

BA Design Management, International (DMI)
Invitation to the DMI China Seminar
November 26, 2008, 13:30-17:00
Lucerne University of Applied Sciences and Arts

**A discussion about Design Management, Design,
Manufacturing and Intercultural Issues.**

With the rapid growth of China's domestic consumer market, many Swiss/European companies are setting up R&D Centers and Design Departments in China. While Chinese companies become increasingly global, they also create such departments in Europe in order to be better prepared for the local markets. Manufacturing is shifting to China, but there is also a tendency to bring production back.

A detailed understanding of China's cultural, social and political backgrounds helps to develop suitable strategies and products for the China markets. This understanding helps also Design Managers who work for Chinese companies in Europe/Switzerland.

The DMI China Seminar will explore these questions through the lens of Design Management – the management function, which employs the potential of Design in order to support a company's strategic direction. We will discuss, which factors in which way impact on the chances and challenges of an enterprise and/or on Design Managers.

We will hold 5 discussions and will put the 5 aspects Interculture, Manufacturing, Design, Design Management, Design Education and their connections into the foreground. An understanding of the cultural backgrounds, business contexts and driving factors makes it possible to successfully manage Design across cultural borders.

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Who should attend

Entrepreneurs, Design Managers, CEOs, Marketing-Managers, Product-Planners, Designers, Design Educators, and everyone else interested in the topic.

Date and location

Wednesday, November 26, 2008, 13:30 – 17:00.
Maskenliebhabersaal, Süsswinkel 7, Lucerne. Just a 5 minute walk from Lucerne main station. Language: German and English.

Registration

We will receive registrations (please include company, name, function, contacts) gladly by email: colette.lenherr@hslu.ch
Participation is free. We appreciate voluntary sharing of costs.

Organizer

BA Design Management, International (DMI) of Lucerne University of Applied Sciences and Arts – Art & Design is the only program of its kind in Switzerland. It is completely taught in English and internationally oriented.

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Together with our guests/experts:

Kurt Haerri
SCHINDLER AUFZUEGE, Member of
Executive Board

Sean Pettenhofer
INDITEX, Managing Director Supply
Chain Management

Carsten Joergensen
JOERGENSEN ASSOCIATES, Owner

Oscar Steffen
DMC DESIGN & INNOVATION, Owner

Nikolaus Wyss
LUCERNE UNIVERSITY OF APPLIED
SCIENCES AND ARTS – ART & DESIGN,
Principal

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