

World Industrial Design Conference Newsletter V

- Welcome to WIDC2016 -

Organizing Committee of WIDC
November 2016





Welcome to WIDC2016

To all the distinguished guests:

Warm greetings from WIDC2016!

With only 19 days to go until the opening of WIDC, our preparation work is proceeding in an orderly way. We are greatly looking forward to meeting our honored guests and would like to extend our hearty thanks for your continuous concern and support for this conference!

In this Newsletter, the following content will be included:

- a. Complete list of conferee and organizations
- b. Detailed information of three main conferences of WIDC
- c. Some adjustments in professional forum on 3 Dec :

Apart from the three forums we presented in Newsletter IV, another option is available here: Design Standard Forum. If you have submitted your checklist with the choice of your preferable forum, please rest assured that they have been recorded. Many organizations have selected Design Industry Forum and Design Education Forum by now, so there are still plenty of places for Service Design Forum and Design Standard Forum, welcome to register!

The December of Hangzhou is a lovely season, and the temperature fluctuates from 3°C to 13°C. Please dress warmly and enjoy the whole process.

If you still have any questions or suggestions, please contact us at any time.

See you in Hangzhou 19 days later!

Organizing Committee of the WIDC
11 Nov 2016

WIDC2016 Agenda

Date	Time	Content	Place
Nov. 30 (WED)	Whole Day	Reception upon arrival to hotel	Narada Resort & Spa Liangzhu Lobby
		Design Industry Cooperation Multi-lateral Talks & Meetings	Narada Resort & Spa Liangzhu
	18:00-20:00	Welcome Cocktail Party	Narada Resort & Spa Liangzhu Wenhua Hall
Dec. 1 (THU)	Whole Day	Design Industry Cooperation Multi-lateral Talks & Meetings	Narada Resort & Spa Liangzhu
		Reception upon arrival to hotel	Narada Resort & Spa Liangzhu Lobby
	16:00-17:30	WIDC2016 Hosts Meeting	Narada Resort & Spa Liangzhu VIP Room
	18:00-20:00	WIDC2016 Welcome Banquet	Narada Resort & Spa Liangzhu Junlan Ballroom
Dec. 2 (FRI)	08:30-09:00	Design Industry High-level Talks & Meeting	WIDC Conference Venue 1st Floor of VIP Hall
	09:00-9:30	WIDC2016 Opening Ceremony Release Winners of CEID Award	WIDC Conference Venue International Conference Center
	9:30-12:00	WIDC Design Industry Development Forum	WIDC Conference Venue International Conference Center
	12:00-14:30	Lunch and Break	Narada Resort & Spa Liangzhu Florence Restaurant
	15:00-17:00	Tour of China Excellent Industrial Design Exhibition	WIDC Conference Venue 5# Exhibition Hall
	18:00-21:00	Buffet Dinner	Narada Resort & Spa Liangzhu Junlan Ballroom
Dec. 3 (SAT)	09:00-11:30	WIDC Design Development Round Table Summit(Closed-Door)	WIDC Conference Venue · 8# International Conference Center
	12:00-14:00	Lunch and Break	Narada Resort & Spa Liangzhu Florence Restaurant
	14:00-17:00	WIDC2016 Professional Forum(Optional)	WIDC Conference Venue · 8# International Conference Center 6# Design Center of Mengqi Town Narada Resort & Spa Liangzhu
	18:00-20:00	WIDC2016 Gala Dinner	Narada Resort & Spa Liangzhu · Wenhua Hall
Dec. 4 (SUN)	Whole Day	Visit local company of design industry and Tours	

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 speeches on the following topics, they can choose one or two of them to elaborate their opinions based on the development of design industry in their own countries. Since there will be around 30 delegates to make speeches, time is limited. We would like to invite speakers to continue their speeches 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:

Based on the thoughts and precious experience of conferees from all over the world, as well as on the common wisdom of mankind' s exploration in design development, we are committed to summarizing a common initiative, which also serves as an action plan of win-win cooperation 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 Global Social and Economic Development

Speakers:

- | | |
|-----------------------|---|
| 1. Mr. Feng Fei | Vice Governor of Zhejiang Province |
| 2. Mr. Andrej Kupetz | CEO of German Design Council |
| 3. Mr. Ying Fangtian | Vice President of China Industrial Design Association |
| 4. Mr. Pradyumna Vyas | Member Secretary of India Design Center
Director of National Institute of Design |

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 which one that you' re interested in.

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

Forum A: WIDC2016 Design Industry Development Forum

- 1. Organizer:** The Strategy Advisory Committee of China Industrial Design Association
- 2. Venue:** WIDC Conference Venue-8# International Conference Center
- 3. Moderator:**
Zhu Tao: Director of the Strategy Advisory Committee of China Industrial Design Association
- 4. Topics:**
 - Exchange views on innovative development driven by industrial design;
 - Build the International Industrial Design Center;
 - Establish a worldwide protection and trading platform for intellectual property of industrial design;
 - Launch the International Industrial Design Industry Fund.
- 5. Participants:** 50 people

II. WIDC Professional Forum(Optional)

Forum B: WIDC2016 Design Education Development Forum

1. **Organizer:** Education Branch of CIDA, Zhejiang University, South University of Science and Technology
2. **Venue:** No.6 Building, Design Center in Mengqi Town
3. **Moderator:**
Ying Fangtian: Secretary General of China Industrial Design Conference
4. **Topics:**
 - Cooperate and Build International Open University of Design
 - Unified Authentication of Certified Designers
 - Set up the Global Design Education Alliance
5. **Participants:** 50 people

Forum C: WIDC2016 Design Standard Development Forum

1. **Organizer:** Design Standard Branch of CIDA
2. **Venue:** Narada Resort & Spa Liangzhu
3. **Moderator:** Lan Cuiqin, Operating Director of CIDA
4. **Topics:**
 - Keynote speech on industrial design standard and innovation
 - Share successful cases of design standards in Germany
 - Issue the Declaration of International Design Standard Alliance
 - A report on the establishment of Design Standard Branch of CIDA & preparations for the foundation of Sino-Germany Industrial Design Standard Institute
5. **Participants:** 50 people

Forum D: WIDC2016 Service Design Development Forum

1. **Organizer:** Service Design Network, Service Design Branch of CIDA
2. **Venue:** WIDC Conference Venue-1#Convention Center
3. **Moderator:**
Sam Wang: Chairman of Greater China for Service Design Network
4. **Topics:**
 - Current situation and prospect of global service design
 - Information release from Beijing Office of Service Design Network
 - Innovative ideas and practices of public service design
 - A report on preparations for the foundation of Service Design Branch of CIDA & the initiative to launch the International Service Design Innovation Center
5. **Participants:** 50 people

List of Conferees and Organizations

David Grossman	President, <i>International Council of Design</i>
Mark Breitenberg	Senator/Former President, <i>International Council of Societies of Industrial Design</i>
Soon-in Lee	Senator/Former President, <i>International Council of Societies of Industrial Design</i> Chair, <i>Asia Design Network</i>
John Mathers	Vice President, <i>The Bureau of European Design Associations</i> CEO, <i>British Design Council</i>
Birgit Mager	President, <i>Service Design Network</i>
Wang Guosheng	President of Greater China, <i>Service Design Network</i>
Günther Marten	Minister Counselor/IP Attaché , <i>European Union Intellectual Property Office</i>
Marc Hottenroth	Director of Industrial Design, <i>General Electric Appliance</i>
Do Yi-luen	Professor, <i>the School of Industrial Design</i> Co-Director, <i>NUS Cute Center, Georgia Institute of Technology</i>
Mark D. Gross	Director of ATLAS Institute, <i>University of Colorado Boulder</i>
Leticia Castro	Executive Director, <i>Brazil Design Center</i>
Juliana Buso	Project Manager, <i>Brazil Design Center</i>
Bulelwa Ngewana	CEO, <i>Cape Town Partnership</i>
Pradyumna Vyas	Member Secretary of <i>India Design Council</i> Director, <i>National Institute of Design</i>
Shricant Nivasarkar	Governing Board Director, <i>National Institute of Design</i>
Sudhir Sharma	Founder & CEO, <i>POOL Magazine</i>
Liu Ning	President, <i>China Industrial Design Association</i>
Alan Yip	President, <i>Hong Kong Design Trade Association</i>
Zhang Zhiqing	Dean, <i>Faculty of Humanities and Arts, Macau University of Science and Technology</i>
Huang Guanghui	Program Director, <i>Faculty of Humanities and Arts, Macau University of Science and Technology</i>
Makoto Watanabe	Vice President, <i>Chiba University</i>
Kazuo Tanaka	President, <i>Japan Industrial Designers' Association</i>
Shiro Aoki	Executive Director & COO, <i>Japan Institute of Design Promotion</i>
Xue Meng	Director of <i>Greater China, Japan Institute of Design Promotion</i>
Masa Inakage	Dean, Graduate School of Media Design, <i>Keio University</i> Co-Director, <i>Keio NUS Cute Center</i>
Moung Keon Lee	CEO, <i>Asia Design Network</i>
Maing Eunjoo	Director, Audit & Innovation, <i>Korea Institute of Design Promotion</i>

Note: This name list is based on conferee checklist, and please let us know if there is any inappropriate use.

List of Conferees and Organizations

Yun Nari	Manager of Global Business Division, <i>Korea Institute of Design Promotion</i>
Yen Ching Chiuan	Co-Director of Cute Center, <i>National University of Singapore</i>
Habip Asan	President, <i>Turkish Patent Institute</i>
Cemil Başpınar	Vice President, <i>Turkish Patent Institute</i>
Alethea Blackler	Head of Discipline for Industrial Design, <i>School of Design, Queensland University of Technology</i>
Martin Foessleitner	President, <i>designaustria</i>
Severin Filek	Managing Director, <i>designaustria</i>
Casper Freddie	Commercial Consul, <i>Danish Consulate General, Shanghai</i>
Leo Lu	Commercial Officer, <i>Danish Consulate General, Shanghai</i>
Henrik Weiglin	COO, <i>Design Denmark</i>
Troels Seidenfaden	Chairman of International Board, <i>Design Denmark</i>
Timothy Jacob Jensen	CDO, <i>Jacob Jensen Design</i>
Gérard Caron	President, <i>Agence pour la promotion de la cration industrielle</i>
Andrej Kupetz	CEO, <i>German Design Council</i>
Mathis Heller	Master of Automobile and Industrial Design, <i>Mathis Heller Detao Design Studio</i>
Ren Jun	CEO of TUV NORD Asia Pacific & Chairman of the Board, <i>TUV NORD</i>
Robert Baggen	Master of User Experience, <i>TUV NORD</i>
Luciano Galimberti	President, <i>Associazione per IL Disegno Industriale</i>
Marinella Ferrara	Board Member, <i>Associazione per IL Disegno Industriale</i>
Davide Conti	General Manager ADI China, <i>Associazione per IL Disegno Industriale</i>
Cristina Bigliatti	Journalist, <i>Platform Magazine</i>
Timo de Rijk	President, <i>Beroepsorganisatie Nederlandse Ontwerpers</i>
Jeroen Verbrugge	Managing director, <i>Beroepsorganisatie Nederlandse Ontwerpers</i>
Bart Ahsman	Managing Director, <i>CLICKNL</i>
Laurent Nelissen	Vice President, <i>Technische Universiteit Eindhoven</i>
Hu Jun	Head of Designed Intelligence, <i>Technische Universiteit Eindhoven</i>
Gracia Cardona	President, <i>Associacio De Disseny Industrial</i>
Paola Calvet	Coordinator, <i>Associacio De Disseny Industrial</i>
Sofia He	Managing Director, <i>Sino-Sweden Sustainable Design Association</i>
Florin Pierre Baeriswyl	Detao Master of Brand Strategy & Design, <i>Studio Baeriswyl, Detao Group</i>
Martijn ten Bhömer	Professor of Industrial Department, <i>Xi'an Jiaotong Liverpool University</i>
Ron Nabarro	CEO , Chairman of the Red dot Jury, <i>Ageinnovation</i>

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Hangzhou Overview and Tips

Physical Geography

The capital city of Zhejiang province and its economic, cultural, science and educational center, Hangzhou is one of the central cities in the Yangtze River Delta. It is also a popular city of scenic tourism, ranking among the first batch of National Historical and cultural cities crowned by the State Council. Located in the southern wing of the Yangtze River Delta, western tip of the Hangzhou Bay, downstream of the Qiantang River, and the southern terminus of the Beijing-Hangzhou Grand Canal, Hangzhou stands as a vital transport hub in southeast China.

Economic Growth

In 2015, Hangzhou opens a new economic chapter under the new normal. It realizes GDP totaling 1.005358 trillion yuan, becoming the 10th member of the country's Trillion City Club. Growing by 10.2%, the city ranks second among China's sub-provincial and above cities, next only to Chongqing, and it achieves a year-on-year growth rate of 2%. The per capita GDP reaches 112,268 yuan, up to 91%, or 18,025 USD based on the year's average exchanged rate.

Climate

Hangzhou enjoys a subtropical monsoon climate, featuring distinct seasons, ample sunlight and rainfall, shorter in spring and autumn, and longer in winter and summer. The average temperature in December is between 5°C- 13°C.

Dress Code

Men:

Collared formal shirt (white is the universally preferred color)
 Suit jacket (pale dark suits are the safest option) and suit trousers
 Tie required
 Formal socks (ideally the same color as your suit)
 Formal shoes (leather, preferably black)
 Coat

Women:

Blouse (white is the universally preferred color)
 Suit jacket
 Suit skirt (at least knee length) / Trousers
 Hose required.
 Formal shoes (closed toe)
 Coat

Medicine

We have set up a 24-hour medical service station around the convention venue, and we do suggest you bring your own medicine with you, just in case you need it.



contact us



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