



## DESIGN IN CHINA

DESIGN INNOVATION CAMP IN SHANGHAI  
7-12 OCTOBER 2014

### AN EXCELLENT OPPORTUNITY TO SHOWCASE YOUR DESIGN/COMPANY AND GAIN INSIGHTS OF INNOVATION IN CHINA

China is likely to come up as a potential market for you – sooner or later. As a gateway to China, Shanghai is a natural first stop and entry point when it comes to design and innovation, as Shanghai is authorized by UNESCO as City of Design.

In order for Danish companies to validate China as an option we have put together a 5-day program where we give you tons of insights and facts, so you can decide whether China is for you; and affirmatively how to do China.

**Design Innovation Camp in Shanghai** is a one-week camp enables you to

- Showcase your design at the **Shanghai Design Week 2014** towards a large number of targeted professional audience including Buyers, Designers, Media etc. as well as potential end users that are interested in design. You will be able to test-sell your products to gain immediate feed-back from potential customers
- Provide you with insights about Chinese market and strategic considerations in terms of customer preference, market proposition, pricing strategy, e-commerce etc.
- Develop suitable strategy for the Chinese market.

**For more information, please contact:**

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The below proposed program is at current stage a draft only and is subject to changes:

	Day 0 - Tue 7 <sup>th</sup> Oct	Day 1 - Wed 8 <sup>th</sup> Oct	Day 2 - Thu 9 <sup>th</sup> Oct	Day 3- Fri 10 <sup>th</sup> Oct	Day 4 - Sat 11 <sup>th</sup> Oct	Day 5 - Sun 12 <sup>th</sup> Oct
<b>AM</b>	Arriving Shanghai	Intro to Shanghai, and China in General – culturally and in economic terms by ICDK and or experts	Exhibition at Shanghai Design Week  Great opportunity to meet with key players in design industry, including buyers, designers, media etc., and talk to them to test the market, and gain ins	Exhibition at Shanghai Design Week	IPR workshop or Match Making Event	Exhibition at Shanghai Design Week
<b>PM</b>		Final preparation for the exhibition		Store Check: include both Chinese and international brands in China	Exhibition at Shanghai Design Week	Internal workshop to conclude the key findings of the camp and revise the business strategy – facilitated by ICDK
<b>Others</b>			Reception at Consul General's Residence with relevant authorities / organisations	Dinner / Lunch: Shanghai based experts will share their experience on how they have done china within e.g. fashion and furniture	Dinner/Lunch: inviting relevant people to share their experience ref establishing in China	Depart Shanghai

**Cost:** 9,500DKK/Company (prerequisite: minimum 5 SMEs)

# **INNOVATION CENTRE DENMARK SHANGHAI**

All participants cover own travel, visa and accommodation expenses. ICDK will assist in issuing invitation letters for visa application, and hotel booking.