



2020/3/13 9:00-13:00

上海市浦东新区国展路1099号 上海世博展览馆
设计上海 负一层 Hall4 第6会议室

本场活动由YANG DESIGN和TrendWatching，联合2020设计上海举行
This event are held jointly with 2020 Design Shanghai



趋势工作坊上海站活动介绍

About Trend Tour: Shanghai

从2019年的11月到2020年的3月，TrendWatching将在12个城市与五大洲分享最丰富的消费趋势，这样参加者将为2020年的业务增长做好准备。

这个泛亚洲的全球巡演将开始于新加坡，然后分别是在曼谷，雅加达，马尼拉，香港，上海是最后一站。

整个活动，是由TrendWatching顶尖演讲者带来的内容超级聚焦的一个早上。没有水分、纯粹的、充满机遇的2020年消费者趋势为参加者新的一年业务增长计划带来灵感和影响。

会议不长，观众可以融入，融出，回到办公室带着激动不已的心情，充满着各种新想法，为2020年准备新的风暴。

已经有超过100家对未来关注的企业和组织订票参加亚洲会议。

这是全球唯一一场有中文的消费趋势工作坊。

From November 2019 to March 2020, TrendWatching will be taking to the stage across 12 cities and five continents to share the most opportunity-rich consumer trends so attendees can prepare for a profitable and impactful 2020.

The pan-Asian leg of this global tour will kick-off in Singapore with dates following in Bangkok, Jakarta, Manila, Hong Kong and ending in Shanghai.

In store: a super-focused morning in Shanghai with TrendWatching's top speakers. There will be no fluff. Only pure, unadulterated and opportunity-rich consumer trends for 2019 so attendees can make major strides towards planning for a profitable, impactful, new year.

The session is short, so attendees can jump in, jump out and return to the office reeling with excitement, bursting with new ideas and ready to take 2019 by storm.

They already have over 50 future-focused organizations secure their tickets to join them in Asia.

This is the only workshop with Chinese speaker globally.

3月13日会带来什么?
What 13th March will bring

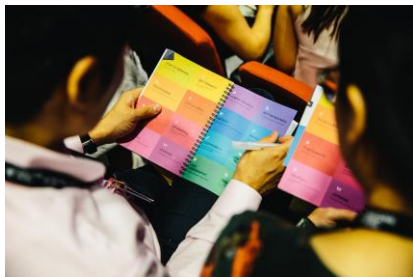
前瞻2020年趋势 Trends for 2020



确认适合您和您团队的可行性机会点并且解析出与您行业相关的趋势; 把我们的洞察运用到您自己追求的趋势创新上面。

Identify actionable opportunities specifically for you and your team then unpack the trends most relevant to your industry and apply our insights to your own pursuit of trend-driven innovation.

创新洞察力 Insight to Innovation



省去没完没了的阅读趋势报告的时间; 简单的用3个小时, 强烈高效地让您和您的团队通过捷径在2020年赢得消费者并完成目标。

Save time on reading endless trend reports; simply spend three (intense!) hours to get you and your team on the fast track to winning consumers and hitting goals in 2019.

捷径 A Fast Track



深入挖掘2020最有影响力的消费趋势, 接收来自亚洲各地一流创新的启发, 同时了解这些正在当地树立消费者期望的创新。

Deep dive into the most impactful consumer trends for 2020 and get inspired by best-in-class innovations from all over Asia that are setting consumer expectations in the region.

趋势报告电子文档下载 Trend Report Digital Download



以可编辑的双语PPT格式发送给您当天所有的资料材料, 让您可以带回去分享到自己的工作中。

Receive the complete deck of all materials in dual language and PPT format from the day, for you to take back to your own planning session!

国际演讲者 Speakers



Acacia Leroy

TrendWatching 趋势与洞察亚洲区负责人
Asia Head of Trends & Insights
TrendWatching

Acacia Leroy 擅长从区域出发解析趋势思维和内容，是一位受高度欢迎的演讲者。

Acacia Leroy is responsible for trend thinking and content from the region and is a highly sought after speaker.



Nathania Christy

TrendWatching 全球洞察网络负责人
Head of Global Insight Network
TrendWatching

Nathania Christy is 主要负责管理来自全球50多个国际1000多名趋势专家社区。

Nathania Christy is responsible for managing the company's community of 1000+ trend professionals from over 50 countries.



黄晓靖 Xiaojing Huang

YANG DESIGN策略总监兼合伙人
Strategy Director and Partner of YANG
DESIGN

黄晓靖带领策略团队，制定设计策略，以实现公司在不同发展阶段的商业价值。

Xiaojing Huang leads the strategic team, defining design strategy to realise business value for companies in different development stages.

2019全球趋势报告中英文电子文档部分页面摘录
Dual language slides of the 2019 Trend Report



Chinese ride-hailing platform
Didi Chuxing powered **7.43 billion**
rides in 2017.
中国打车平台滴滴出行在2017年
驱动了**74.3**亿次出行

Didi Chuxing,
January 2018

DIDI CHUXING
滴滴出行

Ride-hailing app uses
rider data to control
traffic flow
打车平台用出行数据来控制
交通流量

A screenshot of the Didi Chuxing app interface. It shows a map of a city with red dots indicating ride locations. There are also some charts and data points on the left side of the screen.

世界急了，中国拒绝成为垃圾倾倒地
The world is scrambling now
that China is refusing to be a
trash dumping ground

- For decades, China was the world's largest importer of waste but that's changing after Beijing banned 24 types of scrap from entering its borders starting January.
- The ban was hailed as a big win for global green efforts by environmentalists, who said it would not only clean up China, but also force other countries to better manage their own trash.
- More than three months into the ban, waste exporters such as the U.S., Europe and Japan are still scrambling for an alternative to China, experts told CNBC.

Yen Nee Lee
Published 4:33 AM ET Mon, 16 April 2018
CNBC

A photograph showing a person in a dark jacket and cap, crouching and sorting through a massive pile of discarded plastic bottles and other waste. The scene is outdoors, and the ground is covered in trash.

62% Asian consumers have used
voice search in the past 6 months.
在过去半年，**62%**的亚洲消费者有使用
过语音搜索

iProspect Insights,
August 2018

HU-MANITY.CO

App gives people
blockchain-based control
over their data
APP给用户提供基于区块链
的控制来管理他们的数据

A graphic featuring a smartphone in the foreground displaying a user profile. Behind it is a large, stylized circular logo with the text "MY DATA MY PROPERTY" and the number "31" in the center. The background is a soft pink and white gradient.

主办方介绍

Who is TrendWatching

成立于2002，TrendWatching是全球消费趋势公司，总部设在伦敦，在全球设有办事处。

它的使命是激励和赋能人们创造“更好”的创新，为顾客、组织、最终为社会和地球带来真实、可持续和有意义的增长。

它提供在全球和区域层面上消费者行为和偏好变化的洞察，以及企业如何利用这种洞察来驱动趋势和创新，并预测消费者下一步想要什么。

其在线趋势智能平台为来自新加坡到南非的60个国家的1200个客户提供服务。来自新加坡、阿姆斯特丹、纽约、伦敦、拉各斯和圣保罗的趋势专家在50多个国家发表了400多篇主题演讲。提供企业培训方案——从战略规划演习到创新讲习班。已经在每一个主要的B2C行业交付了100个研讨会。其客户是行业中的破局者——万事达、迪士尼、Gojek、Spotify、谷歌和联合利华等。

<https://trendwatching.com>

Established in 2002, TrendWatching is a global consumer trend firm headquartered in London with offices across the globe.

Their mission is to inspire and empower people to create ‘better’ innovations to fuel authentic, sustainable and meaningful growth for their customers, their organizations and ultimately for society & the planet.

They deliver insights on how consumer behavior and preferences are changing, on both global and regional level, and how businesses can leverage that insight to launch trend-driven innovations and anticipate what consumers will want next.

Their online trend intelligence platform serves 1200+ clients in 60+ countries from Singapore to South Africa. Their trend experts based in Singapore, Amsterdam, New York, London, Lagos and São Paulo have delivered 400+ keynotes in 50+ countries. They also offer corporate training programs - from strategic planning exercises to innovation workshops. They've delivered 100+ workshops in every major B2C industry. Their clients are disruptors in their industry - the likes of MasterCard, Disney, Gojek, Spotify, Google, and Unilever.

主办方介绍

Who is YANG DESIGN

YANG DESIGN 为中国前瞻思维的知名工业设计公司，囊括了包括德国红点、iF、日本 G-Mark、美国 IDEA 、CES智能家居产品设计大奖、亚洲影响力设计银奖、福布斯中国影响力设计大奖在内的上百项设计大奖。

下设计策略研究所、CMF与趋势研究实验室、用户研究实验室、快速成型加工中心、品牌创新事业部、产品创新事业部、公共与服务设计事业部，与德国、英国、美国、日本等多家专业设计研究机构有着长期战略合作关系。并投资创办了工业设计博物馆、新手工艺研究院、智能箱包品牌、高端生活方式品牌。

YANG DESIGN 提供以用户体验为中心的高品质设计咨询服务，涉及智能硬件、消费电子、交通工具、时尚快消、教育金融、建筑地产等行业，为全球众多领先品牌实现了创新的社会与商业价值。如波音、宝马、奥迪、英菲尼迪、通用、博世、三星、飞利浦、施耐德、日立、杜邦、联合利华、海尔、华为、万科、绿色和平、壹基金等。

<http://www.yang-design.com/>

YANG DESIGN is the forward thinking industrial design consultancy in China. It has won nearly one hundred major design awards, including Red Dot award, iF award, G-Mark award, IDEA award, CES Smart Home Product Design Award , Design for Asia silver award, and Forbes China's Influential Design award.

YANG DESIGN has Design Strategy Institute, CMF and Trend Study Lab, User Study Lab, Prototype Center, Brand Innovation Department, Product Innovation Department, and Public and Service Design Department. We have long term strategic partnership with professional design research institutes from countries including Germany, Britain, the United States and Japan. YANG DESIGN has also invested and founded an industrial design museum, a new handicraft research institute, a smart luggage brand, and a high-end lifestyle brand.

YANG DESIGN provides high quality design consulting services centered on user experience, and covers industries such as smart hardware, consumer electronics, transportation, fast moving consumer goods (FMCG), education, finance, real estate, and more. YANG DESIGN has helped many leading global brands to realize innovative social and business value, including Boeing, BMW, Audi, Infiniti, GM, Bosch, Samsung, Philips, Schneider Electric, Hitachi, DuPont, Unilever, Haier, Huawei, Vanke, Greenpeace, One Foundation and more.

协办方介绍

Who is Design Shanghai

设计上海作为年度亚洲领先国际设计盛事，大规模地集中展示全球顶尖设计品牌，提供一个与众不同的交流、交易平台，已连续举办六年。作为亚洲第1大设计展，全球第4大设计展，2019设计上海于3月9日落幕，创造了超过七万人次的观展纪录，吸引了交通工具、消费电子、互联网、地产、零售、家具、家居、奢侈品、快消、时尚、材料等知名企业专业观众。作为设计上海的特别策展单和西入口亮点，由YANG DESIGN策展的中国设计趋势展区（China Design Trends Gallery），把每年一度的前瞻性研究项目《中国设计趋势报告》转化为展览形式，并由YANG DESIGN联手美国杜邦™ Tyvek®、德国劳尔RAL、德国雷诺丽特RENOLIT、德国玛娅MAIER KÜCHEN、法国特诺发TRYBA等顶级色彩、材料和生活方式品牌合作伙伴，共同呈现符合未来市场的四大设计趋势。

<https://www.designshanghai.com/>

Design Shanghai, as the leading international design event in Asia, will focus on displaying the world's top design brands on a large scale and provide a unique platform for exchange and trading. It has been held for six consecutive years. Ranking first for visitor turnout among design exhibitions in Asia and 4th worldwide, the 2019 Design Shanghai was concluded on March 9th, with a new record of 70,000 visitors, including professionals from transportation, consumer electronics, internet, retail, real estate, furniture, home furnishing, luxury, FMCG, fashion and materials. In China Design Trends Gallery, one of Design Shanghai's highlights at the west wing pavilion entrance, YANG DESIGN transferred the "China Design Trends Report" to an exhibition and seminar, in collaboration with top color and material brands including DuPont™ Tyvek®, RAL, chictoo, RENOLIT, MAIA KÜCHEN and TRYBA.

参与者有哪些?
Who should attend



部门 Department

市场部、创新部、人事部、CEO/总经理 / 创始人、企业家
Marketing, Innovation, HR, CEO/MD / Founder, Entrepreneurs



行业 Industry

所有行业，包括机构、技术、快速消费品、图书馆、教育机构、政府部门、咨询、美容和个人护理、消费电子、能源、时尚、金融、卫生、媒体、零售、运输、旅游、非盈利等。
ALL industries, including Agencies, Technology, FMCG, Libraries, Education Institutions, Government sectors, Consultancies, Beauty & Personal care, Consumer Electronics, Energy, Fashion, Finance, Health, Media, Retail, Transport, Travel, Non-Profits, and more.

参与过我们之前亚洲活动的品牌企业和机构

Some of the brands and agencies that joined our past events in Asia



您和您团队的收益

For you, and your team

加入我们2020年3月13日在上海的消费趋势工作坊会带给您和您的团队2020年思维创新需要的灵感、前瞻性和聚焦力，并且为执行做好充分准备。

由最新的消费者体验创新，从美国到中国的零售业，到2020年的社会，文化，人口的转变，我们的三位演讲者会在一个上午为大家呈现出一幅360度的消费者图鉴。没有付费演讲插槽，没有广告，没有任何植入。

TrendWatching拥有核心团队和1000多的全球趋势观查员。这个上午就是专门为您准备的。

Joining us in Shanghai on 13 March 2020 will give you and your team the inspiration, foresight and focus required to glide through 2020 ideation, and get ready to execute.

From the latest CX innovations from the US to Chinese retail developments to 2020s social, cultural and demographic shifts, our speakers will deliver a 360° view of the consumer landscape, in just one morning. No paid speaking slots, no sales pitches, no panels.

If you think you will benefit from new, actionable insights from TrendWatching's core teams and 1,000+ global trend spotters, and you're forever short of time, this morning truly is for you.

部分参会者反馈评价

Here what some of them said

“太重要了。”

“了解未来非常重要，这样的活动帮助我们回顾过去同时也展望未来。”

——Brandon Berry Edwards，新加坡 Frog Design 创意总监

“最棒的。”

“这是我参加过的最棒的活动，参会人员投入、视野开阔，很棒的社交机会。”

——Dario Urbinati，瑞士 Gallus Holding 总经理

“很喜欢Be the Superhero那部分和对于孤独的趋势解析，品牌可以在可持续和孤独感做更多探讨。”

——联合利华消费者洞察分析师

“与UXPA相比，TrendWatching从人性基本需求的角度切入聊消费趋势的新表现还蛮有意思的。快闪体验、沉浸式体验新零售、数据权、幻次元、服务设计和人工智能、当现实和虚拟的边界越来越模糊，而这些新型的模式和技术都挂上体验两个字的时候，其实也是人们类型对真实、对诗与远方的新渴求。”

——美的企划

部分参会者反馈评价

Here what some of them said



“The best”

“The best trend event I've been to with an engaged, open-minded crowd and extraordinary networking opportunities.”

Dario Urbinati

MANAGING DIRECTOR

Gallus Holding

Switzerland



“So important”

“It's so important to understand what's coming next and events such as these help us to look backward but also to project forward.”

Brandon Berry Edwards

CREATIVE DIRECTOR

Frog Design

Singapore

2019全球消费趋势工作坊上海站微信回顾
2019 Shanghai Trend Event Trends Prep and Prosper



微信链接 Article Link
https://mp.weixin.qq.com/s/RwbkQxM7YG0ic9_s4vBUIQ

上海购票信息 Shanghai tickets

上海消费趋势工作坊价票：

CNY1599 含税早鸟价
2019/7/1-2019/12/12

CNY2499 含税正常价
2019/12/13-2020/3/12

可提供购票商业合同和发票

全部票只有100张，早订早得，售罄不加票

本场活动和2020年设计上海展览同期举行，票价含260元设计上海单日门票

Workshop ticket price for Shanghai :

CNY1599 for early bird
July 1st to Dec 12th , 2019

CNY 2499 for normal price
Dec 13th , 2019 to March 12th ,2020

We provide invoice and contract

We only have 100 tickets to sell

This event and Design Shanghai Exhibition 2020 are held at the same time.
The ticket price includes 260 RMB Design Shanghai one-day tickets

关于购票、发票、合同事宜，请联系
张群（Teresa） 邮箱：teresa@yang-design.com

To acquire your tickets and be issued the Chinese VAT invoice or contract ,please contact Teresa Zhang
E-mail: Teresa@yang-design.com

付款账户信息

Payment Account

公对公汇款、需要发票的付款账户：

公司名称：物舍（上海）工业设计事务所（有限合伙）
地址：上海市长兴镇潘园公路1800号3号楼21261室（上海泰和经济发展区）
电话：021-62802294
传真：021-56678205
开户银行及账号：中国建行上海莘中路支行
3105 0178 5200 0000 0871
邮编：200940

开票须知：

购买10张票以下，仅提供增值税普通发票；购买10张票以上（含10张），可以提供增值税专用发票。

公司开具增值税专用发票需提供一般纳税人资质证明

活动地点和时间
Venue

上海世博展览馆
上海市浦东新区国展路1099号
2020年3月13日周五上午
9:00am-13:00pm

Join us at Shanghai World Expo Exhibition and
Convention Centre on Friday, 13th March, 2020,
9:00am-13:00pm



购票咨询
Request Your Ticket



张群 (Teresa)
YANG DESIGN

teresa@yang-design.com

YANG
DESIGN

前瞻设计顾问

Forward Thinking Industrial Design Consultancy



微信公众号: YANG DESIGN

新浪微博: @YANGDESIGN官方微博

官方网站: www.yang-design.com

Email: info@yang-design.com

Telephone: 8621-6280 2294

上海市淞兴西路258号, 半岛1919创意园10号楼

Building 10, BUND1919, No.258 West Songxing Road, Shanghai.