**China-Europe Industrial Design Theme Hall Opening Ceremony**

**(Nanjing, June 20, 2020)** From June 22nd to 26th, during the 2020 Nanjing Tech Week, the China-Europe Industrial Design Theme Hall, commissioned by Nanjing Jianye District Government and executed by Nanjing Stuttgart Joint Exhibition Ltd, will be presented to the public in the 3rd Floor, B3 Complex, No.8 Jialingjiang East Street, Jianye District, Nanjing.

As a showcase of international industrial design during the Tech Week, the China-Europe Industrial Design Theme Hall is of great significance. Not only is it to show and connect China’s and Europe's famous industrial design schools and enterprises, but also to promote cooperation in joint Chinese and European industrial design projects.

In this Theme Hall, the European part focuses firstly on German and Italian industrial design and technological innovation projects. Among them, Stuttgart’s design studio KHALIL focuses on new materials research and design projects for internationally renowned premium automotive OEM’s. KHALIL also demonstrates its successful cooperation with its rich network of partners in new materials focusing on all kinds of surfaces .

Similarly, outstanding industrial design projects from Bologna University， the media Academy - University of Applied Sciences Stuttgart, and projects stemming from the Jiangsu Province Industrial Design Association which includes Nanjing’s main universities will be displayed. This design juxtaposition between Chinese and European universities aims at stimulating a deeper integration of technological innovation and industry.

The Theme Hall is the first step of an ambitious plan by Jianye authorities for a China-Europe Industrial Design Innovation Center in Nanjing to open later in 2020. Its main aims will be to stimulate an innovative and international industrial design ecosystem, supporting home-grown Nanjing talent while offering a platform for European companies, academia and entrepreneurs to work with local Chinese partners and clients.

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