

ITALDESIGN EXPANDS IN CHINA AND OPENS NEW COMPANY IN SHANGHAI **ITALDESIGN 的扩张和在中国上海分公司的成立**

- **Italdesign is proud to announce the starting of operations of Italdesign China in Shanghai, new company located at the premium Aurora Plaza Tower in the Pudong Financial District, Lujiazui, with an onsite structured dedicated Team of professionals**
 - **The Italian company is strongly focused on the Chinese market that keeps being part of its strategic direction and lay down a further milestone in its growth and expansion strategy**
 - **Li Yang and José Navarro are named to manage the new company and mainly develop business and creative activities in both car and industrial/transportation design fields, however granting Chinese customers a 360° and integrated approach with all needed disciplines 'onboard' in any product development process**
- Italdesign 荣幸地宣布其中国分公司于金秋九月在上海正式启动运营！“Italdeisgn 中国”位于陆家嘴浦东金融中心震旦大厦，并拥有一支结构健全、致力于本地化服务的专业团队
- Italdesign 作为意大利最大的设计公司，从公司战略发展角度一直高度重视中国市场及业务，此次中国分公司的成立，也是其全球拓张战略中的重要一步！
- 李杨（总经理）和 José Navarro（造型总监）作为新公司的管理层，将负责并拓展其在汽车和工业设计领域的业务，确保满足本土客户对品质和创新的需求，依托 Italdesign “360° 全维设计”和全球化视野的优势，通过本土化深度合作为客户带来研发全流程的附加值和最佳的设计体验！

Moncalieri, Turin, September 15th, 2022

蒙卡列里，都灵，2022 年 9 月 15 日

Italdesign is proud to announce the starting of operations of the new company Italdesign China, representing a further step and new milestone in the Italian company's growth and expansion strategy.

Italdesign 荣幸地宣布其中国分公司于金秋九月在上海正式启动运营！这家意大利最大的设计公司，在其持续增长和全球化战略拓展过程中，再次迈出了里程碑式的重要一步！

“Italdesign has developed important collaborations with the Asian market. Specifically, our very first positive and important collaborative relationship with Chinese automotive manufacturers started in the 1990s,” said Antonio Casu, Italdesign Chief Executive Officer and President of the Chinese subsidiary “This day and age, with its huge market potential, China keeps being a key investment destination. Italdesign China is a significant step for us, and our onsite structured dedicated team of professionals will be committed to creating a highly remarkable business environment. We are eager to serve our traditional Clients and new Chinese enterprises and work with them literally closely knit,” he added and concluded “We can count on fifty-five years of experience and know-how and can provide top-level services in the automotive and industrial design industry sectors. Our

colleagues in China will be particularly focused on creativity and styling activities, but we will leverage all our brand's potentials there. We will therefore grant the strong support from our Italian, Spanish and German engineering and production professionals so to offer our customers a 360-degree and integrated approach in the true Italdesign own way."

“Italdesign 在亚洲市场的一直拥有很多重要的客户和合作项目。我们与中国汽车制造商的首次重要合作始于 20 世纪 90 年代。” Italdesign 首席执行官兼中国分公司主席 Antonio Casu 先生表示，“当今时代，中国凭借其巨大的市场和科技发展潜力，一直是全球投资的焦点。Italdesign 中国公司的成立对我们来说是至关重要的一步，通过我们的结构健全并致力于本地化服务的专业团队，在上海卓越的商业环境下，Italdesign 将继续与我们在中国的重要合作伙伴和其他新老朋友展开紧密的合作。”

Casu 先生强调：“Italdesign 依靠其 55 年的经验和专业知识，在汽车和工业设计领域提供顶级专业服务。我们在中国的团队将特别专注于各领域的创新，专注于与合作伙伴实现共赢，相信 Italdesign 一定会在中国市场发挥我们品牌的所有潜力。同时来自意大利总部、西班牙和德国分公司的团队也会给中国分公司团队提供大力支持，共同将真正的 Italdesign “360° 全维设计”和先进工程解决方案提供给我们尊贵的客户。”

Shanghai plays a central role in China's automobile industry and is home to several major auto parts makers. Italdesign China, located in Shanghai at the Aurora Plaza, in the Pudong financial/business district, Lujiazui, will help better serve the company's Chinese customers and partners in keeping their international competitive edge.

上海在中国汽车工业发展中发挥着重要的核心作用，本地聚集着大量优秀的汽车主机厂和零部件制造商。“Italdesign 中国”选址于上海浦东陆家嘴金融中心震旦大厦，将有助于其更好地整合国际和本土资源并为全国客户服务，以保持其国际领先的竞争优势。

Li Yang, whose current position is Italdesign Head of China Business Development, has been appointed Italdesign China General Manager.

李杨，原 Italdesign 中国区负责人，被任命为“Italdesign 中国”总经理。

“I joined the Italdesign team at Italy Moncalieri HQs in 2006,” said Li Yang. “Over the years, Italdesign has gained a solid reputation in China as a genuine and highly professional automotive partner. Our designs stand out and come to be a source of inspiration. Now Italdesign has made this important strategic decision to have a subsidiary in China, in Shanghai, to better serve the market by providing an exclusive and incomparable Design Experience to our partners,” he added. “Representing Italdesign in the Country where I was born fills me with pride and boosts my desire to be able to work well by expressing our creative ability and our ability to transform from a creative atelier to a technological hub, an integrator and an enabler. I am sure our new company will further shape our global strategy. I am so glad to see that a lot of Inspired professionals are coming on board, willing to join our innovation-oriented and international Team. And I will have the unconditional support from the parent company: our vision, our know-how, and business experience in China, our focus on customers and targets and our ability to understand the times to come have led us to this moment,” and concluded “We are a great Team, and I am excited about what the future holds for the company”.

“我于 2006 年加入 Italdesign 位于都灵的总部大家庭”李杨说，“多年来，Italdesign 以其全球化的视野和专业的服务在中国的合作伙伴中赢得了良好的声誉。作为设计灵感的源泉和先进工程解决方案的提供者，我们帮助合作伙伴的产品脱颖而出、引领潮流。今天，作为 Italdesign 全球化战略拓展的重要一步，“Italdesign 中国”在上海落成并投入运营，在过往高品质服务的基础上，我们将为合作伙伴提供更多的本地化支持和现场服务，并将实地引入母公司先进的造型研发流程和辅助设备，以期为客户提供极致专属的设计体验”

他还提到：“代表 Italdesign 回到祖国，让我感到非常自豪并充满干劲！我将帮助我们的团队更好的展现我们在设计领域的创造力，并致力于将“Italdesign 中国”由一家领先的设计公司，全面进化为“整合创新设计和领先工程解决方案，为合作伙伴提供极致专属设计体验”的共创伙伴！在未来的旅程中，我也会继续得到母公司无条件的支持，同时新公司也必将在 Italdesign 实现其全球化战略进程中，起到重要的反哺作用。”

“最近，我很高兴的看到许多优秀的专业人正在加入我们以创新为宗旨的国际化团队，同时，我们中国分公司的进展也受到了广泛的关注，在此我谨代表 Italdesign 总部和 Italdesign 中国对大家表示衷心的感谢！”

最后李杨总结道：“我们在设计和工程领域的前瞻性、专业性，和全球化视野，是公司成功的基础；对于国内合作伙伴的极致专属服务、对市场发展趋势和产品的超前理解，是公司成功的要素！我身处一支伟大的团队，我对公司未来在中国市场可以做出的贡献和企及的高度感到兴奋！”

Styling will be one of the most important services provided by the Italdesign Chinese company. José Navarro, currently Italdesign Barcelona Head of Design Department, will serve Italdesign China as Head of Design.

“As a Team, we are very well prepared for facing the challenges and seizing the huge opportunities the Chinese market can set. We have an ambitious development plan and want to meet and follow up our clients’ and partners’ and all newcomers’ demands directly onsite by adding our value. The Chinese market is constantly evolving in a very challenging way, but the Italdesign culture of designing and of doing is much desired: I am confident that this new chapter will open up very optimistic scenarios ahead of us,” said Navarro.

产品创意和设计是“Italdesign 中国”提供的重要的服务之一。原“Italdesign 巴塞罗那”分公司设计负责人 José Navarro 现出任“Italdesign 中国”造型总监。

“作为一个充满创造力的专业团队，我们为中国市场所带来的丰富机遇和巨大挑战都做好了充分的准备。我们带着雄心勃勃的发展计划而来，将通过为中国的合作伙伴进行更直接的、面对面的灵感碰撞的方式，提升我们的价值。中国市场和产品正以极具挑战性的方式不断发展进化，Italdesign “面向未来”和“360°全维设计”的文化将会非常完美的迎接这一挑战。我相信“Italdesign 中国”落成这一新篇章将为我们未来的发展带来非常乐观的前景。”Navarro 说。

For more information about Italdesign China, visit <https://www.italdesign.cn/>
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更多关于 Italdesign China 的信息, 欢迎访问: <https://www.italdesign.cn/>

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