

The first conference focusing on automotive interior design to be based in China

Monday, 02 April 2007

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17th-19th April 2007

Le Royal Meridien hotel, Shanghai, China

The first Interior Motives Design Conference China takes place at Le Royal Meridien hotel, Shanghai between April 17th-19th.

This is the first major automotive interior and design conference to take place in China. It will be the perfect opportunity for the design cultures of East and West to meet and find out what they have to offer one another.

Senior designers from some of the world's largest companies will discuss how China can design cars and interiors that will appeal to the wider world. Speakers include Olivier Boulay, Director of the Mercedes-Benz Advanced Design Centre of Japan, Martin Smith Executive Design Director, Ford of Europe and Ford Asia Pacific, as well as figures from Peugeot Citroën and Nanjing Automotive.

The conference will also look at the desires of Chinese customers and how design can evolve to better fulfill them, helping to create strong brands in China.

The event will be attended by a cross section of international, domestic and joint-venture carmakers, interior suppliers and design experts. The conference is supported by its premier sponsor, Yanfeng Visteon. Gold sponsors are Technicon Design, Seton, ICEM and Melba Industries. Sunderland City Council is silver sponsor and Shanghai Daily and China Auto Review are special supporters.

For further information and to register, visit:

www.interiormotives.com/china

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Registration enquiries

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A limited number of places are available for the press. For more details contact:

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