

Forum

1st Global Office Furniture Outlook

CIFF-Office Show 2012

March 28th, 2012 - h. 13.30-16.30

Canton Fair Pazhou Complex, Guangzhou, China

Lecture Room, Office Environment Theme Pavilion (hall 5.2)



The 1st Global Office Furniture Outlook is the first forum where renowned international journalists and professionals, all experts in the office furniture sector from Asia, Europe and South America, will discuss and analyse international markets for office furniture, trends in design and new opportunities. The Forum will be held in the framework of the CIFF-Office Show 2012.

CIFF-Office Show 2012

China Import and Export
Fair Complex
Guangzhou, China
March 27-30, 2012

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Agenda

h. 13.30

Chen Baoguang

Vice-President, China National Furniture Association

opening and introduction

h. 13.40

International markets: trends and opportunities

Moderator: Yvonne Liang

Mauro Spinelli

Researcher, World Furniture, Italy

A global outlook

Su Bei

Editor, Office Furniture, China

Re-designing Office Furniture in China

Shanmugam Saikumar

Managing Director, ITP Publishing, India

Office furniture in India

Hulya Hertas

Editor, XXI, Turkey

Office furniture in Turkey and the Middle East

Luis Onaga

Managing Director, Projeto Design, Brazil

Office furniture in Brazil

Jean-Paul Furnier

Editor, Office et Culture, France

Office furniture in Europe

Poul Sabroe

Editor, Office+Design and Byggeplads.dk, Denmark

Office furniture in Scandinavia

h. 15.40

Design values: globalisation or localisation?

Moderator: Fabrizio Todeschini

Fabrizio Todeschini

President, Edimotion, Italy

International office furniture design trends: a global picture

Adriano Baldanzi and Alessandro Novelli

Partners, Baldanzi&Novelli Design, Italy

Design in Italy for growing international markets

Rex Kao

General Manager, Aurora Design Center, China

Globalisation and the younger generation: changes in China's office culture