

#Since 2018



HEBEI INTERNATIONAL INDUSTRIAL DESIGN WEEK

Hosted by:

The People's Government of Hebei Province

Organized by:

The Department of Industry and Information Technology of Hebei Province,

Xiongan New Area Management Committee,

Hebei Industrial Design Innovation Center



Xiongan • Hebei

PROJECT INTRODUCTION

The Hebei International Industrial Design Week (referred to as "HIDW"), hosted by the People's Government of Hebei Province and jointly organized by the Hebei Provincial Department of Industry and Information Technology, the Xiongan New Area Management Committee, and the Hebei Industrial Design Innovation Center, is a key international and professional exchange event focusing on gathering global design innovation resources, serving the construction and development of Xiongan New Area, and empowering the transformation and upgrading of Hebei manufacturing.

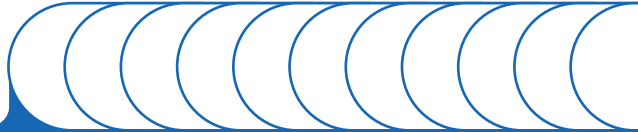


As the only international industrial design event in North China, the HIDW stands out for its forward-looking vision and landmark significance. Since its inception in 2018 with Xiongan New Area as its main venue, the event has successfully held seven editions to date, organizing a total of **216** activities including forums, exhibitions, matchmaking sessions, and product launches. It has attracted participation from **2,158+** design institutions and companies across **70+** countries and regions worldwide, including Finland, the United States, Germany, Italy, the UK, and the Netherlands - among which **703** were overseas design firms. The event has brought together over **1,200** industry leaders and authoritative experts from China and abroad for on-site activities.

The HIDW has cumulatively exhibited approximately **21,200+** premium design works from China and abroad, attracting over **260,000** on-site visitors, while its online livestreams and virtual exhibitions reached more than **79 million** viewers. The event has been featured three consecutive times on CCTV's flagship News Simulcast (Xinwen Lianbo) and five consecutive times on Evening News (Wanjian Xinwen), generating significant social attention and enthusiastic responses across various sectors.

Meanwhile, the HIDW has effectively implemented its integrated international platform model combining "**Week + Competition + Release + Matchmaking**". Across Hebei Province, it has collected over **800** design service demands, with **1,880** cooperation intentions successfully matched. Having grown into China's influential professional industrial design exhibition, the HIDW now serves as a vital platform and gateway for design exchange and cooperation - not only for Xiongan New Area and Hebei Province but also for China's international design collaboration.

EXHIBITION HIGHLIGHTS



The HIDW adopted a hybrid online-offline format, strategically restructuring its three core pillars – exhibition, forum, and awards (through collaboration with the Goldreed Industrial Design Award) – to enhance its capabilities in investment attraction, international cooperation, and talent recruitment.

Exhibition

The HIDW strategically curated exhibitors by focusing on Xiongan New Area's development needs and Hebei's characteristic industrial clusters, ensuring premium participation. It established a high-standard "Amazing Xiongan" Exhibition Area, showcasing AI-powered industrial design applications as a hallmark of the future city.

Conference

Centering on Beijing-Tianjin-Hebei coordinated AI development and Xiongan's innovation-industrial chains, the event elevated international expertise in design thinking, urban planning, and industrial research. This enhanced the forum's strategic foresight and industry-specific relevance.

Awards

The HIDW has enhanced its mechanisms for design commercialization and talent recruitment, facilitating the implementation of award-winning designs in Xiongan and Hebei while attracting global industrial design resources to establish operations in Xiongan, ultimately supporting its development as a world-class "City of Design" and global hub for design innovation.

1+N EXHIBITION MODEL

/ A MAIN VENUE

The HIDW, with Xiongan New Area as its main venue, focuses on building an innovation hub for "Global Design, Xiongan Release, Hebei Manufacturing" with particular emphasis on AI and industrial design applications. By intensifying international exchanges and service capabilities through forums, exhibitions, matchmaking sessions and product launches, it brings together renowned exhibitors, industry leaders, design experts and entrepreneurs worldwide to build cooperation bridges for Hebei enterprises.



/ N BRANCH VENUES

In response to the Beijing-Tianjin-Hebei coordinated development strategy, the HIDW collaborated with all 13 prefecture-level cities across the province to organize satellite events. These included design exhibitions, summit forums, design competitions, workshops, master lectures, and matchmaking sessions – all strategically complementing the main venue's program through differentiated positioning.



Qinhuangdao Sub-venue



Dingzhou Sub-venue



Shijiazhuang Sub-venue

HIDW



ACTIVITIES: THREE MAIN ACTIVITIES AND TEN SUPPORTING ACTIVITIES

Three Main Activities

/// Main Activity One: Opening Ceremony & Keynote Speech

- The opening ceremony will be presided over by provincial government leaders, with speeches delivered by officials from the Ministry of Industry and Information Technology (MIIT), the Hebei Provincial Government, and the Xiongan New Area Management Committee to jointly inaugurate the 2025 Hebei International Industrial Design Week;
- Centering on the event theme, industry-leading experts will be invited to interpret its vision and explore how industrial design can drive urban development and lead industrial innovation to foster new quality productive forces. The event will be livestreamed globally to maximize its reach.



Keynote Speech Guests

● National and university guests



Ren He

Deputy Director of the Technology Committee of the Marketing Center, Commercial Aircraft Corporation of China (COMAC); Vice President of the China Industrial Design Association; Academician of the Russian Academy of Engineering



Shen Lei

Chief Engineer, China Society for Urban Studies; Academician, Russian Academy of Sciences; Director, Center for Urban-Rural Development and Planning, Zhejiang University



Masayuki Kurokawa

Japanese Design Master



David Kusuma

Former President of the World Design Organization (WDO)



Liu De

Co-founder and Senior Vice President of Xiaomi Group



Phil Simmons

Vice President of Design, HAVAL Design Center

More guests will be unlocked soon...

/// Main Event Two: Xiongan Design Creative Ideation Event

Focusing on artificial intelligence, AI-powered device ecosystems, robotics, and related fields, the event will invite leading experts and scholars to deliver keynote speeches and participate in panel discussions. Co-organized in collaboration with international design organizations such as the World Design Organization (WDO) and World Design Weeks (WDW), the event will be livestreamed globally to maximize its reach and impact.

Call for Partners & Speakers:

- AI Industry Leaders (Founders/Executives of AI enterprises)
- Academic Authorities (Academicians, scholars and experts specializing in AI-powered device ecosystems and digital design)

圆桌对话：新锐设计，占领舆论生态



/// Main Activity Three: Industrial Design Innovation Achievement Exhibition

The exhibition covers an area of 8,000 square meters, with five major exhibition zones: Hebei Industrial Design Achievements Exhibition Area, Future Design Scenarios Exhibition Area, International Design Exhibition Area, Materials and Prototypes Lab Exhibition Area, and Digital Design Innovation Exhibition Area.



Design

a. Hebei Industrial Design Achievements Exhibition Area

Covering approximately 2,000 square meters, this exhibition area brings together national and provincial industrial design centers, industry leaders, specialized and sophisticated "Little Giant" enterprises, and manufacturing champions, alongside leading companies from prominent industrial clusters including high-end equipment manufacturing, food processing, electronics information, textiles and apparel, and environmental protection. These exhibitors will showcase innovative industrial design applications and successful commercialization cases that demonstrate how design drives industrial transformation and upgrading.

Exhibitor Collaboration:

- Display of results from Xiongan-related organizations and industry associations;
- Display of results from Xiong'an research institutes and universities;
- Display of concentrated achievements in Xiongan urban construction and development;
- Display of results from Xiongan enterprises relocating from Beijing, Tianjin, and Hebei, local enterprises, and high-tech companies;
- Display of results from financial and investment institutions in the Xiongan area.



b. Future Design Scenarios Exhibition Area

Covering an area of approximately 1,000 square meters, the exhibition focuses on four key domains—urban development, industry, ecology, and livelihoods—to showcase the future direction of the Xiongan New Area. It paints a visionary blueprint for "Creating the Future," enhances the international influence of Xiongan, and gathers momentum for its development.

Exhibitor Collaboration:

- Achievements exhibition of Xiongan-related organizations and industry associations;
- Achievements exhibition of Xiongan research institutes and higher education institutions;
- Showcase of Xiongan's urban construction and development achievements;
- Achievements exhibition of Beijing-Tianjin-Hebei relocated enterprises, local enterprises, and high-tech enterprises in Xiongan;
- Achievements exhibition of financial and investment institutions in the Xiongan area.

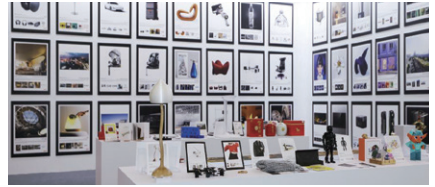


c. International Design Exhibition Area

Covering approximately 1,000 square meters, the exhibition will invite top design firms and organizations from design-leading countries including Denmark, Finland, Italy, Japan, South Korea, and Singapore to participate in national pavilions. These pavilions will showcase each country's distinctive design philosophies and styles, offering visitors a completely new immersive exhibition experience.

Exhibitor Collaboration:

- Display of works from international design institutions, master designers, and brand products;
- Collaboration in showcasing works from internationally renowned design competitions and awards;
- Collaboration with domestic and international design weeks, creative design exhibitions, etc.;
- Collaboration in displaying outstanding works from domestic and international universities.



d. Materials and Prototypes Lab Exhibition Area

Covering approximately 1,500 square meters, this exhibition area focuses on the deep integration of material innovation, prototype design and manufacturing processes, showcasing cutting-edge advancements in materials science, design thinking and production technologies. The area highlights groundbreaking manufacturing techniques that represent a radical departure from traditional methods - including additive manufacturing (3D printing), subtractive manufacturing, and injection molding - demonstrating how technological innovation enables design optimization in areas like lightweight structures and complex component fabrication.

Exhibitor Collaboration:

- Display of results from manufacturing enterprises specializing in prototype design and innovative manufacturing processes;
- Display of results from innovative enterprises such as the Institute of Metal Research, Chinese Academy of Sciences, corporate innovation labs, and new materials labs;
- Display of content from domestic and international investment and financing institutions.



e. Digital Design Innovation Exhibition Area

Covering approximately 2,000 square meters, this exhibition area focuses on innovative applications of digital technology in the design field, showcasing the deep integration of digital tools, intelligent systems and future design trends. It presents world-leading digital design solutions including design software, cloud-based platforms and AI-assisted design tools, while demonstrating practical applications of intelligent design through VR/AR experiences - featuring generative design, parametric design, digital twin technology and virtual manufacturing solutions.



Exhibitor Collaboration:

- Display of results from enterprises with digital design platforms, digital development platforms, AI-assisted design, etc.;
- Display of results from renowned domestic and international leading enterprises in smart manufacturing, digital development, and emerging tech innovation;
- Display of results from cross-border e-commerce, digital technology chains, and the robotics industry.

Top Ten Supporting Activities

International Design New Product Launch Conference

The event will gather top-tier design enterprises, renowned design masters, and emerging designers from around the world, collaborating with key domestic brand distributors and manufacturers to launch cutting-edge design products. It will also feature venture capital firms, incubators, and other investment institutions for on-site auctions and pitch sessions, creating an international platform for premium design showcases and global debuts of rising design stars. The entire event will be livestreamed worldwide for maximum reach.

Press Conference Enterprise Recruitment:

- Launch of new products from renowned domestic and international brands;
- Brand introduction by founders of niche domestic and international brands;
- Recruitment of bidding enterprises from financial, investment institutions, etc.



Goldreed Industrial Design Award Winning Works Exhibition

This exhibition showcases the winning entries of this year's Goldreed Award, featuring cutting-edge innovations across eight key sectors: industrial equipment, transportation vehicles, home living, cultural creativity, sports & wellness, public facilities, digital technology, and communication design. The displayed works represent the latest advancements spanning three fundamental dimensions: production, lifestyle, and ecological sustainability. The submission period for works is from now until June 30. Enterprises, design institutions, universities, design teams, research institutions, and individuals from any country or region around the world can register for free on the award's official website (<http://www.goldreedaward.com>).



For detailed information, please follow the official public account and website of the Goldreed Industrial Design Award.



Goldreed Industrial Design Award Ceremony



We cordially invite the global design community to witness the inauguration of this prestigious event, which will significantly amplify the international profile and brand prestige of the GIDA. The ceremony will feature three core components: an internationally recognized awards presentation, a dedicated commercialization platform for winning designs, and strategic networking sessions connecting creators with manufacturers, venture capitalists, crowdfunding experts, and e-commerce leaders. This tripartite approach not only celebrates design excellence but also facilitates tangible industry collaboration and market implementation of innovative designs.

GIDA

/// Match Me Program

Four specialized matchmaking sessions will be held, focusing on areas such as new material applications, AI design, and prototype modeling. Relevant universities, design innovation institutions, and other organizations will be invited to share insights on new design, new technologies, and emerging trends. The event will also organize local industry clusters to engage in demand matchmaking, promoting the deep integration of design and manufacturing to revitalize industrial development.



Business Matchmaking and Collaboration:

- Universities and design innovation institutions;
- Enterprises in characteristic industry clusters;
- Renowned domestic AI innovation, new material application, and prototype modeling enterprises;
- Financial and investment institutions, and other bidding collaborations.

/// Signing Ceremony of HIDW 2025 Business-Matching Projects

The organizing committee will invite projects that have successfully partnered during the HIDW to sign agreements on-site, release the event's key achievements, and recognize outstanding organizers and exhibitors with awards. The ceremony will be broadcast globally via live streaming.



/// Design Innovation Tour

Enterprise Recruitment Participation:

- Relevant organizations and industry associations in Hebei;
- Research institutes and universities in Hebei;
- Leading domestic enterprises.

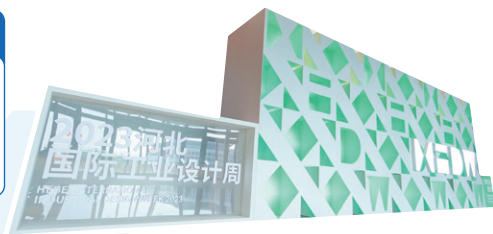
The organizing committee will arrange for leaders, distinguished guests, representatives of design institutions and manufacturing enterprises from the main venue to conduct research, matchmaking and exchange activities in Xiongan New Area and other cities across Hebei Province. These initiatives aim to deeply integrate domestic and international design innovation resources with Hebei's pillar industries and characteristic industrial clusters, thereby empowering enterprises to achieve innovative design development.



Exhibition Value

1. The HIDW serves as a platform for industrial investment and matchmaking in Hebei Province.

The exhibition has consistently featured a dedicated Hebei Exhibition Area each year. Since its inception, the Exhibition Area has showcased nearly 7,800 innovative design products from Hebei province, with participation from 726 local enterprises and industrial clusters.



2. The HIDW serves as a premier international platform for promoting Hebei's investment opportunities.

Since its inception, HIDW has collected over 800 design service requests across the province and has reached more than 1,880 cooperation intentions. The official HIDW mini-program, "Service Hall," serves as a platform for publishing and matchmaking design requests. It has established connection channels with industrial design hubs in cities like Shenzhen, Beijing, Hangzhou, and overseas design institutions.

3. HIDW serves as a vital promotion platform for attracting investment to Hebei's characteristic industrial clusters.

Over the years, more than 90 Hebei characteristic industry clusters, including "Hejian Craft Glass," "Gaoyang Towels," "Qinghe Cashmere," "Qingxian Makeup Brushes," and "Pingxiang Baby Carriages," have participated in HIDW. Industry clusters such as "Baigou Bags," "Dingzhou Fitness Products," "Nanhe Pet Food," and "Anguo Pharmaceutical" have used international product launches to promote and attract investment. Additionally, a series of innovative Hebei brands, including C·LI Women's Bags, Zai Ji Design Corridor, and Fengzhuo Youth Health, have been incubated, attracting investments and sales from domestic and international financial institutions and commercialization platforms, facilitating business matchmaking and brand cooperation among Hebei's characteristic industries.

4. HIDW serves as a strategic service platform for core industries.

Through Design Innovation Tour and sub-venue activities, HIDW has organized over 460 design institutions to visit industry clusters in our province for cooperation and negotiations. For four consecutive years, based on the transformation and development needs of Hebei's leading industries, nearly 19 Matchme business matchmaking events have been organized, providing precise design matchmaking for more than 500 Hebei enterprises.



5. HIDW serves as Xiongan's urban design solution platform.

Since the 4th HIDW in 2021, special sessions for the release of Xiongan Group's achievement requirements have been held consecutively. A total of 125 design needs for the construction and development of Xiongan New Area were released globally, with over 100 top design firms responding. The event also successfully introduced Swedish Design House Limited, which designed and built the "Xiongan, Here I am" creative plaza landmark; promoted the Dutch firm NEXT Architecture to complete designs for six bridges in Xiongan New Area; and facilitated the application of innovative design solutions such as smart streetlights, smart logistics facilities, and integrated smart highway solutions in Xiongan New Area.

Past Highlighted Activities

●Joining Hands with Guest of Honor Countries to Strengthen International Collaboration



HIDW 2018

Guest of Honor Country: Finland



HIDW 2019

Guest of Honor Country: Germany



HIDW 2020

Guest of Honor Country: Italy



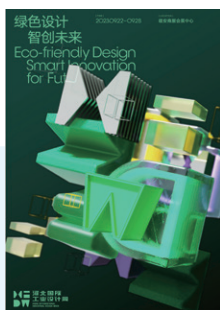
HIDW 2021

Guest of Honor Country: UK



HIDW 2022

Guest of Honor Country: Netherlands



HIDW 2023



HIDW 2024

●"Design-Driven Redevelopment" Boosts Beijing-Tianjin-Hebei Integration

The HIDW showcases Xiongan New Area's development vision, boosting its global profile while attracting investments and talent to accelerate Hebei's economic growth.



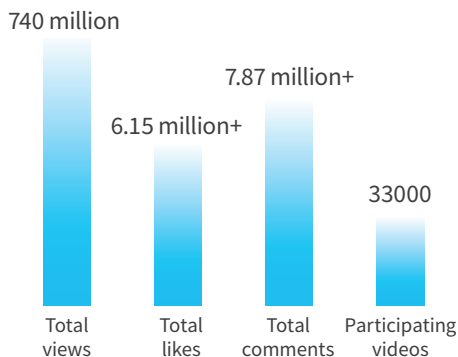
●An Annual Design Carnival

- Multi-platform Live Broadcasting Throughout
- Hebei Brand Projects
 - Participation of the Masses
- Free Admission
 - Diverse Ways to Play
- Professional Industrial Design Exhibition
- Trendy Check-in Streets
 - Educational Enlightenment Base
- The "First" Project Showcase



●"Where is the Magic Design" HIDW Challenge

HIDW, in collaboration with the Douyin platform, launched the #WhereIsTheMagicDesign interactive topic. Through various aggregation display formats, it encourages users across the platform to engage in topic interactions, promote the power of "industrial design," and discover the magical designs around them.



●For three consecutive times, HIDW has been featured on CCTV's "Xinwen Lianbo" and five times on "Evening News"



To further enhance its influence, the event has organized numerous activities attracting participation from globally renowned companies such as Aston Martin, BGI, and Philips. The exhibitions drew over 260,000 on-site attendees and 79 million online participants. Extensive coverage included special reports by multiple CCTV programs like China News, Morning News, News 30 Minutes, and Hebei News Broadcast, as well as live broadcasts by more than 100 national and provincial mainstream media outlets, including Xinhua News Agency, People's Daily, and Hebei Daily.

● "Zai Ji" - Curated Hebei Lifestyle Collection (Building Hebei's Cultural Identity)

食味 Taste
风尚 Trend
文创 Cultural
家艺 Home



Established in June 2020 as an independent brand incubated by the Hebei Industrial Design Innovation Center, Hebei Zai Ji Cultural Development Co., Ltd. leverages the province's rich cultural heritage to operate as an integrated platform encompassing R&D, branding, and sales.



The company has established deep integration with 269 county-level specialty industrial clusters across the province, collaborating with 107 leading enterprises to reinvent traditional culture through innovative materials, advanced craftsmanship, and contemporary design concepts, developing culturally meaningful yet practical products. Under its "Zai Ji" brand, it explores Hebei's cultural, scenic, and spiritual elements to create curated regional cultural products that promote local heritage. Through its online supply chain platform, branded mini-program, and offline "Zai Ji-Hebei Design Gallery" experiential spaces, the company drives traditional industries' high-end transformation via industrial design innovation.



Service Team – "Specialists in Youthful Revitalization and Strategic Transformation"

"To date, we have served 200+ brands, providing specialized customization services for multiple listed companies and Fortune 500 enterprises including China Resources Group, Xiongan Group, Jinmailang, iFLYTEK, and Lixing Furniture."

Service Brands

200 +

Project Execution

500 +

Project Experience

14

Covered Cities

20 +

● Leveraging Momentum Marketing to Empower Brands

Pioneering New Cities, Exploring New Development Pathways

Xiongan New Area's high visibility and topicality, driven by government guidance and market forces, enables brands to utilize HIDW's on-site activities and service resources. By connecting with various organizational departments, brands can carve out new urban development trajectories in this strategic zone.

Precision Matching, Highlighting Brand Identity

Harnessing youthful creativity to build self-propagating content. Through integrated online-offline channels, we amplify brand essence and maximize product functionality.

North-Central-South Tri-City Expansion Drives Brand Growth Development Pathways

The strategic linkage of Harbin, Xiongan New Area and Shenzhen enables brands to achieve multi-regional, cross-industry expansion with full product coverage, delivering high customer satisfaction and exceptional brand influence.

Customized Resources to Elevate Brand Commerce

Tailoring marketing content to unique brand attributes for amplified communication impact. HIDW.

● HIDW Exhibition Cooperation

Establishment of brand systems, comprehensive brand planning, brand strategy positioning, Product development, 3D modeling, animation production, IP design, UI design, graphic design, spatial design, software development, video production

Brand Incubation

Public Relations Exhibition

Exhibition planning, investment promotion & operation, exhibition stand construction, event marketing

Short Video production, Short video account operation, KOL Livestreaming E-commerce, Livestreaming promotion, founder IP operation.

Live Streaming Operations

Integrated Marketing

Marketing strategy planning, Marketing campaign promotion, marketing video production, PR & Word-of-Mouth Marketing, endorsement building: Encyclopedia + CCTV, digital marketing, advertising placement



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Official Account



Follow HIDW
Douyin Account



Follow HIDW
Video Account



Follow HIDW
Mini Program