

2013 Innovative Materials in

Industry Design Summit

Post-Event Report

Innovative Materials in Industry Design Conference 2013 was held on Nov.14-15,2013 at Renaissance Shanghai Pudong Hotel. The forum has invited more than a dozen experts in the field of new materials and the well-known automotive, electronics manufacturers design executives come to lecture show, which attracted nearly a hundred related field users and suppliers to participate, rack up a effective communication bridge between new material and new design.

During the two-day meeting, almost all representatives have expressed great satisfaction with the meeting, arranged from the speakers to the panel discussion on the topic of the organizers specially arranged from guests and live audience interaction to communicate between the tea break for lunch, the venue is always full of lively discussion. "The atmosphere of the meeting was very good, guests and delegates who are professionals from related industries, we gather together to discuss the development trend of the industry in the coming years, and to explore some of the problems encountered in the design and production, just two days with a very large harvest. " said from the Institute for the promotion of new technology weapons industry representatives commented.

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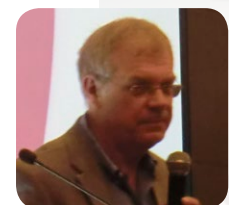




New materials opportunities and challenges facing the development of "Twelve Five" Shanghai

—**Mr. Shixin Chen,**

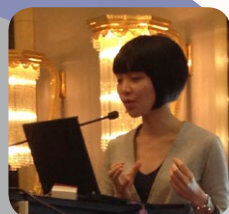
Expert director, senior engineer
Shanghai New Materials Association



Invisible - Independent - Invincible
- Incredible

—**Mr. Joachim Leluschko**

Senior Vice President & General
Manager High Performance
Polymers, Evonik Specialty Chemicals
(Shanghai) Co., Ltd.



Creativity is the soul of industrial
design

—**Ms. Xiaojing Huang,**

Strategy Director of YANG DESIGN



Automotive lightweight and lightweight
materials R&D

—**Mr. Dahua Li,**

Deputy chief engineer, China
Automotive Engineering Research
Institute



Advanced composite materials in
transportation applications discussed

—**Mr. Lars Falk,**

Vice President of Design, China, Volvo
Car Corporation



Plastics Technology Application in
engines

—**Mr. Weixia Bao,**

Senior Manager Product Development,
Pan Asia Technical Automotive Center
Co., Ltd.



New requirements on plastic materials
of new car models independent design
and development

—**Mr. Ruilin Tang,**

Deputy Chief engineer, Shanghai
Haima Automobile R & D Co., Ltd.



3D printing technology in industrial
design applications

—**Mr. Delong Lv,**

Senior Engineer, China Weapon
Industry New Technology Promotio



Electrical and electronic product
design and development of
innovative materials and processes

—**Mr. Albert Chen,**

Director of Industrial Design
Center, TCL Multimedia



Aesthetics and environment-
friendly resin CMP systemic
solutions

—**Ms. Ke Wang,**

CMP center color effects designer,
KUMHO - SUNNY



Materials and technology-driven
design

—**Mr. Chun-Wei (Sean) Su,**

Design Director at ZTE



THE IMPACT OF COLOUR -
a material led design approach

—**Ms. Grace Boicel,**

Head of Mobile Phones CMD Design
at Nokia



Flexible semiconductor and
electronics research and
application

—**Mr. Jia Huang,**

Professor in Inst. for Advanced
Materials & Nano Biomedicine,
School of Materials Science and
Engineering, Tongji University,
Shanghai, China



Composites in 3C products in
application status

—**Mr. Simon Sim,**

CMF (Colour Material Finishes)
Mechanical Principal Engineer,
Dell Experience Design Group

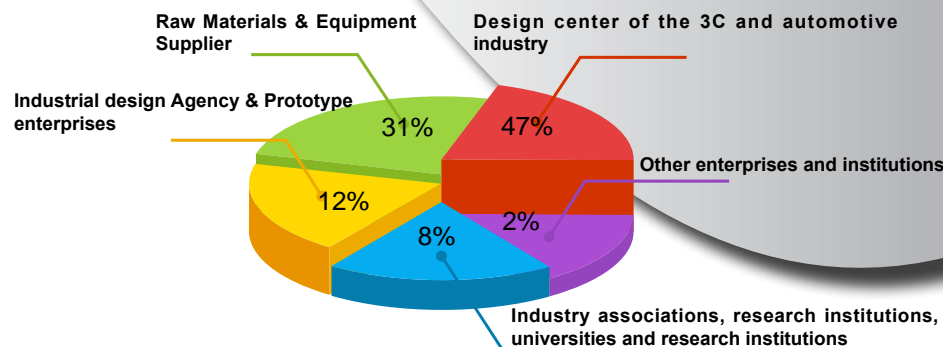
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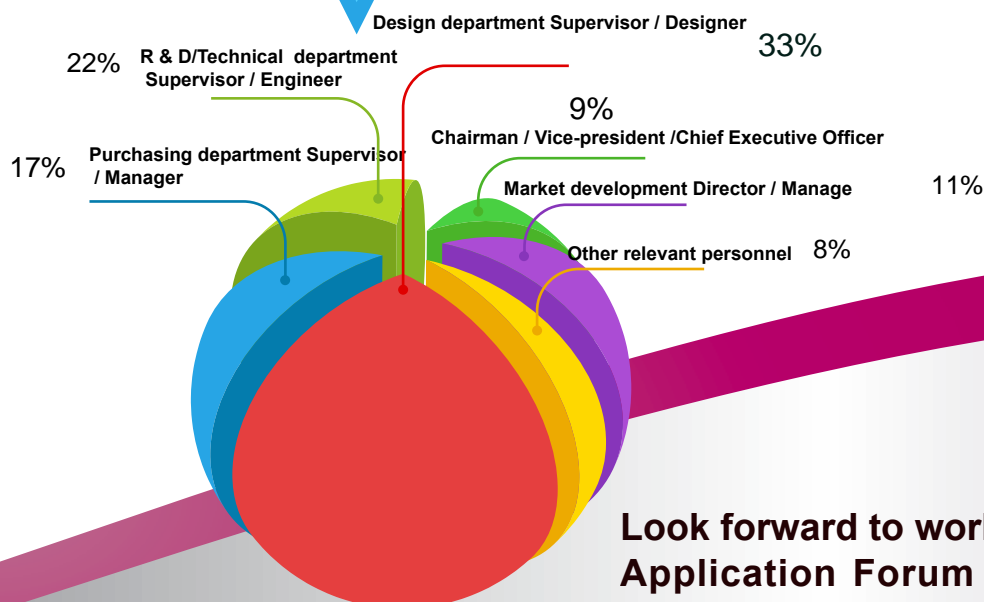
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 SABIC



Analysis of the Industry



Analysis of the participants



Look forward to working with you together
 Application Forum 2014 innovative materials in industrial design!