

08 / 09
SEPTEMBER 2026
SHANGHAI SHANGHAI BINJIANG
1353 CONFERENCE CENTER



DVN SHANGHAI WORKSHOP

SOCIAL COCKTAIL &
DINNER • CONFERENCE

PANEL DISCUSSION •
AWARD CEREMONY • EXPO

41ST DVN WORKSHOP

| LIGHTING & INTERIOR



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DVN SHANGHAI WORKSHOP

LIGHTING & INTERIOR



DVN are back in China for the 9th time, in Shanghai inner city with Megro station to simplify the logistic.

This past April in Beijing, we witnessed again the impressive development speed in China, the large number of new-vehicle reveals, and the super-crowded event. Similar to last year, we are adding a session about interior lighting at our event into our main lighting event, and are running a parallel event dedicated to automotive interior including Design, CMF, Seating and UX design

This Shanghai DVN Workshop gathers more than 600 participants from all over the world.

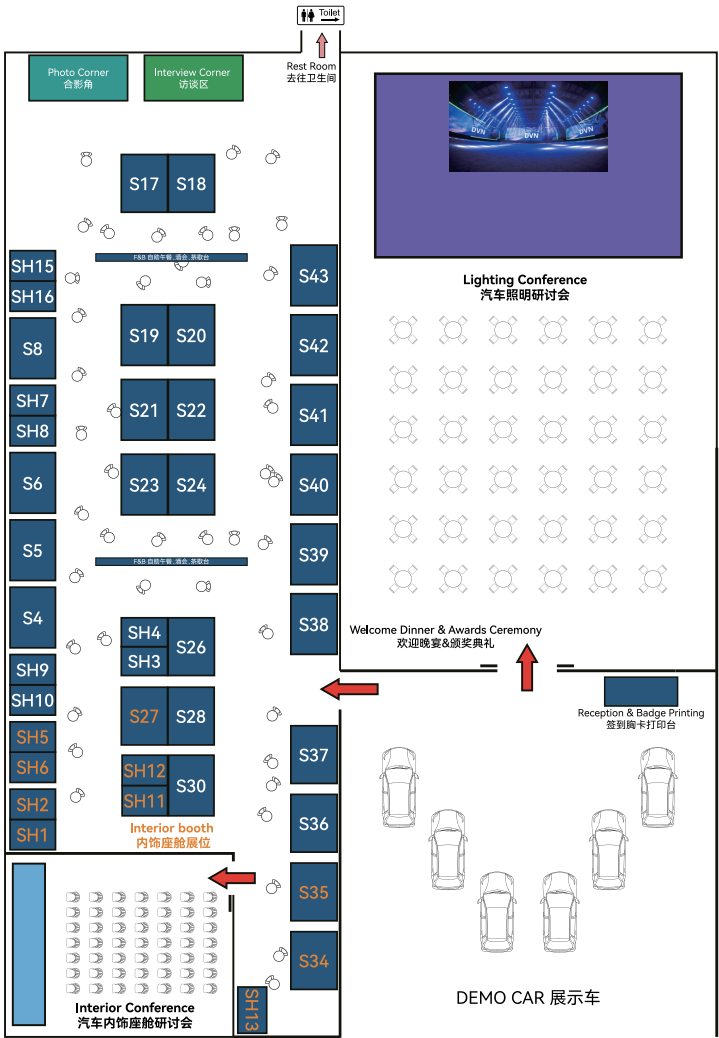
Experts, researchers, managers, designers, engineers and you! Thank you for your trust in DVN and for being here!

A handwritten signature in blue ink, appearing to read "pamm", with a stylized flourish at the end.

Paul-Henri Matha

DVN Chief Executive Officer and Lighting General Editor

EXHIBITION FLOORPLAN



- S4: XINGYU
S5: BRIGHTVIEW TECH
S6: ELMOS
S8: ASYST
S17: OPTISEEN
S18: YFPO
S19: LMT & TECHNTEAM
S20: ENNOSTAR
S21: ONSEMI
S22: TACTOTEK
S23: ROEHM
S24: SESO
S26: INOVA
S27: SOTOS
S28: MIND
S30: NOVONSENSE
S34: WGSN
S35: RAL COLOURS
S36: AML
S37: ANRUJ
S38: EVERLIGHT
S39: LUMISSIL
S40: SAINT GOBAIN
S41: BRANSON
S42: COVESTRO
S43: OPTCO

- SHARED BOOTH
SH1:NIEBLING
SH2:K&D
SH3:LUMICHROME
SH4: INDIE MICRO
SH5: YANG DESIGN
SH6: MARABU
SH7: MELEXIS
SH8: LUMBERG
SH9: KURZ
SH11: ZH-TECH
SH12: REAVIS
SH13: BESTAR
SH15: VUEREAL
SH16: POLYRISE

WeChat contact



Geoffrey Lebrun
DVN President



Paul-Henri Matha
DVN Chief Executive Officer



Anne Ai
DVN China Manager



Laurent Serezat
DVN Head of Interior Business Unit

PROGRAM DAY 1

SEPTEMBER 8, 2026



7:30 am **WELCOME COFFEE**

8:30 am **KEYNOTES ABOUT AUTOMOTIVE MARKET, CHINA AND LIGHTING** – Chairman:
Paul-Henri Matha

GASGOO – Richard Wang, Gasgoo Partner & VP of Gasgoo Research Institute:

- *China's Smart EV Industry From Speed to System Competitiveness*

londao – Olivier Brosse, CEO & former Renault R&D VP

Trendforce – Joanne Wu, Assistant Vice President

- *Vehicle Lighting Experience – Technology, Innovation, Safety & Design*

Zeekr – Wang Ying, Chief Design Strategist

FORVIA HELLA – Martin Vollmer, Head of Innovation:

- *The Next Decade of Automotive Lighting: Exploring New Frontiers of Innovation*

9:45 am **COFFEE BREAK**

PARALLEL SESSIONS – LIGHTING

10:15 am

EXTERIOR DESIGN & LIGHTING – Chairwoman: Chen Qiong, Audi

Volkswagen (China) Technology – Ji Chuangang, Automotive Lighting Expert:

- *Researching Lighting Performance from the Customer's Perspective*

Great Wall Motor – Li Luxiang, Head of Lighting R&D, Automotive Technology Center:

- *Innovative Practice of Safety-Intelligent Technology in Great Wall V9X Smart Headlights*

Chery QQ – Liu Yujie, Styling Engineering Manager at Chery Shanghai Design Center:

- *Thoughts on the Differentiated Design of Headlight DNA*

Mind – He Chengcheng, Chief Designer & Dai Jie, Design Director:

- *Emotion precedes form – AI redefines the design principles of automotive lighting.*

YFPO (Yanfeng Plastic Omnium) – Sascha Dühr, R&I Sect. Manager & Wang Zhuosheng, Innovation Project Manager:

- *EXTERIOR x LIGHTING: Next-Gen Illuminated Body Components*

Hasco Vision – Jiahui Wang, Application Development Engineer:

- *Integrated-Driven Innovation-Value Reconstruction of Automotive Lighting Control Systems Centralized into the Centralized Domain Controller*

Dongfeng Motor – Chen Peng, Senior Manager of Exterior Design:

- *Letting the Roots Grow – Exploration and Reflection on Dongfeng's Design Language*

Tactotek – Dr. Dominique Heilborn, Director Ecosystem Partnerships:

- *Beyond the Lit Grille: Structural Electronics for the Front Panel*

Ansys, part of Synopsys – Edward Tong, Sr. Application Engineer Manager:

- *AI-Driven Automotive Optical Design and Simulation*

Geely

- *Democratizing Design through Technology: Galaxy Series' Evolution from Brand Family Face to User Co-Creation*

Q&A

12:35 pm

LUNCH BREAK

PARALLEL SESSIONS – INTERIOR

10:15 am

INTERIOR MATERIAL, SUSTAINABILITY – Chairwoman: Karolina Auer

DOW & AUNDE – Guo Ji, Senior R&D Leader & Furong Cheng, Fabric Designer:

- *LuxSense(TM) translucent synthetic silicone leather*

Bcomp – Li Yijie, Application Engineer Asia:

- *ampliTex™: Proven in Automotive Interiors by Global OEMs and Beyond*

Covestro – Qiu Zhu, Process expert

MOCOM – David LUO, Team Leader Emerging Business:

- *MOCOM Innovative Chemical Resistance Solution for interior lighting: ALCOM® LD/LG HTC*

Marabu – Xi Shikun, Senior Technical Service Manager:

- *Marabu Ink × Automotive Interior & Exterior: New Solutions for In-Mold Digital Decoration*

Q&A

SEATING, LOUNGE AND INTERIOR ARCHITECTURE – Chairman: Yang Yongzhe, Deputy Secretary-General of Shanghai Transportation Electronics Association

Yanfeng International Technical Center – JiaSheng Weng, Senior manager of innovation design:

- *XiM27- Visionary smart cabin demonstrator for next generation*

DongFeng Nissan Passenger Vehicle Company – Huangao Xiong, Senior manager of Interior Development Section, Interior and Exterior Development Department, Dongfeng Nissan Passenger Vehicle Technology Center:

- *DFN New comfortable Five sense Cabin*

Sotos – Michael Dong, AI Styling Design Business Director:

- *AI+ Reshaping Automotive Design*

Mobility Global – Lydia Wang, Senior Analyst:

- *China Automotive Interior & Seating Market*

Q&A

12:35 pm

LUNCH BREAK

PARALLEL SESSIONS – LIGHTING

2:00 pm

LIGHTING & SAFETY PERFORMANCE – Chairman: Lin Shudong, Xingyu

CATARC (Tianjin) – Zhao Zhun, Technical Director of Intelligent Appliances Testing & Research Department:

- *Data Analysis and Future Planning Research on C-NCAP Lighting Safety*

Yinwang Intelligent Technology – Chen Hua, Director of Intelligent Automotive Lighting Module Products

Valeo – DAI Minghui, Simulation Expert:

- *Research on Simulation Prediction of Structural Borne Noise from Headlamp Stepper Motor Based on Multiphysics Coupling*

ZKW – Feng Tianchen, Product Manager:

- *Software-Defined Vehicles-Digital Lighting Solutions*

LMT & TechnoTeam – Bob Liu, General Manager, Light-All:

- *Camera Based On-Vehicle goniophotometry under lab conditions for C-NCAP verification*

Q&A

3:00 pm

EXTERIOR DESIGN ROUND TABLE – Moderator: Paul-Henri Matha

BAIC – Yu Ziqian, Design Director of BAIC Shanghai Design Center

Dongfeng – Ramon Danny Ginah, Head of design Shanghai studio

Zeekr – Wang Ying, Chief Design Strategist

China Academy of Art – James Hope, Dean of Transportation Design & Research Institute

Lynk&Co – Nicky Kwee, Head of Shanghai Design Studio

General Motors China – Max Wolff, Design Director

3:30 pm

COFFEE BREAK

PARALLEL SESSIONS – INTERIOR

2:00 pm

KEYNOTE

Zhang Min, Senior Expert in Automotive Design, Visiting Professor, Doctoral Supervisor (Former Dean of FAW Hongqi Styling Design Institute):

- *Design Translation Based on Chinese Culture, Covering Exterior, Interior, and CMF-Related Content*

Karolina Auer, Automotive Design Strategist:

- *The Hidden Logic of Value Understanding European Expectations*

2:30 pm

INTERIOR CMF – Chairwoman: Yide, Carol Du

Chery QQ – Wang Meng, Lead Designer:

- *QQ Color Emotion Code*

YANG Design – Xiaojing Huang, strategy director and partner of YANG DESIGN:

- *2026-2027 China Design Trends Report*

FAW – Ana Cicon Franco, CMF Senior Director, FAW Hongqi SH Studio:

- *Sensory Design, Elevated Luxury - The Evolution of Chinese Automotive Experience*

Q&A

3:30 pm

COFFEE BREAK

PARALLEL SESSIONS – LIGHTING

4:00 pm

LIGHTING UX – Chairman: Martin Vollmer, FORVIA HELLA

FORVIA HELLA – SU Haowen, Innovation Manager:

- *Signal Lighting Trend: DECORATION MEETS FUNCTION*

ANRUI – Su XinChun, Deputy General Manager:

- *Interpretation and Suggestions on Headlamp Fogging Standards*

PATAC – Zhu Yanghui, Senior Expert in Lighting Systems:

- *Reshaping User Experience with Light and Shadow – Research and Practice of Scenario Design Innovation Based on LBS Projection Technology*

Texas Instruments – Steven Zhou, DLP® China Business Development Manager:

- *A decade of automotive innovation: From proof to platform with DLP*

Sunny Automotive Optech – Ricardo Tong, R&D Director – Projection & Lighting:

- *Beyond White | From Monochrome DLP Headlamps to Full-Color Digital Light*

Fordalite – Gaze Deng, Vehicle Lamp Development Manager:

- *Highlights Analysis of Innovative Automotive Lamps Enabled by Mass Production*

5:00 pm

VIP LEADERS ROUND TABLE – Moderator: Olivier Brosse

Mind – Sun Huixin, R&D Vice GM

Antolin – Monica Ai, President APAC

YFPO – Augustin Tuailon, General Manager

Anrui – Sun Yubao, General Manager

Marelli – Peter Cao, Group Vice President and General Manager

FORVIA HELLA – Martin Vollmer, Head of Innovation

Valeo – Fan Lei, Director of Innovative R&D Technology

Xunchi – Cheng Nianzu, CTO

6:00 pm

COCKTAIL

7:00–9:30 pm

WELCOME DINNER & AWARD CEREMONY

PARALLEL SESSIONS – INTERIOR

4:00 pm

INTERIOR CMF

- WGSN** – Wu Jinyun, WGSN Trend Consultant:
- *Automotive CMF in the AI Era: From Futuristic Aesthetics to Trust-Centered Design*
- Chery EXEED** – Wang Yi, EXEED CMF Design Director:
- *Sensory Ambiance and Temperature of Future Automotive CMF*
- RAL COLORS** – Yang Yang, Commercial Director:
- *RAL COLOUR FEELING 2027+*

Q&A

5:00 pm

CMF ROUND TABLE

- FAW** – Ana Cicon Franco
- WGSN** – Wu Jinyun, WGSN Trend Consultant
- RAL COLORS** – Yang Yang
- Chery QQ** – Wang Meng

6:00 pm

COCKTAIL

7:00–9:30 pm

WELCOME DINNER & AWARD CEREMONY



8:00 am **WELCOME COFFEE**

8:30 am **KEYNOTE**

Mobility Global – Lydia Wang, Senior Analyst:

- *Automotive Lighting Market-Data Insight*

University – Yandan Lin, Professor, PhD, Lighting & Colour Science:

- *Quantifying Visual Comfort for Cabin Interior Lighting*

9:00 am **INTERIOR LIGHTING SESSION – Chairman: Su XinChun, Anrui**

SAIC – Chuang Zhu

Saint-Gobain Sekurit – Fabien Geniaux, Marketing Portfolio Manager, Active Glazing Systems:

- *Glazing at the Core: Reimagining Automotive Interiors from Passive Surface to Experience*

Yanfeng – Christophe Pincemin, Deputy General Manager Smart Interiors Yanfeng:

- *XiM27 concept car: defining next level smart cabin and interior lighting experience*

FORVIA HELLA – Wang Mengmeng, Interior Lighting Design Senior Supervisor

Antolin – Larys Lan, Optical Design Supervisor:

- *Lighting Effect Solutions for Ambient Lights in Mid-to-High-End Vehicle Models*

Coretronics – Yang Donglin, Marketing Director:

- *Innovative Applications of DLP Projection in Automotive*

OPTCO – Kelly Hou, Co-founder:

- *Cockpits Light-Environment Color Design to Manufacturing Quality Consistency*

ROUND TABLE

10:30 am **COFFEE BREAK**

PARALLEL SESSIONS – LIGHTING

11:00 am

AUTOMOTIVE LIGHTING EE SESSION: HW, SW, SDV – Chairman: Francois BEDU, Renault

NOVOSENSE – Bob Zhou, Technical Manager:

- *NOVOSENSE Dynamic ambient light solution and OTA solution help drive software-defined vehicles*

onsemi – Zhang Qing, Senior Expert, onsemi AMG Automotive Business Unit:

- *Enabling SDV with onsemi's Highly Integrated and Scalable Automotive Lighting Solutions*

Inova – Robert Isele, CEO:

- *Future Car Networks & the Role of Lighting in SDV*

Seso – Frank Xu, Global Sales Director for VIP Accounts:

- *SESO EL Yarn Solution: Illuminating the Future of Automotive Design*

Melexis – Song Linhong, Marketing Manager:

- *Melexis Embedded LED Driver Solutions Empower Next-Generation Interior and Interactive Lighting*

Indiemicro – Ives Li, Marketing Manager:

- *MCU less solution for head light system*

Lumissil – Eben Qiu, Application Senior Manager:

- *LUMISSIL - High-Integration Matrix LED Driver, Empowering ISD Display*

Indiemicro – Kris Li, Senior Product Director:

- *Implementation Schemes of IOBASE-TIS for Automotive Interior Lighting*

Dominant – Eric Toh Chip Hock, Product Marketing:

- *Software Defined Vehicle with seddLED*

Infineon – Xing Su, Principle Field Application Engineer:

- *Infineon Ambient Lighting Solutions for SDV Trends*

12:45 pm

LUNCH BREAK

PARALLEL SESSIONS – INTERIOR

11:00 am	COCKPIT DISPLAY AND PROJECTION – Chairman: Christophe Pincemin, Yanfeng Hasco Vision – Xubo Song, Senior Manager: • <i>Smooth & Precise Driving: Breakthrough Core Technologies of AR-HUD</i> Brightview Tech – Charles Zhang, Director of Global Strategic Accounts: • <i>Computational Optics: MLA Enabled Smart Lighting Surfaces</i> Holovision – David Hsu, General Manager: • <i>Beyond the Screen: How 540-Degree Aerial Imaging Is Redefining the Autonomous Driving Cockpit</i> Reavis – Ruocheng Yin, R&D Director: • <i>Introduction to Lightweight AR-HUD Algorithms</i> Corning – Lv Yihang, Senior Commercial Technology Manager: • <i>Corning Automotive 3D ColdForm Technology Introduction</i> K&D – Jackie Fu, Direct of K&D Research Institute: • <i>Advancing Smart Mobility, Redefining the Automotive Display Experience for the Third Living Space</i> Q&A
12:45 pm	LUNCH BREAK

PARALLEL SESSIONS – LIGHTING

2:00 pm

REGULATION – Chairman: Dr Wolfgang Huhn, GTB

GTB – Wolfgang Huhn, President

SMVIC – Bu Weili

China Automotive Parts Technology (Tianjin) – Zhao Zhun

Xingyu – Zhu Caiping:

- *Discussion on Regulatory requirements for intelligent automotive lighting*

ROUND TABLE

2:30 pm

LIGHT SOURCE, SIMULATION & OPTICAL SYSTEM – Chairman: Allen Zhu, MIND

ams OSRAM – Xia Li, Application Engineer:

- *Just Right Light – Advances in light sources for ADB with adjustable resolution*

Lumileds – Lars Dabringhausen, Global Head of Product Development for Integrated Solutions:

- *Direct Imaging ADB light sources*

OPTISEEN – Bryan Tao, Product Director:

- *Innovative Application of 1.5X Optical Integrated Light Source in Automotive Lighting*

Ennostar – Frank Ho, Vice President, New Product Center:

- *Advancing ISD Development through Optical Integration from Chip to Module*

APT – Luo Xinsui, Senior R&D Engineer, Automotive-Grade LED Business Unit:

- *Improving Visual Uniformity of Automotive Lighting from the Light Source Side – Collaborative Design of Automotive Light Sources and Luminaire Systems with Chromatic Adaptation*

VueReal – Rob Selley, CCO:

- *The New Speed of Automotive Lighting Development...From request to Laminated Glass in 30 Days*

Brightek – George Lu, Product Management Department Manager:

- *Design Architecture of New-Generation Ambient Lights and Vehicle Lamps*

Lumichrome – Max Huang, GM&Founder:

- *From Pixel to Vehicle: Light Quality Challenges and System-Level Control of Pixelated Automotive Exterior Lighting*

Nichia – Naohiko Tani, Domestic Tech. Strategic manager:

- *Advanced Light Sources: Enabling Personalized Experiences in the Intelligent-Vehicle Era*

Q&A

4:15 pm

COFFEE BREAK

PARALLEL SESSIONS – INTERIOR

2:00 pm

INTERIOR COCKPIT & HMI – PART 1 – Chairman: Guang YANG, Diconium

VW Diconium – Guang Yang, Design Expert

FORVIA Faurecia China – WANG Jiadong, Marketing and Strategy Director of Seating Division:

- *From Intelligence to Symbiosis: The Evolution of the Cabin in the AI Era*

Ford – Ching Szu Ying, Associate Business Design Director:

- *scenario-based wellness and comfort experiences*

Chery QQ – Huang Jieping, HMI/UXUI Design Lead

JD Power – Xia Pengkai, Senior Product Consultant:

- *Computational Optics: MLA Enabled Smart Lighting Surfaces*

ZH-TECH – Wang Yanqiang, Product Manager for Smart Surface:

- *Mass-Production Route of Smart-Surface Hidden Display: Engineering Practice on Micro-Perforated Diaphragm and Touch-Display Integration*

INTERIOR COCKPIT & HMI – PART 2 – Chairwoman: Karolina Auer

Valeo Brain – Chen Ke, Research & Innovation Manager:

- *Augmented Awareness*

Tactotek – Dr. Dominique Heilborn, Director Ecosystem Partnerships:

- *The Surface Is the Interface: Structural Electronics for the Next-Generation Cabin*

Marelli Interior – Xu Guozhong, R&D Head:

- *Next-Generation Cockpit Module Integrated Design and Lightweighting Trends*

Bestar – Xu Yidan, Director of R&D Department:

- *Smart Cockpit at Your Fingertips – How Multilayer Piezoelectric Ceramics Reshape In-Vehicle Haptic Interaction*

OPTISEEN – Raymond Tsao, CEO:

- *Innovative Application of 1.5X Optical Integrated Light Source in Intelligent Cabin System*

4:15 pm

COFFEE BREAK

PARALLEL SESSIONS – LIGHTING

4:45 pm

MATERIAL – Chairman: Carlos Elvira Avila

Surventis – Markus Mundus, Head of Light Enhancement Business Development & Technical Sales:

- *Automotive-Grade Microstructured Optical Films by Surventis: Where Optical Precision Meets Material Excellence*

SABIC – Melody Jin, Staff Scientist & Paul He, Sr. Business Manager, Auto Marketing Global:

- *SABIC Material Solution and Innovation for Automotive Smart Panel*

Emerson Branson – Steven Shi, Lamp Segment Sales Manager:

- *Exploring the future of HeadLight Assembly*

Kurz – Gu Lingjun, Head of Sales – BAP:

- *Kurz – A solution provider in Lighting and Exterior*

Q&A

5:30 pm

CLOSING

PARALLEL SESSIONS – INTERIOR

4:45 pm

INTERIOR COCKPIT & HMI – PART 3

Iconicar – Sam Park, Head of Asia at Icon Incar:

- *Elevating Brand Through Experiences Design*

SunLED – Monica Liu, Licensing Manager:

- *The Next Premium for the 3rd Space: Science-Backed Wellness Tech in Cabin*

Niebling – Chuck Li, China Representative:

- *(FIM) Preforming of In-Mold Labeling: Fundamentals and Industrial Applications*

Infineon – Gong Jianghai, Marketing Director, Automotive Division, Greater China:

- *Infineon innovative cockpit HMI solution*

Q&A

5:30 pm

CLOSING

DVN SHANGHAI WORKSHOP

PARTNERS

