

Strategic International Senior Executive Forum
NEXT GENERATION PRODUCT DESIGN FORUM

Innovating with product design by utilising the newest technologies, following future trends and implementing consumer research in all stages of product development

3 & 4 June 2008, Hotel AB Skipper, Barcelona

With the participation of leading experts:

CEO

INOGATE

Chief Designer

HYUNDAI DESIGN CENTER EUROPE

Senior Design Manager

VIRGIN (ATLANTIC)

Chief Designer

MAZDA MOTOR EUROPE GMBH

Group Design Director

NOKIA

Creative Director, New Business

PHILIPS DESIGN

Director, Design Programs

DOW CORNING (USA)

Director Marketing & Communication Power Modules

ERICSSON

Head of Design Knowledge

DESIGN COUNCIL (UK)

Director Innovations & Design

SIEMENS

Director Product Design EMEA

TUPPERWARE

Founding Member

SMART DESIGN

General Manager of European projects

TOYOTA MOTOR EUROPE

Design Director, UK, Singapore and India Design Centres

MOTOROLA

Footwear Creative Director

NIKE

Head of the International Design Center Consumer & Office Business

3M

Director Brand Design Bosch

BSH BOSCH UND SIEMENS HAUSGERÄTE

Vice President

EXPLOCENTRE -ORANGELABS

Head of Design

EXPLOCENTRE -ORANGELABS

Design Director

DECATHLON

Design Leader Home Care

PROCTER & GAMBLE

ATTEND THIS STRATEGIC PRODUCT DESIGN FORUM TO LEARN FROM LEADING GLOBAL CORPORATIONS SPEAKING ON:

- How to reach commercial success through design innovation
- Bridging the gap between product design and brand identity
- Investigating and interpreting future trends in product design to gain competitive advantage
- Identifying and following up opportunities for product design innovation
- Developing and designing attractive sustainable products
- Integrating design in business to reach financial success and position your company as a design leader

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