

ID
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ID Has Its Future in China

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Made in China

The strong manufacture meets the need of world market well. But how does it affect the ID in China?

ID in China

ID firms are gathering in 3 main areas such as Pearl River Delta, Beijing and Shanghai.



1. 60 가 .
2. R&D IT 가 IT 가 . 20
3. OEM , 30 가
4. ID ID 가? “ ” 가

1. Pearl River Delta is the labor-intensive production area with more than 60 ID firms that just changed the faces of manufacturing.

2. Beijing is the R&D center and top IT trade city in China. The city is especially renowned for its Science Park. There are 20 ID firms mainly working with the local IT clients, yet the major concern is still the form of the product.

3. Shanghai is the multinational economic center and high technology. Currently about 30 ID firms and many OEMs are in Shanghai, where more opportunities to work with the high class and international clients are provided.

4. A shift from product decoration to product design is the main stream of Chinese ID nowadays. Under such background and chances, what should Chinese ID firms do to meet the challenges? Let's take a look at the law of the "Rains and Bowls." The wider the bowls, the more rain drops we can get. In the same sense, we need to extend the ground of activities.





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, MD,

, ID, **Go wider**

The second law of the rains and bowls is about the expanding the design process and methodology; research, ID, interface, MD, support.

Go deeper

The design process and methodology should go deeper by integrating the resources inside including human resources, design resources so that we can achieve the efficient and competitive operations.

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The difficulties and problems of the current Chinese market are the immature market environment, communication noise and confusing design fee standard. The solution to these problems lies in trials to understanding, perfect interaction, respect and trust between clients and design firms.



ID has its future in China

Global competitiveness of Asia design -

2003.12.2



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Made in CHINA

made in CHINA



but, **What's inside?**



made in CHINA

**The strong manufacture meets the
need of world market well,
but how does it effect the **ID**
in China ?**



ID in CHINA

ID in CHINA



ID firms are gathering in 3 main areas

ID in CHINA



ID firms are gathering in 3 main areas

BEIJING

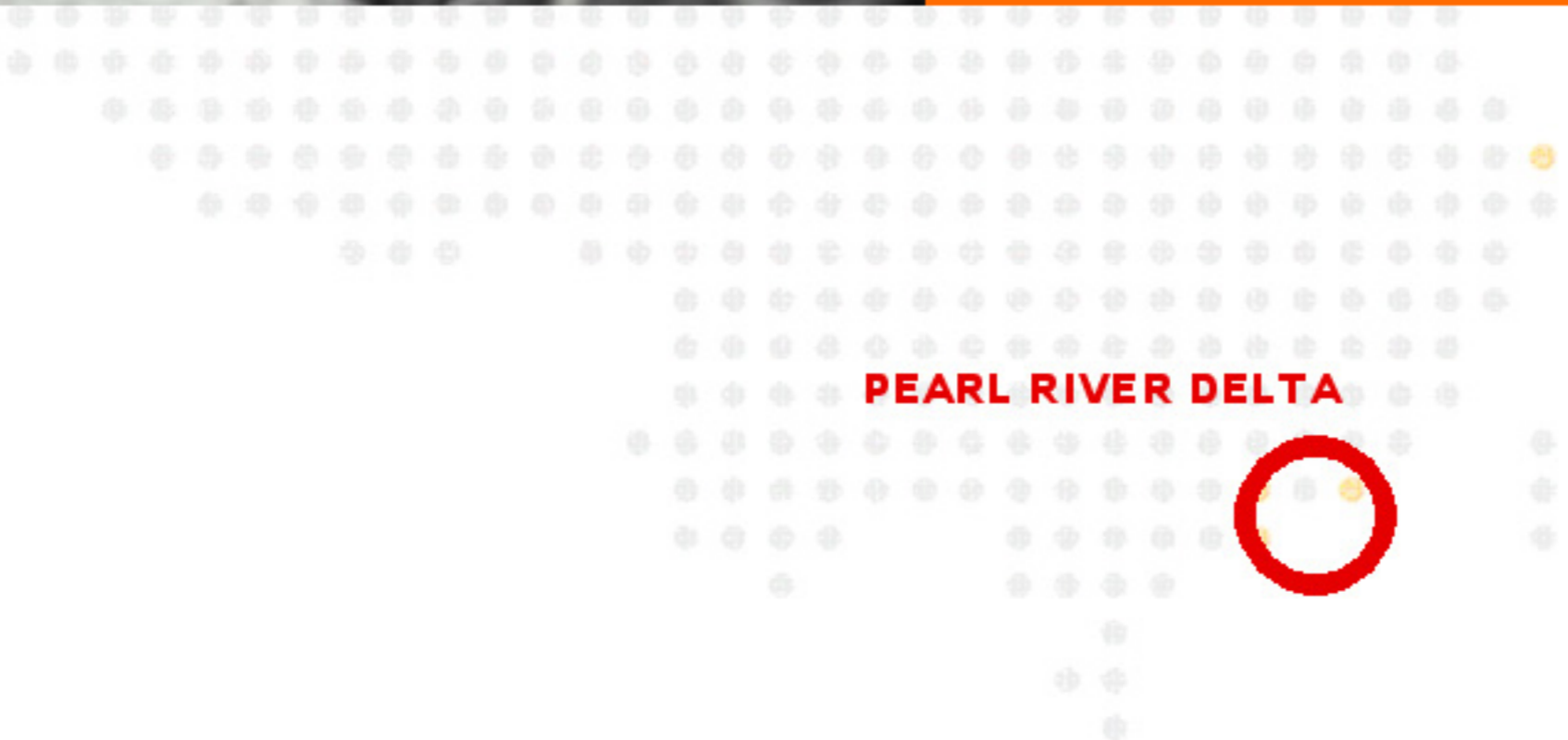
SHANGHAI

PEARL RIVER DELTA

ID in CHINA - Pearl River Delta



Labor intensive production



ID in CHINA - Pearl River Delta



More than 60 ID firms

**Just change faces for
manufacture.**

PEARL RIVER DELTA



ID in CHINA - Beijing



R&D center
Top IT trade

(science park)

ID in CHINA - Beijing



About 20 ID firms

Mainly serve for local IT clients.
Care about the form

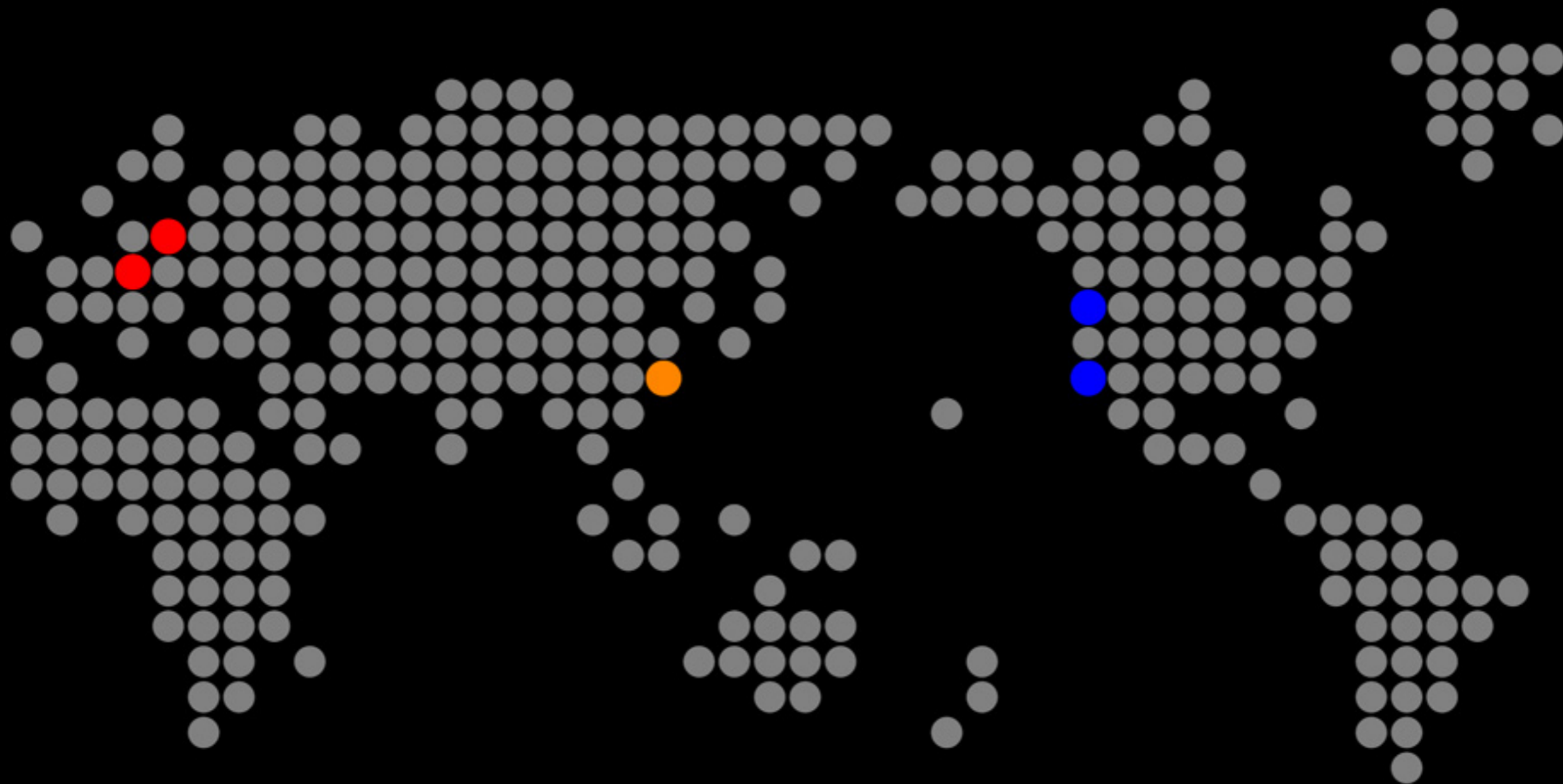
ID in CHINA - Shanghai



A great deal of OEMs



Rains and Bowl -- go "wider"



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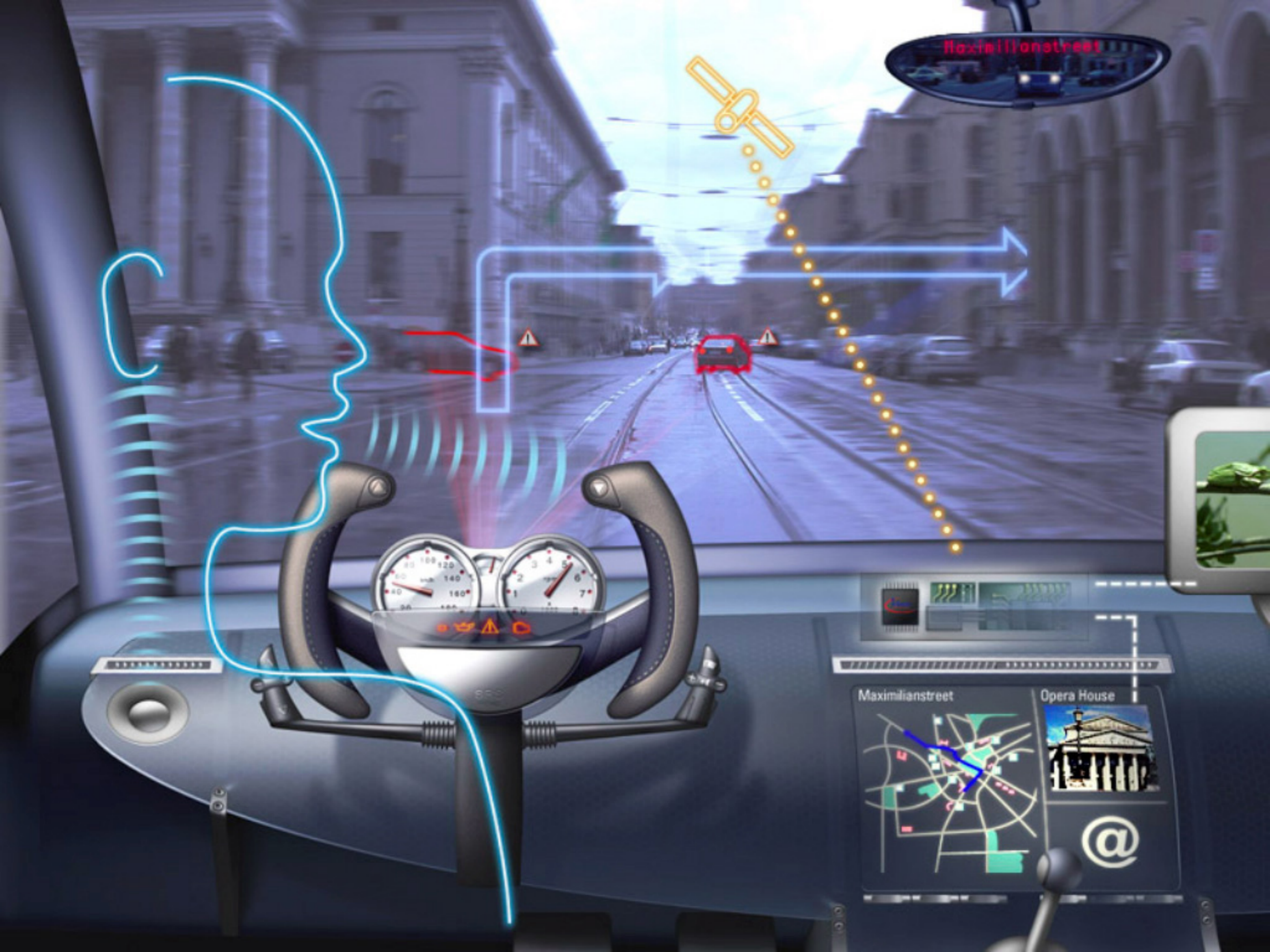
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Rains and Bowl -- go "wider"

RESEARCH

ID

INTERFACE

MD

SUPPORT



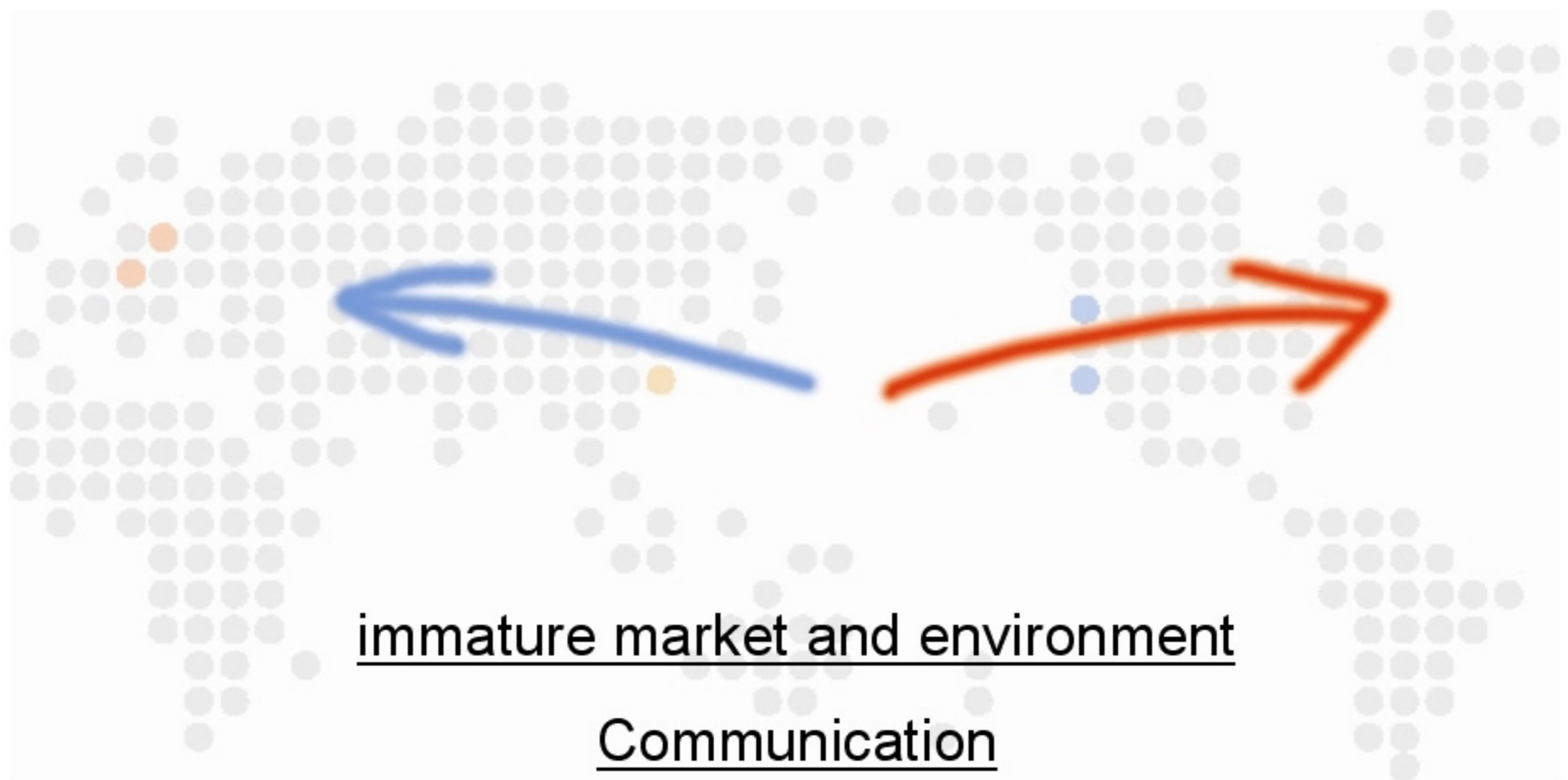
Rains and Bowl -- go “deeper”



Rains and Bowl -- go "deeper"



Difficulties and Problems



immature market and environment

Communication

different charge standards

How to solve?

clear understanding

perfect interaction

fully respect

T R U S T

Thank you.