

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



8:00 am **WELCOME COFFEE**

09:00 am KEYNOTES ABOUT AUTOMOTIVE MARKET, CHINA AND LIGHTING

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

Trendforce – Joanne Wu, Assistant Vice President:

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

S&P – Laura Dong, Senior Analyst:

- *China Automotive Lighting Market-Data Insight*

Forvia Hella – Martin Vollmer, Head of Innovation:

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

Zeekr – Wang Ying, Chief Design strategist

10:15 am **COFFEE BREAK**

10:45 am INTERIOR MATERIAL, SUSTAINABILITY

DOW & AUNDE – Guo Ji, Senior R&D Leader & Yeping Zhang, Vice General Manager:

- *LuxSense(TM) translucent synthetic silicone leather*

Bcomp – Wang Xinpeng, Technical Program Manager

Covestro – Qiu Zhu, Process expert

MOCOM – Johnny Zhou, Director ADE/BDM APAC

SEATING, LOUNGE AND INTERIOR ARCHITECTURE

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 – Laura Dong, Senior Analyst:

- *China Automotive Interior & Seating Market*

12:45 am **LUNCH BREAK**

PROGRAM DAY 1

SEPTEMBER 8, 2026



02:15 pm

INTERIOR CMF

Chery QQ – Sean Liu, CMF Head of Chery Shanghai Design Center

FAW – Ana Cicon Franco

YANG Design – Xiaojing Huang, strategy director and partner of YANG DESIGN, chief editor of China Design Trends Report:

- *2026-2027 China Design Trends Report*

Yanfeng – JiaSheng Weng, Innovation Design Manager

WGSN – Wu Jinyun, WGSN Trend Consultant:

- *Automotive CMF in the AI Era: From Futuristic Aesthetics to Trust-Centered Design*

Tactotek

Techic

Chery EXEED – Wang Yi

RAL COLORS – Yang Yang, Commercial Director:

- *RAL COLOUR FEELING 2027+*

03:30 pm

CMF ROUND TABLE

Chery QQ – Sean Liu, CMF Head of Chery Shanghai Design Center

FAW – Ana Cicon Franco

Chery EXEED – Wang Yi

YANG Design – Xiaojing Huang

Yanfeng – JiaSheng Weng

Tactotek

WGSN – Wu Jinyun, WGSN Trend Consultant

Chery Jetour – Shuo BAI

RAL COLORS – Yang Yang

04:15 pm

COFFEE BREAK

04:45 pm

VIP LEADERS ROUND TABLE – Moderator: Paul-Henri Matha

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*

China Academy of Art – James Hope

OEM – Designer / Interior

05:30 pm

COCKTAIL

06:30 pm

DINNER & AWARD CEREMONY

PROGRAM DAY 2

SEPTEMBER 9, 2026



8:00 am	WELCOME COFFEE
09:00 am	INTERIOR LIGHTING SESSION SAIC – Chuang Zhu Saint Gobain – Fabien Geniaux: • <i>Glazing at the Core: Reimagining Automotive Interiors from Passive Surface to Experience</i> Yanfeng – Christophe Pincemin FORVIA HELLA – Wang Mengmeng, Interior Lighting Design Senior Supervisor Antolin – Larys Lan, Optical Design Supervisor: • <i>Lighting Effect Solutions for Ambient Lights in Mid-to-High-End Vehicle Models</i> Rebo – Frank Huber, Rebo Group CEO
10:15 am	COFFEE BREAK
10:45 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>Micro-lens Array Optical Films in Automotive applications</i> Chipone – Deng Ziqiang, Product Director of the Automotive BU Photonic Crystal Technology – Dr. Wang Yongjing, Chairman & CTO Coretronics – Yang Donglin, Marketing Director BOE AUOMSC Visionox Guoxian SVG Holovision Reavis Q&A
12:30 pm	LUNCH BREAK

02:00 pm

INTERIOR COCKPIT & HMI (PART 1) – Guang Yang, Design Expert, Diconium

VW Diconium – Guang Yang, Design Expert

Ford – Ching Szu Ying, Associate Business Design Director, Scenario-based wellness and comfort experiences

JD Power – Xia Pengkai, Senior Project Manager, Automotive Product Competitiveness Consulting

Chery QQ – Huang Jieping, HMI/UXUI Design Lead

Kostal – Fan Liangzhao, Asia R&D Center

SEKISUI – Masashi Yanai

Valeo Brain – Chen Ke, Research & Innovation Manager:

- *Augmented Awareness*

Hangsheng

ADAYO

Q&A

03:15 pm

COFFEE BREAK

03:45 pm

INTERIOR COCKPIT & HMI (PART 2) – 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 (DMS)

FORVIA Faurecia – Wang Jiadong

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*

Torey

Corning

Dominant – Eric Toh Chip Hock, Product Marketing:

- *Software Defined Vehicle with seddLED*

Minieye – DMS

Q&A

05:30 pm

CLOSING

DVN SHANGHAI WORKSHOP
PARTNERS

