

29 / 30
OCTOBER 2025
SHANGHAI

GOLDEN FURNACE · CHINA BAOWU
STEEL GROUP CONFERENCE CENTER



DVN SHANGHAI WORKSHOP

SOCIAL COCKTAIL • MEET & GREET DINNER • CONFERENCE • EXPO

HMI, CMF AND INTERIOR LIGHTING • SHAPE NEXT-GEN INTERIORS



In parallel to the 37th DVN Lighting workshop.

The theme is “CMF and Interior Lighting Shape Next-Gen Interiors”.

Join us for a day of visionary discussions and groundbreaking innovations as we reimagine the automotive interior landscape.

Car interiors have evolved beyond more functionality; they now embody the essence of luxury, technology, and personal expression. **CMF** (Color, Material, and Finish) strategies are crucial in defining a vehicle’s identity, influencing consumer perception, and creating a cohesive brand language. **Seat, Cockpit, and Interior Lighting** adventures in automotive interiors and CMF when combined together, equal **Next-Gen Interiors**.

Key Sessions

- Seating is no longer just about ergonomics but also about comfort, adaptability, and smart features Interior.
- Cockpit is all about UX/UI with better balance between displays and buttons.
- Interior lighting has transformed into an art form, enhancing aesthetics while improving safety and mood.
- Sustainability is pivotal, especially for all plastics involved in.

Speakers & Panels

Industry leaders from automotive design studios, material science, and interior lighting technology experts will take the stage to share their insights. Expect keynote addresses, lectures, roundtable discussions, to help you shape next-gen interior experiences.

Objectives

This workshop aims to:

- Inspire future designs with cutting-edge trends.
- Foster collaboration between designers, material innovators, and engineers.
- Showcase new technologies shaping the interior space.
- Address sustainability and smart materials for next-gen vehicles.

DVN interior one-day workshop is a premier industry conference dedicated to exploring the latest advancements in CMF, also combined with Interior Lighting in automotive interior. This event gathers leading designers, engineers and visionaries to discuss emerging trends, user experience and interaction, new and biomaterials, and the role of Design in shaping the future of vehicle interiors.



Paul-Henri Matha

DVN Chief Executive Officer and Lighting General Editor

PROGRAM

OCTOBER 29, 2025



08:00 am	REGISTRATION & BREAKFAST
09:30 am	OPENING & WELCOME BY DVN – Paul Henri Matha, CEO with: <ul style="list-style-type: none">• China Association of Automobile Manufacturers – Ye Shengji, Chief Engineer• BYD 13th Business Unit/Fudi Lighting – Sun Shixiang, Vice General Manager
09:45 am	KEYNOTE SPEECHES Automobility Limited – Bill Russo, Founder & CEO: <ul style="list-style-type: none">• <i>How China's Digital Ecosystems are Re-Shaping Intelligent Connectivity</i> Trendforce – Joanne Wu, Assistant Vice President: <ul style="list-style-type: none">• <i>2025 Micro/Mini LED Automotive Lighting and Display Trend (Incl. P-HUD and Micro LED display)</i> China Academy of Art – James Hope: <ul style="list-style-type: none">• <i>Design Trends</i>
10:30 am	EXHIBITORS PITCHES
10:30 am	SESSION 1, PART 1 – INTERIOR LIGHTING Chairman: Joachim Reil, ams OSRAM DVN – Paul-Henri Matha, CEO: <ul style="list-style-type: none">• <i>Trends and challenges</i> Yanfeng – Christophe Pincemin, DGM Smart Interiors / Smart Interiors BU, Executive Director Smart Surfaces & Lighting / YFITC: <ul style="list-style-type: none">• <i>Interior Lighting Next Trends and Innovations</i> FORVIA HELLA – Wang Mengmeng, Interior Lighting Design Senior Supervisor: <ul style="list-style-type: none">• <i>FORVIA HELLA Interior Lighting Innovative Solutions</i> Antolin – Sunny Mu, Interior Lighting & Electronics Engineering Manager: <ul style="list-style-type: none">• <i>Antolin Intelligent Interior Lighting</i> Rebo – Pietro Postal, Director of Electronics: <ul style="list-style-type: none">• <i>Scalability of Interior Lighting Electronics</i> Q&A
12:00 pm	LUNCH BREAK

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01:30 pm

SESSION 1, PART 2 – INTERIOR LIGHTING EE ARCHITECTURE

Chairman: Hans-Joachim Schwabe, DVN

Brightek – C.H. Tzeng, General Manager:

- *LIN-Lite Smart LED – Next-gen Innovation for High-Efficiency Ambient Lighting*

Inova – Bernhard Andretzky, Senior Technical Sales Manager:

- *ISELED the automotive ambient lighting standard*

Lumissil – Eben Qiu, Application Senior Manager:

- *Lumissil Dynamic ambient lighting driver chip*

Indiemicro – Jim Zhuang, Senior Marketing Director

Macroblock – Steve Ho, Special Assistant to the General Manager:

- *Smart Cockpit Ambient Lighting: From Single-color to Dynamic Multi-zone Dimming*

Novosense – Andreas Zhang Marketing Director:

- *Novosense empowers automotive lighting*

ams OSRAM – Lufei Shen, Product Manager:

- *Emerging Trends in Automotive Electronics and Lighting Solutions*

02:40 pm

SESSION 2 – DESIGN FOCUS

Chairman: Paul-Henri Matha, DVN

China Academy of Art Student pitch

- *Exterior Lighting and Interior Focus*

Podium Discussion – Interior Lighting Design with **China Academy of Art** – James Hope,

Yanfeng – Christophe Pincemin, **FORVIA HELLA** – Wang Mengmeng & **Antolin** – Sunny Mu

03:40 pm

COFFEE BREAK

04:30 pm

KEYNOTE SPEECH

Chairman: Wolfgang Huhn, DVN

Opening speeches :

S&P – Laura Dong, Senior Analyst:

- *The Usefulness of the “Useless”: The Future Market and Business Value of Interiors, Lighting, and Seating*

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04:45 pm

SESSION 3 – INTERIOR CMF

Chairman: James Hope, China Academy of Art

Tactotek – Dr. Pálvi Apilo, CTO:

- *From Emblems to Interiors: Compact and Efficient Lighting Integration with IMSE®*

Yanfeng – JiaSheng Weng, Innovation Design Manager:

- *XiM25, Yanfeng's Visionary Cabin for the Next Generation*

WGSN – Elio Wang, WGSN Trend Consultant:

- *WGSN Future Automotive CMF Design Trends*

Lynk&Co – Zhang Xiaoyin, CMF expert

ZEEKR – Gangxia Zhang, Head of CMF ZDSS

05:25 pm

CMF ROUND TABLE

06:00 pm

COCKTAIL

07:00 pm

DINNER

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08:00 am	REGISTRATION & BREAKFAST
09:00 am	WELCOME BY DVN – Paul Henri Matha, CEO
10:00 am	SESSION 4, PART 1 – INTERIOR COCKPIT & HMI Chairman: Guang Yang, Design Expert, Diconium Diconium – Guang Yang, Design Expert: <ul style="list-style-type: none">• <i>Hard or Soft Buttons? Rethinking In-Car UX Between China and Europe</i> Ford <ul style="list-style-type: none">• <i>Design for your future self – The AI evolution of the 3rd space, building scenario-based wellness and comfort experiences</i> JD Power – Pei Lin, Director of JD Power Intelligent Experience Consulting: <ul style="list-style-type: none">• <i>AI-Defined Automotive Era – New Trends in Evolution of User Experience</i> Chery QQ – Huang Jieping, HMI/UXUI Design Lead: <ul style="list-style-type: none">• <i>QQ's "Warm Technology": Redefining Human-Car Emotional Connection Through Consistent Multi-Modal Interaction Design</i> Tinychip – Zhu Jianru, Marketing VP: <ul style="list-style-type: none">• <i>The integrated development of touch controls and interior lighting</i> Kostal – Fan Liangzhao, Kostal Asia R&D Center: <ul style="list-style-type: none">• <i>Automotive Interior Design Trend From an HMI product Perspective</i> Q&A
10:30 am	COFFEE BREAK
11:00 am	SESSION 4, PART 2 – INTERIOR COCKPIT & HMI Chairman: Guang Yang, Design Expert, Diconium Marelli – Zhou Shiruo, Product Manager of Marelli China Cabin Division: <ul style="list-style-type: none">• <i>Marelli Intelligent Cockpit Innovation with advanced lighting</i> Kurz/PolyIC – Bao Zhenyu, Kurz/PolyIC Technical Expert – Project Manager: Dominant <ul style="list-style-type: none">• <i>seddLED ((Smart Embedded Digital Driver LED.) with ISELED & ILaS Network, communication between controller, sensor and actuator</i> Optiseen – CEO, Raymond Tsao: <ul style="list-style-type: none">• <i>5x Optical Integrated Light Source: Solving the Pain Points in DMS/OMS Applications</i> HMI Round Table
12:15 pm	LUNCH BREAK

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01:30 pm

SESSION 5 – COCKPIT DISPLAY AND PROJECTION

Chairman: Christophe Pincemin, Yanfeng

Chipone – Deng Ziqiang, Product Director of the Automotive BU:

- *Development Trends of Smart Vehicle Cockpit Display Technology*

Refond – Zhu Jianfei, R&D Director:

- *Mini LED empowering cockpit display applications: Refond's practice and innovations*

AUO – Elvis Chen, Director of HMI, AUO Creative Design Institute HMI Div.

NanoAR – Dr. Wang Yongjing, Chairman & CTO:

- *Applications of nanoAR™ Transparent Display in Smart Cockpits*

Appotronics – Dr Meng Han, Senior Marketing Director

Visionox – Liao Wansheng, Director of Marketing:

- *Immersive Projection Display for Cockpit*

ANSYS – Edward Tong, Senior Manager of Application Engineering:

- *Optical Solutions for Smart Cockpits*

Q&A

03:00 pm

COFFEE BREAK

PROGRAM

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03:30 pm **SESSION 6 – INTERIOR MATERIAL, SUSTAINABILITY & SEATING**

Chairman: Hans Joachim Schwabe, DVN

Dow – Dai Zihua, Head of Asia Pacific Market, Dow Packaging & Plastics Division:

- *Reshape the value coordinates of automobile cockpits with technological innovation*

Bcomp

- *Setting New Standards for Automotive Interiors with Sustainable and High-Performance Natural Fibre Solutions*

Huaju – Jia Zhenqing, Vice President & Project Director:

- *The application of artificial glass crystal in Cockpit*

MOCOM – Johnny Zhou, Director ADE/BDM APAC:

- *Ambient lighting materials and environmental sustainability*

Covestro – Qiu Zhu, Process expert:

- *Introduction of material development for MOB interior application in Covestro*

SEKISUI – Masashi Yanai

FFF Studio – Carlos Ávalos Muñoz:

- *Design to Engineering in seat development*

Suzhou Dasheng – Fan Dashen, General Manager:

- *Low-cost Active road noise reduction Smart Seat*

Q&A

05:00 pm **INTERIOR DESIGN ROUND TABLE**

Moderator: James Hope, China Academy of Art

05:30 pm **CLOSING**

