

# Designer Partners Country-China Briefings

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## Key Market Characteristics

- Fastest creative industries growing country in the world , New national Strategy;
- Chinese companies needs and the expansion of overseas markets;
- Strong consumer needs and Digital technology drives content needs;

# Main Business Opportunities

- Advertising
- Branding, Communication Design
- Eco Design and Architect Design
- Industrial Design
- Attractions Design
- Digital Content
- Design Management Training

# China Key Design Event

- Sep'09 Shunde International Design Expo.
- Oct'09 - World Design Conference ,Beijing  
Shanghai Design Expo. Dalian Design  
Conference
- Nov'09 - Design conference in China  
Trade Service Congress and Beijing  
International Cultural Creative Expo.Oct,
- April, Oct each year China Advertising  
Conference and Festival