

Plastic&Rubber and Innovative materials application in Electronic Design Conference 2016

Date: March 17-18, 2016

Venue: The Longemont Hotel Shanghai, China

Post-Event Report



Light, thin, soft, cool, beautiful, is consumer electronics, especially mobile smart devices such as mobile phones, laptop computers, wearable devices, such as the relentless pursuit of the goal. This kind of electronic products how to do it is light and thin very Hyun?? first of all, creative innovation indispensable continuously changed of materials and the times of the processing technology and equipment is also essential. Rubber as the amount of electronic products increase the fastest material, how to give full play to its advantages for electronic products plus, naturally become the focus of common concern of manufacturers.

In "2016 rubber and innovative materials in electronic product design application seminar venue, from plastic industry experts on consumer demands and development trend of electronic product design, material selection and processing technology discussed. Shanghai Trojan industrial product design Co., Ltd. design director Gu Wen pointed out that modern industrial design has three major changes, from closed innovation to open innovation, innovation from the hardware to software and hardware combined with innovation, and from the single product innovation to system innovation, and enumerates a plurality of electronic product design examples to explain how to seize the fashion trends and consumer demand to build a whole process of innovation and development experience.

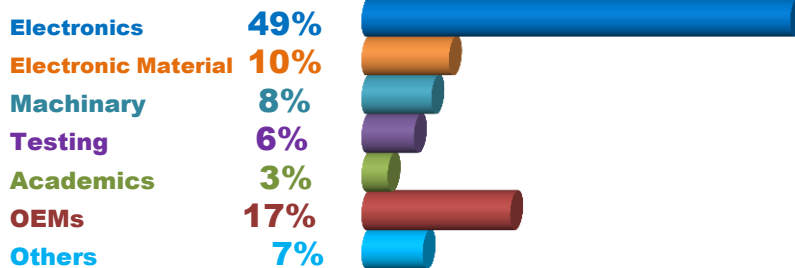
Effect of the demands of information fusion (CMF designer and CMW Holdings Co., Ltd. Shanghai color Creation Center Manager CMF Cui Tao explores the 2016 consumer electronic surface decoration trend, respectively, from the dispersion (disperse), stressed (emphasize), meditation (meditation) and Sustainability (Sustainable fusion) four aspects analyzes the 2016 consumer electronics in the color, material and surface decoration trend. For example, in meditation, he points out in today's society is the information explosion era, people interested in gradually reduced, this will bring value to people of high quality information is gradually enlarged, and these will be of electronic products design.

In the material aspect, Shanghai rizhisheng new materials development limited home appliances Materials Division Secretary Sun Kai discussed the application of flame retardant safety materials in electrical industry. He pointed out that in the design of safety related products, due to the addition of various safety requirements, flame retardant grade promotion, can not achieve the appearance effect, have to be adjusted at the same time, in the part of the structure such as chamfer, thickness of area, in order to adapt to the characteristics of fire retardant materials; in addition, the flame retardant product relative processing window is small, some products can decompose precipitation, while the processing site smells great, can not achieve long-term continuous large-scale production. He is from the three aspects of material, technology and design, introduces the application of plastic Yanion r a series of products in some specific instances.

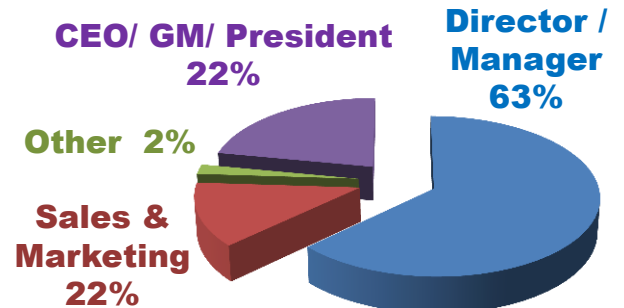
In addition, with consumer electronic products gradually towards the light, thin, short and the direction of development, the traditional plastic processing technology has been unable to meet the needs of the new era, free spraying technology came into being on this basis. Shanghai kumhosunny Plastics Co. Ltd. color design engineer Zhu Ji Ling introduced plastic Li r aesthetic plastic, and points out that it is not common the plastic, it can achieve a bright appearance, rich effect and can shape, energy saving and environmental protection, to meet the demand for consumer electronics. In addition, from Lubrizol Marketing Manager Li Feng also introduced Lubrizol specifically for wearable electronic devices and the development of Estane SMART TPU products, the products are in conformity with the regulations. Touch, anti UV, mechanical properties, chemical resistance and production of smart watches and wristbands can meet the demand for the product.

Participants Analysis

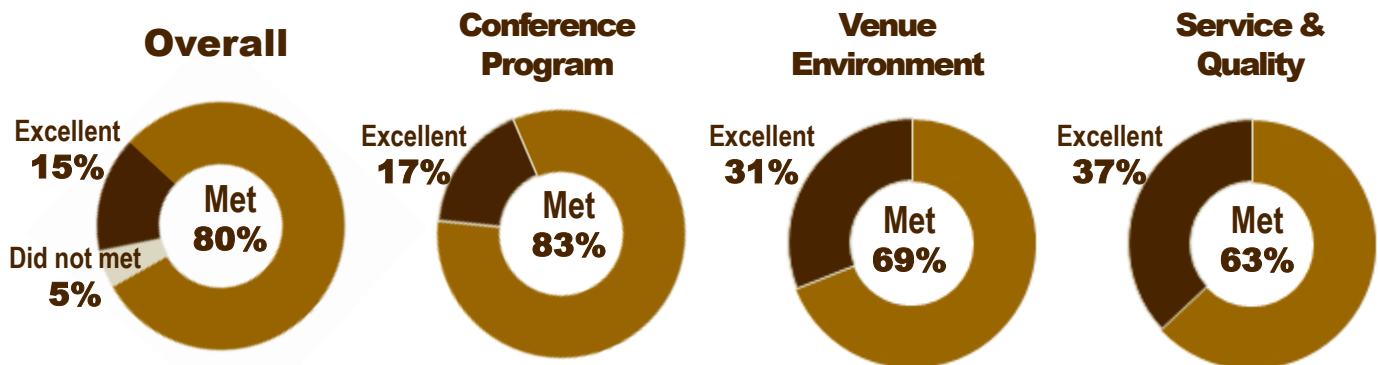
By Industry



By Position



Satisfaction Survey



Comments

92% agree that the presentation is informative and useful.

93% agree that the format of the presentation had a positive impact on learning/satisfaction.

86% agree that the conference helps to establish alliances or build relationships with international peers.



Speakers and Topics

Ms. Lin Xu

Director, China Plastics Processing Society

Topic:

Development trend forecast of China's plastics industry during the thirteenth five year plan



Mr. Markus Stadler

HOT(Head of Technology), Demag Plastics Group

Topic:

Blue Technolotion for Injection molding machines

Mr. Daming Wu

Professor, Beijing University of Chemical Technology

Topic:

Polymer Nano/micro Fabricating Technology and Application Prospects



Mr. Kai Sun

Household appliance department/ manager, Shanghai Sunny New Technology Development Co., Ltd

Topic:

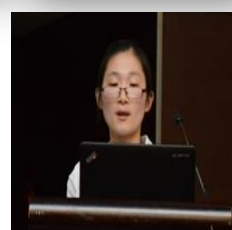
The application of safe flameresistant material in electrical industry

Prof. Furong Gao

Chair Professor, Dept. of CBME, Hong Kong University of Science and Technology

Topic:

Application of plastic molding technology under the new era



Ms. Eileen Zhu

Color Designer, Shanghai KUMHO-SUNNY plastics Co., LTD.

Topic:

2016 New product & application of aesthetic plastics

Mr. Alvey Li

Marketing manager, Lubrizol

Topic:

Lubrizol Estane® SMART TPU for Wearable



Mr. Hongda Zha

Chief Engineer, KK-mold

Topic:

Explore the large non injection molding technology (3D printing+New technology)

Mr. Wen Gu

Design Director, Shanghai Moma Industrial Product Design Co.,Ltd

Topic:

Material Innovation · Amplified Design



Mr. David Huang

Technical Manager, Autodesk

Topic:

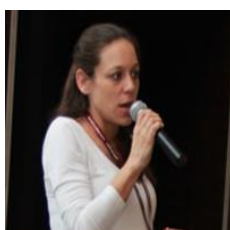
The common problem and solutions for consumer electronic products

Ms. Marie POMMIER de SANTI

Group Manager – Consumer & Industrial Applications Specialty Polyamides R&D, Arkema (China) Investment Co., Ltd.

Topic:

High Performance Material for Consumer Electronics



Mr. Song Wu

Director, SOKAN NEW MATERIALS

Topic:

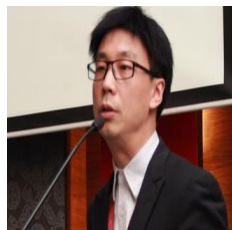
The application of hand paint in smart wearable devices products

Mr. Roger Liu

Deputy CEO, LIHUA CREATIVE MAKERS

Topic:

The application and showcase of cross industry materials



Mr. Tommy Cui

CMW Holding Limited

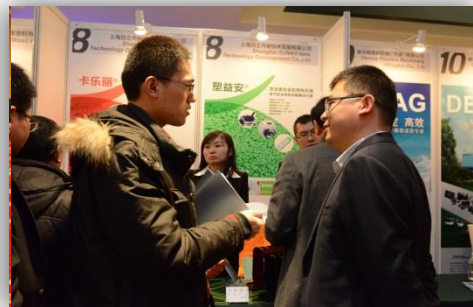
Topic:

The colour trend and CMF of Electronic Products

Conference Activities

Booth Visiting

On-site exclusive showcase, supplier and user matching based on the requirements, meetings set up between potential suppliers and customers.



Tea Break Social Networking

Face to Face with key industry contacts, build up your social network with industry manufacturers, suppliers, regulators, academicians & R&D experts.



Cocktail Party

Information exchange among speakers and participants in a friendly atmosphere.



Part of Attending Companies

Hong Kong University Science & Technology
Shanghai rzhisheng New Technology Development Co Ltd
Lubrizol
Shanghai Trojan industrial product design Co., Ltd.
Arkema (China) Investment Company Limited
Hunan Matsui New Material Co. Ltd.
Lihua manufacturing innovation Autodesk
Easy molding technology (Shenzhen) Co., Ltd.
Master design
Hong Fujin Precision Industry (Shenzhen) Co., Ltd.
Zhuhai GREE electric Limited by Share Ltd
Suzhou Hefu Electronic Materials Co. Ltd.
Longsheng Shanghai Industrial Co., Ltd.
Hangzhou Joyoung small household electrical appliances Co., Ltd.
Xihua electric appliance (Jiangsu) Co., Ltd.
Guangdong beautiful refrigeration equipment Co., Ltd.
Inc. Dell
Hi-P International Limited
Shanghai HP Co., Ltd.
Nanjing Polytron Technologies Inc

Handa precision electronic (Kunshan) Co., Ltd.
Kunshan hongzhun precision mould Co. Ltd.
Shunde city Foshan District of the United States electric appliances manufacturing Co., Ltd.
Shunde city Foshan District of the United States electric appliances manufacturing Co., Ltd.
Zhuhai GREE electric Limited by Share Ltd
Logitech Technology (Suzhou) Co., Ltd.
Dongguan Jing Feng Plastic Products Co., Ltd.
Nanjing Huage Electric Plastic Co. Ltd
Master computer (Suzhou) Co., Ltd.
Shanghai Sanxin international electric appliances Co. Ltd.
Shanghai Lang billion new Mstar Technology Ltd
Haier
Ningbo AUX Air Conditioner Co., Ltd.
Shanghai Saibo Electrical Appliance Co. Ltd.
Zhuhai Xiang Yi Printing Advertising Co., Ltd.
Ai O Smith (China) water heater Co., Ltd.
Qingdao Hisense Electronic Technology Service Co., Ltd.
Shanghai Communication Technology Co., Ltd.
Whirlpool (Chinese) Limited by Share Ltd
Jiangsu Hongtai polymer materials Co. Ltd.
Shanghai Huntsman Polyurethane Co., Ltd.

Hangzhou Aupu Electric Appliance Co., Ltd.
Wuxi City Branch Hong label Co., Ltd.
Vanros office supplies (Suzhou) Co., Ltd.
Zhejiang SUPOR Limited by Share Ltd
Nanjing SKYWORTH Household Electric Appliance Co., Ltd.
Fuyao precision components (Kunshan) Co., Ltd.
Yanfengweishitong Electronic Technology (Shanghai) Co., Ltd.
Yun Sheng Trading (Shanghai) Co., Ltd.
Shanghai kumhosunny Plastics Co., Ltd.
New materials Co., Ltd.
Shanghai Hui Ping Chemical Co., Ltd.
Wuxi CMW Coating Co Ltd
Shantou Dongtian transfer printing Co. Ltd
Autodesk software (Chinese) Co. Ltd.
O Ai Tichy information technology (Shanghai) Co., Ltd.
Beijing Xun Chong Cheng Technology Co., Ltd.
Shanghai rzhisheng Technology Co., Ltd.

Event Sponsors



See You in 2017!

Contact Us

Ringier Events - China

Ms. Amy Xiang
Conference Planner
E: amyxiang@ringiertrade.com
T: +86-21-62895533 Ext.155