

# 家電周2011

配合中國市場的創新產品設計國際研討會

2011年11月11日(星期五)

## Programme 程序

### 上午環節 Morning Session

09:00 – 09:15

登記 Registration

09:15 – 09:30

致開幕辭及紀念品頒贈儀式 Opening Speech & Souvenir Presentation

09:30 – 10:15

**Ecolaboration of Nespresso - Competitive advantage through sustainable product development**  
(講者待定) (英語主講, 不設即時傳譯)

10:15 – 11:00

**家電的新穎物料、顏色及圖案** (粵語主講)  
**Novel Materials, Colors, and Patterns for Electrical Appliances**  
(由 DuPont 專家張迺清先生主講) (By Mr. Zebedee Cheung from DuPont)

11:00 – 11:25

小休 Break

11:25 – 12:10

**文化創新: 中國市場透視, 看大江南北的不同審美觀** (普通話主講, 不設即時傳譯)  
**Culture Innovation – a glance on China market**  
(由清華大學美術學院蔡軍教授主講)  
(By Professor Cai Jun from Academy of Arts & Design, Tsinghua University)

12:10 – 12:20

問答環節 Q & A Session

12:20 – 12:30

嘉賓大合照 Group Photo

12:30 – 13:45

午膳時間 (請自行安排) Lunch Time (Self-Arrangement)

### 下午環節 Afternoon Session

14:00 – 14:40

**以產品創新建立品牌** (粵語/普通話主講, 不設即時傳譯)  
**Brand Building through Product Innovation**  
(講者待定)

14:40 – 15:20

**把中國文化融入產品設計** (粵語主講)  
**Integrating Chinese Culture into Product Design**  
(由 Milk Design - 利志榮先生 主講) (By Lee Chi Wing from Milk Design)

15:20 – 15:45

小休 Break

15:45 – 16:25

**個案分享: 針對內地市場的設計** (粵語主講)  
**Design for Mainland Market – Case Presentation**  
(由 Nova Design 產品設計事業部總監李廣榮先生主講) (By Wing Li, Director, Product Design B.U of Nova Design)

16:25 – 17:00

**如何符合內地安規認證, 認識 3C 及 CQC** (普通話主講, 不設即時傳譯)  
**How to comply with the requirement of local Sales? (China Compulsory Certification, CCC)**  
(由 CQC 專家陳爭先生主講) (By CQC professional Chen Zheng)

17:00 – 17:10

問答環節 Q & A Session

17:10 – 17:20

致感謝辭、紀念品頒贈儀式及嘉賓大合照  
Thank you speech, Souvenir Presentation and Group Photo

- 地點:** 新界調景嶺景嶺路3號 – 香港知專設計學院 A001 Lecture Theatre  
**Venue:** A001 Lecture Theatre, Hong Kong Design Institute, 3 King Ling Road, Tseung Kwan O, N.T., H.K.  
**語言:** 粵語、普通話及英語(不設即時傳譯)  
**Language:** Cantonese, Mandarin & English (No Simultaneous Interpretation to be provided)  
**費用:** 香港電器製造業協會及支持機構之會員每位港幣 \$300 (不包括午膳); 非會員每位港幣 \$400 (不包括午膳)  
**Fee:** HK\$300 per person for HKEAMA Members and Supporting Organizations (Lunch not included); HK\$400 for Non Members (Lunch not included)

\* 演講人選有更改, 會另行通告 Notice shall be given should there be any change in speaker.