

8/9

SEPTEMBER 2026

SHANGHAI Shanghai Binjiang 1353
Conference Center



DVN SHANGHAI WORKSHOP

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

SEPTEMBER 8, 2026



DAY 1 • SEPTEMBER 8, 2026

KEYNOTES ABOUT AUTOMOTIVE MARKET, CHINA AND SEATS & INTERIOR PARTS

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

Trendforce – Joanne Wu, Assistant Vice President

S&P – Laura Dong, Senior Analyst

Forvia Hella – Martin Vollmer, Head of Innovation

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

Zeekr – Wang Ying, chief design strategist

INTERIOR MATERIAL, SUSTAINABILITY

MOCOM – Johnny Zhou, Director ADE/BDM APAC

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

COFFEE BREAK

SEATING, LOUNGE AND INTERIOR ARCHITECTURE

SAIC AUDI - He Zexia

LUXEED

Forvia Faurecia - Sun Zhe

FFF Studio – Carlos Ávalos Muñoz

Toyota Boshoku

Shitu

LUNCH

PROGRAM

SEPTEMBER 8, 2026



INTERIOR CMF

Chairman: Carol Du, Yide

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

FAW

Luxeed

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 – Elio Wang, WGSN Trend Consultant: WGSN Future Automotive CMF Design Trends

RAL COLORS – Yang Yang, Commercial Director

Tactotek

Techic

CMF ROUND TABLE

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

Luxeed

YANG Design

Yanfeng – JiaSheng Weng

Tactotek

WGSN – Elio Wang, WGSN Trend Consultant

Chery Jetour – Shuo BAI

RAL COLORS

COFFEE BREAK

VIP LEADERS ROUND TABLE

Design Focus Chairman: Paul-Henri Matha

Dean of Tiangong Design Academy, Shanghai International Automobile City – Zhang Min, “Design Translation Based on Chinese Culture, Covering Exterior, Interior, and CMF-Related Content”

China Academy of Art – James Hope

OEM Designer / Interior

COCKTAIL AND DINNER

PROGRAM

SEPTEMBER 9, 2026



DAY 2 • SEPTEMBER 9, 2026

INTERIOR LIGHTING

Keynote speech (tbc)

SAIC - Chuang Zhu

Saint Gobain - Fabien Geniaux

Yanfeng - Christophe Pincemin

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*

Rebo

COFFEE BREAK

COCKPIT DISPLAY AND PROJECTION

Chairman: Christophe Pincemin, Yanfeng

Hasco Vision - Xubo Song, Senior Manager, Smooth & Precise Driving

- *Breakthrough Core Technologies of AR-HUD*

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

LUNCH

PROGRAM

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INTERIOR COCKPIT & HMI (1)

Chairman: Guang Yang, Design Expert, VW Diconium

VW Diconium – Guang Yang, Design Expert

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

JD Power – Pei Lin, Director of JD Power Intelligent Experience Consulting

Chery QQ – Huang Jieping, HMI/UXUI Design Lead

Kostal – Fan Liangzhao, Kostal Asia R&D Center

SEKISUI – Masashi Yanai

Hangsheng

ADAYO

Q&A

COFFEE BREAK

INTERIOR COCKPIT & HMI (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 (DMS)

Torey

Kurz

Corning

Dominant

Minieye - DMS

Q&A

CLOSING