



# World Industrial Design Conference Newsletter VI

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WIDC2016  
Special Report



WIDC 2016

Organizing Committee of WIDC  
December 2016



## WIDC2016

On 2 Dec, World Industrial Design Conference was held in Liangzhu China with guests of 43 design organizations coming from 26 countries and regions. Ma Kai, Vice Premier of the State Council of People's Republic of China, attends the opening ceremony and expressed that the industry would be more vibrant with industrial design and the world would become better off by industrial design. The Chinese government attaches great importance to the industrial design industry. At the same time, China Excellent Industrial Design Award (CEID), the only and the highest industrial design award sponsored by the Chinese government, has revealed and showcased the latest design achievements in China during this conference.

Over 10 innovative forums and 26 multilateral talks and meetings of design industry were held during the conference. Over a hundred industry leaders worldwide shared their opinions and speeches to relations on design and life, industry, social and economic development at the Design Industry Development Summit, Design Development Round Table Summit, Professional Forum of Design Education, Design Industry and Service Design.

China Industrial Design Association (CIDA) has signed MOU of framework cooperation with 16 design organizations. The MOU of framework cooperation has produced positive resonance and consensus in the field of intelligent manufacturing, industrial resources, talent cultivation, design education cooperation, product innovation, intellectual property protection, social sustainable development and international exchange and cooperation, and has fully embodied the pragmatic and inclusive action plan of the conference.

The success of the World Industrial Design Conference has inspired many Chinese industrial design innovators. It will be an innovative resource sharing platform that the global design innovators would continue to promote. Representatives of the participating countries expressed their appreciation and expectation to the Chinese government for attaching great importance to the development of the industrial design industry and hoped to establish a normal communication platform with China. The conference brought together the valuable experience of national development and the common wisdom of human exploration and design development, and provides valuable experience for the sustainable development of the world productive forces.

Organizing Committee of WIDC  
Dec2016





**WIDC Conference Site**

# WIDC Conference Site





# WIDC2016 Opening Ceremony



The first World Industrial Design Conference was held in Liangzhu China on 2 December, the CPC Central Committee Political Bureau, Vice Premier Ma Kai attended the opening ceremony of the WIDC2016 and delivered a speech. Ministry of Industry and Information Technology, Ministry of Education, Science and Technology, Development and Reform Commission, Ministry of Human Resources and Social Security, State Intellectual Property Office and Chinese Academy of Engineering, etc., governmental representatives from more than 30 provinces and cities nationwide which includes 12 vice governors, 7 vice ministers and more than 500 industry leaders from 43 international design organizations around the world attended the conference. Miao Wei, minister of Ministry of Industry and Information Technology presided over the opening ceremony of the conference, Che Jun, acting governor of Zhejiang Provincial People's Government made the welcome speech, Xin Guobin, the Vice Minister of the Ministry of Industry and Information Technology presided over the China Excellent Industrial Design Award Presentation Ceremony and published the list of winning entries.



Vice Premier Ma Kai delivered a speech



Minister of MIIT Miao Wei presided over the opening ceremony



China will step up efforts to promote industrial design to help enhance the country's manufacturing sector, Chinese Vice Premier Ma Kai and minister of industry and information technology Miao Wei made the remarks when delivering a speech at the first World Industrial Design Conference in Hangzhou.

China will make significant efforts to improve the environment for developing the industrial design sector and accelerate its upgrading so as to bring about a more competitive manufacturing sector, Ma said.

The vice premier called for more international cooperation to make the sector more digitalized, more Internet-based, smarter and greener. All countries should also work together to promote innovation of the industrial design sector and improve the global system for design innovation, Ma added.

The vice premier also urged all countries to boost policy communication, encourage exchange of talent, facilitate mutual recognition of standards and jointly fight intellectual property infringements.





## Award Ceremony of China Excellent Industrial Design 2016

Award Ceremony of China Excellent Industrial Design(CEID) 2016 and China Excellent Industrial Design Exhibition were also held at the same time. Approved by central government, sponsored by Ministry of Industry and Information Technology, CEID is the only state-level award in industrial design field. Its jury committee, whose establishment is led by CIDA, is responsible for organization and implementation of CEID.

This year's CEID entries are divided into 12 categories, covering office supplies, household products, household and similar electrical appliances, textile and apparel, hardware products, sports and leisure goods, transport (portable), health care products, products for children and special groups, electronic information and communication products, intelligent robots, smart wearable products. 9 products (works) stood out from 1973 products (works) and accepted gold award in Award Ceremony of WIDC2016.



**Globalization is Here to Stay**  
David Grossman  
President  
International Council of Design



**Upgrade Industries, Care for Life**  
Ying Fangtian  
Vice President  
China Industrial Design Association



**Design for Global Social and  
Economic Development**  
Pradyumna Vyas:  
Director /Member Secretary  
National Institute of Design  
/India Design Council

## **WIDC Design Industry Development Summit**

After WIDC2016 Opening Ceremony and Award Ceremony of CEID2016, here came WIDC Design Industry Development Summit. The president of ico-D David Grossman, the secretary-general of CIDA Ying Fangtian and the member secretary of IDC Pradyumna Vyas delivered keynote speeches.





## China Excellent Industrial Design Exhibition

Industrial design is not all about exterior design, and it is also about pursuing functional innovation from the practical standpoint of users. For a great number of entries this year, from strategic products to products for daily use, many of them are quite imaginative and in line with aesthetic standard. During the course of WIDC2016, there are 5 Exhibition Halls for displaying CEID works in WIDC conference site.



# WIDC Design Development Round Table Summit

Participants from 26 countries and regions, 43 organizations were invited to give speeches on the current status of industrial design and development of industry organizations, universities and enterprises, discussing the contribution and the meaning of the first WIDC, design transformation and innovation, service design, demand and design and many other issues.





# WIDC Design Development Round Table Summit



**David Grossman**  
International Council of Design



**Günther Marten**  
European Union Intellectual  
Property Office



**Birgit Mager**  
Service Design Network



**John Mathers**  
The Bureau of European  
Design Associations



**Liu Ning**  
China Industrial Design  
Association



**Ying Fangtian**  
China Industrial Design  
Association



**Alethea Blackler**  
Queensland University of  
Technology



**Martin Foesselitner**  
designaustria



**Severin Filek**  
designaustria



**Letícia Castro**  
Brazil Design Center



**Mark Breitenberg**  
International Council of  
Societies of Industrial Design



**Zhu Tao**  
China Industrial Design  
Association

# WIDC Design Development Round Table Summit



**Zhu Hongren**  
Ministry of Industry and  
Information Technology



**Pradyumna Vyas**  
India Design Council



**Henrik Weiglin**  
Design Denmark



**Gérard Caron**  
Agence pour la promotion  
de la création industrielle



**Jun Wan-Ren**  
TÜV NORD



**Soon-In Lee**  
International Council of  
Societies of Industrial Design



**Shrikant Nivasarkar**  
National Institute of Design



**Sudhir Sharma**  
POOL Magazine



**Ron Nabarro**  
Ageinnovation



**Luciano Galimberti**  
Associazione per IL Disegno  
Industriale



**Shiro Aoki**  
Japan Institute of Design  
Promotion



**Makoto Watanabe**  
Chiba University



# WIDC Design Development Round Table Summit



**Kazuo Tanaka**  
Japan Industrial Designers'  
Association



**Laurent Nelissen**  
Eindhoven University of  
Technology



**Jeroen Verbrugge**  
Beroepsorganisatie Neder-  
landse Ontwerpers



**Bart Ahsmann**  
CLICKNL



**Gracia Cardona**  
Associacio De Disseny  
Industrial



**Bulelwa Ngewana**  
Cape Town Partnership



**Maing Eunjoo**  
Korea Institute of Design  
Promotion



**Florin Pierre Baeriswyl**  
Studio Baeriswyl, Detao  
Group



**Habip Asan**  
Turkish Patent Institute



**Marc Hottenroth**  
General Electric Appliances



**Alan Yip**  
Hong Kong Design Trade  
Association



**WIDC2016**  
**Design Industry**  
**Development Forum**

Design, cooperation, development  
Win-win





## **WIDC2016 Design Education Development Forum**

Build a global designer database, establish an open university cooperatively



## WIDC2016 Service Design Development Forum

Achieve global service design consensus



# Design Industry Cooperation Multi-lateral Talks & Meetings

During the conference, China Industrial Design Association carried out a series of in-depth discussions with representatives from design organizations, institutions, enterprises and colleges from 26 countries and regions. The topics are about smart manufacturing, industrial resources, personnel training, design education cooperation, product innovation, intellectual property protection, social sustainable development and international exchanges and cooperation and so on. These talks generated positive resonance and achieved a number of cooperation.









## WIDC Signing Ceremony

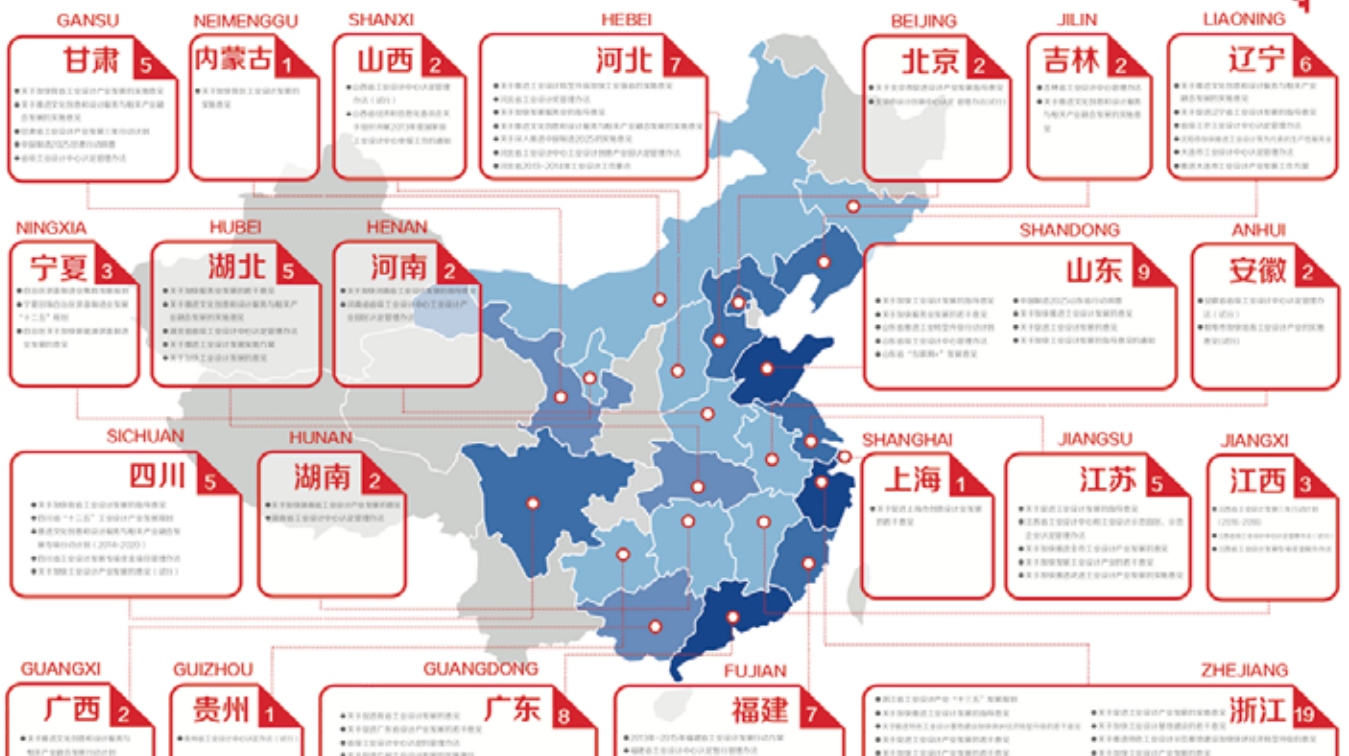
After the 2-day Design Industry Cooperation Multi-lateral Talks & Meetings, China Industrial Design Association signed memorandum of framework cooperation in Industrial Design with 16 organizations, which laid solid foundation for the follow-up development and cooperation of international industrial design.

# 中国工业设计产业发展报告

## REPORT OF CHINA'S INDUSTRIAL DESIGN INDUSTRY DEVELOPMENT

中国工业设计协会《中国工业设计产业发展报告》起草组 2016 / 12

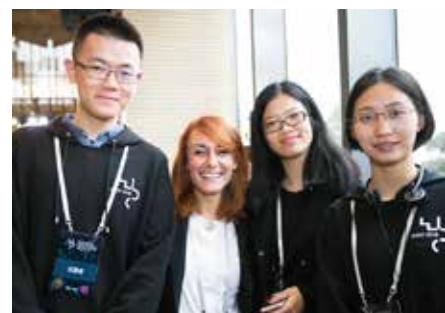
### 全国各省市工业设计重点政策汇总 Collection Key Policies on Industrial Design in provinces and cities of China



## Release of Report of China's Industrial Design Industry Development

Report of China Industrial Design Industry Development 2016 hosted and launched by China Industrial Design Association is released on 2 Dec during the WIDC2016, which is a comprehensive display and authoritative interpretation of China's industrial design industry development.





## Volunteers

WIDC2016 received more than 500 application forms during volunteer recruitment, and after several rounds of interview, 90 excellent volunteers from 10 schools got this opportunity. These volunteers played important roles in different groups such as foreign affairs group, conference preparation group, on-site working group, exhibition display group and recording group, etc.



# Banquet & Party







## Media Publicity

WIDC2016 was held successfully in Liangzhu, Hangzhou. As a great event in the field of industrial design, it has achieved fruitful results. Under the impetus of WIDC, China and global industrial design is entering a new age of transformation, and stimulates economic and social development. Therefore, this conference got a lot of attention from state media, top national media and numerous overseas media, like CCTV News, News Broadcast, People's Daily, Xinhua News Agency, Platform and Pool Magazine etc.



## Visits & Tours

International tour visited West Lake and China Academy of Art.



WIDC2017  
To Be Continued.....

WIDC 2016



WeChat : WIDC2016

**Contact us**

Organizing Committee of WIDC

E-mail: [widc2016@163.com](mailto:widc2016@163.com)

Tel: +86-10-68209322

Phone: +86-15868807680

Skype: WIDC Organizing Committee

Add: Mengqi Town of Designers,  
Liangzhu, Hangzhou