

EAAC · 2025

Driving Auto Future
by Tech Innovation

Interiors, Exteriors & Cockpits

Date

June 4th-6th 2025

Venue

Hangzhou Grand Convention
and Exhibition Center

CMF

Intelligent Cockpit

Interior Surface

Vehicle Design

Interior Trim
Seats

Smart Surfaces

Display Technology

Ambient Lighting

Safety Systems

NVH

Audio Systems



AI



EAC 2025 Interior, Exterior & Cockpit Industry Exhibition

**Focusing on the industry changes brought
by NEVs & Intelligence**

**A global platform for communication and collaboration in the automotive industry,
focused on technology implementation and commercial value**

The automotive industry is transitioning towards electrification, connectivity, intelligence, and shared mobility, the "new four modernizations." As the systems with the closest connection to users, the most diverse application scenarios, and the fastest technological iteration—interior, exterior, and intelligent cockpit systems—these sectors are facing higher demands in all aspects. How can we create more "perceptible" and enjoyable experiences for users, while also bringing "premium space" in technology, products, and branding for companies, thereby creating greater "supply chain value"?

EAC2025 Interior, Exterior, and Cockpit Exhibition, carefully crafted by Enmore Automotive, has accumulated 12 years of experience and expertise in the interior, exterior, and cockpit segment. Organizing over 100 specialized events in this field, the exhibition starts from vehicle design language and presents a full closed-loop supply chain of automotive interior and exterior components. It covers areas such as vehicle design, intelligent cockpit & interior/exterior trim, CMF design, smart surfaces & ambient lighting, interior surfaces, automotive seats, safety systems, NVH, automotive audio, and in-vehicle innovative displays. The exhibition brings together every key link of the global interior, exterior, and cockpit industry chain, from technological R&D to product manufacturing, from supply chain management to market expansion.



10000+

Professional
Visitors



42%

OEMs & Tier 1



150+

Key Exhibitors



48%

Design, R&D,
and Engineering



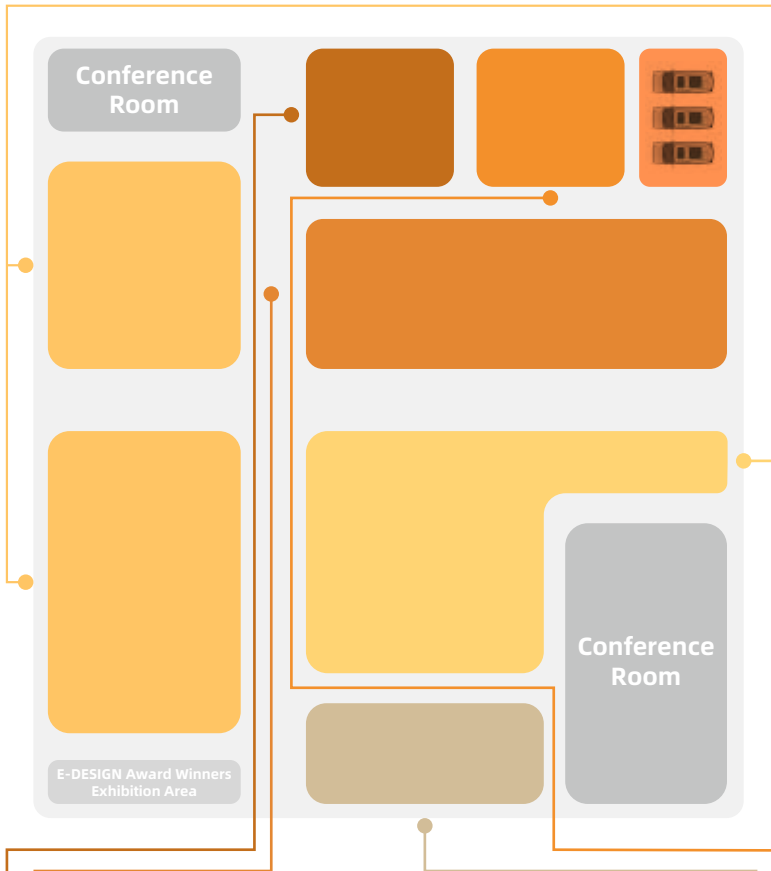
150+

Speakers





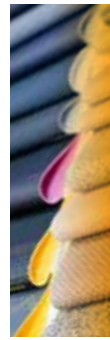
Stunning Product Showcase Covering the Entire Interior, Exterior, and Cockpit Industry Chain



1 Complete Vehicle and Assembly Zone

Automotive manufacturers lead the way with cutting-edge automotive design aesthetics, drawing a new blueprint for the application of future parts, and leading the automotive industry to a new journey of innovative development.

2 CMF Design Zone



Automotive paint, ink, pigments, masterbatches, pearlescent powders, car covers, interior surface materials (genuine leather, PU, PVC, microfiber, suede, fabric, silicone, TPO, TPU, TPE, POE, etc.), decorative parts and films (IML, IMR, IME, IMD, INS, PMD, TOM), texture molds, smart technology/glass, crystal decorative parts, ceramic decorative parts, jewelry decorative parts, PVD, electroplating, real aluminum, real wood, spray painting, laser engraving, brushing, thin films, anti-smudge and anti-fingerprint materials, electrochromic/photochromic, thermochromic, electroluminescent, dimming, spectral electro-control, light strips, nanosilver, metal luminescence, metal touch, bio-based recyclable materials, plastic-modified particles, no-spray materials, release paper, stitching, touch buttons, fragrance, in-car refrigerators, CMF color solutions, color management, etc.

4 Audio and NVH Zone



Audio Effects: Real-vehicle sound effect demonstration, in-car audio system, domain control algorithm module, audio chips (amplifier chips, SOC chips, DSP chips), DSP/audio signal processors, AVAS (Acoustic Vehicle Alerting System), complete vehicle acoustic solutions (sound effects, acoustic design, active noise cancellation, active sound generation, tuning, vehicle platform, etc.), audio software algorithms, voice modules, audio entertainment modules, etc.



Parts, Materials, and Third-party Suppliers: Speakers, amplifiers, microphones, sensors, materials (permanent magnets/magnetic steel, magnetic columns, magnetic plates/bushings, diaphragms/cones/paper cones, voice coils, centering support plates, baskets, dust covers/dust caps), amplifier housings, speaker grilles and materials, SMT assembly service providers, acoustic packaging and materials, adhesives, lubricants, testing and inspection equipment, acoustic laboratories, etc.

6 Process and Production Line Exhibition Zone



Sewing, cutting, punching, embossing, printing, laser engraving equipment, production line equipment, visual inspection, defect detection, dispensing machines, etc.

3 Seat and Interior/Exterior Zone



Seats: Complete seats, headrests, covers, foam, sliding rails, recliners, frames, motors, electronic controls, ventilation and heating, lifters, springs, bearings, seat positioning actuators, locking systems, bushings, lubricants, seat switches, fasteners, pressure distribution detection, human data collection, etc.



Interior/Exterior: Door systems, body parts, sunroof systems, grilles, intelligent digital headlights, injection-molded/blow-molded parts, door panels, dashboards, headliners, carpets, non-woven fabrics, ambient lighting, light sources, switches, foam, sealing materials, adhesives, hot-melt adhesives, soundproofing materials, raw material additives (polyurethane, coatings, plasticizers, glue, flame retardants), wire harness connectors, etc.



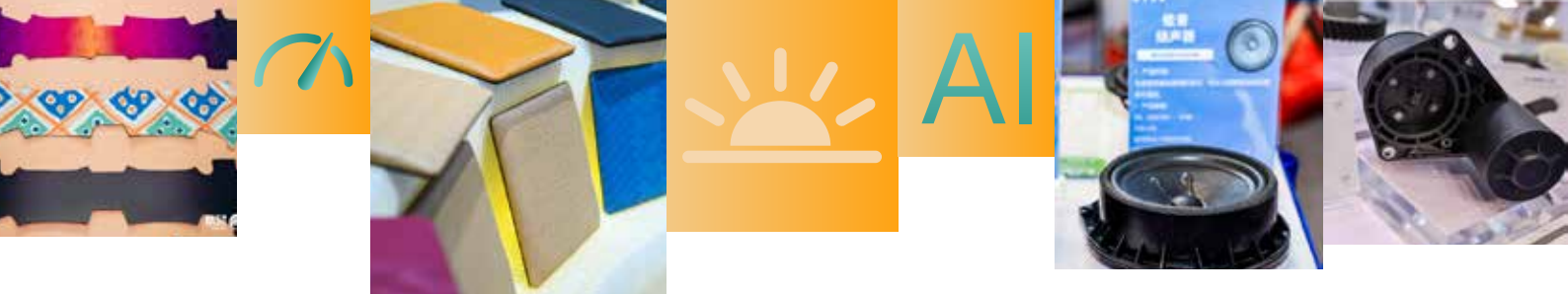
Safety: Pedestrian and occupant protection systems, steering wheels, seat belts, airbags, crash test dummies, active and passive integration, solution providers, software simulation and testing, materials and equipment, crash test simulation, high-speed cameras, crash laboratories, etc.

5 Innovative Display Zone



Modules, panels, electrode materials, organic light-emitting materials, TFT-LCD glass, OLED glass, low-temperature polysilicon glass substrates, glass covers, backlight modules, polarizers, backlight sources, optical films, photoresist, masks, light guide plates, driver ICs, circuit boards, quantum dot films, passive components, OCA, OCR, barrier films, coating adhesives, electroluminescence, photoluminescence, vacuum deposition equipment, packaging equipment, testing equipment, photolithography processes, thinning processes, full-lamination processes, etc.





Selected Past Exhibitors

Media Matrix

120+
Professional
Media Partners

80,000+
WeChat public
account followers

5 million+
Baidu
promotions

70+
Professional
Communities

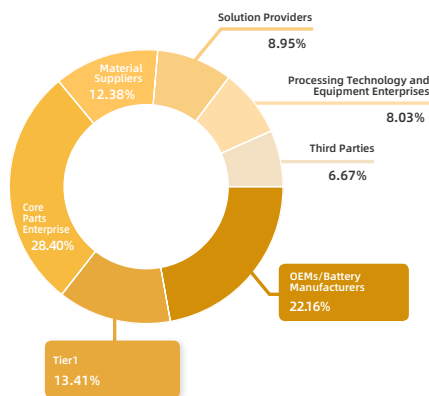
70,000+
EDM subscribers

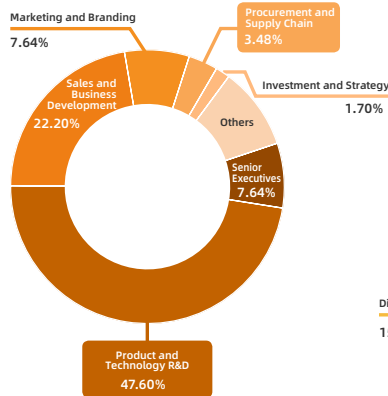


Audience Analysis

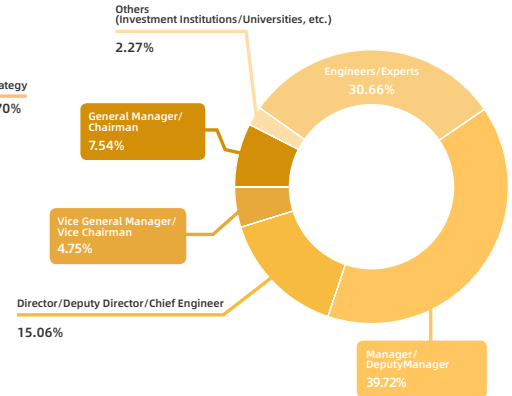
Company Type



Job Function



Job Rank



New Energy Vehicles and Flying Cars OEMs

BMW, Audi, Mercedes-Benz, Toyota, GM, Nissan, Hyundai, Volkswagen, Strandis, Renault, Ford, BYD, Geely, Kryptonite, Link, Chery, SAIC Volkswagen, SAIC, SGMW, Zhiji, GAC, EAE, FAW, FAW-Volkswagen, Dongfeng, Great Wall, Chang'an, Lantu, Avetas, Panasia, AZUELAI, Xiaopeng, Ideal, Sailix, JINRONG, ZERO RUN, Xiaomi, Jidu, JAC JAC, Jiefang, BAIC Foton, Sany Heavy Industry, XCMG, China National Heavy Duty Truck, Rhinoceros Heavy Industry, Yutong, Jiangling, Shaanqi, Haipert, Xiaopeng Huitian, Wofei Changkong

Interior & Exterior Trim, Seating and Safety System Integrators

Lear, Yanfeng Automotive Interiors, FORVIA, Adient, Changshu Automotive Trim, Ningbo Jifeng Auto Parts, Jiangsu Xinquan Automotive Trim, Ningbo Huaxiang Electronic, Shenda Co., Ltd., Fuwei Adient Seating, Magna International, Grupo Antolin, Toyota Boshoku, Toyota Synthetic, International Automotive Components (IAC), Inteva Products, Chuan Hsing Auto Parts, Minth Group, Fangsheng Lear, FAW Fangsheng, Joyson Automotive, Xuyang Group, Ningbo Shuanglin Auto Parts, Nobel Automotive Systems, Joyson Electronics, BYD, Preh Joyson, Huayu Automotive Body, Lingyun Industrial Corp., Benteler International, Webasto, Gestamp Automoción, Mingfang Automotive, Brose Fahrzeugteile, Taichi AS, Tiancheng Group, Hyundai Transys, Isringhausen, Bright Ruby, Daesung Automotive, Dongfeng Lear, Hongli Zhixin, Schefenacker, Tachi-S, Ruetsu Technology, Taiji, NHK Spring, Guangzhou Toyota Boshoku, Zhejiang Jujin, Autoliv, ZF Friedrichshafen, Jinzhou Jinheng Safety Systems.....

Instrument Panel, Infotainment & Optical System Integrators

Instrument Panel, Infotainment & Optical System Integrators Continental AG, Bosch, Delphi Technologies (now Aptiv), Calsonic Kansei, Denso, Chongqing Yazaki, Visteon, Marelli, Hyundai Mobis, Decos Electronics, Wuhan Guangting Technology, Fuwei Visteon, Magna International, Desay SV Automotive, Huayang General Technology, Huawei Harman International (HASCO), Yanfeng Visteon, ECARX, FORVIA, Yuanfeng Electronics, BDStar Navigation, Hongjing Electronics, Hezheng Automotive, Sundiro Honda, Neusoft Group, Joyson Electronics, Nobel Automotive Systems, BYD Electronics, FORVIA, HELLA, Grupo Antolin, Guangzhou Sogobee, Dräxlmaier Group, Valeo, Flex, Maxsine Electronics, Yanfeng Automotive, Rayhoo Motor, Jingwei Hirain, Mando Electronics, Changzhou Xingyu Automotive Lighting, Kostal, Nantong Dongcheng Amphenol, Nissei Instruments, LG Group, Huayu Automotive, Xingyu Automotive Lighting, Mando Electronics, Valeo, ANNLITE, Marelli, HELLA, Everlight Electronics, Sunny Optical, Panasonic, Innolux, Aptiv.....

Audio & Acoustic System Integrators

Harman International, Dynaudio, Yanfeng Visteon, Bose, Burmester, Pioneer Corporation, Dynaudio, Sony, Faurecia Clarion Electronics, Preh, Beats by Dre, Huayang General Technology, ASK Industries, Yamaha, Pioneer Electronics, Harman International, Fostex, BSE, Burmester, AAC Technologies, Alpine Electronics, Edifier, Sound United, Alpine Electronics, HASCO, Bowers & Wilkins, Taiyu Electronics, Jilin HASCO, Tianjin Boton, Fostex, AAC Technologies, ASK Industries, Qinglong Electronics, iFLYTEK, Goertek, BYD Electronics, Tianbo Auto Electric, ZF Premium Sound, Jusheng Tai, Meridian Audio, Houn Acoustics, Bang & Olufsen, Kailai Automotive Electronics, Naim Audio, Guoguang Electric, FM Acoustics, Inbosc, Mark Levinson, HuaweiXu Electronics, Zhuhai HiVi Tech, Kingwa Luxshare, Faurecia Clarion Electronics, Rongxian Industrial, Bose Professional, Denso, Pioneer Electronics, Lianchuang Hongsheng Electronics, Love Sound Technology, Metech Technology, Jiming Technology, Soundmagus Technology, Shengjiali Electronics, Jingli Electronics, Lexin Technology.....

Vehicle Display System Integrators

Desay SV Automotive, Joyson Electronics, HAAH Automotive Holdings, HASCO, Huayang General Technology, Yanfeng Visteon, Qishi Xunrui, Haiwei Technology, Yelly Electronics, Raythink (HUD), AUO Corporation, TRULY International, Continental Automotive Body Electronics, Shanghai New Sivic Electronics, Baisheng Xingye Technology, Leyard Optoelectronic, Boju Technology, Zowietek Electronics, Hongshengda Optoelectronics, Yulai Vision Technology, ROHM Semiconductor, Welltend Information Technology, Baoming Technology, OmniVision Technologies, Marelli, CSOT (TCL China Star Optoelectronics)

Third Party

China Automotive Research Institute, Shanghai Jiaotong University, Tsinghua University, Zhejiang University, Tongji University, Shanghai Jiaotong University, Jilin University, Soochow University, Nanjing Forestry University, Artificial Leather and Synthetic Leather Standard Committee, SGS, WGSN, YangDesign, Comet, Chinese Academy of Sciences, Suzhou Nano Research Institute, GF Securities, CITIC Securities, Haitong Securities, Dachen Venture Capital, SBC Capital, Xingfu Investment, Hengyi Private Equity, BAIC Industry Investment, Zhiyi Private Equity Beiqi Industry Investment, Wisdom Capital, Fenian Capital, Morning Glory Venture Capital, Qing Research Capital, Cheung Kong Growth Capital



Interior, Exterior & Cockpit Industry Benchmark Forums and Networking Sessions

10 Major Themed Innovation Forums

Exclusive Themed Gala Dinner

Pioneering Innovation Roadshow

Elite Honor Friendship Match

High-Level Strategic Dialogue Summit

On-site Visits to **Key Enterprises**

Technology New Product Launches

Closed-Door Networking Salon



Forums

June 4th

4th Future Cockpit Conference

500+

Professional
Visitors

June 5th

6th Automotive Smart Surface & Ambient
Lighting Forum

300+

Professional
Visitors

June 4th

2nd Car Design China

500+

Professional
Visitors

June 5th

4th Automotive Seat Technology Innovation Forum

500+

Professional
Visitors

June 4th

11th International Automotive Interior
Surface Forum

500+

Professional
Visitors

June 5th

4th Automotive Display Technologies Forum

300+

Professional
Visitors

June 4th-5th

10th International Automotive Safety Systems
Summit

500+

Professional
Visitors

June 5th-6th

6th Head-up Display (HUD)Tech 2025

300+

Professional
Visitors

June 4th-5th

11th International Automotive NVH & Audio
Innovation Forum

500+

Professional
Visitors

June 5th-6th

3rd Automotive CMF Design Forum

800+

Professional
Visitors





June 4th

Co-organizer:



4th EACC Future Cockpit Conference

The Golden Triangle of Cross-Modal Collaboration and Practical Applications

◎ Being Invited: AISpeech

Seamless Authentication and Emotional Interaction Implementation

◎ Being Invited: Goodix Technology, GAC AION, SoundAI, NIO

Lightweight Large-Scale Models and Intelligent Scenarios

◎ Being Invited: Unisound, IM Motors, Huawei, Changan

Redefining Smart Cockpit Interaction: The "No Touch & No App" Era

◎ Being Invited: IM Motors, AliOS

Scenario Expansion and Safety Redundancy for External Vehicle Interaction

◎ Being Invited: Puniu Tech, Seres, Changan

"New Family Member": Infusing Smart Vehicles with a "Fascinating Soul"

◎ Being Invited: SenseAuto

Innovations in New Sensors and Interactive Hardware

◎ Being Invited: Goertek, XPeng Motors

Cabin Perception (DMS/OMS) Upgrades and Infrared Light Source Technology Advancements

◎ Being Invited: ams Osram

Seamless Integration of Radar and Infrared Sensors to Enhance Cabin Monitoring Precision and Intelligence

◎ Being Invited: Cipia

DRUNKSENSE: Multimodal Sensing and Advanced Analytics for Enhanced Drunk Driving Detection

◎ Being Invited: VinAI

Symbiotic Development of Open OS and Multimodal Ecosystems

◎ Being Invited: Changan, Huawei, Xiaomi, GWM

Virtual Simulation and Open-Source Ecosystem Practices

◎ Being Invited: Unity, BYD, China Automotive Technology & Research Center

From Feature Stacking to Scenario Intelligence

◎ Being Invited: Goodix Technology, GAC, NIO

User Experience Methodologies for Interaction Design

◎ Being Invited: Renault, Xiaomi, Frog Design

RISC-V Architecture Chips Driving Multimodal Computing Upgrades

◎ Being Invited: Fraunhofer

Next-Generation Holographic Interaction Interface Technology

◎ Being Invited: BOE, XPeng Motors

Brain-Computer Interface (BCI) for More Natural and Efficient Interaction

◎ Being Invited: BrainUp, MindLax, EmotionHelper



June 4th

MOTIVE X • Car Design China 2025

MOTIVE·X

Blueprint for Soaring into the Future: Key Challenges and Innovation Opportunities in Flying Car Design (TBD)
· How can we design flying cars that are safe, reliable, and efficient enough to integrate into future urban mobility systems?

© Wang Tan, Co-founder, Vice President & Chief Designer, XPENG SKY

Topic: To Be Determined

© Li Yanlong, Head of Automotive Design Program / Ph.D. Supervisor, Tongji University (TBD)

Topic: To Be Determined

© Max Wolff, Design Director, Ford China and IMG

How Can AI and New Materials Enhance Comfort and Experience in the Era of NEVs and Autonomous Driving (L4/L5)?

© Italdesign

Panel: What Will the Next Generation of Car Body Styles Look Like? Do Convertibles, Sports Cars, Campers, vans and Off-Roaders Still Have a Place?

© Moderator: James Hope, Director of the Institute of Transportation Design, China Academy of Art (TBD)

© Panelists:

Yu Ziqian, Design Director, BAIC Shanghai Design Center

Seungmo Lim, Head of Kia Design Center China, KIA

Henning Knoepfle, Design Director, Dongfeng Motor

Gabriel Nemeth, Design Director, Wuling Motor

Ford China and IMG

Crafting a Unique Brand DNA that Appeals to Global Mainstream Markets

© Geely Auto (TBD)

Hidden Energy: Original Luxury Design

© ZEEKR (TBD)



June 5-6th

Co-organizer: 易贸 ENPHORE | 汽车 AUTOMOTIVE



3rd Global Automotive CMF Design Conf.

Creation & Renewal: The Diverse Evolution of Auto CMF Design

Panel 1: CMF Innovation Driven by New Quality Productive Forces – Cross-Boundary Synergy and Industrial Leap

- CMF expressions under new productive forces: from technological revolution to industrial transformation; integration of intelligence with sound, light, and electronics; breakthroughs in new materials and process innovation
- Balancing Eastern aesthetics with global design: technological interpretation of traditional culture; localization of global design language
- Building sustainable competitiveness: from cost efficiency to value creation; the business logic of sustainable materials; user-driven value loops
- Industry-chain collaboration and cross-industry innovation: co-creation between OEMs and suppliers; the potential of cross-sector technology migration

©Moderator: Su Chang, Associate Professor, College of Automotive Engineering, Jilin University

©Panelists:

Li Xinyuan, CMF Design Expert, Dongfeng Motor, Shanghai Zero One Design Branch
Zhang Xiaoyin, CMF Design Director, Lynk & Co (TBD)
Zhu Kun, Senior Color Designer, Styling Center of Hongqi, FAW R&D Institute (TBD)
Innovative Material Enterprises (TBD)

Panel 2: Beyond CMF – The Future of Sensory Design & Supply Chain Synergy

- Future trends in sensory design
- Organizational and process adaptation strategies
- Current status, outcomes, and real-world practices
- Challenges and issues encountered
- How can the supply chain adapt to the evolving variables of sensory design?
 - Luminescent materials, tactile vibrations, multi-scent experiences (functional / oriental / blended) – how to craft core scenarios?

©Moderator: Ye Lijuan, Director, Advanced Strategic Design Studio, Industrial Design Center, Seres Auto

©Panelists:

Wang Yanli, Director of Comfort Products, XPENG Motors
Li Quan, CMF Design Manager, NIO
Zhang Lin, Head of Sensory Design, Global Design Center, Changan Auto (TBD)
Innovative Material Enterprises (TBD)

Unique Luxury Expression and CMF Innovation at Lynk & Co (TBD)

©Zhang Xiaoyin, CMF Design Director, Lynk & Co (TBD)

Decoding the Beauty of Eastern Design (TBD)

© Zhu Kun, Senior Color Design Manager, Hongqi Styling Center, R&D Institute, China FAW

CMF: Continuously Exploring New Frontiers in Vehicle Aesthetics (TBD)

© Hu Shan, Head of CMF, Leapmotor Technology Co., Ltd.

Multisensory Experience Design in the Era of Emotional Resonance

© Wang Yanli, Director of Comfort Products, XPENG Motors



Perceptual Fusion: Orchestrating the New Luxury

© Ye Lijuan, Director, Advanced Strategic Design, Industrial Design Center, Seres Auto

How to Create a Distinctive Brand Signature? (TBD)

© Techic

Innovative Applications of Inks in Automotive Interiors, Exteriors, and Smart Surfaces

© Xi Shikun, Technical Service Manager, Marabu (Shanghai) Inks Co., Ltd.

Sustainability Forward: Toward the Future (TBD)

© EAGLE OTTAWA

EARTH TO MOON: CMF Aesthetics for an Interstellar Luxury Pickup

© Wu Bin, CMF Director, Alter Automotive Technology Co., Ltd.

RAL COLOUR FEELING 2026+

© Markus Frentrop, Global Head of RAL Colours, RAL

Cross-Industry Integration: Exploring In-Vehicle Application Possibilities

2026 Home Aesthetic Style Trends

© Zhang Zhaojun, Co-founder, Lianyi CMF Innovation Research

Fashion Trend Research (TBD)

© POP

Blending Home Elements to Create Atmosphere and Craft Mobile Comfort Spaces

© Fendi Casa (TBD)

Electro-, Thermo-, and Photo-Chromic Back-Cover Design for Mobile Phones

© OPPO (TBD)

Empowering CMF Design with Innovative Cross-Industry Materials & Processes

© Leading Material Innovators



June 4th

11th International Automotive Interior Surface Forum

New Trends and Tasks in Standardization of the Artificial Leather and Synthetic Leather Industry

©Zhao Jianming, Secretary-General, Subcommittee 4 on Artificial Leather & Synthetic Leather of SAC/TC48

Progress in Flame-Retardant Research for Polyurethane Materials in Automotive Interiors

©Xu Bo, Secretary-General of Artificial Leather & Synthetic Leather Professional Committee, CPPIA; Deputy Secretary-General of Flame Retardant Materials Professional Committee, CPPIA; Professor, Beijing Technology and Business University

Development Trends in Leather Applications for New Energy Vehicle Cockpits

©Li Junxian, Chief Engineer, Beijing Automotive Research Institute Co., Ltd.

Advances in Durability, Abrasion Resistance, and Environmental Adaptability of Interior Surface Materials

©Sichuan University (Invitation Pending)

Applications of Microfiber Materials in Automotive Interiors

©Shanghai Huafon Microfibre Technology Co., Ltd (TBD)

How Ecotan Biobased Leather redefines the future of Car Interiors through Multiple Second Life Paths

©Ecotan

Sharing Technical Insights on Fabric Development for Global Markets

©Cui Wenting, Chief Engineer of Soft Interior Development, Geely Automobil (TBD)

Driving Trends, Leading Style: Fashion, Automotive Interior Trends, and Cutting-Edge Coating Technologies!

©Rosendo Castillo, Global Key Account Sales Director, Stahl Fine Coatings (Suzhou) Co., Ltd.

©Gemma Monleon, Fashion Designer – Leather Business Unit, Stahl Fine Coatings (Suzhou) Co., Ltd.

Panel Discussion: Automotive Interior Surface Development in the Context of Consumer Perception, Autonomous Driving, Cost Reduction, and Global Expansion

©Mingxin Xuteng, Achilles, Pan Asia Automotive, BAIC New Energy, etc. (TBD)

Development of High-Performance, Lightweight, Eco-Friendly PU Materials

©Suzhou Rigao New Materials Co., Ltd. (TBD)

The value of (chrome free) Automotive Leather

©Florian Schrey, Brand and Automotive OEM Customer Director, Smith (Nanjing) Leather Chemicals Co., Ltd.

Upgrades in Embossing Rollers, Unwinding, Cutting, Sewing, and Eco-Friendly Equipment to Support Industry Cost Reduction and Efficiency

©Speaking Opportunity Open

New Product Launch Roadshow: Mass Production of Silicone Leather Products

©Dezhou Mercury BOCA Composite Materials Technology Co., Ltd.



June 5th

Co-organizer:



6th Automotive Smart Surface & Ambient Lighting Forum

Integrated Development of Smart Surfaces and Intelligent Touch Technology

©Marelli (China) Investment Co., Ltd. (Invitation Pending)

Evaluation Standards and Methods for Touch Sensing and Vibration Feedback

©Avatr Technology (Chongqing) Co., Ltd. (Invitation Pending)

Sleek and Elegant Surface Being

© Wang Huidong, Innovation Manager, Forvia

Key Technologies for Color Consistency of Light-Emitting Elements in Smart Cockpits

©Hou Limin, Co-Founder, Shanghai Guangse Intelligent Technology Co., Ltd.

Needs and Reflections on Creating Visual Art Through Cockpit Lighting and Shadows

©IM Motors Technology Co., Ltd. (Invitation Pending)

Panel Discussion: From Functionality to Emotion — The Fusion of Smart Surfaces and Optical Technology

©Antolin, Forvia, Geely Auto, Yanfeng, Guangse Technology, etc. (Invitation Pending)

Impact of Plastic-Electric Integration and Smart Surfaces on Vehicle Design and Development

© Geely Automobile Research Institute (Invitation Pending)

Multimodal Fusion Design for Interactive Interfaces in Smart Cockpits

©Cheng Sheng, R&D Director, Wuhu Token Science and Technology Co., Ltd.

Domestic Research Report on Cutting-Edge INS Film Technology

©Shanghai Huaфон UltraFiber Technology Co., Ltd. (Invitation Pending)

Development of High-Performance, Lightweight, Eco-Friendly PU Materials

©Chen Bo, Sales Director, Jinmei Xingcan New Materials (Anhui) Co., Ltd.

Optical Design of Dynamic Adjustable Ambient Lighting Systems

©ams OSRAM (Invitation Pending)

Integrated Design of Smart Cockpit Surfaces and Ambient Lighting

©Antolin (China) Investment Co., Ltd. (Invitation Pending)

Development of High-Performance Films for Automotive Interior and Exterior Applications

©Hefei Yongmaikesi Intelligent Technology Co., Ltd. (Invitation Pending)

Advancements in Laser Cutting, Injection Molding, and Other Processes to Enable Scalable Production

©Speaking Opportunities Still Open



June 5th

Co-organizer:



4th Automotive Seat Technology Innovation Forum

User Perception

Pain Points and Perception of Automotive Seating from the Consumer's Perspective

©Auto KOLs (TBD)

A Revolutionary Leap in Seat Comfort Differentiation (TBD)

©Wei Jiao, Chief of Seat Comfort R&D, Great Wall Motor

(Panel) Evaluating Seat Comfort: Best Practices, Key Metrics, Standards, and Industry Outlook

©Host: Dr. Zheng Xu, Associate Professor, College of Energy Engineering, Zhejiang University (TBD)

©Panelists:

Xie Hui, Seat Engineering Manager, PATAC

Wei Jiao, Section Chief of Seat Comfort R&D, Great Wall Motor

Chen Dehu, Seat & Safety Manager, IM Motors

(More esteemed speakers to be announced)

Future Seating

AI-Powered Seating: Breakthroughs and the Future of Adaptive Technologies

©Lear Corporation (China) (TBD)

The Next Frontier for Seats - Space Reconfiguration

©Qu Shichao, Seating Expert, Zeekr (TBD)

(Panel) How will Autonomous Driving Break Innovation Boundaries in Automotive Seats?

©Host: David Huang, Director of Strategy, Marketing & Business Development, Forvia Group (TBD)

©Panelists:

Zhang Xinghua, Head of Seating, Chery Luxeed

(More esteemed speakers to be announced)

Seats Going Global

Creative Approaches to Seat Design, Materials, and Craftsmanship from Global OEMs

©JLR / Stellantis (TBD)

White Paper: The Global Expansion of China's Automotive Seating Industry

©Forvia Group (TBD)

Cost Reduction and Technological Innovation

Seat Cost Structure Analysis and Strategies for Cost Optimization

©Zhang Shiyu, Cost and Insight Analysis Engineer, A2MAC1 (TBD)

Graphene-Based Thermal Management: Smart Solutions for Enhanced Comfort

©Speaker TBD, iShangjia Technology

Innovation in Thermal Comfort: Emerging Solutions and Technical Roadmaps

©Speaker TBD, Yuhang Pamon

Process Innovation & Smart Manufacturing for Seating Production

©Sponsorship Opportunity Available

New Approaches to Seat Shock Absorption: From Commercial Vehicles to Passenger Cars

©Guangxi Shuangying Group Co., Ltd. / Zhejiang Tiancheng Controls Co., Ltd. (TBD)



June 4-5th

11th International Automotive NVH & Audio Innovation Forum

User Perception

Designing Sonic Signatures: The Role of Sound in Shaping Brand Perception

©James Abbott Ph.D., Audio/Acoustic Senior Expert

Developing Overall Vehicle Quietness for Premium Models

©Shen Long, Vehicle NVH Expert, Smart Automobile

Latest Advances for Active Noise Cancellation

©Zhou Changshui, Chief Engineer, NVH Development Department, Geely Auto (TBD)

Signal Selection in Active Road Noise Cancellation

©Fan Dashen, General Manager, Shanghai Chipintelli Acoustics Technology Co., Ltd.

Objective and Subjective Sound Quality Evaluation for NEVs Based on Psychoacoustics

©Xie Xiaolong, NVH Director, Shenda (Shanghai) Technology Co., Ltd.

Application and Exploration of Acoustic Metamaterials in Cabin Acoustics

©H.N.A (Israel) / Southwest Jiaotong University (TBD)

In-cabin Audio

In-Car Audio Experience by Global High-End Audio Brands (TBD)

©Joerg Lichtenstein, Technical Lead Automotive Audio Systems, GoerDyna

Immersive Audio Experience: Reshaping the Future of Automotive Acoustics (TBD)

©Nie Jun, Head of Sound Experience Team & Senior Experience Manager, NIO

Audio Review from the User Perspective: Experience, Pain Points, and Expectations (TBD)

©Yuan Mingqing, Host of AudioLab Column, AutoLab

The New Era of In-Vehicle Entertainment: DTS Immersive Audio-Visual Experience

©Zhao Yan, Senior Director of Licensing Business, China Region, XPERI

Interdisciplinary Insights – From Architectural Acoustics to In-Car Audio

©Impulse Audio Lab (TBD)

Latest Breakthroughs in Independent Sound Zone Technology

©Audfly Technology Co., Ltd / SineTac Auto (Shanghai) Co. Ltd (TBD)



(Panel) AI Empowering In-Car Audio: Innovation, Experience, and the Future

©Host: Yang Chunhong, Chief Engineer & Lead Sound Designer, Zeekr

©Panelists:

Wang Song, Chief Audio System Designer, Great Wall Motors

Xiang Fei, Director of Acoustics, NIO

(More esteemed speakers to be announced)

NVH

Research and Application of Aeroacoustic Development Technologies

©Zhao Weifeng, Director of NVH Performance Development, Great Wall Motors

NVH Challenges and Strategies for REEV

©Wu Yunzhu, Senior NVH Engineer, Chery Automobile Co., Ltd.

Noise Testing Standards and Case Studies for Flying Cars / eVTOL

©Wang Yan, Solution Specialist, Hottinger Brüel & Kjær

From Experience to Intelligence: How AI Neural Networks Enable Precise and Efficient Modal Testing in Vehicles

©Dr. Mao Yang, Manager of Advanced Technology, HEAD acoustics China

NVH Control Challenges in Electric Drive Systems

©XPeng Motors (TBD)

NVH Optimization for Hybrid Powertrains

©BYD (TBD)

NVH Control Technology for New Energy Vehicle Thermal Management Systems

©Chery Automobile (TBD)

(Panel) AI Applications and Exploration in NVH

©Host: (TBD)

©Panelists:

Li Zongbao, Chief Vehicle NVH Engineer, Geely Auto Group

Hou Hangsheng, Technical Director, R&D Institute, China FAW Group

(More esteemed speakers to be announced).

Training

Design & Optimization of In-Vehicle Sound and Interpretation of Voice-Related Standards (TBD)

©HEAD acoustics China



June 4-5th

10th Automotive Safety Systems Conference

Regulations Steering the Future of Automotive Safety

Upcoming Euro NCAP / C-NCAP Regulations: New safety requirements on zero-gravity seating, far-side impact protection, virtual testing, and occupant equality

© Euro NCAP, China Automotive Technology and Research Center Co., Ltd. (CATARC)

Zero-Gravity Seat Safety Development

Panel Discussion: Innovative Safety System Solutions for Zero-Gravity Seats in Driving Scenarios

© Panelists:

Tang Hongbin, Chief Expert, FAW R&D Institute

Zhang Chao, Technical Manager, Anhui Jianghuai Automobile Group Corp., Ltd. (JAC Motors)

Liu Yutao, Safety Technology Expert, Geely Research Institute (Ningbo)

Ni Fan, Seatbelt System Development Manager, Yanfeng Automotive Intelligent Safety Systems Co., Ltd.

Wang Zhenfei, Passive & Active Safety Integration Manager, ZF Automotive Technology (Shanghai) Co., Ltd.

Regulatory Progress on Reclined Position Crash Safety for Zero-Gravity Seats

© CATARC Automotive Test Center (Tianjin) Co., Ltd.

Rear Impact, Side Impact, and Rollover Protection in Deep Recline Positions

© BYD Auto Industry Co., Ltd.

Occupant Safety in High Seat Recline Angles

© Geely Auto

Cost-Effective Solutions to Prevent Neck Injuries in Fully Reclined Postures

© Speaking Opportunities Available

Future-Oriented Occupant Protection System Solutions

Integrated Digital Evaluation System Based on Smart Testing Architecture

© Yang Peilong, Safety Evaluation System Engineer, China Automotive Engineering Research Institute Co., Ltd.

AEB Rear-End Collisions (TBD)

© Qiu Hang, Safety Evaluation System Engineer, China Automotive Engineering Research Institute Co., Ltd.



Empowering Holistic Occupant Protection through 5G-Enabled Big Data Connectivity

© Geely Auto

Airbag Control Systems Based on Combined Elastic Wave and Acceleration Sensing

© Changan Auto, Chongqing

New Safety Belt and Airbag Solutions for Autonomous Driving (L4/L5) and Intelligent Cockpits

© Yanfeng Automotive Intelligent Safety Systems Co., Ltd.

AI-Powered Intelligent Automotive Safety Systems

© Autoliv (Shanghai) Management Co., Ltd.

Development and Application of Belt-Integrated Airbags

© Wei Xinyou, Airbag Product Expert, ZF Asia Pacific Automotive Safety Systems (Shanghai) Co., Ltd.

Expanding Applications to E-Bikes, Motorcycles, and Beyond

© Joyson Safety Systems (Shanghai) Co., Ltd.

Integrated Active & Passive Safety Development Technologies

© Bosch Automotive Components (Suzhou) Co., Ltd.

Safety Solutions for Female, Male, and Child (Rear Seat) Dummies

© Jinzhou Jinheng Automotive Safety Systems Co., Ltd.

Development of Domestic Multibody Dummy Technologies

© CATARC Automotive Test Center (Tianjin) Co., Ltd.

Panel Discussion: How Can Safety Component Suppliers Balance Cost Reduction with Performance Efficiency?

© Yanfeng, JSS (Jifeng), Jiangsu Huitai, Elkem

Miniaturized and Integrated Gas Inflator Development

© Elcheer Qinghua

Eco-Friendly Materials for Use in Restraint System Modules

© Toray

Human Body Modeling for Future Autonomous Driving Scenarios

© Shoumei

AI-Driven Simulation Acceleration and Intelligent Matching Module Development

© Speaking Opportunities Available



June 5th

4th Automotive Display Technologies Forum

Trends in the Global In-Vehicle Display Market

© Being Invited: CINNO Research

Design Considerations for New In-Vehicle Displays Based on User Needs

© Being Invited: Tianma Microelectronics Co., Ltd.

New Evolutionary Approaches for Smart Cockpits Enabled by AI

© Being Invited: ZEEKR

Light Field Virtual Image Display Technology: Breaking Physical Cockpit Constraints and Unleashing Infinite Imagination

© Being Invited: Huawei Technologies Co., Ltd.

Scene-Based In-Vehicle Display Functionality and Experience Design for Ultra-Luxury Brands

© Being Invited: FAW Hongqi

Strategies for Smart Cockpit Hardware and Display Interaction in the Era of Electrification and Intelligence

© Being Invited: IM Motors

Smart Windows Ushering in a New Era for Intelligent Cockpits

© Being Invited: BOE Sensing Technology Co., Ltd.

Medium-Free Holographic Solutions for In-Vehicle Smart Cockpits

© Being Invited: XHOLO

Demand-Driven Technological Innovation: HKC's In-Vehicle Display Solutions and Roadmap

© Being Invited: HKC Co., Ltd., Automotive Display Division



June 5th

6th Head-up Display (HUD) Tech 2025

Development and Application of Full-screen AR-HUD

©Being Invited: Stellantis, HMI Solutions Manager, Ar   Antoine Tahhan

Next-generation Display Technology: Holographic Windshield Head-up Display

©Being Invited: Hyundai Mobis

Huayang's Latest Intelligent Display Solution: Insights into Users

©Being Invited: Huayang Multimedia

Enhancing Driving Safety with AR-HUD Technology

©Being Invited: Volvo Car Group, Technical Expert - Visual Performance and Display Technology, David Hermann

Upgrading the Experience of AR-HUD through Technological Innovation

©Being Invited: Huawei Technologies Co., Ltd.

"Entertainment + Safety" Integrated Solution for Intelligent Cockpit

©Being Invited: Valeo, Head of Platform Head-up Display, Eckhard Finger

Thoughts on the Human-vehicle Interaction Design of the Cockpit AR-HUD

©Being Invited: Geely Automobile

Optoelectronic Technology, Facilitating the Rapid Popularization and Application of AR-HUD

©Being Invited: Crystal-Optech

Challenges, Methods and Advantages of AR-based HUD Development

©Being Invited: rinf.tech

Vehicle-level All-digital LCOS Chip Facilitating the Development and Application of AR-HUD Industry

©Being Invited: XDmico

Utilizing Software to Construct a Brand-new On-board AR User Experience

©Being Invited: Neusoft Group / Advanced-realtime Technology

Improving the Driving Experience of AR-HUD with Efficient and Stable LED Light Sources

©Being Invited: ams OSRAM

Fully Automatic EOI Calibration Equipment Facilitating the Popularization of HUD Technology

©Being Invited: Roadrover Technology

Clearer and More Immersive - Waveguide - Optical Engine Combination Empowering AR-HUD

  Speaker Opportunities Open

Intelligent Optical Engine Facilitating the Development of HUD Products

  Being Invited: Goer Optics

Ready Vision QVUE & AR HUD: Changing the Windshield, Achieving Through-projection and Breaking the Boundary between the Real World and the Digital World

  Being Invited: Harman

Application and Case Sharing of Holographic Display Technology in the Intelligent Cockpit



©Invited Company: Shenzhen Photonic Crystal Technology Co., Ltd.

How Translucent Display Technology Better Enhances the User Experience of the Cockpit

©Speaker Opportunities Open

Flexible Photoelectric Mapping Display Film Empowering On-board Transparent Display

©Invited Company: Jiangsu Uvat Technology Co., Ltd.

Fusion of Safety and Visual Technology: Skyline Immersive Display Technology

©Invited Company: Faurecia

Application of Ultra Short Focal Length Transparent Window Display Technology

©Invited Company: VST Optics

Application and Development Prospect of Naked-eye 3D Light Field Display Technology in the On-board Field

©Invited Company: Zhuhai Zhenxiang Optoelectronics

Application Exploration of Interactive In-air Display Technology in the Intelligent Cockpit Field

©Invited Company: Great Wall Motor / Easpeed Technology

Flexible On-board Scroll Screen Empowering a New Immersive Intelligent Cockpit Experience

©Speaker Opportunities Open



Huo Congmin
Vice General Manager

Great Wall Motor Co., Ltd.

“

Technological innovation and industry collaboration are the key driving forces behind the transformation and upgrading of the automotive interior/exterior industry, enhancing competitiveness and responding to environmental and energy-saving concepts.



Xu Yanghui
Vice Dean

GAC R&D Center

“

Everything revolves around the user experience, empowering products with technology, and creating value through innovation.



Chris Bangle
Managing Director

Chris Bangle Associates

“

We manufacture sedans, a type of moving masterpiece that expresses the driver's limitless passion for high quality.



Li Yanlong
Head of Automotive Design,
Ph.D. Supervisor

Tongji University

“

The trend of "fun" in automotive design is on the rise, with "cute, personalized, and unique" becoming the new slogan for the next generation of consumers.



Liu Chongqing
Chief Safety Engineer

Yanfeng International Technology Center

“

We hope to provide more effective and safer solutions for both current and future mobility.



Qian Bin
Senior Vice President
of Interior Systems

Brose Automotive Technology Management (China) Co., Ltd.

“

True intelligence should be centered around three key aspects: What type of product is more efficient for consumers? What type of product offers consumers a sense of ceremony? What type of product provides greater value to consumers?



Chai Guoqiang
Senior Technical Expert

Suzhou Sonavox Electronics Co., Ltd.

“

From 3D movies to virtual reality (VR) games to digital art exhibitions, today's consumer experience is increasingly becoming "immersive."



Li Xiongping
Vice General Manager of
R&D Center, Chief Expert

Tianma Microelectronics Co., Ltd.

“

The choice of in-car display technology should be determined by the specific application scenario. LCD combined with MiniLED excels in both cost and picture quality, making it ideal for most in-car display scenarios.

Previous Speakers



Alex Miklosi
Shelby American
VP of Design



Harry Sze
Director, Creative Consulting
BMW Group Designworks
Shanghai Studio



Henning Knoepfle
Design Director
Dongfeng Motor



Javier Garcia Gallardo
Head of Design Shanghai
ZEEKR



Markus Uhlig
Head of Design
"Cockpit of the future"
/APAC FORVIA
FORVIA



Max Wolff
Design Director
Ford China and IMG



Nicola Ehrenberg-Uhlig
Vice Global Design President
SAIC



Peter Wouda
Design Director
SAIC VOLKSWAGEN



Pier Luigi Ferrari
VP
Geely Innovation
Design Institute



Pontus Fontaeus
Executive Design Director
GAC Advanced Design Los Angeles



Claire Ching
Director of User Experience
Ford Motor Company



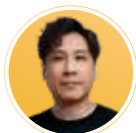
Cao Zhenming
Director of Systems Engineering
Aptiv (China) Technology
R&D Co., Ltd.



Hou Xiying
Director of Ecological Operations
Desay SV Automotive Co., Ltd.



Luo Mengqi
Product Director
Zeekr Intelligent
Technology Co., Ltd.



Wang Chengyang
Director of Data
Intelligence Center Design
XPeng Motors



Yang Yongzhe
Director of Technical
Brand & Planning
Great Wall Motor Co., Ltd.



Zhou Yanglin
Chief Product Expert,
Smart Cockpit
SAIC Group



Anders Sachs
Head of CMF Design
Zeekr Design



Cyriel Diels
Deputy Director
Royal College of Art



Gao Maosen
CEO
Techic



Huang Xiaojing
Strategy Director / Partner
YANG DESIGN



Li Xinyuan
CMF Manager
Dongfeng Motor Group



Song Wenwen
Executive Deputy Director
Tsinghua University,
Art & Science Research Center



Su Chang
PhD / Associate Professor
Jilin University



Ye Lijuan
Head of Industrial
Design Center
SERES Automotive



Zhang Gangxia
Head of Perception
Design Center
Geely Innovation
Design Institute



Zhang Xiaoyin
CMF Director
Lynk & Co



Gao Zhenhai
Professor
Jilin University



Hao Donghui
Senior Certification Engineer
CCAP



Huang Zhen
Director of Automotive
Seating Systems
Forvia



Ma Jia
R&D Director
Forvia



Ni Haifeng
Director of Operations
Adient



Shao Yufei
Seat Development Specialist
Chongqing SERES



Song Qun
Seat R&D Manager
SAIC Volkswagen



Tang Bo
R&D Engineering Director, Seats
Nobo Automotive



Wu Xiaozhong
Passenger Car Seat Director
Zhejiang Tiancheng
Self-Control Co., Ltd.



Michiel van Ratingen
Secretary General
Euro NCAP



Hao Yumin
Senior CAE Manager
FAW Group R&D Institute



Lei Feibing
Head of Passenger
Protection Development
BYD



Shang Enyi
Verification Expert
Geely Automobile Research
Institute (Ningbo) Co., Ltd.



Shi Shuai
Manager, Restraint Systems
Integration
ZF Automotive Technology



Yang Rui
Safety Evaluation
System Research Expert
China Automotive Engineering
Research Institute Co., Ltd.

Previous Speakers



Yao Jianfeng

Director of Systems Engineering
Aptiv (China) Technology
R&D Co., Ltd.



Zhu Huangqing

Head of New Systems
Autoliv



Cha Yiwen

Core Engineering Director
Yanfeng



Bu Weili

Secretary General
National Automotive
Standardization Committee



Hou Limin

Co-Founder, CTO
Shanghai Guangse Intelligent
Technology Co., Ltd.



Hu Kui

Innovation Technology
Manager
Antolin (China)
Investment Co., Ltd.



Shen Chen

Product Strategy Director,
Smart Light Source R&D Center
KeBoda Technology Co., Ltd.



Wang Huidong

Innovation Manager,
Automotive Interior
Innovation Department
Forvia



Zhang Dawei

Interior Department Manager
Pan Asia Technical
Automotive Center Co., Ltd.



Tian Jingyan

Secretary General
China Plastic
Processing Industry Association,
Artificial Leather and Synthetic
Leather Professional Committee



Fan Haojun

Director, National Engineering
Laboratory for Clean
Leather Technology
Sichuan University



Li Junxian

Chief Engineer,
Functional Experience &
Interior/Exterior
Decoration Department
Beijing Automotive Research
Institute Co., Ltd.



Lin Liwei

APAC Product R&D Director
Eagle Leatherwater
Automotive Leather
(China) Co., Ltd.



Ma Yao

R&D Director, APAC R&D Center
Continental Surface
Solutions Division,
Benecke-Longchen Automotive
Interior Materials Co., Ltd.



Song Weifeng

R&D Director
CGT Automotive
Interiors Co., Ltd.



Zhang Aimin

Professor, National Key
Laboratory of
Polymer Materials Engineering
Sichuan University



Zhao Jianming

Secretary General,
Synthetic Leather
Division (SAC/TC48/SC4)
National Plastic Products
Standardization Technical Committee



Dai Lu

Founder, CTO
Yousheng (Suzhou) Acoustics
Technology Co., Ltd.



Michael Cousins

Senior Automotive Engineer
Meridian Audio Ltd.



Huang Kunpeng, Ph.D.

Deputy Director of Laboratory
Guoguang Electric Co., Ltd.



Huang Zheng

Senior Manager,
Sound System
Beijing Chehejia Information
Technology Co., Ltd.



Liu Yanfei

Director of Intelligent Sound
Products Line,
Smart Automotive BU
iFlytek Co., Ltd.



Ma Guilin

Chief Scientist
Suzhou Qingting
Acoustics Technology
Co., Ltd.



Shi Xiaolei

Acoustic Expert
NIO Shanghai Co., Ltd.



Su Gengen

CTO
Nobo Automotive Electronics,
Suzhou Love Sound Technology



Sun Xuejing

Chief Scientist,
Research Institute
AAC Technologies



Wu Sheng

Director of In-Car Audio
Technology Management Group
Huawei Technologies Co., Ltd.



Yang Chunhong

Director of Acoustics
Harman Global
R&D Center



Zou Xueping

CTO, Tsinghua
University Engineering Master
Jilin Hangseng
Electronics Co., Ltd.



Hou Hangsheng

Director of Simulation
Center Technology
FAW R&D Institute



Zeng Guihua

Manager,
Sound Product Development
FAW Group R&D Institute



Shangguan Wenbin

Professor/Doctoral Supervisor,
School of Mechanical &
Automotive Engineering
South China University of
Technology



Wang Zhiqiang

Chief Engineer of
NVH Department
BAIC Research Institute



Xu Duo, Ph.D.

Technical Expert
BMW Group



Yu Danjiang

NVH Technical Director
Heideman Acoustics (Shanghai)
Technology Co., Ltd.



Li Minghui

Digital Eco-Product Manager
FAW Group Co., Ltd.



Matthias Pohl

Senior Project Manager
Mercedes-Benz



Chu Binghua

Director of Innovation &
Continuous Improvement
Yanfeng Visteon Electronics
Technology (Shanghai) Co., Ltd.



Gu Bao

Deputy Director,
Automotive Business Unit
Huike Co., Ltd.



Luo Huan

Head of Marketing,
Sensors Division
BOE Technology
Group Co., Ltd.



Yang Jing

Executive Deputy
General Manager, HUD
Huizhou Hanyang
Multimedia Electronics Co., Ltd.



Zhou Yan

Marketing Director,
In-Car Optical Smart HUD
Huawei Technologies
Co., Ltd.

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Hangzhou Grand Convention
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Hall 2-Interiors, Exteriors & Cockpits Pavilion

Looking forward to seeing you

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