

重点活动 – 市场信息及营销策略
FEATURED EVENTS –
MARKET INFORMATION & BUSINESS STRATEGIES

2024 年第四届纺织工业设计创新论坛
2024 The Fourth Innovation Forum for
Textile Industrial Design

论坛
FORUM



论坛围绕“设计赋能”为核心，围绕“设计价值、设计理论与方法、设计实践、设计平台”等方面内容，探讨如何构建行业工业设计价值体系，并邀请工业设计创新能力强、发展水平领先的工业设计中心企业代表进行成功案例分享，推动纺织服装工业设计与制造业融合，促进行业工业设计创新力、时尚力和竞争力。

Centered on "design empowerment" and focusing on "design value, design theory and methodology, design practice, and design platform", the forum will extensively discuss how to create a value system for industrial design. It will also invite enterprise representatives from industrial design centers with strong innovation capabilities and top development levels to share their successful cases. In doing so, the forum will promote the integration of industrial design and manufacturing related to the textile and apparel industry, aiming to enhance innovation, fashion and competitiveness of the textile industrial design.

2024.3.6	
14:00 - 14:10	<p>论坛致辞 Forum Address</p> <p>徐迎新，中国纺织工业联合会副会长 中国国际贸易促进委员会纺织行业分会会长</p> <p>李波，中国纺织工业联合会生产力促进部主任 Xu Yingxin, Vice Chairman of China National Textile and Apparel Council (CNTAC) Vice President of the Sub-Council of Textile Industry, China Council for the Promotion of International Trade (CCPIT TEX)</p> <p>Li Bo, Director of Productivity Promotion Department of China National Textile and Apparel Council (CNTAC)</p>



14:10 - 14:40	<p>演讲题目：设计的价值 内容摘要：探讨工业设计如何有效赋能，实践由内而外打造品牌、由表及里精准定位、由点及面系统创新。 演讲嘉宾：林晨晔，上海博路工业设计有限公司副总经理 Speech Topic: The Value of Design Abstract: Industrial design can effectively empower development by building the brand from its core, considering the development direction from an external perspective, and implementing systematic innovation from the core to the surface. Speaker: Lin Chenye, Deputy General Manager, Shanghai Blue Design Industrial Design Co Ltd</p>
14:40 - 15:10	<p>演讲题目：时尚引领 • 数字赋能的纺织品创新设计 内容摘要：分析数字经济背景下纺织产业的发展机会，结合案例讲解纺织品创新设计的理论和方法。 演讲嘉宾：周赳，浙江理工大学纺织品设计研究所所长、教授、博导 Speech Topic: Fashion Leadership - Digital-enabled Innovative Textile Design Abstract: The speech will analyze the development opportunities of the textile industry in the context of the digital economy and explain the theory and methodology of innovative textile design with case studies. Speaker: Zhou Jiu, Professor, PhD supervisor, Director of the Institute of Textile Design, Zhejiang Sci-Tech University</p>
15:10 - 15:40	<p>演讲题目：设计驱动力：塑造新时代企业 with 产品 内容摘要：重点介绍工业设计如何助力企业产业升级与产品开发，探讨工业设计在企业创新中的关键作用，如何提升产品竞争力，以及如何在消费市场突出重围。 演讲嘉宾：韩颖，国家级工业设计中心 • 愉悦家纺有限公司设计总监 Speech Topic: Driving Force of Design: Shaping Enterprises and Products in the New Era Abstract: The speech introduces how industrial design can help enterprises in industrial upgrading and product development, discussing the key role of industrial design in enterprise innovation, how to enhance product competitiveness, and how to stand out in the new consumer market. Speaker: Han Ying, Design Director, Yuyue Home Textile Co Ltd (National Industrial Design Center)</p>
15:40 - 16:10	<p>演讲题目：2024 中国纺织行业工业设计中心培育与评定工作推介 内容摘要：针对中国纺织行业工业设计中心培育与评定工作，从评定管理办法、申报须知、申报条件与认定体系等方面进行精准讲解。 演讲嘉宾：祝丽娟，中国纺织信息中心流行趋势部副主任 Speech Topic: Cultivation and Evaluation for 2024 China Textile Industrial Design Centers Abstract: The speech will cover the management measures for evaluating and developing textile industrial design centers in China, as well as the instructions for declaration, declaration conditions, and recognition systems. Speaker: Zhu Lijuan, Deputy Director of Trend Department, China Textile Information Center</p>