of its kind in the Netherlands, only Delft University of Technology existed previously. Until mid-1980 it was known as the Technische Hogeschool Eindhoven (abbr. THE). In 2011 Academic Ranking of World Universities (ARWU) rankings, TU/e was placed at the 52-75 bucket internationally in Engineering/Technology and Computer Science (ENG) category and at 34th place internationally in the field of Computer Science. In 2003 a European Commission report ranked TU/e at third place among all European research universities (after Cambridge and Oxford and at equal rank with TU Munich), thus making it the highest ranked Technical University in Europe.



India Design Council

Pradyumna Vyas

Member Secretary

Director of NID

India Design Council is constituted by Department of Industrial Policy & Promotion, Ministry of Commerce & Industry, Government of India. Its mission is to promote design awareness and effectiveness of Indian design both within India as well as abroad. Based on the National Design Policy, its main objective is to make design a strategic tool for Indian Business and contribute to the National economy and ultimately place India among the top design destinations in the world. The India Design Council is the National Strategic Body for multi-disciplinary Design in India.

As part of its various design promotion initiatives in the country, the India Design Council has launched India Design Mark, in association with Japan Institute of Design Promotion (JDP) for benchmarking good design. India Design Mark is a design standard, a symbol, which recognizes this good design after evaluating design through a systemized process.



National Institute of Design (NID)

Shrikant Nivasarkar

Governing Board Member

National Institute of Design is internationally acclaimed as one of the finest educational and research institutions for Industrial, Communication, Textile and IT Integrated (Experiential) Design. It is an autonomous institution under the aegis of the Ministry of Commerce and Industry, Government of India. NID has been declared 'Institution of National Importance' by the Act of Parliament, by virtue of the National Institute of Design Act 2014.

It is also recognised by the Department of Scientific and Industrial Research, Government of India as a Scientific and Industrial Research Organisation.



Associazione per il Disegno Industriale

Luciano Galimberti

President

Since 1956, ADI - Associazione per il Disegno Industriale (Association for the Industrial Design) brings together professionals, researchers, teachers, critics, journalists around the main topics of design: project, energy consumption, recycling and training. ADI has a leading role in the development of the industrial design as a cultural and economic phenomenon. Its purpose is to promote and implement the most conducive conditions to the design for goods and services, through the cultural debate, the dialogue with the institutions and the provision of services.

According to ADI, design is the culturally aware project; it is the interface between the individual and collective demand and the producers' supply. The association is involved into products design, services design, visual communication, packaging, interior design and in the design for the environment.



CHIBA UNIVERSITY



Chiba University

Makoto Watanabe

Vice President

Chiba University was founded in 1949, unifying several regional former national colleges and schools such as Chiba Medical College and Chiba Normal School. Its fundamental mission since then has been, as encapsulated by the inscription on the University Bell, *ad altiora semper* (always toward the higher), to equip students with the ability to make mature and informed judgments while nurturing and guiding their creativity. Pursuing these goals of excellence has resulted in Chiba University becoming one of the leading academic research centers of Japan.



Japan Industrial Designers' Association

Kazuo Tanaka

President

The Japan Industrial Designers' Association (JIDA) is the sole national organization for industrial designers in Japan, and was founded by 25 members in 1952. As early as 1957, JIDA became a member of the international industrial design organization ICSID, following which Japan's economic development and rapid industrial progress led to the expansion of the Association.

With the change in status to a public interest association, JIDA is doing everything in its power to achieve the vision it upholds, which is to aim for the creation of a spiritually fulfilling living environment and culture, and to contribute towards the sustainable development of society.



公益財団法人日本デザイン振興会
Japan Institute of Design Promotion



Japan Institute of Design Promotion

Shiro Aoki

Executive Director&COO

Japan Institute of Design Promotion was established in 1969. It aims to contribute to the further promotion of industrial activities, cultural improvement of the daily life and wholesome development of society through the encouragement of the design. To urge these promotions smoothly, evaluation, commendation, researches, talent encouragement and popularization of the design will be executed.



Cape Town Partnership

Bulelwa Makalima -Ngewana

CEO

Cape Town Partnership is an organisation that brings people together around common goals for Cape Town' s transformation. We' re connectors, facilitators and translators, working to help people find a common language and a shared set of priorities specific to projects that can make a positive impact in people' s lives.

The vision that keep us going is of a place and a people no longer defined by apartheid divides. We believe that Cape Town is capable of becoming a truly liveable African city that' s true to its people and where they come from, but can also create new spaces, communities and patterns of behaviour that will serve future generations.

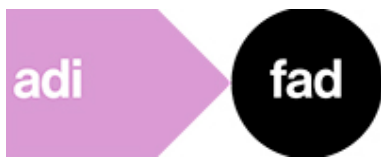


Korea Institute of Design Promotion

Kim Yunjib

Vice President

KIDP(Korea Institute of Design Promotion), established in 1970, is the only body in Korea to plan and implement national design policies and strategies. Affiliated with the MOTIE(Ministry of Trade, Industry, and Energy), KIDP aims to strengthen the competitiveness of small & medium businesses, design firms and designers, while at the same time promoting the consumer goods industry through supporting diverse projects.



Associacio De Disseny Industrial

The Fostering Arts and Design is a private, independent and not-for-profit association that has the objective of promoting design and architecture in the country's cultural and economic life. The FAD is articulated via five associations that represent the different disciplines of design:

- ADI-FAD (industrial design)
- ADG-FAD (graphic design and visual communication)
- ARQUIN-FAD (architecture and interior design)
- A-FAD (art and craftwork)
- MODA-FAD (image and fashion)

Founded in the year 1903, the FAD has become the first centre of reference for design and architecture in Catalonia and Spain thanks to its commitment to the ongoing task of promoting creative culture through exhibitions, professional talks, prizes and events.



Thailand Creative & Design Center

Thailand Creative & Design Center (TCDC) was established in 2004 under the government by Prime Minister Thaksin Shinawatra to connect and promote interaction among creativity, skill, cultural asset and business conducive to creating quality products and services that meet the global market demand. TCDC pushed forward the development of creative economy in 2008 to promote creative entrepreneurs as the key element of Thai economic driving force. Also, TCDC has built a knowledge management network through 14 miniTCDCs nationwide and opened TCDC Chiang Mai in 2013 as a center for exchanging creative ideas and readying regional entrepreneurs to keep up with ever-changing global demand.



Turkish Patent Institute

Turkish Patent Institute (TPI) has been established in 1994. It serves under the ministry of Science, Industry and Technology. It is located in Ankara. TPI is the granting authority of industrial property rights in Turkey.

To contribute to the improvement of competitiveness and innovation-based economic development of Turkey and to become a leading actor on international platform by spreading industrial property awareness and contributing to effective protection of industrial property rights.

