



Deutsches Wirtschaftsbüro  
German Trade Office  
Taipei  
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## Press Information

### German Trade Office Taipei

The German Trade Office Taipei (GTO) was established by the Association of German Chambers of Industry and Commerce (DIHK) as the Delegation of German Industry and Commerce in 1981 to promote economic relations between Taiwan and Germany and to represent the interest of German business in Taiwan. The GTO is the first point of contact in Taiwan for German companies, provides information on Taiwan and Germany, informs about investment opportunities in Germany and arranges seminars, networking events and symposia.

### DEinternational Taiwan Ltd.

DEinternational Taiwan Ltd., the service unit of the GTO, organizes business delegations and market survey trips, represents German trade fair companies and offers bilateral market entry support as well as recruiting, training, office-in-office and other value added services.

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## First ever Taiwanese-German Industrial Design Conference 2018 successfully concluded

**In cooperation with the Taiwan Smart Machinery Promotion Office, The German Trade Office hosted the first Taiwanese – German industrial design conference at the Taichung Industrial Park on Tuesday.**

A delegation of five renowned German design Studios came to Taiwan to attend the conference and shared their expertise and experience in the field of industrial design, opening opportunities for cooperation with Taiwanese companies and manufacturer.

In his opening speech, Executive Director of the German Trade Office, Axel Limberg, stated: *“This conference today was organized with the aim to exchange information, ideas, and perceptions about innovative industrial designs and to ultimately strengthen Taiwan and German trade relations by adapting product designs more closely to each other’s needs and preferences[...]. Due to Germany’s strong background in technology and machinery, independent German designers are able to create a substantial added value in the production of innovative products.”*

Mr. Winkler, Chairman, Association of German Industrial Designers (VDID), stated explained that Germany has a very long history in design and currently resides 26 educational sites and many design centers. Among the topics discussed in the discussion panels were the importance of design in the service and manufacturing industry, the advantages of human centered design, how what is the relation between engineering and design in Germany, and how to protect intellectual property in Germany?

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The delegation of designers answered the questions with great detail and insight. Mr Golta, Managing director of Indeed Innovation, argued that creative industry will remain, while other industries might fade and that creativity is what sets apart from technology. Mr. Thorsten Frackepohl stated that design can upgrade and positively influence how we perceive product quality”

More than 80 people from numerous industries and with various professional backgrounds attended the conference.

Among the participants was Mr. Yung-Hsing Lai - Director of the Smart Machinery Promotion Office, Ministry of Economic Affairs. Dr. Storost - Head of Division for Foreign Trade Promotion, German Federal Ministry for Economic Affairs and Energy. Mr. Lin - Deputy CEO Taiwan Design Center.

### **Background of the Delegation:**

The German Ministry of Economic Affairs has been financing initial business contact delegation visits by small- and medium-sized German companies of various industries to destinations worldwide via its “Mittelstand Global” initiative. For 2018, the German Trade Office Taipei was able to win support for a delegation visit of Industrial Designers to Taiwan. The delegation visit shall provide German Designers and Taiwanese Manufacturers of all branches with a platform to make first initial contact with one another and lay out possible future paths for cooperation

The five German Designers speaking at the event were:

- **Ms. Kristina Hinz**, a Senior Industrial Designer from Eckstein Design, an award-winning product design consultancy based in Munich that specializes in technical products, medical products, functional products, consumer goods, ceramics, as well as lamps and lights products.
- **Mr. Thorsten Frackepohl**, Managing Partner of Noto, a product and innovation studio based near Cologne that provides design research by focusing on in-depth interviews and observation studies, and creates user centered product design through an iterative product development process.
- **Mr. Karel J. Golta** is Managing Director of Indeed Innovation based in Hamburg, which, amongst others, provides user centered design research, product development and innovation consultancy with the aim of ‘Human-First innovation’
- **Mr Andreas Kurbos**, Founder and CEO of the Designstudio

studiokurbos based in Stuttgart, that is developing automotive, product, and user experience design with the focus on aesthetic intuitive and digitally connected cars and products.

- **Mr. Marco Spaderna**, partner and designer of 8quadrat – design, a strategic industrial design consultancy based in Coburg that develops brand building and innovative and human centered design solutions.

Topic

Numbers

Short outline of participants and organizer

Background on participants

Trends in Industry

Key terms

Taiwan/ German relevant

Event Specials

Information on related market

German-Taiwanese business relations

For further information about , please contact .