

Seminar on “Developing the Right Home-living Products for the Chinese Mainland Market”

「如何開發迎合中國內地市場之家居用品」研討會

Date 日期	:	21 / 4 / 2010 (Wednesday 星期三)
Time 時間	:	11:30am – 12:30pm
Venue 地點	:	Meeting Room N106-108, HKCEC 香港會議展覽中心會議室 N106-108
Speaker 講者	:	Ms Elaine Ann, President/CEO, Kaizor Innovation 高介原創 創始人 安芯儀小姐
Language 語言	:	English (No simultaneous interpretation will be provided) 英語(不設即時傳譯服務)
Remarks 備註	:	Free Admission 免費入座

About the Seminar:

As China's export market dramatically slows with declining consumption abroad and anti-dumping sentiments, many companies that used to serve the U.S. and European market will now have to shift their business focus to China's internal market to drive business growth.

How can you develop the right products for Mainland Chinese consumers?

How can you create high value-add consumer products without core technology or R&D?

How can you increase product and company competitiveness via design innovation?

This seminar invites company CEOs and managers that are developing home-living products to learn about how multinational corporations innovate new products for the China market and how to effectively partner with design innovators to turn products into a profit-generating engine capturing the growing needs of the China market.

Time 時間	Programme 程序表
11:15am – 11:30am	Registration 登記
11:30am – 12:20pm	Developing the Right Home-living Products for the Chinese Mainland Market 如何開發迎合中國內地市場之家居用品 Speaker: Ms Elaine Ann, President/CEO, Kaizor Innovation 講者: 高介原創 創始人 安芯儀小姐
12:20pm – 12:30pm	Question & Answer Session 答問時段

Remarks 備註:

- Free Admission. Seats are granted on a first-come-first-served basis. 免費入場。座位有限，先到先得。
- Trade only and persons under 18 will not be admitted. 只接待 18 歲或以上業內人士進場。
- The Organiser reserves the right to make any changes without prior notice. 主辦機構保留任何更改之權利而不作另行通知。

About the Speaker 講者簡介:

Elaine Ann is the founder of Kaizor Innovation, an international strategic innovation consultancy that helps companies strategize, research, and design innovative products and services for the China market. Born and raised in Hong Kong and having lived in the U.S for 12 years, Elaine brings to Asia processes of new product innovation and user-centered design to help companies increase their innovation competitiveness. Her clients includes: Hewlett-Packard, P&G, BMW DesignWorksUSA, CNN and Asian



clients such as OSIM, Changhong, Dong Guang Productivity Council, Lan Kwai Fong Group, PCCW, Hong Kong Productivity Council, Hong Kong Post Office etc. Elaine also holds an Executive MBA at the Cheung Kong Business School in Beijing. Her undergraduate is from Carnegie Mellon in the U.S. in Interaction Design (MDES) and Visual Communications (BFA). While in the U.S., she worked for major design consultancies such as Fitch Worldwide, Razorfish, Henry Dreyfuss and Philips Design. She also teaches at the Hong Kong Polytechnic University School of Design's Masters of Interaction Program on New Products/Services Innovation and is also on the school's Advisory Committee. She was an Executive Committee member of the Hong Kong Designers Association and Industrial Design Society of Hong Kong (IDSHK) and has published and spoken widely in US, Europe and China about User-Centered Innovation for China.

安芯儀小姐是策略性原創顧問公司高介原創的創始人。公司提供的策略性原創顧問服務與培訓，其特點是幫助企業開發適合新興中國市場的原創產品。在香港出生長大，後去美國研習 12 年，她的雙語雙文化背景優勢為客戶提供獨特的見解，同時也將原創產品開發流程及用戶體驗的設計理念介紹到中國。高介過往客戶包括：美國惠普 (Hewlett Packard), 寶潔(P&G), 寶馬 (BMW DesignWorksUSA)，亞洲公司包括星加坡 OSIM ,四川長虹東莞市生產力促進中心，香港蘭桂雜團，香港電信盈科，香港生產力促進中心，香港郵政局等等。她擁有美國卡內基梅隆大學 (Carnegie Mellon University)設計碩士與學士學位，以及中國長江商學院 EMBA 工商管理碩士。她曾在美國紐約，三藩市，矽谷從事原創設計策劃工作，包括在 Fitch WorldWide, Razorfish, Henry Dreyfuss 和飛利浦設計 (Philips Design) 等。安小姐同時還是香港理工大學設計學院碩士課程的客座講師與其計學院設計科程評審委員會委員。安小姐曾擔任香港設計師協會(HKDA)與香港工業設計師(IDSHK)協會委員會委員，並廣範在中國、歐美發表以用戶為中心的原創方法。