

5th Edition CPRJ Plastics in
Home Appliance/3C Electronics
Conference & Showcase



Conference Review

27-28.6.2019 | RAMADA Plaza Shunde

Hosts :

ADSALE 雅式®

Adsale Publishing Ltd.(Adsale Group)

Haier

Haier Group Module Supplier Resource Platform

Organizer:

中国
CPRJ 塑料橡胶
China Plastic & Rubber Journal
AdsaleCPRJ.com

国际版
CPRJ International
China Plastic & Rubber Journal 中国塑料橡胶
AdsaleCPRJ.com

China Plastic & Rubber Journal

Co-organizers:



The Industrial Design
Society of Shunde



Shunde Home Appliance
Chamber of Commerce



Zhongshan Household Electrical
Appliances Association



广东省工业设计协会
GUANGDONG INDUSTRIAL DESIGN ASSOCIATION
Guangdong Industrial
Design Association



Guangdong Procurement and
Supply Chain Association

Supporters:



Chinaplas



INSPIRING
PLASTICS
PROFESSIONALS

Society Plastics Engineers (SPE)



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China Household Electric
Appliance Research Institute



Good & East Resourcing
够意思资源



Journal of Appliance
Science & Technology



Sino-Pack



More details: AdsaleCPRJ.com/Appliance3CConference

Salute To The Following Sponsors

Diamond Sponsors:



Exhibitors:



Other Sponsors:



Home Appliance Conference Programme

27 June Morning Session 08:00 - 12:00

08:00 Audience Reception

08:30 Exhibition visits and interactions

09:00 Welcome Remarks Adsale Group - Stanley Chu, Chairman

China Household Electric Appliance Research Institute – Dr.Ting Liu, President

Haier Group Module Supplier Resource Platform - Xiaolin Wang,

Process & System Director

The Moderator: Chao Wang
China Household Electric Appliance
Research Institute, Deputy Director

09:10 China Household Electric Appliance Research Institute - Yanxin Cao, Component & Material Testing Center
Material Analysis, Minister

The updates and risk assessment of the Chinese RoHS

09:40 Haier Group - Wen Zhang, Brand CMF Design Manager

New material and technology trends in the home appliance industry

10:10 Zhongshan L.K. Machinery Co., Ltd. - Zheng Zhi Su, Marketing & Sales Director

FORZA-III Two-Platen Injection Molding Machine Application in Household Appliance Industry

10:30 Coffee Break / Networking / Exhibition Visiting

11:00 Guangdong East-Innovation Industrial Design Co., Ltd. - Shifeng Liu, Chairman

Market-User-Product-Material, A discussion on integrating innovations of small appliances

11:30 Motan-Colortronic Plastics Machinery Co., Ltd. - Decker Guan, Application Manager

Motan – application of the raw material handling in the household appliance industry

11:50 Group Photo

12:00 Networking Lunch

27 June Afternoon Session 13:30-18:30

13:30 Design UM - Nariman Bashiri, Co-founder/Chief Designer

Industrial design process and Case Sharing

14:00 Dongguan JEA Polymer Technology Co., Ltd. - Andy Chen, Director of JEA Technology Marketing Center

Mute life--how to use elastomeric materials in product design

14:20 Konka Group Co., Ltd. - Lera Chen, Deputy Director of Industrial Design & CMF Design Director

An analysis of demands for CMF from the perspective of TV design trends

14:50 JSW Plastics Machinery (Shenzhen) Co., Ltd. - Jinglong Liu, Sales Manager

New smart IMM used for home appliances & 3C

15:10 Coffee Break / Networking / Exhibition Visiting

15:40 Hangzhou Keqiang Information Technology Co., Ltd. - Peter Xu, General Manager

Data enabling manufacturing, Keqiang helps household appliance manufacturing to achieve perfect upgrade

16:00 Joyoung Company Limited - Flory Zhang, Senior Material Supervisor, Quality Technology Dept.

Kitchen Appliances Material Requirements for 2019

16:30 tesa tape (Shanghai) Co., Ltd. - Eva Deng, Senior Market Expert in Tape Solutions for Appliance Industry

Innovate and grow together with tesa within the appliance segment

16:50 Zhuhai Gree Green Renewable Resources Co., Ltd. - Congwu Zhang, Marketing Director & New Materials CTO

Application and trends of Flame Retardant Materials for Home Appliances

17:20 Shini Plastics Technologies, Inc. - Gavin Bai, Product Manager

*Application of molding auxiliary equipment in household electrical appliances*17:40 Brainstorm: *The home appliance/small appliance market is highly competitive. How to find new design inspiration?**How can companies consolidate their competitiveness through smart manufacturing?*

Other Guests: Midea Group - Shuyang Qin, Director of Lean Supply Chain

Elec-Tech International Co., Ltd. - Xuejun Chen, Deputy General Manager

Business matching service will be served whole day, the VIP gala dinner will start from 19:10

28 June

09:00-10:00 Haier Group Module Supplier Resource Platform Supply and Demand Exchange Meeting

10:00-11:00 Panasonic Group Technology Exchange Meeting

11:00-12:00 Aux Group Co., Ltd Air Conditioning Technology Exchange Meeting

3C Electronics Conference Programme

27 June Morning Session 08:00-12:00

08:00 Audience Reception

08:30 Exhibition visits and interactions

09:30 Welcome Remarks Adsale Group - Stanley Chu, Chairman

The Moderator: Dr. Qiu Yaohong
Association of CAE Molding
Technology, Director

09:40 VIVO Mobile Communication Co., Ltd. - Dr. Huan-Chu Huang, Senior Antenna Technical Director/Principal Antenna Expert *The future of 5G mobile phone antenna design*

10:10 Artop Group - Beast Jiang, Vice General President & Creative Director *Symbiotic Design*

10:40 Wacker Chemicals (China) Co., Ltd. - Dario Li, Technical Manager
HCR/LSR for 3C and wearable applications

11:00 Coffee Break / Networking / Exhibition Visiting

11:15 Huizhou Speed New Material Technology Co., Ltd. - Jially Xu, Deputy Director of R & D Center
The application potential of ICM compression molding in 3C electronics

11:45 SHANGHAI-FANUC Robomachine Co., Ltd. - Wenxiong Dong, Sales Manager
FANUC injection molding machine application in the 5G mobile phone cover of new material

12:05 Group Photo

12:10 Networking Lunch

27 June Afternoon Session 13:30-18:30

13:30 Modern Precision - George Gao, Vice President

The design trends and processing requirements of wearable electronics

14:00 Korea Chemical Industry (Shenzhen) Co., Ltd. - Alen Zheng, Senior Application Development Manager / Yukon Huang, Engineer General Manager, Modern Precision Group
Synthetic glass materials from KCI, the innovative application of 5G !

14:20 Logitech Hongkong Ltd - Clear Li, Technical Manager, Adv. Manufacturing
The future of 3C plastics

14:50 Stratasys Shanghai Ltd. - Marco Chow, Application Engineer
Consumer electronics/consumer goods (CE/CG) product development innovation driven by Stratasys 3D printing solution

15:10 Coffee Break / Networking / Exhibition Visiting

15:40 Haier Digital Technology (Guangzhou) Co., Ltd. - Weidong Zhao, General Manager
Haier COSMOplat Industrial Internet Platform--Promoting Industrial Upgrading

16:10 Polyplastics (Shanghai) Co., Ltd. - Steve Pan, Senior Technical Manager, Technology Service Center (TSC)
Permittivity controlled materials for 5G communication

16:30 Shenzhen Xinhao Rousu Technology Co., Ltd. - Wenya Yang, General Manager
A discussion on 5G optical back cover processing

16:50 Suzhou Napo Advanced Material Technology Co., Ltd. - Xuanquan Zhou, General Manager
New materials in 3C: development and application of low dielectric constant plastic (5G) and continuous carbon fiber reinforced composites

17:20 Brainstorm: *5G era, electronic products will face a new round of innovation and upgrading. What is the innovation direction? How can materials and process technologies help in the transition?*

Transsion - Jianchun Dong, Design Supervisor

Zhijiang (Shenzhen) Creative Co., Ltd. - Frogs Nie, Design Director

Business matching service will be served whole day, the VIP gala dinner will start from 19:10

28 June

09:00-11:00 5G Technology Exchange Meeting

Photo Gallery

Audience arrival



Home Appliance session



Brainstorm



3C Electronics session



Brainstorm



Exhibiting & networking



Welcome speech



Stanley Chu
Chairman, Adsale Group



Dr. Ting Liu
President, China Household Electric
Appliance Research Institute



Xiaolin Wang
Process & System Director, Haier Group Module
Supplier Resource Platform

Keynote speakers



Yanxin Cao
Componet & Material Testing Center Material
Analysis, Minister, China Household Electric
Appliance Research Institute



Wen Zhang
Brand CMF Design Manager, Haier
Group



Zheng Zhi Su
Marketing & Sales Director, Zhongshan L.K.
Machinery Co., Ltd.



Shifeng Liu
Chairman, Guangdong East-Innovation
Industrial Design Co.,Ltd.



Decker Guan
Application Manager, Motan-Colortronic
Plastics Machinery Co., Ltd.



Dr. Huanchu Huang
Senior Antenna Technical Director/Principal
Antenna Expert, VIVO Mobile Communication
Co.,Ltd.



Beast Jiang
Vice General President & Creative Director,
Artop Group



Dario Li
Technical Manager, Wacker Chemicals
(China) Co., Ltd.



Jially Xu
Deputy Director of R & D Center, Huizhou Speed
New Material Technology Co., Ltd.



Wenxiong Dong
Sales Manager, SHANGHAI-FANUC
Robomachine Co., Ltd.

More photos, please visit:
AdsaleCPRJ.com/Appliance3CConference

Business Matching

1. 5G Technology Exchange Meeting (Period: 28 June, 09:00-11:00)



2. Haier Group Module Supplier Resource Platform Supply and Demand Exchange Meeting (Period: 28 June, 09:00-10:00)



3. Panasonic Group Technology Exchange Meeting (Period: 28 June, 10:00-11:00)



4. Aux Group Co., Ltd. Air Conditioning Technology Exchange Meeting (Period: 28 June, 11:00-12:00)



Note: For privacy reason, the detailed content of the meetings are not allowed to be published.

Publicity

Online & Social Media

1) AdsaleCPRJ.com

5th CPRJ Plastics in Appliance/3C Electronics Conference kicks off in Shunde, China

Link: <https://www.adsalecprj.com/Publicity>

2) CPRJ WeChat

Link: 1. <https://mp.weixin.qq.com>



今日，“第五届CPRJ 3C电子塑料技术论坛暨展示会”及“第五届CPRJ家电塑料技术论坛暨展示会”正在顺德金茂华美达广场酒店如火如荼地进行着。

2. <https://mp.weixin.qq.com>



由雅式集团携手海尔集团全球模块商资源平台海达源平台共同举办的第五届CPRJ家电/3C电子塑料技术论坛暨展示会于6月27-28日在顺德金茂华美达广场酒店举行。

继昨天精彩论坛之后，今天进入会议的第二部分：“未来家电工厂技术交流”和“5G技术交流”。

3) Promotions at other online platforms (Language in Chinese)

Platform (Partial)	Link
China.org.cn	Click to view
China.com	Click to view
Sohu.com	Click to view

Eg: Toutiao.com

今日头条 首页 / 其它 / 正文



如何把握塑料材料、工艺和设计在3C/家电中的发展和应用机遇？

互联网资讯快报 2019-07-01 14:52:14



今日，“第五届CPRJ 3C电子塑料技术论坛暨展示会”及“第五届CPRJ家电塑料技术论坛暨展示会”正在顺德金茂华美达广场酒店如火如荼地进行着。

家电/3C专场同期举行，将家电/3C电子行业的专家、企业和行业精英汇聚一堂，透过专家报告、现场交流和展示会，碰撞出一场集合技术、设计与创意的头脑风暴。

Testimonials (Partial)

With the well organized for the conference and showcase, it helps exposure our brand image via CPRJ Conference resultful.

Wacker Chemicals (China) Co., Ltd.

The organization of the conference and the quality of the audience are quite high standards, there are a lot of communication and the collision of ideas!

Shanghai Zhiyin Information Technology Co., Ltd.

End users and suppliers have fully communicated on conference to meet their needs. Hope such influential industry conference can hold for a long time!

Haier Group Module Supplier Resource Platform

To be honored by sharing a little section of our experiences in industrial design and designers view to the new materials, by very professional organizer!

Design UM

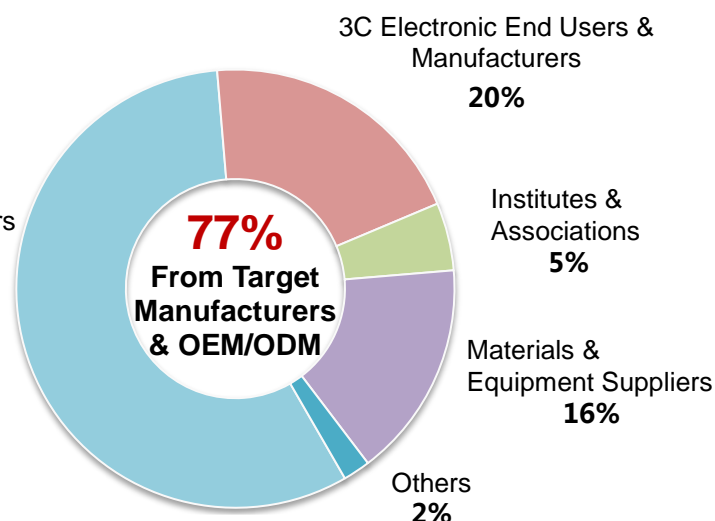
Participants' Profile

508 Participants

R&D / Quality Control / Production Manager / Designer 55%
 Purchasing / Marketing / Operation Manager 21%
 Managing Director / General Manager / Plant Manager 20%
 Others 4%

197 Companies

Home Appliance End Users
& Manufacturers
57%



Audiences' comment on the conference:

**95%**

Agreed Conference's quality from satisfactory to excellent

**97%**

Achieved the goal of participating in the conference

*Source of information: Over 86 respondents filled in the questionnaires

Sponsors' comment on the conference:

**100%** Achieved the goal of participating in the conference**100%** Agreed the conference's organization and services from satisfactory to excellent**92%** Concluded the conference's result from satisfactory to very fruitful**79%** Intended to recommend the CPRJ Appliance/3C Electronics conference to others

► Benefits sponsors gained from the conference:

Enhanced corporate / product image **57%**

Obtained clearer picture on the plastics
application in Appliance/3C electronics
market **57%**



Meet potential buyers / distributors /
agents **50%**



Source of information: questionnaires collected from over 75% sponsors