

08 / 09

SEPTEMBER 2026

SHANGHAI SHANGHAI BINJIANG
1353 CONFERENCE CENTER



DVN SHANGHAI WORKSHOP

SOCIAL COCKTAIL & DINNER • CONFERENCE • PANEL DISCUSSION • AWARD CEREMONY • EXPO

VEHICLE INTERIORS: WHAT'S NEXT? SHAPING THE HOLISTIC CABIN EXPERIENCE



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The cabin is no longer just a space—it’s the **next frontier for user experience**. At Driving Vision News Interiors, we explore how technology, design, and human-centric innovation converge to redefine mobility.

The Holistic Cabin: Where Everything Connects

Moving beyond isolated features, the future lies in a **seamlessly integrated cabin**. It’s where design, HMI, smart surfaces, lighting, seating, and wellness systems work in harmony, with a single goal: to elevate every journey into an exceptional experience.

Driven by Megatrends, Focused on the Human

Automotive interiors are being transformed by connectivity, automation, EVs, and new regulations. Our conference dissects these forces, focusing on the tangible innovations they spur—from advanced displays and driver monitoring to intelligent interiors that think ahead.

Join the Dialogue on Key Domains:

- Smart Surfaces, Cockpits & Displays
 - Interior Lighting & CMF Strategies
 - Next-Generation Seating & Electronics
 - Driver & Cabin Monitoring Systems
- ...and more, capped by an exclusive Design Roundtable with industry leaders.

For more information:

Please contact our Marketing & Communications Director,
Program: Emilie Bonnet - ebonnet@drivingvisionnews.com
Exhibition: Camille Moinet - cmoinet@drivingvisionnews.com

EXHIBITION RATES

	SHARED	STANDARD	XXL
Booth size (m²)	6	12	18
Tickets	1	3	5
Price (€)	5.000	10.000	15.000

PROGRAM DAY 1

SEPTEMBER 8, 2026



7:30 am

WELCOME COFFEE

8:30 am

KEYNOTES ABOUT AUTOMOTIVE MARKET, CHINA AND LIGHTING

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

S&P – Lydia Wang, Senior Analyst:

- *China Automotive Lighting Market-Data Insight*

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*

10:00 am

COFFEE BREAK

10:30 am

INTERIOR MATERIAL, SUSTAINABILITY – Chairman: Laurent Serezat

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 – Chairwoman: He Zexia

SAIC AUDI – He Zexia, Senior Seating Expert

LUXEED

FORVIA Faurecia – Sun Zhe, Senior Seating Expert

FFF Studio – Carlos Ávalos Muñoz

Toyota Boshoku

Shitu

S&P – Lydia Wang, Senior Analyst:

- *China Automotive Interior & Seating Market*

Q&A

12:00 pm

LUNCH BREAK

1:30 pm

KEYNOTE

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

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

FORVIA Faurecia – Wang Jiadong:

- *Cockpit and bit content for seating*

2:00 pm

INTERIOR CMF – Chairwoman: Carol Du, Yide

XPENG – Zhang Lin, CMF Design Director

Chery QQ – Wang Meng, Color Design Manager

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

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

- *2026-2027 China Design Trends Report*

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

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

Q&A

PROGRAM DAY 1

SEPTEMBER 8, 2026



3:15 pm **COFFEE BREAK**

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+*

OPTCO

- *Integrated Light-Color Realization in Cabin CMF: From Vehicle Design Language to Production Consistency*

Q&A

5:15 pm **CMF ROUND TABLE**

FAW – Ana Cicon Franco

YANG Design – Xiaojing Huang

Yanfeng – JiaSheng Weng

WGSN – Wu Jinyun, WGSN Trend Consultant

RAL COLORS – Yang Yang

Xpeng – Zhang Lin, CMF Design Director

6:00 pm **COCKTAIL**

7:00-9:30 pm **WELCOME DINNER & AWARD CEREMONY**

PROGRAM DAY 2

SEPTEMBER 9, 2026



8:00 am **WELCOME COFFEE**

8:30 am **KEYNOTE**

Rebo – Frank Huber, Rebo Group CEO

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

- *Quantifying Visual Comfort for Cabin Interior Lighting*

9:00 am **INTERIOR LIGHTING SESSION**

SAIC – Chuang Zhu

Saint Gobain – Fabien Geniaux:

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

Yanfeng – Christophe Pincemin, Global Executive Director Smart Surfaces and Lighting

FORVIA HELLA – Wang Mengmeng, Interior Lighting Design Senior Supervisor

Autolin – 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*

Round table

10:15 am **COFFEE BREAK**

10:45 am **COCKPIT DISPLAY AND PROJECTION** – Chairman: Christophe Pincemin, Yanfeng

Hasco Vision – Xubo Song, Senior Manager:

- *Smooth & Precise Driving: Breakthrough Core Technologies of AR-HUD*

Brightview Tech – Charles Zhang, Director of Global Strategic Accounts:

- *Computational Optics: MLA Enabled Smart Lighting Surfaces*

Holovision – David Hsu, General Manager:

- *Beyond the Screen: How 540-Degree Aerial Imaging Is Redefining the Autonomous Driving Cockpit*

Reavis

Corning – Lv Yihang, Senior Commercial Technology Manager:

- *Corning Automotive 3D ColdForm Technology Introduction*

Q&A

12:15 pm **LUNCH BREAK**

1:45 pm

INTERIOR COCKPIT & HMI – PART 1 – Chairman: Guang Yang

VW Diconium – Guang Yang, Design Expert

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*

Zhenghai

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*

ADAYO

Q&A

3:30 pm

COFFEE BREAK

4:00 pm

INTERIOR COCKPIT & HMI – PART 2 – Chairman: Guang Yang, Design Expert, Diconium

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

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) Performing of In-Mold Labeling: Fundamentals and Industrial Applications*

Standex

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

Q&A

5:00 pm

CLOSING

DVN SHANGHAI WORKSHOP
PARTNERS

