

长三角特色品牌跨文化
创新设计国际巡展（德国）

International Tour Exhibition of Intercultural Brand
Design from Yangtze Delta Region (Germany)

**The 4th Sino-German Brand
Innovation Conference**

Glocal Brands in
Changing World

第四届中德品牌创新论坛

品牌先导·跨域共创·迎接激变

INVITATION

Zhejiang Wanli University 浙江万里学院汉堡校区
Studienzentrum Hamburg Mittelweg 111a



國家藝術基金

CHINA NATIONAL ARTS FUND



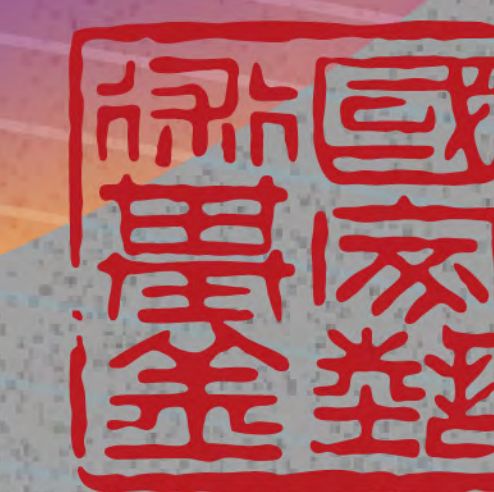
中德品牌
创新论坛
Sino-German
Brand Innovation
Conference



June 16th, 2025
13:30-18:15 CET 中欧时间

Invitation to the 4th Sino-German Brand Innovation Conference

Glocal Brands in a Changing World



國家藝術基金

CHINA NATIONAL ARTS FUND



中德品牌
创新论坛
Sino-German
Brand Innovation
Conference

We cordially invite you to participate in the 4th Sino-German Brand Innovation Forum, a conference about the glocalization of brands in a new age – exploring how heritage and locality can drive innovation in a global context.

Jointly hosted by Zhejiang Wanli University, Ningbo and the Brand University of Applied Sciences, Hamburg, the conference offers a platform for Chinese and German experts, scholars, entrepreneurs, and students to exchange forward-thinking ideas and practical insights on transcultural brand development, heritage brand renewal, and innovative design strategies.

This year's theme, "Glocal Brands in a Changing World", emphasizes the balance between global narrative and local identity in brand building. The forum features keynote speeches, a student design presentation, and a roundtable discussion addressing branding, localization, and cultural expression in international contexts.

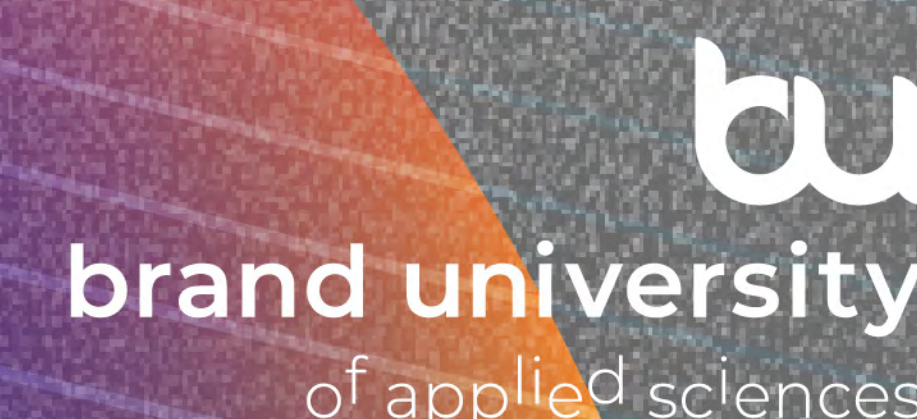
Date: Monday, June 16th, 2025 **Time:** 13:30–18:15 CET | 19:30–00:15 BJT

Location: Studienzentrum der Zhejiang Wanli University,
Mittelweg 111a, 20149 Hamburg

Format: On-site with simultaneous Zoom livestream
Conference Language: English

Following the forum, we warmly invite you to the opening reception of the exhibition "Yangtze River Delta Characteristic Brand Innovation Design Talent Training", featuring over 60 cross-cultural design projects by students from China and Germany.

We look forward to welcoming you for an afternoon of insight, dialogue, and collaboration!



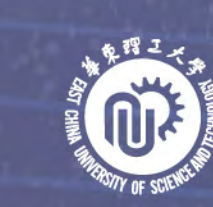
承办单位



浙江万里学院
中德品牌学部
Sino-German Faculty of Branding
Zhejiang Wanli University



浙江万里学院汉堡校区
Studienzentrum Hamburg
Zhejiang Wanli University



艺术设计传媒学院
School of Art Design And Media



指导单位

