



Innovative Surface Decoration Forum 2013

Color · Material · Finishing
 March 26-27, 2013 Shanghai, China

Decorating with different color, material, finishing (CMF) and various combinations of them at surface of the products; it turns products unique and personalized, appeal to different consumer groups.

CMF (Color, Material, Finishing) is the important element to update product from simple styling & concept to actual mass production and real life. Without good definition of CMF, good idea and concept is just a mere formality.

Generally speaking, decoration may increase cost. With the technology development, many decoration processes may lower the cost.

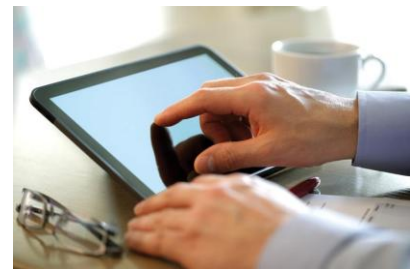
In order to improve cost performance, effective, surface decoration with additional function is more attractive.

Compare with vision and tactile impression, application of sense of hearing, smell, and taste is little. But development of material and process, make all of these is possible.

Combination of kinds of material and process create many inspiration and function.

With the enhancement of environmental protection requirements, green and flexible material and finishing technology are replacing traditional process

How to do the value-added design & manufacturing?



In the future, designers have opportunities to choose material and finishing process more freely based on the products information you want to express aesthetic experience.

Engineer could also choose the combinations with better physical property and competitive cost in many material and treatment process.

(86-21) 51872926

info@chinainmould.com

Joan Sun

QQ: 21588345

微博: 模内装饰资讯



Innovative Surface Decoration Forum 2013 is the 10th annual meeting focus on decoration organized by Getop & China In Mould Updates. It'll gather people from design, material, manufacturer, to discuss CMF (Color, Material, Finishing) development and application.

Who will attend

- ◆ Design Company
- ◆ Brands—3C, Automobile, Home Appliance, Toys...
- ◆ Material—Plastics, Metal, Glass, ceramics...
- ◆ Chemical Raw Material
- ◆ Coating & Paint
- ◆ Equipment
- ◆ Printer
- ◆ Mould Design & Manufacturer
- ◆ Surface Treatment
- ◆ Product Parts Manufacturer
- ◆ OEM/ODM/EMS
- ◆ Agents
- ◆ Academic Research
- ◆ Consulting Company
- ◆ Association
- ◆ Others

Your Benefits

1. Updated with industry development, make strategy for your company
2. Learn the fashion trends; make your products more value-added
3. Learn about material development, offer design possibility
4. Choose competitive cost and better process
5. Communicate with industry players, dispose resources reasonable

Face to face with:

- | | |
|-----------------------|------------------------|
| ● CMF Design | ● Material Development |
| ● Product Development | ● Marketing Planning |
| ● Styling & Modeling | ● Sourcing |
| ● Structure Design | ● Mould Design |
| ● Color Management | ● Mould Development |
| ● Engineering | ● CAD/CAE |
| ● Graphic Design | ● Surface Treatment |
| ● Style Design | ● Others |
| ● Prototype | |

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Agenda

Day One: March 26(Tuesday)

8:15-9:15	Registration
9:15-9:25	Welcome Speech
9:25-10:00	Mr.HIRANO Teruyoshi, Representative Director, Japan Decoration Technology Research Society Surface Decoration trends of technologies and market in Japan(confirming)
10:00-10:30	Coffee Breaks
10:30-11:10	Mr.ZHU Yuntao, Strategy R&D Director Innovation Designer Center, China Household Electric Appliance Research Institute (confirmed) 2013-2014 CMF Trends for Home Appliance
11:10-12:00	Ms.SONG Wenwen, Executive Director Color & Imaging Institute, Art & Science Research Center, Tsinghua University (confirmed) Selection and combination for CMF Luncheon
12:00-13:30	Luncheon
13:30-14:00	Introduction for Attendees
14:00-14:40	Good Design is Intersection of user demand, Technical feasibility and Business sustainability
14:40-15:10	Coffee Breaks
15:10-15:50	Multi-functional Decorative Film Development
15:50-16:30	Surface Decoration for Metallic Material
16:30-17:10	Surface Treatment and Decoration for Composites, Glass, Ceramics, etc.
17:10-17:20	Group Photo

Day Two: March 27 (Wednesday)

8:30-9:00	Registration
9:00-9:40	Innovative Functional Optical Film Development for Automotive, Consumer Electronics & Home Appliance
9:40-10:20	Opportunity & Challenge for Material & Process since Consumer Electronics become Thinner & Lighter
10:20-10:50	Coffee Breaks
10:50-11:20	Material & Process Development for Auto Trim
11:20-12:00	Design, Manufacturing & Application of 3D Texture
12:00-13:30	Mini Expo + Luncheons
13:30-14:00	Waiting for shuttle bus in hotel lobby
14:00-17:00	Visit Auto Interior & Exterior Expo

Updated on Dec. 19, 2012, subject to change

Brand Designer



Material Development



OEM / ODM / EMS / Tier Supplier



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