The 7th Shenzhen International Industrial Design Fair

The Asia's largest design trade fair

Redesign • Reconnect
再设计 • 联万物

3-5 November 2019
Shenzhen Convention & Exhibition Center
The 7th Shenzhen International Industrial Design Fair

I think the atmosphere here is feels pretty amazing. I wish it all the best and will help for what I can. I really look forward to do more work here. We have a few clients here, TP-Link, Huawei and we intend to have more cause we think China really is part of the future of design, it’s your turn.

Hartmut Esslinger
Founder of Frog Design

Thank you again for the invitation to your really cool and inspiring event! The progress you and all at SZIDA made shall make you very proud! Now, as we all share the passion for excellence, I share some thoughts, which also reflect what I heard from other participants. I will be happy to come back and support you any time.

Dan Harden
CEO, Principal Designer of Whipsaw

The Asia's largest design trade fair
The 7th Shenzhen International Industrial Design Fair

I am very happy to discover that this fair is increasing in quality of design, in quality of booth that I am inside. It is becoming more and more impressive their influence on design creator and on design industry in Shenzhen. And it is becoming more and more interesting for us that coming from different parts of the world to see the fair.

Chinese industrial design is much promoting nowadays. I have many experiences in Chinese-Japan jury or judges on some design award. So, through that experience, Chinese product design is very high class changing right now, so especially international products.

Luisa Bocchietto
President of the World Design Organization

Kazuo Tanaka
President, CEO of GK Design Group Inc., President of Japan Industrial Designers Association (JIDA)

The Asia's largest design trade fair
I think it is a best show that can improve a project.
Brandon Gien
CEO of Good Design Australia

Ralph Wiegmann
CEO, iF International Forum Design GmbH

Dan Harden
CEO, Principal Designer of Whipsaw

Paul Priestman
Chairman at PriestmanGoode

David Song
CEO of Taiwan Design Center
SZIDF is an open innovative professional platform focusing on global design trends, based in Shenzhen, City of Design by UNESCO in 2008.

The Asia's largest design trade fair
Concurrent Events

40+ keynote speakers on summit forums/design seminars/workshops
20+ design×manufacturing matchmaking conferences
20+ new product launch conferences
SZIDF Gala Dinner with 200+ global designers
The Great One Awards Ceremony with 10+ winners
The Asia's largest design trade fair

The Great One Award 2018

1 Best of the Best, 5 Winners,
3 Best in Show and 1 Gadget Design Award stand out among thousands of design works.
WHO'S COMING?

190,000+ visitors including 140,000 professional visitors from 31+ countries/regions

SZIDF has a highly concentrate audience:
- 59.2% Design Trade (any)
- 30.3% Product Design
- 9.2% Furniture/Lighting/Interior Design/Retail
- 6.5% Architecture
- 6.3% Graphic Design
- 4.3% Real Estate/Property Development
- 3.1% Construction/Contracting
- 2.9% Landscape Architecture/Design
- 41.4% Technology
- 32.3% Appliances

Their main interests at SZIDF:
- 76.3% Technological Innovation
- 66.4% Smart and Digital Devices
- 65.8% Furniture
- 63.3% Green Products
- 62.5% Building Materials
- 53.2% Home Appliances
- 49.4% Prefab Structures
- 47.5% Interior Design
- 44.7% Energy / Solar

Buyers from different areas
- Design (65%)
- Manufacturing (20%)
- Digital Industry (10%)
- Service Industry (5%)

Who are these buyers?

- HUAWEI
- Tencent
- oppo
- mindray
- JD.com
- KONKA
- vanke
- BYD
- Intel
- CHANGHONG
- Philips
- ZTE
270+ exhibitors with 7,000+ exquisite designs from 31+ countries/regions

98% exhibitors obtaining potential business opportunities
73% exhibitors achieved business cooperations/orders
96% exhibitors are satisfied with SZIDF in general
95% exhibitors intend to participate in next SZIDF
3,000+ designers/ design units/ makers have worked with SZIDF since 2013
EXHIBITOR TESTIMONIALS

<table>
<thead>
<tr>
<th>From</th>
<th>Whipsaw</th>
<th>Favaretto &amp; Partners</th>
<th>ED Design</th>
<th>Karim Rashid</th>
</tr>
</thead>
<tbody>
<tr>
<td>USA</td>
<td><strong>Got 15 clients</strong>, including <strong>CRRC</strong>, <strong>Etech</strong> and <strong>Teslacigs.</strong></td>
<td><strong>Got 20 new customers</strong></td>
<td><strong>Got 5 new customers</strong></td>
<td><strong>Got cooperation contracts</strong></td>
</tr>
<tr>
<td><strong>How likely will you exhibit at SZIDF 2019?</strong></td>
<td><strong>Definitely will</strong></td>
<td><strong>Definitely will</strong></td>
<td><strong>Definitely will</strong></td>
<td><strong>Probably will</strong></td>
</tr>
</tbody>
</table>

Design involves a lot in our daily life and it connects all possibilities you can use it for everything. And that is what I think of good design is: it creates a possibility to use and not just gives you a solution. It is a very good choice in this exhibition.

It is our first time to participate in the fair. It can be seen that the fair has made a lot of progress. A few years ago, we just saw a few concepts. But this year, we saw those concepts become reality. Shenzhen is changing so fast.

It is a great honor to be in Shenzhen Industrial Design Fair. We have received so many positive feedback. People love what we are doing, which is encouraging and helpful. It is fantastic to see all these companies from all over the world come together.

It can be seen that the fair this year is making progress. The quality of exhibits has also been significantly improved, which represents the improvement of industrial design in China.
I think this fair is a great opportunity to showcase design. It's a great opportunity for foreign designers to come to Shenzhen to see what the possibility is, to find what's happening in China. This fair is a very good example of how fast that goes, how big the possibilities are for foreign designers to do business in Shenzhen.

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<table>
<thead>
<tr>
<th><strong>LKK</strong></th>
<th><strong>ZOU Design</strong></th>
<th><strong>Taiwan Design Center</strong></th>
<th><strong>MIPOW</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>From</strong></td>
<td>China</td>
<td>China</td>
<td>Taiwan, China</td>
</tr>
<tr>
<td><strong>Details of benefits/orders/contracts received from SZIDF 2018</strong></td>
<td>established cooperation with Tencent</td>
<td>4 orders on product design in 2018 and more are expected from SZIDF 2019</td>
<td>signed 4 orders from SZIDF 2018</td>
</tr>
<tr>
<td><strong>How likely will you exhibit at SZIDF 2019</strong></td>
<td>Definitely will</td>
<td>Definitely will</td>
<td>Probably will</td>
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We got four projects cooperation from SZIDF 2014, including water purifier, milk nanny, fat detector, capsule coffee machine from Shenzhen and Dongguan, Guangdong Province.

We are very happy to be here because we hope to connect with Chinese company making new opportunities to cooperate with Chinese. We are very pleased to be here.

We started cooperation with two new Chinese companies, one from Hong Kong and one from Guangzhou. In terms of business these are not big deal but we are really happy to start cause in terms of reputation these companies are both well recognised.
## EXHIBITOR TESTIMONIALS

<table>
<thead>
<tr>
<th>InDare Design Strategy</th>
<th>CBON Design and Consulting</th>
<th>innozen design</th>
<th>Moonwk Culture Technology</th>
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<tbody>
<tr>
<td><strong>From</strong></td>
<td></td>
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<tr>
<td>China</td>
<td>China</td>
<td>China</td>
<td>China</td>
</tr>
<tr>
<td><strong>Details of benefits/orders/contracts received from SZIDF 2018</strong></td>
<td>orders value over 1,000,000 Yuan.</td>
<td>18 on-site and potential cooperation has been achieved</td>
<td>20 potential clients and reached 45 cooperation.</td>
</tr>
<tr>
<td>20 customers; over 10 million potential turnover.</td>
<td>Definitely will</td>
<td>Definitely will</td>
<td>Definitely will</td>
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Compared with the previous two years, the fair has made great progress, and the exhibitors' product concept is becoming more and more international.

SZIDF is one of the exhibitions that does best in scale and marketing. We can not only discuss the development trend of design with the global top design elites, but also talk about the design industry with all levels of government officials in China.

The exhibition shows rich range of design and technology which is astonishing. And it’s really inspiring that we got many cooperation chances than we expected. This exhibition is really fantastic, especially with all these designers from home and abroad.

The fair has a variety of activities including speeches, booths and workshops. It will be better if there will be more product experience areas in the future.
Mr. He,
student of College of Design, Shenzhen University

I have been to SZIDF for three years in a row since I was a freshmen. I think it is an amazing platform for design majors to visit, to enjoy and to learn. There are some knowledge which can not be learnt in class. I have meet many design masters in the exhibition hall. It is exciting.

Mrs. Zhang,
independent designer in Shenzhen

It is interesting to catch up the lasted design trends here in the beautiful booths. It gives much inspiration to my future works. Some elements are pretty innovative and worthwhile. I wish to exhibit my works here in the coming years. It would be much honored!
High exposure rate with 900+ major media globally
The Asia's largest design trade fair
SZIDF 2019 Exhibition Area: 270+ Exhibitors and Sponsors

A  Design Brand Section

B  Co-Innovation Section

C  Guangdong-Hong Kong-Macao Achievement Exhibition

D  Interconnected Design Section

E  International Design Section

F  Shenzhen Design Central Section

The Asia's largest design trade fair
Apply to exhibit
reserve your ideal stand position at SZIDF before it is sold.

Space only (>=36m²): 150 USD/ m²
Standard Booth: 2,000 USD/ 9m²
Enjoy 50% discount before 30 May; 40% discount before 30 July

Free services:
Free on-site bilingual (E-C) assistants;
One free ad page in SZIDF Catalogue;
Free image-text exhibit ads on SZIDF web for one year;
Free well-equipped area to rent for your events;
Free powerful buyers inviting plans tailored to you.

To secure your position, please contact us soon!

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Scan, follow and catch up the latest trends.

WECHAT: SZIDF_CHINA
FACEBOOK:@SZIDF
TWITTER: @SZIDF

Note: you can use Wechat or QR code reader app to scan QR code.
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