

## 2010 China International Creative Design Week

### **Basic Information:**

**Date:** November 13-15, 2010

**Venue:** China International Exhibition Center, Beijing

**Hosted by:** China Council for the Promotion of International Trade (CCPIT)  
Central Art Academy of Fine Arts

**Organized by:** CCPIT Economic Information Department

CIEC Overseas Exhibition Co., Ltd.

City Design School of Central Art Academy of Fine Arts

### **Assisted by: (To be invited)**

CCPIT Patent and Trademark Law Office

International Council of Graphic Design Associations

Institute of European Design

American Association of Industrial Design

UK Trade and Investment Department

Germany International Design Forum

Italy China Foundation

Design Forum Finland

Institute of Designers in Ireland

Design College of Australia UTS

Asia Art Forum

**Media Partners:** CCTV、Beijing TV(BTV)、Sina 、Sohu、NetEase、Asia Art TV、Asia Art Net, etc...

**Website:** chinadesignweek.ccpit.org

### **Overview:**

The development of human society has entered a new stage of change: modern creative design, lifestyle, mode of production, and methods of idea exchange with design methods being developed in Europe and the United States. Creative design has become an important industry, playing a lead in

affecting all fields.

China's economic development has shifted from the industrial age into the information age, i.e., the service industry. In the traditional industrial age, major design relied on the industrial manufacturers, lagging quite behind. Presently, China's economy is gradually moving from the "Made in China" to "Created in China". The creative design industry is soaring, fast becoming China's new popular industry in the service industry, as well as for many manufacturers. Many new and popular products are a result of creative design.

China's young generation of designers must seize the opportunity to grow and develop, to industrialize and commercialize, and to become a value creator. To help young designers and manufactures to establish cooperation, to tap into and nurture young design leaders, to popularize and apply advantageous creative design, China Council for the Promotion of International Trade (CCPIT), the country's investment and trade promotion agency, unites the cradle of designers: China Central Academy of Fine Arts, the European Design Institute, and other renowned creative design organizations will jointly sponsor "2010 International Creative Design Week. This event will be an exchange of international design trends and ideas, demonstrating China's creative achievements, promoting the development of the creative design industry, and to achieve a platform of linked creativity and value—thus establishing a new world order of creativity and design, reflecting its higher value, and propelling its healthy development forward.

### **Main Activities**

#### **I. 2010 International Creative Design Exhibition**

**Date:** November 13-15, 2010

**Venue:** China International Exhibition Center, Beijing

**Exhibiting Sectors:** Home Design, Gift Design, Toy Design, Fashion Design,

Multimedia Art Innovation Design, Young People's Creative Design, etc...

### **Event Highlights**

- **Nurturing Young Design Leaders**

The highest-potential future stars will be invited to display their award-winning works and there will be exchanges with leading experts sharing how to create more value within the creative design industry. In-depth exchanges of various forms include: forums、award ceremonies、conferences、fairs、media interviews、relevant talks, etc... The platform will have a special design exhibition、media interview area、and a forum for designers to showcase their work. The event will merge the audience and media, and facilitate famous designer and business interaction.

- **High-Intensity Advertising**

The sponsors will be well-known in both the domestic and foreign media-related industry for high-intensity and high-frequency release of the exhibitions relevant information, including TV、radio、newspapers, magazines, on the Internet, etc. In addition, the Organizing Committee will print 100,000 copies of the invitations and 20 million tickets will be delivered to target audiences through personalized direct mail information, sending and issuance of tickets, sending electronic invitations, SMS, and other various ways suitable for sending information to the target audience for the first time.

- **Powerful Media Exposure**

CCTV, Beijing TV, Travel Channel, and more than 10 other TV media sources will cover the event. Beijing Youth Daily, Sina.com, and hundreds of other newspapers, magazines, and Internet media will provide coverage. Through the media lens, high-quality products and services will be disseminated, easily capturing the huge publicity effect.

- **Rare Opportunities for Industry Exchanges**

Through the Summit Forum, exhibitions, workshops, live lectures, awards presentation and other exciting activities, attendees will participate in an exchange of the latest service industry developments, come to understand consumer demand, and grasp market trends. This year's vast amount of exhibitors is selected from designers and producers. The exhibition will build a communication bridge from many fields for designers and consumers of creative design.

- **Patent Application and Trademark Registration**

CCPIT Patent and Trademark Office has been in operation for more than fifty years. It is both the oldest and largest foreign intellectual property-rights office. The exhibition will host both foreign and domestic clients in patent, trademark, copyright, trade secrets, domain names, unfair competition, and other forms of business protection. Legal proceedings, mediation and consulting services, and intellectual property lectures will be held.

**Participation Eligibility:**

1. Registering exhibitors are required to provide a current business license. Beauty enterprises must provide health permits and product safety inspection documents. Special industry sectors must provide special permits.
2. Product import-businesses are required to provide commodity inspection certificate and health permits.
3. Manufacturers are required to provide production licenses and health permits.
4. Involving participation of intellectual property products, patent or other relevant documents must be provided.

Note: The organizers will provide material regarding application

qualifications for all participating enterprises.

**Exhibiting Fees:**

Booth Type	Domestic Company	Overseas Company with China Representative Office
Standard	8800 ¥/9m <sup>2</sup>	10800 ¥/9m <sup>2</sup>
Interior Light	900 ¥/m <sup>2</sup>	1100 ¥/m <sup>2</sup>

**Standard Exhibiting Booth Set-up:**

Booth rental, booth demolition costs, booth carpet, fascia board in English and Chinese characters, consultation table, negotiating table, two folding chairs, one wastebasket, two spotlights, one 220V socket, daily booth cleaning, catalogue submission form, and exhibitor documents.

**Advertising Costs:**

1、Exhibition Catalogue:

Items	Price (RMB, ¥)
Cover Page	25,000
Back Cover	16,000
Inside Front Cover	14,000
Inside Back Cover	12,000
Title Page	10,000
In Color	6,000
Black and White	3,000

2、Exhibitor Tickets:

Items	Price (RMB, ¥)
Advertising on Back of Exhibitor Card	6,000
Advertising on Back of Visitor Card	10,000

Advertising on Back of Entrance Ticket	8,000
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3、Exhibit Handbag:

Items	Price (RMB, ¥)
Front	20,000
Side	8,000

**II. “Creative Design• Determine the Future Victory”— China International Young Designers Competition**

**Date:** May - November, 2010.

**Award name:** “Heaven’s Crane Award”

The Heaven’s Crane Award—“The Favored One” meaning awards for inspiration stemming from “Strelitzia”, also known as Bird of Paradise, moral victory, freedom, good fortune, and happiness. The Strelitzia reginae flower is novel and beautiful, just like the crane’s fluttering of its wings, along with the four seasons provide an appropriate representation of young, emerging designers brimming with talent.

**Competition Goal:**

“Creative Design• Determine the Future Victory”— China International Young Designers Competition is one of China’s most prestigious competitions for young designers. The competition encourages young designers to design fashion, focus on market-oriented product design and innovation, and initiate popular trend research compared to current product integration, integration and innovation through the industry chain, with effective and efficient movement from research and development to commercialization, industry building, and academia—the platform for professional research.

**Implementation Phases:**

*Phase 1:* Collection of works, website design planning, national university promotions, works acceptance, etc...

*Phase 2:* China International Young Designers award review

*Phase 3:* Promote the awarded works in exhibition.

**Award Rules:**

*Participants:* domestic design institutes, and professional and independent designers.

*Requirements:* Must be original works of an individual or a team, produced between 2008-2010.

*Selection Criteria :* popularity, innovation, marketability, and technology-integration.

*Judges:* Competition Review Committee set up to assess the entries, well-known domestic experts and designers from well-known enterprises, as well as professional media experts.

**Prizes:** Academy Award (set by each category)

Gold	1	(honorary certificates and trophies)
Silver	2	(honorary certificates and trophies)
Bronze	5	(honorary certificates and trophies)
Excellence Award	10	(certificate)
Outstanding Art Direction	2	(certificate)
Outstanding Organization	1	(certificate)

**III. China International Forum on Creative Design**

Topic 1: “Lost in Transition” – in the entire design process, vigorously maintain creativity.

Topic 2: Brand – Design processes and customer expectations – From the customer to the brand

Topic 3: Predict trends – Predict the customer

Topic 4: Supply chain – Putting theory into practice

Topic 5: Sustainability – From the factory to the commercial market

Topic 6: Using design to Build its Legitimacy for Everyday Life

Topic 7: Key Patent Applications and Trademark Registrations

**Contacts:**

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**2010 China International Creative Design Week**

**Exhibitor Application/Agreement Form**

Please write in block letters.

Number:

*Name	Chinese		
	English		
*Address	Chinese		
*Zip Code		*Contact	
*Tel.		*Job	
*Cell		*Fax	
*E-mail		*Website	

*Ownership	<input type="checkbox"/> Domestic (China) <input type="checkbox"/> Overseas/ Chinese representative office.			
<p>*My company's application:</p> <p><input type="checkbox"/> Standard Booth _____ M<sup>2</sup>   <input type="checkbox"/> Indoor Lighting _____ M<sup>2</sup></p> <p><input type="checkbox"/> Outside Lighting _____ M<sup>2</sup></p> <p>Booth fee is payable in Yuan. _____ 元。</p> <p>(Amount: Capital Letters) _____ 元</p> <p>We agree to the method of payment and all relevant provisions. "The exhibitor application" / "agreement form" from the China International Trade Promotion Committee on Economic Information Department, China International Economic and Technical Cooperation Consultants, and Beijing CIEC Exhibition Company Limited will effect from the date of signature. Signature</p> <p style="text-align: right;">Application Date                      Month                      Day                      Year (Stamp)</p>				
<p>For official use only.</p> <p>Confirm application purchase _____ M<sup>2</sup>   <input type="checkbox"/> Standard Booth    <input type="checkbox"/> Interior Lighting</p> <p><input type="checkbox"/> Exterior Lighting</p> <p>Booth No. _____ (Floor Plan Attached), Booth Cost ¥ _____。</p> <p>Total RMB (Capital Letters): _____。</p> <p>Signature</p> <p>Confirmation Date                      Month                      Day                      Year</p>				
Protocol-- Please return to:				
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