



# A Chinese Youth

*From new trends to design applications  
Conference & Workshop*

*Thursday, December 2nd, 2010*

*Friday, December 3rd, 2010*

New Bridge 8, No 436, Jumen Road, Shanghai

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# insight SHANGHAI 2010

conference & workshop





**What is  
Insight Shanghai 2010  
all about?**



## **A Chinese Youth**

In less than a decade, Chinese people have faced unprecedented changes in their lives. On the one hand, modernization defined new social norms and quickly consolidated lifestyles, consumption patterns, tastes, manners and expectations of Chinese consumers.


On the other hand, modernity reinforced the need of individual differentiation and recognition. “Getting rich first” and “building a common prosperity” are still valid slogans but this is not enough.

In this context, Chinese youngsters take the lead. Conformist and activist, the Me-generation mirrors new social norms while bringing new ideas and energy to future changes in society, commerce and culture as well.

During two days, our mission will be to understand the dreams and expectations of the younger generation and, thus, to define the business innovations that will engage them.

We invite you to come and interact with international and Chinese experts on global trends and China insights, sociology, design or new Media and share your perspective with participants from a diverse range of industries.





**Who will be speaking at the event?**

**Mr. Yang Xiong**

Institute of the young and children  
Shanghai Social Science Academy  
China

**Ms. Xiao Xue**

Head of editor  
ELLE China

**Mr. Xu Jun**

Head of design  
Jahwa cosmetics

**Mr. Huang Bing**

Head of design  
GM Shanghai

**Mr. Sam Flemming (tbc)**

Founder  
CIC – China

**Ms. Agnes Kubiak**

Consumer Trend Specialist  
Creative Director  
Style-Vision, France

**Mr. John Fu**

Program Leader of Industrial Design,  
School of Media and Design,  
Shanghai Jiao Tong University, China



*The information here is subject to change as our agenda continues to develop.*



**What is the agenda?  
The conference  
will take place on Thursday,  
December 2nd, 2010.**

*You know, the conference provides first hand  
knowledge on China consumers & markets from  
business, design and marketing professionals.*

**MORNING**

**08:00 to 09:00** Registration and Coffee

**09:00 to 09:30** Welcome speech and objectives

**09:30 to 10:30** **Mr. Yang Xiong, Sociology**  
of Youth in China

**10:30 to 12:30** **Ms. Agnes Kubiak and**  
**Mr. John Fu, Trends 2011/2012**

Presentation: From global and local trends to  
design applications.

**12:30 to 13:30** Lunch

**AFTERNOON**

**Fashion and Cosmetics: Searching for personal identity**

**14:00 to 14:45** Presentation: **Miss Xiao Xue, ELLE China**, How fashion magazines and blogs define fashion looks? + A debate with a young fashion designer will help clarify who actually "dictates" fashion trends?

**14:45 to 15:30** Presentation: **Mr. Xu Jun, Jahwa Cosmetics**, the Rebirth of the Two Girls Brand, an iconic brand of the glamorous Shanghai of the 1930s. + A discussion with Professor Yang Xiong will enable to understand why cultural roots and heritage are so important.

**Automotive: Looking for social status**

**16:00 to 16:45** Presentation: **Mr. Huang Bing, GM Shanghai**, How to engage the young consumers and grow their loyalty? + A dialog with a young car designer and eco-friendly supporter will bring innovative ideas.

**High Tech & social media: Inventing a new life**

**16:45 to 17:30** Presentation: **Sam Flemming, CIC**, Social networks are a way of life of the younger generation? What will change when they become adults? + A young digital artist will share with us his experience of navigating between real and virtual worlds.


**17:30 to 18:00** Q & A

**18:00 to 19:30** Cocktail and name cards festival



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**What is the agenda  
of the workshop?  
The workshop  
will take place  
on Friday,  
December 3rd, 2010.**

***You know, the workshop is an exclusive guided brainstorming session, aiming at translating consumer insights and design trends into innovative business applications.***

**MORNING**

**08:00 to 09:00** Registration and Coffee

**09:00 to 09:30** Welcome speech and workshop's objectives

**09:30 to 11:00** Testimonials and feed backs from young consumers

**11:15 to 12:15** Who's who? Objectives of the participants

**12:15 to 12:30** Teamwork's constitution

**12:30 to 13:30** Lunch

**AFTERNOON**

**13:45 to 16:30** Brainstorming in groups

**16:30 to 17:30** Team presentations

**17:30 to 17:45** Vote for the best presentation

**17:45 to 18:00** Conclusion of the day

**18:00 to 19:30** Cocktail





***How much  
will it cost?***

## **Participant fees**

**1 day Conference: 200 euros**

**1 day Conference + 1 day Workshop: 400 euros**

Fees exclude VAT (if any)

Prices include documentation, lunch and cocktail of the day(s) you will attend.

Prices do not include travel or accommodation expenses.

If you need hotel recommendation, please contact Johnie.

### ***Registration for Chinese companies:***

Johnie, Shanghai Tianyun Convention & Exhibition Service Co., Ltd.

Phone number: +86(21) 52942688, 52942388,

Fax number: +86(21) 52942633

Mobile phone: 13816795313

e-mail: [jingzhitravel@126.com](mailto:jingzhitravel@126.com)

### ***Registration for International companies:***

On line: [www.style-vision.com/roundtable](http://www.style-vision.com/roundtable)

e-mail: [genevieve.flaven@style-vision.com](mailto:genevieve.flaven@style-vision.com)

Phone number: +33 (0)493620007



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*Who will be participating?*

**Companies represented at the previous Insight Shanghai**

Baidu  
Cabo  
Changhong  
China Telecom  
Datacolor  
Decathlon  
Diageo  
Dow Corning  
Firmenich  
Fish design  
Founder Tech  
Haier  
Hitachi  
HP  
Idl  
Ipsos

Jahwa  
Jasonwood  
Lenovo  
Louis Vuitton  
Mane  
Mankiewicz  
Metan  
Midea  
Panasonic  
Patac  
Pega  
Philips design

Sherwin-Williams  
Sinodis  
Ssangyong  
Swarovski  
Symrise  
Tcl  
Visteon  
Volkswagen







*Where is the event taking place?*

## **New Bridge 8, No 436, Jumen Road, Shanghai**

**Bridge 8 is an inspiring venue between tradition and modernity.**

**Bridge 8 is a former industrial complex transformed into offices which host design agencies, fashion studios or brand consultants. Revitalized industrial areas attract creative industries because they convey a sense of powerful industrial heritage and ultimate modernity as well.**

**Designers and innovators are looking for beautiful and efficient work environment. Bridge 8 perfectly combines the hardware inherited from the past and the software to invent the future.**



**By invitation only**

The organizers reserve the right to limit the number of participants from any given industry sector in order to avoid conflicting business interests.

**Confidentiality**

None of the presentations will be transmitted or published to outside partners or affiliates without the permission of the presenter.

**Cancellation policy**

In certain circumstances, Style-Vision permits registered participants to be replaced by another representative.

Upon our confirmation letter and invoice, cancellation fees are as follows:

More than eight calendar weeks before the event: no cancellation fee.

Between six and eight calendar weeks before the event: 25% of the participant fee.

Between four and six calendar weeks before the event: 50% of the of the participant fee.

Between two and four calendar weeks before the event: 75% of the of the participant fee.

Less than two calendar weeks before the event: 100% of the participant fee.

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