

第八届深圳国际工业设计大展火热招商中
Register to participate in 8th Shenzhen International
Industrial Design Fair (SZIDF)

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主办单位

深圳市人民政府

承办单位

深圳市工业设计行业协会(SIDA)

协办单位

中国工业设计协会

中国机械工程学会工业设计分会

Hosted by

People's Government of Shenzhen Municipality

Organized by

Shenzhen Industrial Design Profession Association(SIDA)

Endorsed by

China Industrial Design Association

China Mechanic Engineer Society Industrial Design Institution



WWW.SZIDF.COM

REDESIGN
RECONNECT
再设计·联万物

会刊 CATALOGUE

SZIDF

REDESIGN
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会刊
CATALOGUE



**REDESIGN
RECONNECT**
再设计 · 联万物

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前言

第七届深圳国际工业设计大展由深圳市人民政府主办，深圳市工业设计行业协会承办，中国工业设计协会、中国机械工程学会工业设计分会共同协办，于2019年11月3日至11月5日在会展中心2号馆隆重举行。

本届大展以“再设计·联万物”为主题，集中构建国际创新交流平台，深化粤港澳工业设计合作，全方位展示设计创新产业价值链的广度和深度。展馆总面积15000平方米，划分为协同创新展区、设计品牌展区、设计互联展区、国际设计展区、粤港澳成果展区、深圳设计中心展区六大展区，集中展示来自英国、德国、美国、法国、荷兰、丹麦、意大利、韩国、日本、加拿大、芬兰等30多个国家和地区的6000余件设计精品。

展品范围涵盖各类型机器人、无人机、人工智能、新零售、3D打印、工业互联网平台、智能可穿戴、数字设计、智能家居等，以及智能装备和制造技术产业相关的高端产品和新兴技术，通过鲜活案例和应用场景，充分展示从趋势分析、用户洞察、品牌定义、设计服务、供应链管理、产品营销等一体化垂直服务全过程，连接“设计、制造、品牌、消费”，构筑创新设计生态。

国际化程度再创新高，海外展商数量逐年递增。本届大展国内外参展商共计302家，其中海外参展商157家，特邀国际（港澳台）设计展团11个。其中包含荷兰、法国、德国、丹麦、日本设计展团、意大利设计协会展团、韩国设计振兴院展团、意大利A设计大奖赛、意大利佛罗伦萨设计周、澳门设计中心、台湾创意设计中心等，再创国内设计展国际展团

数量新高。全球一流设计大师齐聚设计大展，特邀iF设计大奖全球执行总裁拉夫·威格曼，英国普睿谷设计公司创始人兼总裁保罗·普里斯特曼，台湾创意设计中心董事长张基义，“k creative-works”创始人兼CEO、前索尼产品设计总监胜沼润，2019美国工业设计师协会个人成就奖得主、知名设计公司Whipsaw创始人及首席设计师丹·哈登，丹麦嘉士伯基金会董事会主席弗莱明·贝森巴赫，丹麦新兴最佳品牌文化机构Urgent.Agency创始人麦斯·柯瑞斯格德，ED Design首席开发官萨米·普奥里，Studio Gooris Ltd创始人兼创意总监弗德里克·高理思等一百余位国内外设计大师出席并作精彩演讲，上演巅峰设计对话。

本届大展同期举办The Great One大奖评选、1场全球设计价值峰会、1场设计之夜暨The Great One大奖颁奖典礼、20余场国际新品发布会、多场产业对接会等活动。搭建国际化、专业化、多元化、高端化“四合一”的产业交流合作平台，开创设计创新下的产业转型发展新模式和新业态，推动从“深圳制造”到“深圳创造”高质量跨越式发展。

第七届深圳国际工业设计大展聚焦国际前沿设计，瞄准现代工业设计创新与变革趋势，以世界的眼光、全新的视角，充分发挥工业设计对产业发展的引领作用，帮助制造业建立更好的产品、服务、商业体系，重构制造业创新链、价值链和供应链，真正打造引领世界设计风向标、具有国际影响力和商业价值力的工业设计盛会！

Foreword

The Shenzhen International Industrial Design Fair (SZIDF) 2019 is hosted by People's Government of Shenzhen Municipality, organized by Shenzhen Industrial Design Profession Association, and co-organized by China Industrial Design Association and China Mechanic Engineer Society Industrial Design Institution. SZIDF 2019 will be held from November 3rd to 5th, in Hall 2, Shenzhen Convention & Exhibition Center.

With the theme of Redesign-Reconnect, SZIDF 2019 focuses on building an international innovative communication platform, deepens the industrial design cooperation of Guangdong, Hong Kong and Macao, and demonstrates the breadth and depth of the value chain of design and innovation industry. SZIDF has an area of 15000 m², is divided into six different sections including Co-innovation section, design brand section, interconnected design section, international design section, Guangdong-Hong Kong-Macao achievement exhibition and Shenzhen Design Central Section. Over 6000 pieces of exquisite design works from over 30 countries and regions including UK, Germany, USA, France, the Netherlands, Denmark, Italy, Korea, Japan, Canada, Finland will be presented.

There are exhibits like AI robots, drones, artificial intelligence, new retail, 3D printing, industrial Internet platform, intelligent wearables, digital design, smart home designs and so on, as well as intelligence equipment and manufacturing technology related high-end products and new technology etc. Through live cases and application scenarios, SZIDF will fully showcase the integrated whole

service process from trend analysis, user insight, brand definition, design service, supply chain management, and product marketing, connecting "design, manufacturing, brand and consumption", building the innovation and design ecology.

The internationalization of the fair has been risen to a new record, there are more overseas participants than ever. SZIDF 2019 has 302 exhibitors in total, including 157 overseas exhibitors, and has 11 international pavilions including Holland Design Pavilion, France Design Pavilion, Germany Design Pavilion, Denmark Design Pavilion, Japan Design Pavilion, Italian Design Association Pavilion, Korea Institute of Design Promotion, A' Design Award and Competition, Florence Design Week, Macao Design Center, Taiwan Design Center. Over one hundred design masters from the world will gather together and deliver speeches and have dialogues, including Ralph Wiegmann, managing Director of iF International Forum Design GmbH; Paul Priestman, Founder/Chairman at PriestmanGoode; Chi-yi Chang, President of Taiwan Design Center; Jun Katsunuma, Founder/CEO of "kreativeworks" /Sony's Former Product Design Director; Dan Harden CEO/Principal Designer of Whipsaw; Flemming Besenbacher, Chairman of the Carlsberg Foundation; Mads Quistgaard, Creative director, founding partner of Urgent Agency;

Sami Pyörre, CDO at ED Design Ltd; Frédéric Gooris, founder and creative director at Studio Gooris Ltd and so on.

There are concurrent activities like The Great One Award competition, one Global Design Value Summit, one Night of Designers & The Great One Award Ceremony, over twenty international new product launches and industrial matching meetings and so on. SZIDF is building an international, professional, diversified and high-end industry exchange and cooperation platform, which promotes the new model and new form of industry transformation and development, thus to upgrade the high-quality leapfrog development from "Made in Shenzhen" to "Create in Shenzhen".

The 7th Shenzhen International Industrial Design Fair focuses on the international cutting-edge design, aiming at modern industrial design innovation and change trends from brand new perspectives with a global vision. SZIDF 2019 makes the utmost of industrial design which can lead the industry development, helps to build better products, service and commercial system, reconstructs manufacturing innovation chain, value chain and the supply chain. SZIDF 2019 endeavours to build a leading international and commercial industrial design event.

活动及会议安排 Concurrent Events

2019第七届深圳国际工业设计大展现场活动一览表 On-site Events of SZIDF 2019

第一天 | Day 1
11月3日 | Nov.3, 2019

09:30-10:30

启动仪式 / Opening Ceremony

HUB 深圳市工业设计行业协会 / SIDA

第七届深圳国际工业设计大展启动仪式

Opening ceremony of 7th Shenzhen International Industrial Design Fair

10:30-13:30

现场会议 / Review

F Area 第七届深圳国际工业设计大展组委会 / The organizing committee of 7th SZIDF

SZIDF2019 现场评奖会议

The Great One Award (TGO) Review of SZIDF2019

10:40-11:15

新品发布 / New Product Launch

HUB D9 深圳市设际邹工业设计有限公司 / Shenzhen ZouDesign Industrial Design Co., Ltd.

设计创造用户全感知过程

Design creates overall user-awareness

11:25-12:00

新品发布 / New Product Launch

HUB C9,C18,C35 深圳市佳简几何工业设计有限公司 / Shenzhen XIVO Design Co., Ltd.

2019佳简几何工业设计发布

XIVO Industrial Design Launch 2019

12:10-12:45

新品发布 / New Product Launch

HUB C3 深圳市意臣工业设计有限公司 / Innozen Design Co., Ltd

设计的跨界修行2.0

The transboundary practice of design 2.0

12:55-13:30

沙龙 | 新品发布 / Salon | New Product Launch

HUB D25-26 意大利设计协会 / Italian Design Association

持续性设计

Sustainable Design

13:40-15:10

论坛 / Forum

HUB E6 台湾创意设计中心 / Taiwan Design Center

Taiwan Design Power

创造未来 - 海峡两岸设计分享会

15:30-15:35

快闪活动 / Flash Mob

HUB D18-1 Antonio Lanzillo & Partners

快闪活动

Flash Mob

15:40-16:15

设计沙龙 / Design Salon

HUB E8 荷兰设计展团 / Dutch Design Pavilion

设计在荷兰

Design in Holland

第二天 | Day 2
11月4日 | Nov.4, 2019

10:45-11:20

新品发布 / New Product Launch

HUB C12、C15 深圳加利弗设计有限公司 / Califor Design Co.,Ltd.

揭秘我们给苹果CEO、松下、三星设计的爆品

Reveal hot products we designed for Apple CEO, Panasonic, Samsung

11:30-12:05

新品发布 / New Product Launch

HUB C9、C18、C35 深圳市加减乘除工业设计有限公司 / Shenzhen XIVOKIDS Design Co., Ltd

2019加减乘除工业设计发布

XIVOKIDS Industrial Design Launch 2019

13:40-14:15

新品发布 / New Product Launch

HUB C11 深圳九点整工业设计有限公司 / Shenzhen 9-o'clock Industrial Design Co., Ltd.

新技术到应用•制造业到品牌

From new technology to application • From manufacturing to brand

14:25-15:00

新品发布 / New Product Launch

HUB A7 东莞意象工业设计有限公司 / ISOO DESIGN

筋膜放松按摩器发布

Myofascial relaxation massager launch

15:10-15:45

新品发布 / New Product Launch

HUB C31 深圳市碳六零工业设计有限公司 / Shenzhen C60 design industrial design co., ltd

新的光芒——碳六零工业设计

New aureole- C60 Design

15:55-16:25

新闻发布会 / News Release Conference

HUB D1 深圳市凯瑞姆瑞席设计有限公司 / SHENZHEN KARIM RASHID DESIGN CO., LTD.

有关同Michael Young 的合作

Collaboration with Michael Young

第三天 | Day 3
11月5日 | Nov.5, 2019

10:30-11:05

新品发布 / New Product Launch

HUB C25 PLEN Robotics Inc.

PLEN Cube-个人助理机器人

PLEN Cube-personal robot assistant

11月3-5日 | Nov.3-5, 2019

全天 Whole day

工作坊 / Workshop

E4 BLANK GROUP

设计工作坊

“In:24” Design workshop

全球设计价值峰会

Global Design Value Summit

会展中心6楼桂花厅

Osmanthus Hall, 6F, SZCEC

第一天

Day 1

主持人：郑斌 / 深圳市意臣工业设计有限公司创始人兼CEO

11月3日

Nov.3, 2019

Moderator: Michael Zheng / Founder & CEO of Innozen Design Co., Ltd.

14:00-14:30

麦斯·柯瑞斯德格 / 丹麦新兴品牌文化机构Urgent.Agency创始人

Mads Quistgaard / Creative director, founding partner of Urgent.Agency

科技与人的体验

Technology and the human experience

14:30-15:00

保罗·普里斯特曼 / 英国普睿谷设计公司创始人兼总裁

Paul Priestman / Chairman at PriestmanGoode

设计如何引领可持续未来的创造

The Role of Design in Creating Sustainable Futures

15:00-15:30

马塞尔·施勒德 / 荷兰知名设计公司Springtime管理合伙人兼创始人

Marcel Schreuder / Managing Partner, Founder at Springtime

设计可破解共享单车困境

Design can help to fix bikesharing

15:30-16:00

安德烈·波林姆 / 德国知名设计工作室Noto Design Studio CEO

André Poulheim / CEO of Noto Design Studio

设计连接感官

Connecting Senses

16:00-16:30

萨米·普奥里 / ED Design首席开发官

Sami Pyörre / CDO at ED Design Ltd.

设计-业务转型的战略工具

Design as a Strategic Tool for Business Transformation

16:30-17:00

宋同正 / 台湾科技大学设计学院院长

David Sung / Dean of the College of Design, Taiwan Tech

循环设计是个好生意吗？

Is circular design a good business?

17:00-17:30

芭芭拉·泰勒 / Bbarbarartist首席执行官

Barbara Taylor-Harris / CEO of Bbarbarartist

设计意识和能力的重要性

Design Awareness and Capability Are Life Skills

17:30-17:45

交流及问答环节

Panel Discussion, Q&A

第二天 | Day 2 会展中心5楼箭杜鹃厅
11月4日 | Nov.4, 2019 Bougainvillea Hall, 5F, SZCEC

主持人: 辛向阳 / 教授、博士生导师, XXY Innovation创始人
Moderator: Xiangyang Xin / Doctor & Professor, Founder XXY Innovation

09:00-09:30

弗莱明·贝森巴赫 / 丹麦嘉士伯基金会董事会主席
Flemming Besenbacher / Chairman of the Carlsberg Foundation and Supervisory Board at Carlsberg A/S, Professor at Aarhus University
可持续发展目标与再思考的必要性
The SDGs and the need to rethink

09:30-10:00

封昌红 / 深圳市工业设计行业协会执行副会长兼秘书长
Shirley Feng / Executive VP & Secretary General of SIDA
城市共创 设计开窗
Design Empowers City Co-Creation

10:00-10:30

拉夫·威格曼 / iF设计大奖全球执行总裁
Ralph Wiegmann / Managing Director of iF International Forum Design GmbH
人工智能
Artificial Intelligence

10:30-11:00

柳冠中 / 清华大学首批文科资深教授、中国工业设计之父
Liu Guanzhong / Tsinghua University's first batch of senior liberal arts professors, father of Chinese industrial design
设计事理学——“再”格式化的思维方式
Design Affairology -- Reformatted way of thinking.

11:00-11:30

张基义 / 台湾创意设计中心董事长
Chi-Yi CHANG / President of Taiwan Design Center
设计台湾
Taiwan by Design

11:30-12:00

丹·哈登 / 知名设计公司Whipsaw创始人及首席设计师
Dan Harden / CEO, Principal Designer of Whipsaw
科技时代下的返璞归真
Staying Real with Technology

12:00-12:15

交流及问答环节
Panel Discussion, Q&A

第二天 | Day 2 会展中心5楼箭杜鹃厅
11月4日 | Nov.4, 2019 Bougainvillea Hall, 5F, SZCEC

主持人：黄竞 / 广田觅象文创有限公司联合创始人兼设计总监

Moderator: Kent Wong / Co-Founder & Design Director of GrandLand MX Co. Ltd

14:00-14:30

保罗·法瓦瑞特 / 意大利设计常青树, Favaretto & Partners创始人

Paolo Favaretto / founder of Favaretto&Partners

什么不是设计

Design: that what is not

14:30-15:00

胜沼润 / “k creativeworks” 创始人、CEO兼前索尼产品设计总监

Jun Katsunuma / Founder/CEO of “k creativeworks” / Sony's Former Product Design Director

不该被忽视的设计

The news from overlook

15:00-15:30

弗德里克·高理思 / Studio Gooris Ltd 创始人兼创意总监

Frédéric Gooris / Founder & Creative Director Studio Gooris Ltd

设计的故事

Everybody Loves a Good Story

15:30-16:00

侯毅刚 / XLMS公司创始人

Ian Hau / Founding Director of XLMS

为千禧一代再设计

Rethinking Design for Millennials

16:00-16:30

尼古拉斯 / Blank Group管理合伙人及创意总监 Nicolas Cinguino / Blank Group CEO and Creative Director

安德烈 / Blank Group管理合伙人及策略总监 Adrien Nazez / Blank Group CEO and Strategic Director

设计推动商业增长

Business Boost by Design

16:30-17:00

南美龙 / 荷兰中欧品牌发展联合中心主席、荷兰中荷橙Orange Branding品牌咨询有限公司创始人及CEO

Jorg van den Hoven / President of Dutch Branding Association, Founder & CEO of Orange Branding

如何通过“品牌战略+品牌设计”助力营销

How Brand Strategy and Brand Design drives higher ROI in Marketing and Sales

17:00-17:30

优安娜&帕斯卡 / 德国黑马创新创始合伙人

Ioana Petrescu & Pascal Gemmer / Co-Founder & Partner of Dark Horse

品牌的未来，如何从数字革命中获益

The Future of Brands, How to Benefit from the Digital Revolution

17:30-17:45

交流及问答环节

Panel Discussion, Q&A

展会概况

第七届深圳国际工业设计大展由深圳市人民政府主办，深圳市工业设计行业协会承办，中国工业设计协会、中国机械工程学会工业设计分会共同协办。本届大展以“再设计·联万物”为主题，聚焦国际前沿设计，集中构建国际创新交流平台，邀请30多个国家和地区的优秀机构参展，共计展出6000余件设计精品。通过设置协同创新展区、设计品牌展区、设计互联展区、国际设计展区、粤港澳成果展区、深圳设计中心展区六大展区，全方位连接“设计、制造、品牌、消费”，展示现代工业设计创新与变革趋势，致力于打造成为引领世界设计风向标，最具高端化、国际化、品牌化的一流工业设计品牌盛会。

地点：深圳会展中心2号馆

时间：2019.11.03 - 11.05

展会规模：15000m²

开放时间：2019.11.03 - 11.05 (09:00 - 17:00)

Overview

The 7th Shenzhen International Industrial Design Fair (SZIDF) 2019 is hosted by People's Government of Shenzhen Municipality, organized by Shenzhen Industrial Design Profession Association, and co-organized by China Industrial Design Association and China Mechanic Engineer Society Industrial Design Institution. With the theme of Redesign-Reconnect, SZIDF 2019 focuses on international cutting-edge design, and is committed to building an international innovation exchange platform. Over 6000 pieces of exquisite design works of outstanding institutions from over 30 countries and regions will be presented. SZIDF is divided into six different sections including Co-innovation section, design brand section, interconnected design section, international design section, Guangdong-Hong Kong-Macao achievement exhibition and Shenzhen Design Central Section. SZIDF 2019 connects "design, manufacturing, brand and consumption" in an all-round way, displays the innovation and reform trend of modern industrial design, and aims to become the world's leading design vane and the most high-end, international and brand-oriented first-class industrial design event.

Venue: Hall 2, Shenzhen Convention & Exhibition Center

Time: Nov 3rd - Nov 5th, 2019

Scale: 15000 m²

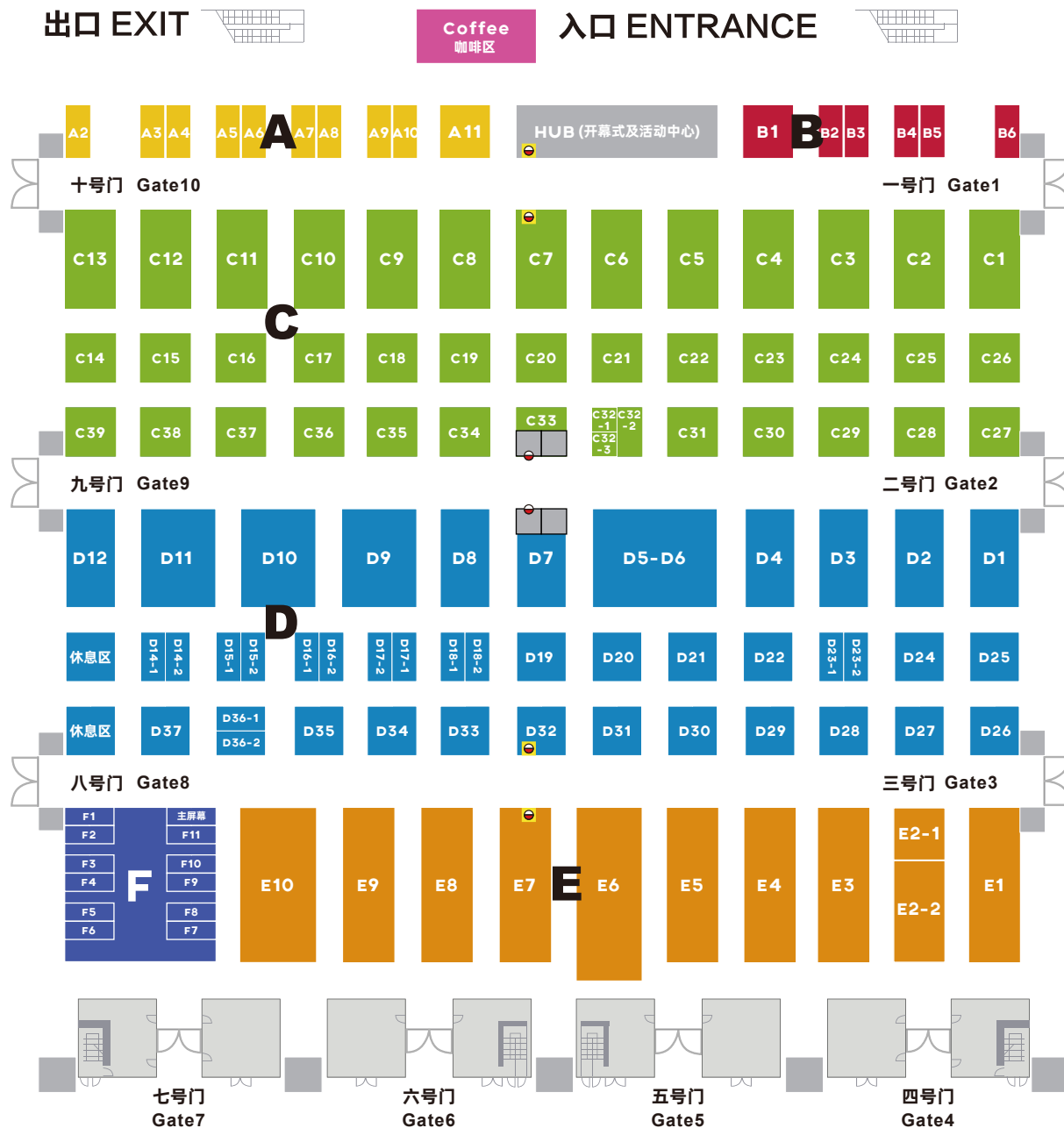
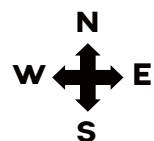
Opening hours: 09:00-17:00, Nov 3rd - Nov 5th, 2019

展位分布图 Floor Plan

出口 EXIT

Coffee
咖啡区

入口 ENTRANCE



承办单位简介

Organizer



SIDA成立于2008年，创会初始发起单位48家，十年间已吸纳来自深圳及世界各地的会员单位851家，以“对接产业·接轨国际”为宗旨，为行业参与者提供行业研究、政策解读、产业对接、行业交流、资源优化、项目落地等产业服务。目前，秘书处专职工作人员108人，已成为全球最大的工业设计专业行业组织，也是国内首个加入WDO(世界设计组织)的行业组织，并获得IF、红点、G-MARK、IDEA四大国际顶尖奖项的授权，共同开展国际设计交流与合作，推动深圳工业设计往高端化、国际化、品牌化发展。过去十年，SIDA带领行业实现了从跟跑到并跑，未来十年力争实现领跑。

SIDA自成立伊始，便以工业设计行业推手为目标，带领行业“走出去、引进来”，在全球设计、创新领域的舞台上频频发声。

2008年至今，成功举办了每年一届的中国（深圳）国际工业设计节。

2011年起，带领深圳设计团首次闯进世界最高规格的伦敦百分百设计展，开启中国设计参展零的突破，2014年联合商务部共同主办，深圳馆升级为中国馆。

在协会连续三年坚持不懈的倡导呼吁下，2012年12月，深圳市政府正式印发《关于加快工业设计发展的若干措施》。

2013年至今，在深圳市经贸信委的大力支持和指导下，协会成功承办了每年一届的由深圳市政府主办的深圳国际工业设计大展，该展览已被媒体誉为全球工业设计第一展。

2014年，协会集结深港两地43家设计机构举办首届深港设计双年展，被业界誉为小米兰设计周。同年创建中芬设计园，推动芬兰赫尔辛基与深圳因设计结缘并建立友好城市，并推动两岸青年创客创业合作，获批挂牌全国首个“海峡两岸青年创业基地”。

2015年，协会承办首届深圳国际创客周，强大“双创”能力让深圳赢得世界尊敬；推动FABLAB 2.0落地深圳，引进第十二届国际微装配实验室年会首次在中国举办。

2016年10月，协会承办全国大众创业万众创新活动周深圳主会场，获得国务院总理李克强高度赞誉：超乎预期，难以想象。同年，协会率先建议世界设计组织（WDO）更改工业设计的定义并联合发起全球征集活动，10月在韩国光州召开第29届年度代表大会上，正式宣布了工业设计的最新定义。

2017年9月，协会承办北理莫斯科大学开学典礼，获得中央首长及省市领导高度评价；2017发起成立河北工业设计创新中心，打造成为全省“发动机”并在11个城市输出；协会与雄安新区管委会、河北省工信厅三方签署雄安工业设计创新战略合作协议，打造雄安工业设计“四个一工程”，助推雄安未来之城建设与发展。

2018年5月，参与中国共产党与世界政党高层对话会专题会议；2018年参与举办第一届河北国际工业设计周。

2019年6月，协会承办第五届深圳国际创客周暨全国大众创业万众创新活动周。

从深圳到大湾区，协会以设计为核心驱动产业链经济发展，赋能上游企业投入创新，改进服务质量，以工业设计带动产业升级辐射京津冀以及长三角经济带，打造全国第一个“工业互联网设计云平台”，助力深圳打造具有世界影响力的创新创业创意之都。

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Shenzhen Industrial Design Profession Association (SIDA) was founded in 2008 by 48 companies. Till now, SIDA has 851 members from Shenzhen and other cities of the world, aiming to integrate with the industry and connect the world, providing industry services including researches, policy interpretation, matching, exchanges, resource optimization, project landing, etc.. With 108 staff at its Secretariat, SIDA has become the largest professional association of industrial design in the world, and SIDA is also the first industry organization that joined in World Design Organization (WDO) in china, it has also cooperated with IF, Red-dot, G-mark an IDEA to work on global exchanges and cooperation, thus to promote Shenzhen industrial design towards Globalization and Branding. In the past decade, SIDA has made a difference in industrial design. In the following decade, SIDA is going to guide the development of industrial design.

Since its establishment, SIDA has aimed to be the promoter of industrial design, and led the industry go out and has brought in good designs, making frequent voices on the stage of global design and innovation.

By 2019, SIDA has successfully organized China (Shenzhen) International Industrial Design Festival for 11 consecutive editions.

Since 2011, SIDA has led Shenzhen design delegation make its debut in 100% Design London, which is also the debut of Chinese design companies in the fair. Since 2014, the Shenzhen Pavilion has been upgraded to China Pavilion which has been co-hosted by Ministry of Commerce.

SIDA has been consistently advocating the special policies to promote industrial design. In December 2012, the municipal government officially issued "Several Measures for Accelerating the Development of Industrial Design Industry" has been policy.

Since 2013, SIDA successfully held the annual Shenzhen International Industrial Design Fair (SZIDF) hosted by the municipal government. With the strong support of Economic, Trade and Information Commission of Shenzhen Municipality, SZIDF has now been renowned as the first fair of global industrial design.

In 2014, SIDA organized the first Shenzhen-Hong Kong Design Biennale together with 43 design institutions from Shenzhen and Hong Kong, which was praised as Smaller Milan Design Week. The same year, Sino-Finnish Design Park was established, promoting Helsinki and Shenzhen to become sister cities. SIDA has also been promoting the cross-strait youth entrepreneurship cooperation, and was

approved and listed as the first "Cross-strait Youth Entrepreneurship Center" .

In 2015, SIDA began to organize Shenzhen Maker Week, the Shenzhen's strong mass Innovation and entrepreneurship ability won worldwide respect. In 2016, SIDA organized FabLab12 in Shenzhen which was the first time to be introduced in China to promote FabLab2.0.

In October 2016, SIDA organized National Mass Innovation and Entrepreneurship Week and Shenzhen Maker Week main venue, Premier Li Keqiang also praised it as Beyond Expectation and out of Imagination during his visit. The same year, SIDA took the lead to recommend World Design Organization (WDO) to redefine industrial design. At the 29th Annual WDO Congress in Gwangju, South Korea, the latest definition of industrial design was officially announced.

In September 2017, SIDA held the opening ceremony of the Shenzhen MSU-BIT University, which was highly praised by head of the central government and the leaders of the provinces and cities. In 2017, SIDA initiated the establishment of Hebei Industrial Design Innovation Center, thus to build the "engine" for Hebei province. SIDA has signed the Xiong'an Industrial Design Innovation Strategic Cooperation Agreement with the Xiongan New District Management Committee and the Hebei Department of Industry and Information Technology, in order to create a "Four-One Project" for Xiongan industrial design, thus to construct and develop the future city - Xiongan.

In 2018, SIDA organized Special Meeting of High-level Dialogue Conference between the CPC and the World Political Parties, to promote the community of shared future for mankind. SIDA also organized the 1st Hebei International Industrial Design Week.

In June 2019, SIDA organized the 5th National Mass Innovation and Entrepreneurship Week and Shenzhen Maker Week. From Shenzhen to Greater Bay Area, SIDA takes the design as the core to drive the economic development of the industrial chain, empowers upstream enterprises to invest in innovation, improves service quality, and promotes industrial upgrading and to radiate Beijing-Tianjin-Hebei area and the Yangtze River Delta economic belt, creating the first "Industrial Design Cloud Platform", which will help Shenzhen to build an innovative and entrepreneurial creative capital with world influence.

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服务商信息

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Main Contractor
-  住宿、交通、旅游
Accommodation, Transport and Travel
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Translation Company
-  公关活动策划公司
Ceremony Service
-  境内运输、境外报关运输
Official Freight Forwarder
-  会展中心储运及叉车服务
Convention and Exhibition Center
Storage and Forklift Service
-  餐饮服务
Food Service

公关活动策划公司 Ceremony Service

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肯德基 (KFC) 4008823823
麦当劳 (McDonald's) 4008517517

设计大展相关服务电话 和深圳市主要机构电话 Contacts

服务商信息

-  深圳市重要服务电话
Useful Telephone Numbers in Shenzhen
-  重要社会机构
Gov. Service Dep.

深圳市重要服务电话

报警电话：110
 紧急救护：120
 电话查询：114, 160
 电话报时：12117
 天气查询：12121
 信息服务台：160
 的士召唤：96511（运发公司），83166666（运联通）

Useful Telephone Numbers in Shenzhen

Police: 110
 Ambulance: 120
 Telephone Directory Enquiries: 114, 160
 Time Enquiries: 12117
 Weather Enquiries: 12121
 Telecom Info Enquiries: 160
 Taxi Call: 96511, 83166666

重要社会机构

深圳市政府咨询：+86-755-82100000
 深圳市消费者委员会：+86-755-82102315
 深圳会展中心：+86-755-82848800, 82848900
 深圳市外事办：+86-755-82002509
 深圳市宝安国际机场：+86-755-95000666
 深圳市科工贸信委：+86-755-82002021
 深圳市工业和信息化局：+86-755-88102553
 深圳市旅游局：+86-755-82003200
 深圳市邮电局：+86-755-11185

Gov. Service Dep.

Municipal Government of Shenzhen: +86-755-82100000
 Consumer Council: +86-755-82102315
 Convention & Exhibition Centre: +86-755-82848800, 82848900
 Foreign Affairs Office: +86-755-82002509
 Shenzhen Airport: +86-755-95000666
 Shenzhen Trade & Industry Council: +86-755-82002021
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 Shenzhen Tourism Board: +86-755-82003200
 Post Office: +86-755-11185

公共交通指引

Public Traffic Guide

市内乘车路线：

深圳宝安国际机场 → 地铁11号线 → 车公庙站 → 地铁1号线 → 会展中心D出口

深圳（罗湖）站 → 地铁1号线 → 会展中心D出口

深圳北站 → 地铁4号线 → 会展中心D出口

深圳东站 → 地铁3号线 → 老街站 → 地铁1号线 → 会展中心D出口

福田口岸 → 地铁4号线 → 会展中心D出口

深圳湾口岸 → 的士 → 登良站 → 2号线 → 世界之窗 → 1号线 → 会展中心D出口

皇岗口岸 → 地铁7号线 → 福民站 → 地铁4号线 → 会展中心D出口

罗湖口岸 → 罗湖站 → 地铁1号线 → 会展中心D出口

广州→深圳会展中心：

广州火车站 → 深圳罗湖火车站 → 地铁1号线 → 会展中心D出口

广州火车东站 → 深圳罗湖火车站 → 地铁1号线 → 会展中心D出口

广州南站 → 高铁动车组 → 深圳北站 → 地铁4号线 → 会展中心D出口

广州南站 → 高铁动车组 → 福田站 → 地铁2号线 → 市民中心站 → 地铁4号线 → 会展中心D出口

香港→深圳会展中心：

香港国际机场 → A43城市巴士 → 上水站 → 东铁线 → 罗湖 → 地铁1号线 → 会展中心D出口

香港国际机场 → A43城市巴士 → 上水站 → 东铁线 → 落马洲 → 福田口岸 → 地铁4号线 → 会展中心D出口

香港国际机场 → 地铁机场线 → 九龙站 → 香港西九龙站 → 高铁 → 福田站 → 地铁4号线 → 会展中心D出口

香港西九龙站 → 高铁 → 深圳北站 → 地铁4号线 → 会展中心D出口

香港西九龙站 → 高铁 → 福田站 → 地铁2号线 → 市民中心站 → 地铁4号线 → 会展中心D出口

Shenzhen to SZCEC Public Transport:

Shenzhen Baoan International Airport → Line 11 → Chegongmiao Station → Line 1 → Convention & Exhibition Center (Exit D)

Shenzhen Luohu Station → Line 1 → Convention & Exhibition Center (Exit D)

Shenzhen North Station → Line 4 → Convention & Exhibition Center (Exit D)

Shenzhen East Station → Line 3 → Laojie Station → Line 1 → Convention & Exhibition Center (Exit D)

Futian Checkpoint → Line 4 → Convention & Exhibition Center (Exit D)

Shenzhen Bay Checkpoint → Taxi → Dengliang Station → Line 2 → Window of the World → Line 1 → Convention & Exhibition Center (Exit D)

Huanggang Checkpoint → Line 7 → Fumin Station → Line 4 → Convention & Exhibition Center (Exit D)

Luohu Checkpoint → Luohu Station → Line 1 → Convention & Exhibition Center (Exit D)

Guangzhou to SZCEC Public Transport:

Guangzhou Railway Station → Shenzhen Luohu Railway Station → Line 1 → Convention & Exhibition Center (Exit D)

Guangzhou East Railway Station → Shenzhen Luohu Railway Station → Line 1 → Convention & Exhibition Center (Exit D)

Guangzhou South Railway Station → High Speed Train → Shenzhen North Station → Line 4 → Convention & Exhibition Center (Exit D)

Guangzhou South Railway Station → High Speed Train → Futian Station → Line 2 → Civil Center Station → Line 4 → Convention & Exhibition Center (Exit D)

Hong Kong to SZCEC Public Transport:

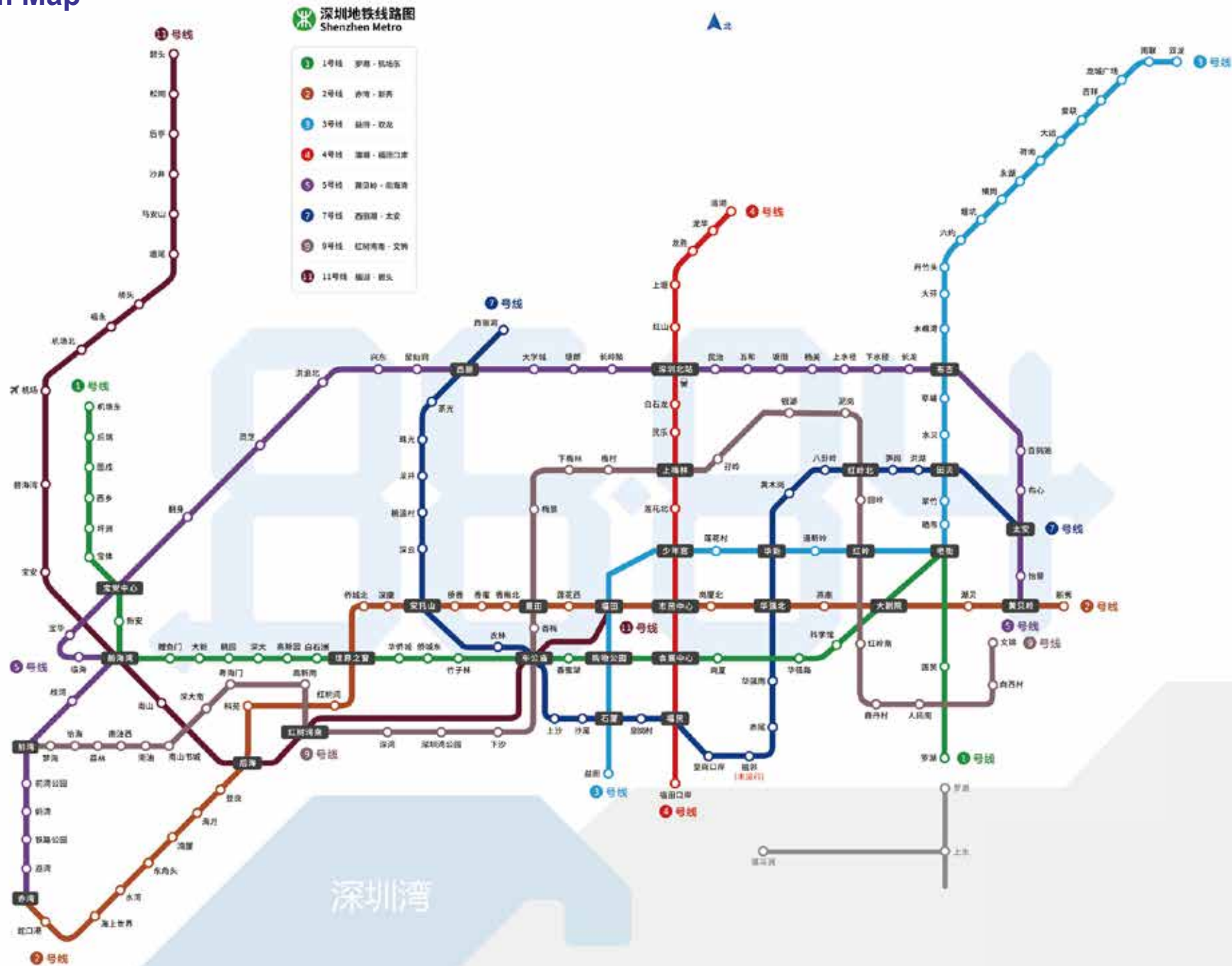
Hong Kong International Airport → A43 City Bus → Shangshui → East Rail Line → Luohu Station → Line 1 → Convention & Exhibition Center (Exit D)

Hong Kong International Airport → A43 → Shangshui → East Rail Line → Luomazhou Station → Futian Checkpoint → Line 4 → Convention & Exhibition Center (Exit D)

Hong Kong International Airport → Airport Line → Kowloon Station → Hong Kong West Kowloon Station → High Speed Train → Futian Station → Line 4 → Convention & Exhibition Center (Exit D)

Hong Kong West Kowloon Station → High Speed Train → Shenzhen North Station Railway Station → Line 4 → Convention & Exhibition Center (Exit D)

Hong Kong West Kowloon Station → High Speed Train → Futian Station → Line 2 → Civil Center Station → Line 4 → Convention & Exhibition Center (Exit D)



评审专家 The Jury

深圳国际工业设计大展是我国第一个引入伦敦百分百设计展专家评审机制的设计大展。本届设计大展延续前六届模式，邀请业界重量级贵宾担任评审专家，包括iF国际设计大奖全球总裁拉夫·威格曼，清华大学首批文科资深教授、清华美术学院责任教授、博士生导师，中国工业设计之父柳冠中，Whipsaw创始人及首席设计师、前青蛙设计公司总裁丹·哈登，英国普睿谷设计公司创始人兼总裁保罗·普里斯特曼，k creativeworks创意工作室CEO、索尼移动通信前台北创意产品总监胜沼润，台湾科技大学设计学院院长宋同正，从创新性、功能性、前瞻性、交互性、经济性、竞争力、影响力等角度严格把关，结合多渠道、多角度评选，最终选出“The Great One产品设计至尊奖”、“The Great One产品创新设计奖”、“The Great One最佳展示奖”三个系列奖项。

Shenzhen International Industrial Design Fair (SZIDF) is the first professional design fair in China that introduces expert review mode of 100% Design London by establishing a jury panel. SZIDF2019 will continue this innovative mode.

Ralph Wiegmann, Managing Director of iF International Forum Design GmbH; Dan Harden, CEO and Principal Designer of Whipsaw, former President of Frog Design; Paul Priestman, Founder and Chairman at PriestmanGoode, master of Transport Cabin Design; Jun Katsunuma, Founder and CEO of “k creativeworks”, Sony's Former Product Design Director; David Sung, Dean of the College of Design, Taiwan Tech; Liu Guanzhong, Tsinghua University's first batch of senior liberal arts professors, father of Chinese industrial design are invited to be the jury members. They will evaluate and grade three awards of "The Great One Award: Best of the Best (product)", "The Great One Award Winner (product)", "The Great One Award: Best in Show (Booth)", based on multiple elements such as innovation, functionality, foresight, interactivity, competitiveness, economical efficiency, influence etc.



拉夫·威格曼

iF国际设计大奖全球执行总裁

Ralph Wiegmann

Managing Director of iF International Forum Design GmbH

拉夫·威格曼，1957年生于德国汉诺威，是汉诺威iF国际设计大奖（iF International Forum Design GmbH）的执行总裁，他在全球范围，特别在亚洲有着数十年的行业经验，作为一名在全球活跃的演讲分享者，他熟悉不同的设计场景及亚洲项目，使得他成为一名经验丰富的业务合作伙伴。在此之前，拉夫于1981年至1995年在德国梅塞公司（Deutsche Messe AG）担任项目负责人和首席执行官。他是国际工业设计学会（ICSID，现已更名为世界设计组织WDO）的前董事会成员，以总经理的身份，在提升国际声誉和成功组织iF设计奖方面发挥着决定性作用。

Ralph Wiegmann (*1957 in Hannover) is the Managing Director of iF International Forum Design GmbH in Hannover (Germany). Thanks to his global activities and his decades of experience, on the Asian continent in particular, he is a popular speaker at conferences, intimately familiar with the design scene and very knowledgeable about programs focusing on Asia, making him a highly experienced networking partner. Prior to this, Ralph worked for Deutsche Messe AG as a project leader and leading executive from 1981 to 1995. He is a former board member of ICSID (International Council of Societies of Industrial Design) and, in his capacity as iF Managing Director, plays a decisive role in advancing the international reputation and ensuring the successful organization of the iF DESIGN AWARDS.



柳冠中

清华大学首批文科资深教授、中国工业设计之父

Liu Guanzhong

Tsinghua University's first batch of senior liberal arts professors, father of Chinese industrial design

柳冠中，清华大学首批文科资深教授，清华大学美术学院责任教授、博导，中国工业设计协会荣誉副会长兼专家工作委员会主任，中国光华龙腾奖委员会主席，清华大学美术学院设计战略与原型创新研究所所长，国务院发展研究中心《高质量发展目标要求与战略重点：工业设计提高制造业发展质量》课题组顾问，曾获国家人事部、教育部授予归国留学突出贡献奖章。1984年柳冠中创建了我国第一个“工业设计系”。多年来勤奋耕耘、为人师表，奠定了我国工业设计学科的理论基础和教学体系，已成为我国最著名的工业设计学术带头人和理论家。其教学、学术和设计实践活动遍布大江南北，培养了大批该专业的教学和设计精英、骨干；其“生活方式说”、“共生美学观”、“事理学”等理论方法在国内乃至国际设计界都产生了导向性影响，形成了中国自己的设计理论体系。

Liu Guanzhong, Tsinghua University's first batch of senior liberal arts professors, Tsinghua University Responsibility Professor, Honorary Vice President and Director of the Expert Working Committee of China Industrial Design Association, Chairman of China Guanghua Longteng Award Committee, Director of Institute of Design Strategy and Prototype Innovation, Academy of Fine Arts, Tsinghua University, consultant of the 'Quality Development Goals Requirements and Strategic Priorities: Industrial Design to Improve the Quality of Manufacturing Industry Development' project by Development Research Center of the State Council, he has been awarded the Outstanding Contribution Award by the Ministry of Human Resources and Social Security of the People's Republic of China and the Ministry of Education of the People's Republic of China.

In 1984, Liu Guanzhong created China's first 'Industrial Design Department'. Over the years, he established the theoretical foundation and teaching system of China's industrial design discipline. He has become China's most famous academic leader and theorist of industrial design. His teaching, academic and design practice activities are spread all over the country and he has trained a large number of teaching and design elites. His theoretical methods such as 'Lifestyle theory', 'Symbiosis aesthetics' and 'Science of doing things' are famous in the domestic and international design circles, produced a guiding influence and formed China's own design theory system.



丹·哈登

Whipsaw创始人及首席设计师，前青蛙设计公司总裁

Dan Harden

President, CEO & Co-founder of Whipsaw

丹·哈登为Whipsaw创始人及首席设计师，前青蛙设计公司总裁，他曾被Fast Company评选为商界最具创意100人之一，被誉为“设计的秘密武器”。2005年Fast Company还将他列为该年全球设计大师。他曾获得超过260个设计大奖，包括IDEA、Red Dot、iF、MDEA、D&AD和G-Mark。他设计范围极广，例如婴儿奶瓶、超级计算机、谷歌数字电视棒、戴尔Precision系列电脑、思科网真系统、Intel平板电脑、博朗家庭用品、摩托罗拉手机、罗技鼠标等等。他的作品被亨利福特博物馆和帕萨迪纳加州艺术博物馆等博物馆收藏。

Dan Harden, President, CEO and Co-founder of Whipsaw, who used to be awarded by Fast Company, as one of the top 100 most creative persons in the world, known as the secret weapon of the design. In 2005, he was also listed as Global Design Master by Fast Company. He won over 260 design awards, such as IDEA, Red Dot, iF, MDEA, D&AD and G-Mark, covering a wide range of design, including baby bottle, supercomputer, Google digital TV, Dell Precision computer, Braun household items, Logitech mouse, etc.. His design was collected by Smithsonian Museum and Pasadena Museum of Art.



保罗·普里斯特曼

英国普睿谷设计公司创始人兼总裁

Paul Priestman

Designer, Co-founder & Chairman of PriestmanGoode

Paul Priestman是全球设计咨询公司PriestmanGoode的设计者，联合创始人和主席，该公司专门从事基础设施、航空、运输、酒店和产品设计方面的大型项目。他的作品每天都被全世界数百万人使用。在过去的30年里，Priestman凭借其屡获殊荣的未来概念 - 为改善我们的日常生活并鼓励可持续发展的长期思考的远见卓识 - 建立了卓越的声誉。他是一位关于设计和创意未来思想主题的鼓舞人心的演讲者，并因设计对于良好业务的重要性而飞扬。Priestman因其工作赢得了无数奖项。他被领先的报纸“星期日泰晤士报”评选为英国500名最具影响力人物之一。2017年，他获得了设计创新奖章，这是伦敦设计节颁发的最高奖项之一，该奖项旨在表彰各种形式的创业精神，并以设计和创新为核心的个人致敬。他的作品在世界各地广泛展出，包括设计博物馆和伦敦的维多利亚和阿尔伯特博物馆以及华盛顿特区的肯尼迪中心。

Paul Priestman is a designer, co-founder and Chairman of global design consultancy PriestmanGoode, which specialises in large scale projects in infrastructure, aviation, transport, hospitality and product design. His work is used by millions of people around the world, every day. Over the last 30 years, Priestman has built an outstanding reputation for his award-winning future concepts - visionary ideas to improve our everyday lives and encourage sustainable, long-term thinking. He is an inspirational speaker on the subject of design and creative future thinking and flies the flag for the importance of design to good business. Priestman has won numerous awards for his work. He has been voted one of Britain's 500 Most Influential individuals by the leading newspaper The Sunday Times. In 2017, he has received the Design Innovation Medal, one of the highest accolades given by the London Design Festival, which recognises entrepreneurship in all its forms, and honours individuals who have built their business with design and innovation at their core. His work has been widely exhibited around the world, including at the Design Museum and the Victoria & Albert Museum in London and the Kennedy Center in Washington, DC.



胜沼润

“k creativeworks” 创始人、CEO/前索尼产品设计总监

Jun “kats” Katsunuma

Founder / CEO of “k creativeworks” ,
Former Product Design Director of SONY

2019年，kats在日本东京建立了自己的创意工作室“k creativeworks”。在全球范围内推动产品设计、概念设计、品牌设计和创意咨询。kats在索尼公司和其他主要电子公司的消费产品设计方面拥有超过25年的经验。在索尼，他主要负责设计家居产品和移动产品，拥有大约6年的海外工作经验，曾担任Sony Mobile北京和台北的产品设计总监，为全球市场设计了数量丰富的移动产品。曾获奖项包括日本的Good design、德国的Red Dot和iF、美国的IDEA等，也曾担任2016年iF设计奖的评审团。Kats在设计概念设计、新体验创造和全球团队管理方面具有卓越的能力。

In 2019, kats established his own creative studio “k creativeworks” at Tokyo Japan.

Force in Product design, Concept creation, Branding design and Creative consultation worldwide.

kats has more than 25years experience in consumer products design at Sony Corporation and other major electronics companies.

At Sony, he created home products and managed mobile products as Product Design Director. and he has about 6years experience of overseas assignment as Head of Product Design of SonyMobile Beijing and Taipei, Created mobile products for global market.

Achievements include awards such as Good design in Japan, iF and Red Dot in Germany, I.D. in USA.

He also served as jury of design competitions. as iF design jury in 2016, and other award jury in japan.

kats has remarkable ability of design concept creation, new experience creation and global team management.



宋同正

台湾科技大学设计学院院长

David Sung

Dean of the College of Design, Taiwan Tech

宋同正拥有澳洲 Macquarie University 管理博士学位，现为台湾科技大学设计学院院长暨设计系特聘教授。他曾担任台湾创意设计中心（TDC）执行长，台湾科技大学工商设计系（现更名为设计系）系主任一职，及台湾飞利浦电子公司项目/产品经理、台湾三洋电机公司工业设计师。他目前是设计学报(Elsevier SCOPUS) 总编辑和International Journal of Design (SCI-E/SSCI/AHCI) 副总编辑。他曾获2009和2010 年度红点设计奖(red dot award)，及台湾科技大学教学杰出奖和优良研究创新奖。他担任过多项设计和创新奖评审委员(例如，金点设计奖、政府服务奖、台北国际发明奖、中小企业创新研究奖)。近来，他研究领域专注于服务设计、设计管理、智能产品设计、社会创新与设计。

David Sung received a Ph.D. in Management from Macquarie University (Australia). He is currently Dean of the College of Design and distinguished professor at National Taiwan University of Science and Technology (Taiwan Tech). He has served as the CEO of Taiwan Design Center (TDC) from May 1, 2006 to July 31, 2019. Prior to being an academician, he worked for Philips Electronics (Taiwan) Ltd. as project and product managers and for Sanyo Electric (Taiwan) Ltd. as an industrial designer for several years. And, he has also served the Editor-in-Chief of Journal of Design (Elsevier SCOPUS) and an Associate Editor of International Journal of Design (SCI-E, SSCI and A&HCI). Prof. Sung has won the prestigious 2009 and 2010 Red Dot Design awards. He also received Taiwan Tech's outstanding teaching and excellent research & creativity awards. He has served as the juries of design or innovation awards, including Golden Pin Design Award, Government Service Award, Taipei Invention Award and Taiwan SMEs Innovation Award. His recent research interests have focused on service design, design management, smart product design and social innovation & design.

参展商名录 Exhibitors

A

A2	Shanghai Jieyong Technology
A3	HEIRUIYUN
A4	Hemtom Prototyping
A5	BEE DESIGN
A6	Vertical Space
A7	ISOODSIGN
A8	JINRICHONG
A9	EREN STUDIO
A10	Fafoo Design
A11	C&C DESIGN

B

B1	Jian Yi
B2	E-pac Industrial
B3	UNIZ
B4	Multiplus
B5	Jingxin
B6	Saloman

C

C1	AIRWOOD
	Dr Da
	WINCOUD 3D
	DaFeiEDU
	WEEEMAKE
	Education Science
C2	TOPdesign
C3	Innozen Design
C4	SILKROAD VISION
C5	Bifoxs
C6	3NOD IDC
C7	inDare Design
C8	CBON DESIGN CONSULTANCY
C9	XIVO Design
C10	AZ DESIGN
C11	9-o'clock design
C12	Clf Design
C13	ARVR
C14	Display Community
C15	Clf Design
C16	China Europe Branding Association
C17	ALPHA DESIGN
C18	XIVO Design
C19	jaudesign agency
C20	Black Square Design Studio
C21	OMDESIGN
C22	MIPOW
C23	ALTPLUS DESIGN LIMITED
C24	Play Duang
C25	PLEN Robotics Inc
C26-1	ZSIDA
C26-2	Tijump
C26-3	PECAS
C26-4	New born Design

C

C26-5	JEFF DESIGN
C26-6	ZHIXIN
C27-1	DQ-Display
C27-2	Maokwong
C27-3	YC Precision
C27-4	Chun En
C28	SUNUNO
C29	LAI Design
C30	SIID
C31	C60design
C32-1	Design42day
C32-2	Design Storylab
C32-3	XLMS Limited
C33	HERE CREATE Ltd.
C34	OrangeCDS
C35	XIVO Design
C36	SOYA
C37	NEWIDEODESIGN
C38	DDID Design
C39	FEATech

D

D1	Karim Rashid China
D2	YUNBO DESIGN
D3	The Korea institute of Design Promotion (KIDP)
D3-1	ATOMY
D3-2	found/Founded
D3-3	LIDART
D4	PIY
D5-6	Hebei Pavilion
D7	Favaretto&Partners
D8	MK Design
D9	ZOUDESIGN
D10	WeNext
D11	SZMA
D12	Spark Awards
D14-1	biliDESIGN
D14-2	LION HERO
D15-1	Eevin Design
D15-2	Shengwogao
D16-1	Bbarbarartist
D16-2	hypt
D17-1	DesignUM
D17-2	Dadesin Prototype
D18-1	Antonio Lanzillo & Partners
D18-2	IXDC
D19	News Center
D20	Studio Gooris Ltd
D21	GWOWO
D22-1	Desall SRL
D22-2	Yu Ito Design
D23-1	Sunkist Cultural
D23-2	SHATO
D24	ED Design Ltd.
D25-26	Italian Design Association (IDA)
D25-26-1	Bottega Industriale

D

D25-26-2	Eduardo Alessi
D25-26-3	MASERA DESIGN
D25-26-4	TROVITECH
D27	JIDC
D28	CRE8
D29	Japan Design Pavilion
D30	SZOIL
D31-32	Noto GmbH
D33	Sino-Swedish Design Park
D34	Perth Design
D35	LoveDesign
D36-1	ERP
D36-2	CREALITY
D37	HONPE

E

E1	Danish Design Pavilion
E1-1	Anker Studio
E1-2	Urgent
E2	German Design Pavilion
E2-1	Brandis
E2-1	VDID
E2-2	Dark Horse
E3	Florence Design Week
E4	Blank Group
E5	Macau Pavilion
E5-1	Early Cloud Design Integration Limited
E5-2	TODOT DESIGN
E5-3	MOPDA
E5-4	FA,MUST
E5-5	Hylé Design Macau

E

E6	TDC
E7	A' design Award & Competition
E8	Dutch Design Pavilion
E8-1	Springtime Design
E8-2	DesignNest
E8-3	TROUBLE MAKER
E9	Whipsaw
E10	FIND TEN

F

F1-F2	i-mu
F3	GNM
F4	TCL
F5	SKYWORTH
F6	DONGCHANG
F7-F11	Futian Hi-tech Museum