

# CANTON FAIR PRODUCT DESIGN & TRADE PROMOTION CENTRE

广交会产品设计与贸易促进中心



广交会产品设计与贸易促进中心  
CANTON FAIR PRODUCT DESIGN & TRADE PROMOTION CENTRE

CANTON  
FAIR  
PRODUCT  
DESIGN  
& TRADE  
PROMOTION  
CENTRE

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**中共中央总书记、国家主席、中央军委主席胡锦涛  
在致第 110 届中国进出口商品交易会的贺信中表示：**

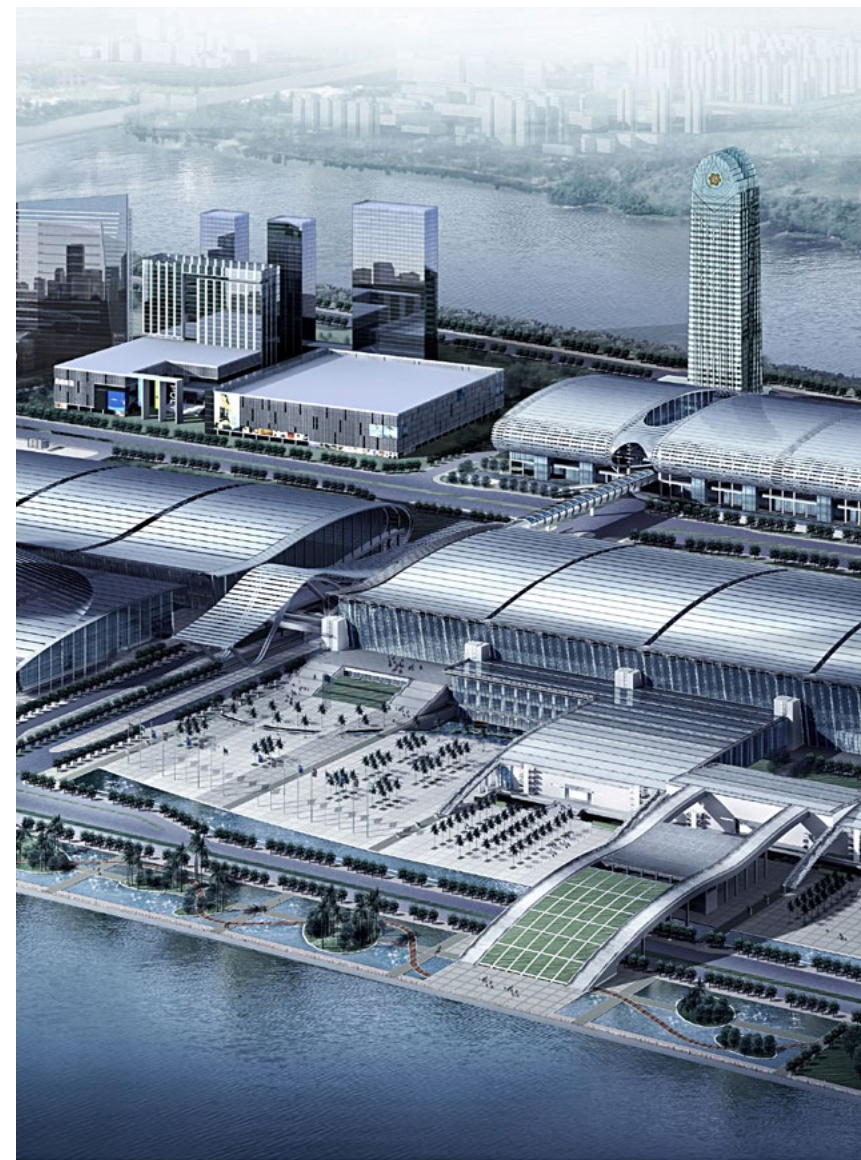
“希望广交会主动适应国内外经济形势发展变化，进一步创新办会理念、完善服务措施，把这一商品交易会办得更有特色、更有影响、更有成效，为加强我国同世界各国互利合作、全面提高我国对外开放水平作出新的更大贡献。”

**Hu Jintao, General Secretary of the CPC Central Committee, President of the People's Republic of China, Chairman of the CPC Central Military Commission, expresses his wishes in the congratulatory letter to the 110th Session of China Import and Export Fair:**

I hope the Canton Fair could adapt to the changing economic situations both at home and abroad, be innovative in fair organisation, and improve services, so that the Fair would become one with more uniqueness, greater influence and more fruitful results, and make new and greater contributions to China's mutually-beneficial cooperation with other countries and to the improvement of its openness to the outside world.

广交会启动运行广交会产品设计与贸易促进中心（以下简称 PDC），正是根据国内外形势的变化，希望通过创新办会理念，为世界范围内优质的设计资源和有产品设计需求的中国企业实现强强联合、优势互补、互利共赢搭建一个服务平台。PDC 的运行，将促进我国同世界各国在设计领域的互利合作。

Canton Fair Product Design and Trade Promotion Centre (PDC) is launched to introduce good design resources over the world to the excellent Chinese enterprises at Canton Fair, building a bridge for them to create win-win cooperation, share benefits and achieve mutual goals. PDC also plays as an innovative measure to polish Canton Fair to confront the economic situations both at home and abroad.



# 什么是 PDC WHAT IS PDC

广交会产品设计与贸易促进中心 (简称 PDC)  
是同享利益, 共达目标的桥梁!

Canton Fair Product Design  
and Trade Promotion Centre (PDC)  
is a bridge for sharing interests  
and achieving mutual goals!

广交会是中国最大的贸易盛会, 每届汇聚了超过 24000 家的中国优质企业和来自世界各地的 20 万买家。PDC 享有广交会丰富的中国企业资源、国际买家资源与设计师资源。我们将为国内外优秀设计师、有产品设计需求的中国企业以及国际买家提供一个汇聚一堂、共同切磋的设计服务平台。PDC 已与多家境外设计公司、设计师合作, 正逐步开拓更多设计资源。通过 PDC, 国际设计师能快捷地进入中国市场; 通过 PDC, 中国企业能高效地提升产品设计; 通过 PDC, 国际买家能寻找到有独特创意的设计概念及产品。

Canton Fair is the largest trade fair in China, with more than 24,000 best Chinese enterprises and 200,000 buyers from all over the world. That is why PDC boasts rich resources in terms of design demand. It is a direct and efficient platform for design service's suppliers and demanders, to reach mutual cooperation. PDC has already worked with many overseas design companies and designers, and will tap more. In a word, PDC is a shortcut for international designers to explore Chinese market, an accelerator for Chinese enterprises to increase product design, and an effective way for global buyers to find unique design concept and product.



## 与企业 & ENTERPRISES



PDC 凭借广交会良好的海外关系，通过与设计行业机构建立战略合作关系，为中国以及海外企业会员提供面对面、点对点的设计配对。PDC 是企业接触设计资源、物色设计师的最佳平台。广交会期间，企业会员可直接参与设计配对、设计论坛、交流晚宴等主题活动且优先接受媒体以及 PDC 官方刊物的专访。企业会员更可率先获得 PDC 设计廊展示活动的参与权。除此以外，PDC 将为企业会员举办长期的设计配对，以及设计培训、国外设计机构游学，如设计考察之旅、欧洲创意之行活动等，开阔企业会员设计视野。

PDC can provide “face-to-face” and “point-to-point” match-making service for Chinese or overseas enterprises with international designers, through its strategic cooperative relationship with overseas design organizations, based on the extensive overseas network of Canton Fair. PDC is the best platform for enterprises to access to international designers and relative resources. During Canton Fair, PDC enterprise members will be invited to participate in design forum, match-making and networking dinner with international designers. They enjoys priority to participate show event in PDC Design Gallery, to be interviewed by media and PDC publications. Beyond that, PDC will organize long-term match-making service, design training and overseas design discover trips, helping them to broaden the visions.



## 与设计师 & DESIGNERS



成为 PDC 设计师会员，在广交会期间将优先参与设计展示、设计论坛、设计配对、交流晚宴等活动，与中国企业直接进行交流互动。非交易会期间设计师会员除了定期收到企业设计需求资讯外，还可优先获得 PDC 设计廊展示活动的参与权，更将有机会受邀聘任为广交会论坛主讲嘉宾、设计培训活动特约讲师等。另外，设计师会员可优先接受媒体以及 PDC 官方刊物的专访，赢得广阔的宣传机会。PDC 愿意协助境外设计师会员赴华工作并可协助设计师会员对其设计作品在中国申请专利保护。PDC 可为企业与设计师会员提供监督合约执行的服务。

Being PDC members, designers will have priority to take part in design show, design forum, match-making and networking dinner with top-class Chinese enterprises during the Canton Fair. Besides, they will receive design demands of Chinese enterprises and global buyers out of fair time. Moreover, PDC designers enjoys priority to participate show event in PDC Design Gallery, to be keynote speakers in design forum or design training events, and to be interviewed by media and PDC publications, getting more opportunities for broader promotion.

PDC will also help overseas designers to work in China and apply for design patents in China. At the same time, PDC can offer contract supervising service for its members.



## 活动参与者评价 COMMENTS

### 设计师 Designer



米歇尔 米罗  
Michel Millot

法国设计公司创始人、设计总监  
Founder and chief designer of a French design company

对于我来说，最影响深刻的是参加广交会 PDC 活动，在广交会上我们可以看到很多不同的客户，跟他们接触，跟他们交流，获得很多厂家的信息，传递我们设计方面的理念给他们，让他们在生产行业里面能找到更多的定位。

For our company, attending PDC activities is one of the most exciting experience in Canton Fair. We met different walks of clients, having talks with them, and we get lots of information about their products, sharing our design concepts with them, by which, it is helpful to gain more prouduct competitiveness in the market.



哈维  
Xavier Majoral

西班牙设计公司业务开发经理、设计师  
Business Development manager & Designer of a Spanish Design company

PDC 就像一个连接平台，让企业和设计师能做到真正的交流与沟通。  
PDC is doing like link job, networking, trying to be the real networking between companies and designers.



肯 布勒斯  
Ken Buras

美国设计公司首席整合营运官  
Chief Integration Officer of a USA design company

我认为 PDC 对我们是很有帮助的。通过 PDC，使得我们设计师能够了解中国市场，了解到中国企业想要怎样的产品设计。

PDC I think is very helpful to us to understand more about the China marketplace and what the people are expecting about product design in China.

## 企业 Enterprise

**蔡雨杉**  
Cai Yushan

纽威(厦门)轻工有限公司总经理  
General Manager of New Wish (Xiamen) Light Industrial Co., Ltd

企业要注意吸收符合自己产品定位又熟悉国外市场的外国设计师，参与制定产品开发的总体思路框架，之后再按市场、产品细分策略，充分发挥外国设计师的主导作用、同时充分团结利用现有设计团队的力量，进行新产品的的设计。

Enterprises should locate overseas designers who not only understand your products positioning, but also know the international markets. The overseas designers shall be invited to make the general framework for product development, and then play full leading role in new product design together with your own design team, according to strategies of market segmentation and product division.

**林伟集**  
Lin Weiji

广东骅威玩具工艺股份有限公司海外事业部经理  
Manager of Overseas Business Department of Guangdong Huawei Toys Craft Co., Ltd

随着原材料价格的提升，人力资源价格的提升，导致现在产品的利润空间小，我们唯一的出路，就是多开发出自己的产品，创造自己的产品。因为国外的设计师的品味，设计理念，都是跟世界接轨的。所以我们聘了一些国外的设计师，把我们的产品提升起来，帮我们产品的定位也提升起来。

With the soaring prices of raw materials and human resources, we can hardly get more profit from our products. The only way out is to create our own products. Because international designers' taste and design concept are geared to international practice, we employed some overseas designers to improve our product design and better the product positioning.

**陈学冰**  
Chen Xuebing

浙江新秀集团总经理助理  
General Manager Assistant of Newcomer Group Co., Ltd.

这(广交会设计中心)更加方便了我和境外设计师对接，对于我们企业来说是非常必要和便利的交流机会。这次通过与荷兰、法国、西班牙设计师的交流，给我们的产品设计带来了不同程度的启发，相信下一届广交会，我们会推出更多与众不同的特色产品。

PDC makes it easier for us to match with overseas designers, which is a great opportunity for our enterprises. Through communicating with designers from the Netherlands, France, and Spain, we got different inspiration for our product design. I believe we will bring out more special and characteristic products for next session of Canton Fair.

## PDC 做了什么? WHAT PDC HAS DONE?

**PDC 根据广交会不同展期的产品类别，举办设计展示、设计论坛、设计配对、品牌企业与设计师交流晚宴等活动。**

**PDC organizes series of events such as product design show, design forum, match-making and networking dinner, tailored to the different product categories of the Fair schedule.**

- 产品设计展示活动  
Product Design Show
- 设计专题论坛  
Design Forum
- 设计配对  
Match-making
- 品牌企业与设计师交流晚宴  
Networking Dinner



西班牙工业设计公司展示点  
Spanish Industrial design company

法国平面设计公司展示点  
French Graphic design company

# 产品设计 展示活动

## Product Design Show

PDC 组织了来自美国、英国、法国、荷兰、意大利、西班牙、希腊、日本、韩国、中国港台地区与中国内地等优秀设计公司或机构在广交会琶洲展馆内人流最密集的珠江散步道上设立专业展示点，向广交会优秀参展企业和国际买家近距离展示境外设计师的创意、设计能力和设计概念，促进设计供需双方的现场互动。

Excellent design companies and organizations from U.S., U.K., France, the Netherlands, Italy, Spain, Greece, Japan, Korea, Hong Kong SAR, Taiwan and Mainland of China have joined PDC design show. Their innovation, strengths and concepts have been fully displayed at short range to Chinese enterprises and global buyers at Canton Fair, and they have gained active responds on site with design demanders, with such good display spaces at the Pearl River Promenade, which enjoys the densest hits by fair visitors inside Canton Fair Complex.

### 产品展示类别：

#### 第一期：(4月15-19日 / 10月15-19日)

电子产品，家用电器，卫浴设备，建材，照明，机械，车辆及配件等

#### 第二期：(4月23-27日 / 10月23-27日)

日用消费品，礼品，家居装饰品，家具，玩具，陶瓷等

#### 第三期：(5月1-5日 / 10月31日 -11月4日)

纺织服装，鞋，办公用品，箱包，医药及医疗保健，食品等

### Products Categories of Design Show:

#### Phase I : (April 15th-19th / Oct 15th-19th)

Electronic products, Household Electrical Appliances, Sanitary and Bathroom Equipment, Building Materials and Lighting Equipment, Machinery, Vehicle and Spare Parts

#### Phase II: (April 23rd-27th / Oct 23rd-27th)

Consumer goods, Gifts and Premiums, Home Decorations, Furniture, Toys, Ceramics

#### Phase III: (May 1st-5th / Oct 31st-Nov 4th)

Textiles & Garments, Shoes, Stationary & Office Supplies, Cases and Bags, Medicines, Medical Devices and Health Products, Food



商务部钟山副部长和参与 PDC 活动的意大利设计师亲切交流。  
Mr. Zhong Shan, vice minister of the Ministry of Commerce of the People's Republic of China is talking friendly with an Italian designer who participates in PDC's design activities.



中国进出口商品交易会副主任兼秘书长王志平先生（右二），中国对外贸易中心副主任王润生先生（右一）参观意大利设计公司展示点，与设计师们亲切交谈。  
Mr. Wang Zhiping, the Vice President and Secretary General of Canton Fair, and Mr. Wang Runsheng, Deputy Director General of China Foreign Trade Centre visited the Italian design booth, talking with designers friendly.



中国对外贸易中心副主任徐兵先生（左三）参观韩国设计公司展示点，与设计师们合影留念。  
Mr. Xubin, Deputy Director General of China Foreign Trade Centre visited the Korean design booth, taking photos with designers



意大利设计公司展示点  
Italian design company



台湾家具设计公司展示点  
Taiwan furniture design company

参加 PDC 活动的设计公司  
Design Companies in PDC Events

NS DESIGN

AKKA DESIGN Inc.

Ask4Me Group

Milkdesign

designnext  
Innovative Solution

o b i q  
architects 欧比可

studio PLOT

kidp  
KOREA INSTITUTE OF DESIGN PROMOTION

xcellent  
design+  
product

GAHOO DESIGN

goth Design  
Authorized Industrial Design Firms

Plant  
216  
貳壹陸  
Plant 216 Creative Limited

A Fish  
Named  
Fred

stimulo

SYLVER

广州交易会广告  
【第一品牌之道】

GO<sup>2</sup>  
UNITS

IN2  
INNOVATION

SEOL Design Consulting

WOOFER  
design & development

springtime

KAHRAM  
Industrial Design Consulting

kotra  
Korea Trade-Investment  
Promotion Agency

design laam  
Product design consulting group

FUSION DESIGN  
Total Design Consulting Group

Studio STOUT  
industrial design

R @ T  
DESIGN

sst!  
design collective

PINA PONA  
www.pinaponadesian.com

bdesign  
BIMAR DESIGN

i  
ineke otte

3 HOUSE  
PRODUCTIONS  
WE TREND TO INSPIRE

Ytrends™  
footwear  
forecasting

ONEobject

S

sorcit

Manualise  
creating professional manuals for beautiful products

SOHUI  
溯洄设计

simplicity

miracles\*  
visualexperiments

DESIGNLOBBY.CN  
YOUR DESIGN PARTNER  
IN ASIA

studio cq  
industrial design 理念设计与分析

m.o.ma®  
DESIGN 木碼設計

SUNLIT

tanjasoeter

spizes

STUDIO MANGO  
YOUNG & FRESH DESIGN

Link Design

Dessin  
& Cie  
DesignStudio

OCEAN  
HK LIMITED

dccsign  
CONCEPT&CHARACTER

松果設計  
KIEFERZAPPEN DESIGN



产品设计国际合作论坛  
Product Design International Cooperation Forum

# 设计专题论坛

## Design Forum

PDC 组织多场针对各类设计领域的论坛活动，邀请优秀设计师与中国品牌企业代表担当论坛嘉宾，让他们就行业设计流行趋势、产品设计理念、国际市场品牌营销、研发创新的经验与技巧畅所欲言。

PDC organizes design forums in various fields, with speakers chosen among excellent international designers or from Chinese brand enterprises, sharing their experience and knowledge on industrial design trends, product design concepts, international marketing, and brand building and management.



设计师嘉宾发表演讲  
Designers make speech



设计创新国际研讨会  
International Seminar on Design Innovation



来宾认真聆听嘉宾发表演讲  
Audiences listen intently to the guest speaker's presentation



## PDC 设计服务站 PDC Service Station

在 PDC 服务站内，我们为设计师与企业代表以及国际买家提供各色各样的活动，如设计配对、PDC 交流晚宴、小型设计论坛等。同时，PDC 服务站外区还设有 PDC 设计廊，为设计师与创新企业打造品牌推广、提升行业知名度的国际化平台。

We organize match-making, PDC networking dinner and small design seminar inside PDC Service Station.

Besides, PDC Gallery, the latest gallery in Canton Fair, offers unique showcase for designers or enterprises to display their innovation, building up their brand promotion.

为撮合广交会中国参展企业和国际买家与设计机构在设计服务方面的无缝对接，共同发掘合作共赢良机，PDC 提前为设计师和企业及国际买家预约现场洽谈业务，并设计专门的时间和场地进行现场配对，为设计师与国内企业和国际买家提供深入了解的机会，直接切入设计项目的洽谈。PDC 还邀请参加活动的境外设计机构及设计师代表与广交会中国品牌参展企业代表共进晚宴，增加彼此之间的了解，建立长期的友谊。

# 设计配对 与晚宴 Match-making & Networking Dinner

To push Chinese enterprises to better cooperate with international designers on design service, PDC organizes match-making events for both parties, by making pre-appointment and on-site face-to-face meeting. Moreover, PDC arranges networking dinners, providing opportunities for in-depth communication among designers and who need design, to enhance mutual understanding and establish long-term relationship.



# PDC 正在做什么？ WHAT PDC IS DOING?



设计配对现场，设计公司代表发言。  
Designers make self-introduction to enterprises in Design Match-making.

设计配对现场，设计师与企业代表洽谈  
Designers communicate with enterprise representatives on design concepts



设计师与企业朋友在 PDC 交流晚宴上相互交流  
Designers and Chinese enterprises representatives communicate with each other happily in PDC Networking Dinner



轻松愉快的 PDC 交流晚宴  
Relaxing PDC networking dinner

**PDC 设计廊已正式运营；并将组织设计比赛、设计培训考察等活动；同时，吸收中国企业会员、国际买家会员和境外设计师会员，为彼此的交流和合作创造最直接、最有效的平台。**

**PDC Design Gallery is on service now. What is more, design competition and design trip are on the way. Meanwhile, we will attract more enterprises and designers to enjoy our service, making PDC the most direct and helpful platform of mutual cooperation.**

- **设计廊**  
Design Gallery
- **设计比赛**  
Design Competition
- **PDC 出发**  
On the way
- **PDC 足迹**  
Footmarks

## 设计廊 Design Gallery

PDC 设计廊于第 111 届广交会正式运行，位于广交会展馆内人流最密集的珠江散步道上，大型展览期间均对外开放，接待数十万中国乃至全球的商客。首次运行就吸引 23 家公司的近 70 种作品参与展示和销售，取得了超出预期的效果。除了接受高品质创意产品的代售之外，PDC 设计廊还提供专门的橱窗向商客展示设计师和企业最新的创意设计，为他们提供了推广品牌和提升知名度的国际化平台。

PDC Design Gallery locates in the main corridor of Canton Fair Complex. It is open during any large-scale exhibitions around the year, embracing hundreds of thousands of visitors from China and rest of the world. The gallery attracted nearly 70 kinds of products from 23 companies for show and sale at its first operation during the 111th session of Canton Fair. Besides consignment products, the gallery offers special showcases for designers and enterprises to display their upmost innovation, building an international stage for their brand promotion.



## 设计比赛 Design Competition

2012 年，PDC 首次举办礼品设计大赛，为国内外优秀的设计人才提供了一个展示创意作品的平台。PDC 还将在未来举办广交会参展产品设计比赛，推动广交会参展企业重视产品研发，提升展品水平。

2012 PDC Gift Design Competition is an award for everyone who would like to have challenges on product design. By the competitions, it helps to increase more enterprises' attention on product innovation and to upgrade its level among the peers.



## PDC 出发 On the way

走万里路，PDC 将带领企业与研发工作者去到不同地方进行设计考察活动。如台湾设计考察之行、德国法兰克福参展之旅、韩国设计考察之行等，让企业认识与了解当地的设计企业文化与设计特点，既开拓了思路，又体会到设计研发的经济意义。

PDC will organize a series of Design Training Trip, such as Design Journey to Taiwan, Trip to Tendence Frankfurt, Design Journey to Korea, etc, helping Chinese enterprises to understand local design culture and realize the actual business benefit getting from innovation.



PDC 组织国内企业拜访台湾一流设计协会与著名设计公司、品牌企业、当地政府机构设计部门以及当地设计大学。

PDC organizes enterprises to visit the local first-class design associations/companies, brand enterprises, design departments of local government and some design universities.



PDC 组织企业、设计公司赴德国法兰克福秋季消费品展参展，展会结束后继续组织参观丹麦、芬兰设计周活动、拜访相关设计机构。

PDC organizes design companies and enterprises to exhibit in Frankfurt Tendence, after which, leads the group to visit Denmark and Finland Design Week and some other design organizations .



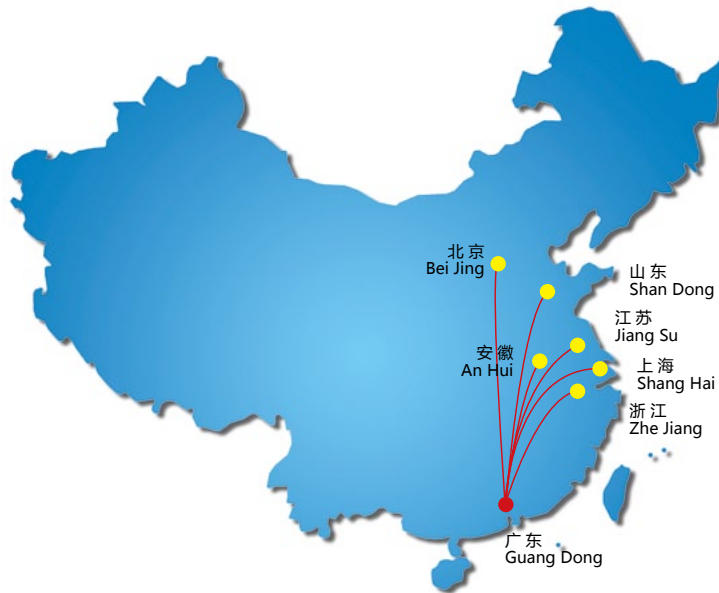
PDC 组织企业、设计公司赴韩国交流考察，拜访韩国著名设计机构，分享合作经验；参观首尔东门设计广场和设计廊；考察设计类展览。

PDC organizes design companies and enterprises to exchange with excellent Korean design organizations/companies, sharing cooperation experience, to visit the Global Landmark, the world's design hub – Dongdaemum Design Plaza (DDP), design galleries and exhibitions.

PDC 与中国各地企业交易团、设计机构、设计公司保持良好的合作关系，了解国内不同行业的设计需求，并招募了越来越多的有设计需求的企业会员和设计师资源，为在广交会期间组织生产企业和设计师的一对一的配对活动做了大量高效、务实的调研和招商工作……

Traveling to different parts of China, PDC is keeping good relationship with local government administrative departments, design organizations and design companies across the country, accumulating design demands from different target industries. At the same time, PDC absorb such demands to optimize match-making for designers.

## PDC 足迹 Footmarks



PDC 在世界不同角落开展招商推介活动，逐渐扩大了 PDC 的影响力和知名度，并吸引越来越多世界各地优秀的设计师、设计与设计机构通过 PDC 这个高效的交流平台，成功进入中国市场。

Traveling to different parts around the world, PDC is cooperating with overseas design organizations, design companies and individual designers, providing effective platforms for them to communicate with potential clients and tap into the vast Chinese market.

# PDC 成果 FRUITFUL RESULTS

截至目前，共有来自澳大利亚、法国、希腊、意大利、日本、韩国、荷兰、西班牙、英国、美国及中国香港、台湾和内地等 13 个国家和地区的 87 家设计公司 and 机构通过参加 PDC 的展示活动，获得了新的商机，具体为：

第 110 届：洽谈数量 5531 宗，意向合作约 800 宗；

第 111 届：洽谈数量 4792 宗，意向合作约 1000 宗；

Until now, 87 design companies from 13 countries/regions such as Australia, France, Greece, Italy, Japan, Korea Netherlands, Spain, the United Kingdom, the United States, and Hong Kong, Taiwan and Mainland of China have taken part in PDC Design Show, by which, design companies got plentiful new business:

The 110th session of Canton Fair PDC: design companies got about 800 intention contracts among 5531 business contacts.

The 111th session of Canton Fair PDC: design companies got about 1000 intention contracts among 4792 business contacts.



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*Turning vision into reality.*



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### 设计

就是从创新的角度出发, 创造适合用户与市场竞争的具有特色的产品外观, 从而为企业塑造独有的形象.

超过1200件设计产品

