

smart home appliance summit

SHANGHAI

Redefining S.M.A.R.T

Strategy | Manufacturing | Architecture | Reinforcement | Technology

11 – 12 January 2017

Hotel Nikko Shanghai, China

www.smarthomesummit-sh.com



Knowledge partner

SIEMENS



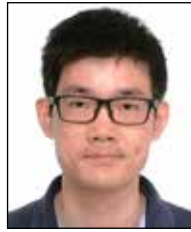
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Prestigious speakers at the summit

来自行业领导品牌的多位专家组成强大演讲嘉宾阵容



Siemens
Vice President
副总裁
Dr Michael Liu
刘栩博士



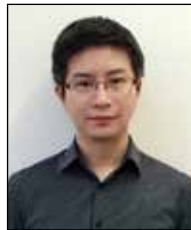
Google
Head of Google IoT
Platform China Team
谷歌物联网平台中国
团队负责人
Yuwen Lan
兰玉文



TCL
Lead Designer
首席设计师
Matias Conti



Intel
Innovation
Manager
创新经理
Kapil Kane



Philips
System Architect
系统架构师
Kiri Chen
陈秉舟



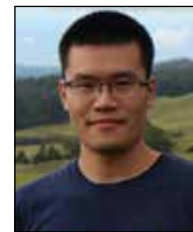
Sonos
Brand Director
品牌总监
Ecke Gong
龚佳斌



**Langhu
Intelligence**
CEO
首席执行官
Rover Zhou
周成虎



BroadLink
CEO
首席执行官
Dr Jerry Liu
刘宗孺博士



Phantom
CEO
首席执行官
Hao Wang
王昊



**The Red
Synergy
Shanghai**
Managing
Director
常务董事
Marco Gervasi



AiSpeech
CMO
首席营销官
Shiny Long
龙梦竹

Conference background

According to STATISTA, revenue in the Chinese smart home market will amount to USD 1.184 billion in 2016, and will reach USD 13.429 billion by 2021. Besides the household penetration in China is currently at 1.8% in 2016 and is expected to hit 12.6% by 2021. With no doubt, smart home appliances will become the next era in years to come.

Chinese internet companies and home appliance manufacturers are shifting their focus to the smart home market, which is expected to see a surge in business over the next two to three years. In light of the market condition, the first Smart Home Appliance Summit has been organised, devoted to bringing together top-level professionals from leading brands to illuminate the path of being a customer-oriented smart home appliance company.

会议背景

根据STATISTA收集的最新数据，2016年中国的智能家居市场收入达到了11.84亿美元，并预计到2021年市场交易量将达到134.29亿美元。另一方面，截至2016年智能家居在中国家庭的普及率只有1.8%，预计在2021提升至12.6%。毫无疑问，智能家电将在不久的将来迈入下一个新的时代。中国互联网公司以及家电制造商正在将其关注点转向智能家电市场，在未来的两至三年内，智能家电业务有望迎来一个高峰发展期，因而引起了行业激烈的竞争。

在此背景下，由法兰克福展览（上海）有限公司创办的第一届中国智能家电峰会将各领军品牌的高层及专家汇聚一堂，与同行一起分享如何成为以顾客体验为导向的新型智能家电公司。

Conference agenda 会议议程

Day 1 第一天: 11. 1. 2017

9:00 – 9:30	Registration and morning coffee	签到、早茶
9:30 – 9:50	Conference opening and networking session Dr Michael Liu: VP of Siemens Ltd., China	开幕式、交流环节 刘栩博士: 西门子有限公司中国区副总裁
9:50 – 10:30	Smart home – The inauguration of DIY era Rover Zhou: CEO of Langhu Intelligence	智能家居开启DIY时代 周成虎: 浪虎智能首席执行官
10:30 -11:10	Where the tide of smart home market & trend takes you in China Dr Michael Liu: VP of Siemens Ltd., China	从中国智能家电市场及趋势中寻找增长点 刘栩博士: 西门子有限公司中国区副总裁
11:10 – 11:30	Coffee break and networking	茶歇及交流环节
11:30 – 12:10	Going global through innovation and user-centred design Matias Conti: Lead Designer of TCL	通过创新和以用户为中心的设计走向全球 Matias Conti: TCL首席设计师
12:10 – 12:50	Building intelligent domestic music hub Ecke Gong: Brand Director of Sonos, Inc.	智能家居的音乐中心 龚佳斌: 搜诺思科技有限公司品牌总监
12:50 – 13:50	Lunch break	午餐
13:50 – 14:20	BroadLink – made for living smartly Dr Jerry Liu: CEO of BroadLink	互联互通——为智慧生活而生 刘宗孺博士: 杭州古北电子科技有限公司首席执行官
14:20 – 15:00	Where is smart home heading – the intelligentisation of home scenarios Hao Wang: CEO of Phantom	智能家居何去何从——场景智能化应用 王昊: 幻腾首席执行官
15:00 – 15:20	Coffee break and networking	茶歇及交流环节
15:20 – 16:10	Panel discussion: smart device VS. centralised system, which should be the focus? Dr Jerry Liu: CEO of BroadLink Rover Zhou: CEO of Langhu Intelligence Hao Wang: CEO of Phantom	小组讨论: 智能单品VS智能中控, 哪个才是侧重点? 刘宗孺博士: 杭州古北电子科技有限公司首席执行官 周成虎: 浪虎智能首席执行官 王昊: 幻腾首席执行官
16:10 – 16:30	Networking and end of day 1	交流环节及第一天议程结束

Conference agenda 会议议程

Day 2 第二天: 12. 1. 2017

9:00 – 9:30	Registration and morning coffee	签到、早茶
9:30 – 10:10	<p>Turn on people's living with connected lighting</p> <p>Kiri Chen: System Architect of Philips China</p>	<p>利用互联照明打开人类的新生活</p> <p>陈秉舟: 飞利浦照明家居系统架构师</p>
10:10 – 10:50	<p>Applying an "online mindset" to create smart devices</p> <ul style="list-style-type: none"> • The smart devices paradigm: from "+Internet" to "Internet+" • How to combine offline and online when designing a new smart product • How to create a product ecosystem • Differences in smart appliances ecosystems between the West and China • Leveraging customers data <p>Marco Gervasi: Managing Director of The Red Synergy Shanghai</p>	<p>用“互联网思维”来创造智能设备</p> <ul style="list-style-type: none"> • 智能设备的转换: 从“+互联网”到“互联网+” • 结合线上线下设计新的智能设备 • 如何建立产品的生态系统 • 中国与西方国家在智能设备生态系统中的差别 • 利用客户数据 <p>Marco Gervasi: The Red Synergy(上海) 常务董事</p>
10:50 – 11:10	Coffee break and networking	茶歇及交流环节
11:10 – 11:50	<p>Voice interaction – the transformation of smart home APP</p> <p>Shiny Long: CMO of AiSpeech</p>	<p>语音交互改变智能家居“APP”时代</p> <p>龙梦竹: 思必驰首席营销官</p>
11:50 – 12:30	<p>Technologies shaping the future of smart home</p> <p>Kapil Kane: Innovation Manager of Intel Corporation</p>	<p>由科技塑造智能家居的未来</p> <p>Kapil Kane: 英特尔创新经理</p>
12:30 – 13:30	Lunch break	午餐
13:30 – 14:10	<p>(Topic pending)</p> <p>Yuwen Lan: Software Engineering Manager at Google / Head of Google IoT Platform China Team</p>	<p>(议题待定)</p> <p>兰玉文: Google物联网平台中国团队负责人 / Google物联网平台软件研发经理</p>
14:10 – 14:50	<p>Panel Discussion: Transforming from traditional to smart: How to build smart home scenario linkage</p> <p>Kapil Kane: Innovation Manager of Intel Corporation Matias Conti: Lead Designer of TCL Marco Gervasi: Managing Director of The Red Synergy Shanghai</p>	<p>小组讨论: 从传统到智能的转变: 如何构建智能家居的情景联动</p> <p>Kapil Kane: 英特尔创新经理 Matias Conti: TCL首席设计师 Marco Gervasi: The Red Synergy(上海) 常务董事</p>
14:50 – 15:30	End of event	会议结束

About the summit

Smart Home Appliance Summit Shanghai invites top CXOs, vice presidents, managers and experts to share unique experiences and scenarios, best practices and inspirations (but also failures to learn from). It is the very first summit in China serving as a unique meeting point of professionals fully focused on **'Redefining S.M.A.R.T'**:

Strategy: redefining strategies to be in line with market trends and customer insights;

Manufacturing: redefining manufacturing processes to be more efficient and error-free;

Architecture: redefining architectures to hit user's trigger points;

Reinforcement: redefining the relationships to reinforce smart home ecosystem;

Technology: redefining technologies to balance between practicality and sophistication.

关于峰会

本届智能家电上海峰会邀请了行业品牌商、生产商、解决方案供应商以及行业技术专家等，将在中国召开一场别开生面的专家级盛会，会议主题为：重新定义，引领“智能”：

战略：重新定义战略，使其顺应市场趋势和顾客见解；

生产：重新定义生产，使其更加高效与无误；

架构：重新定义架构，使其更加契合客户需求；

强援：重新定义各种关系，以强化智能家居生态系统；

科技：重新定义科技，以平衡实用性与精密性之间的关系。

Benefits of attending

- Discover new ways to develop your brand and enhance revenue
- See which strategies can expand brand images more effectively
- Meet 100 professionals to share best practices in the Chinese market
- Understand the driving forces behind the smart home device market
- Listen to the experienced industrial designers' practical examples
- Hear about the latest technologies and solutions
- Make new contacts from across the industry
- Acquire experts' advice in panel discussions

参会理由

- 探寻提升品牌形象、增加收益的新方法
- 发现有效提升品牌形象的新策略
- 与100位专业人士分享在中国市场上的最佳实战经验
- 了解智能家居设备市场背后的驱动力
- 聆听资深工业设计师的实例分享
- 获得最新的技术和解决方案
- 建立新的行业关系网
- 在小组讨论中获得专家们的建议

Delegate profile

- Smart home appliance manufacturers
- Mobile manufacturers
- Electronic & electrical manufacturers
- Technology & wireless companies
- Marketing & customer insight agencies
- Product design companies
- Home appliance distributors
- E-Commerce platforms
- Smart home appliance solution providers

目标群体

- 智能家电制造商
- 手机制造商
- 电子电气制造商
- 技术与无线公司
- 市场营销和客户洞察机构
- 产品设计公司
- 家电经销商
- 电子商务平台
- 智能家电解决方案提供商

About the organiser

Messe Frankfurt is one of the world's leading trade fair organisers, generating around €648 million in sales and employing 2,244 people. The Messe Frankfurt Group has a global network of 30 subsidiaries and 55 international Sales Partners, allowing it to serve its customers on location in 175 countries. Messe Frankfurt events take place at approx. 50 locations around the globe. In 2015, Messe Frankfurt organised a total of 133 trade fairs, of which more than half took place outside Germany. Comprising an area of 592,127 square metres, Messe Frankfurt's exhibition grounds are home to ten exhibition halls. The company also operates two congress centres. The historic Festhalle, one of the most popular venues in Germany, plays host to events of all kinds. Messe Frankfurt is publicly owned, with the City of Frankfurt holding 60 percent and the State of Hesse 40 percent.

For more information, please visit our website at www.messefrankfurt.com.

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法兰克福展览有限公司是世界著名的展会主办机构之一，2015年营业额约6.48亿欧元，聘用2,244名员工。该集团在全球设有30个子公司及55个国际销售伙伴，为175个国家及地区的客户提供服务。法兰克福展览有限公司举办的项目遍及全球约50个城市，2015年所办的展览会达133个，其中一半以上在德国以外地区。

法兰克福展览中心的展览面积达592,127平方米，目前共有10个展馆和两个会议中心。历史悠久的Festhalle多功能厅是德国最受欢迎的场馆之一，可以满足各类型活动的举办需求。

法兰克福展览有限公司由法兰克福市和黑森州分别控股60%和40%。

有关公司进一步资料，请浏览网页：www.messefrankfurt.com



Igniting the impossible 奕格一点燃无限可能

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奕格是法兰克福展览有限公司的会议部门，以创新精神为本，将四方人才汇聚一堂。在奕格举办的会议活动中，业界精英携手共进，在确切目标的指引下，实现共同发展。奕格汇聚顶级专家、领先企业和行业翘楚，在商业环境中不断成长，推动创新。

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Technology partner 技术支持: **SONOS**

Venue 会议地点

Hotel Nikko Shanghai
488 West Yan An Road,
Shanghai, China


上海日航饭店
中国上海延安西路488号

Contact / Registration 联络 / 注册

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