



世界體育用品工業聯盟 - 2014 年製造商論壇

製造與設計如何相互配合?

2014 年 11 月 13-14 日

德國 - Leipzig

這場論壇將提供獨特的議程，設計者和製造商之間如何透過討論溝通，戰略性的領導方式，以及具有未來創新的製造工藝。許多部門努力工作，以更好地整合設計和製造規劃活動，為了將產品改善後，有更好，更便宜及更快速的方式進入市場。我們將討論這些公司為何改變，如何改變，並且探討這些改善後的變化。從汽車，航空航天，食品，電子，家具等行業的圖紙，我們將討論關鍵因素，確保生產和設計可以成功互相配合、支援。這次的活動邀請一流的設計和製造專家將提供他們獨特的見解。

✚ 邀請之主要對象

全球運動用品產業領導者 / 設計者 / 製造商 / 接受報名人數200名

✚ 網路報名: **WFSGI會員享有15%折扣**

<http://www.wfsqi.org/events-cal/wfsqi-manufacturers-forum/how-can-design-and-manufacturing-embrace>

✚ 目標

1. 互動式方式和研討會，與會者可以向主講者提出問題，
演講內容 – 運動用品的願景：設計和製造如何相互謀合
2. 邀請對象：各行業的主要代表，品牌商，零售商，製造商，材料和機械供應商提供給與會者實際的建議



3. 高階小組討論

✚ 產業代表講者

1. Herbert Hainer, CEO, adidas Group
2. Dr. Oliver Blume, Executive Board Member, Porsche
3. Pier Paolo Righi, CEO, Karl Lagerfeld
4. James Carnes, Global Creative Director, adidas
5. Steven Shih, Business Unit Director, Yue Yuen
6. Charles Yang, Executive General Manager, Apache Footwear
7. Christian Decker, Managing Director, Kloeckner-Desma
8. Andreas Lechner, Director Marketing, Rolf Benz AG & Co KG
9. Professor Steve Evans, University of Cambridge

✚ 研討會和小組討論：

為了實現更好的創新，橫跨設計，採購，製造之間如何扮演居間的角色和任務為何？創新如何配合季節性的週期；如何處理距離的問題？如何配合製造商處理量化問題？生產成本？製程成本分類（銷售，研發，採購，生產）？成本類型？等相關重要問題的探討。

✚ 小組討論將進行探討兩個主題

1. Integrated design 進階設計
2. Management of variety 多方位管理

✚ 搭配論壇之保時捷工廠參觀&搭乘Panamera：

世盟配合論壇特別安排所有與會者參觀當地保時捷工廠，並且提供“極速愛



好者”乘坐保時捷，屆時將有專業人員負責開車。

✚ 優惠住宿飯店

Hotel “The Westin Leipzig” Gerberstrasse 15, 04105 Leipzig

<http://www.wfsgi.org/events-cal/wfsgi-manufacturers-forum/how-can-design-and-manufacturing-embrace/accommodation>

✚ 議程：詳如[附件](#)

WFSGI MANUFACTURERS FORUM 2014

«HOW CAN DESIGN AND MANUFACTURING EMBRACE?»

NOVEMBER 13-14, 2014, LEIPZIG/GERMANY

Executive Summary:

We offer a unique agenda that will discuss ways to improve communication, strategic leadership and innovative future manufacturing processes between designers and manufacturers. Many sectors have worked hard to better integrate their design and manufacturing activities, resulting in better, cheaper and faster-to-market products. We will discuss why these companies changed, and describe some of the changes themselves. Drawing from automotive, aerospace, food, electronics, furniture and other sectors we will discuss the most critical factors in ensuring that manufacturing and design can embrace successfully. The event shall provoke, awake and provide insights from leading experts in design and manufacturing.

Target groups:

Global sporting goods industry Executives / Designers / Manufacturers - max. 200 participants

Registration:

Registration is possible through www.wfsgi.org:

- [Registration WFSGI Members \(15% discount\)](#)
- [Registration Non-WFSGI Members](#)



Goals:

- Interactive format and workshops where attendees can participate and raise questions to the high level keynote speakers who present their visions for «How can Design and Manufacturing embrace?»
- Representatives from other industries, brands, retailers, manufacturers, material and machinery suppliers provide hands-on advice to the participants
- High level panel discussion

Confirmed keynote speakers:

- Herbert Hainer, CEO, adidas Group
- Dr. Oliver Blume, Executive Board Member, Porsche
- Pier Paolo Righi, CEO, Karl Lagerfeld
- James Carnes, Global Creative Director, adidas
- Steven Shih, Business Unit Director, Yue Yuen
- Charles Yang, Executive General Manager, Apache Footwear
- Christian Decker, Managing Director, Kloeckner-Desma
- Andreas Lechner, Director Marketing, Rolf Benz AG & Co KG
- Professor Steve Evans, University of Cambridge



Mr. Herbert Hainer, CEO adidas Group

WFSGI MANUFACTURERS FORUM 2014

«HOW CAN DESIGN AND MANUFACTURING EMBRACE?»

Workshops and panel discussion:

What are the roles and responsibilities across design, purchasing, manufacturing, that enable better innovation? When should innovation processes be integrated into the seasonal cycles and how to deal with distance? How to quantify cost of variants for a manufacturer classified by (A) process cost (sales, R&D, procurement, production) and (B) cost type?



There will be two workshops to discuss above mentioned questions around the topics of “Integrated design” and “Management of Variety” conducted by Prof. Steve Evans and Porsche Consulting GmbH accordingly.

Mr. Herbert Hainer, Dr. Oliver Blume and Pier Paolo Righi will then participate in a high-level panel and discuss the leaders’ view on design integration into manufacturing.

Porsche Factory visit and Panamera Taxi Ride:

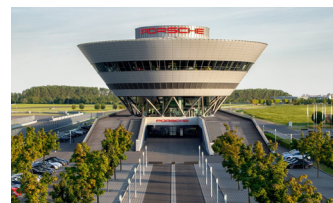
Of course we have selected the event location with great care and are happy to offer all attendees a Porsche Factory visit in Leipzig.

For the “Need-for-Speed-Enthusiasts” we offer the opportunity to Taxi Ride the Porsche panamera together with a professional pilot.



Event Venue:

Congress Centre Leipzig & Porsche Leipzig



Accommodation:

Hotel “The Westin Leipzig” Gerberstrasse 15, 04105 Leipzig, Germany
Benefit from the **special WFSGI rate** until July 20, 2014!

Agenda:

A current draft agenda of the entire event is available [here](#).