Leading technology innovators and designers to convene at Lift China on Sept. 10, Shanghai

Lift is pleased to announce Lift China, it's first China-based event, in partnership with swissnex, to be hosted on the 10th of September at the Power Station of Art in Shanghai.

Since 2006, Lift identifies the **next digital technology trends** and their **business and social implications** through the organisation of international event series and open innovation programs in Europe and Asia. Lift China will be the first edition in China with the aim of: **identifying** Chinese technology trends and the pioneers making them happen; **building bridges** between these innovators and the Lift international innovation communities; **fostering exchanges** and collaboration between the creative and technological industries.
"We have designed Lift China to provide a platform where innovators and pioneers in Asia could meet and exchange with our community, creating the building blocks for future international projects", says Abir Oreibi, President of Lift.

Lift China is an **international event**, offering an inspirational, actionable and interactive experience, with a mix of **panel discussions**, **workshops**, a Makers tour and an interactive design exhibition.
15 speakers based in China, Switzerland, France, Taiwan, Japan and England will cover topics such as: Smart Cities in Asia, Interactive Design, Ethics in Future Autonomous Products and Design in the City.
Thomas Landrain, co-founder, La Paillasse, one of the world's largest do-it-yourself bio lab, will present his latest insights on DiY Biology. Dr. Bo Gao, from Tongji University, and Dr. Francesca Valsecchi, researcher with the DESIS Network, will come with their students and present their project on Chinese street food. Feng Gao, co-founder of Open Data China, and TH Schee, co-founder of Code for Tomorrow, will host a workshop on the status of Open Data in China today and what potential if offers for business applications.

In the spirit of building bridges between the Lift events and its communities, David Li, co-founder of XinCheJian, the first hackerspace in China, will speak at Lift China, presenting the **Chinese Makers ecosystem**. He will later do a follow-up talk at the Lift Conference, Lift's flagship event in **Geneva** in 2015.
"Our goal during Lift China is to launch many other collaborations like this one to link the promising innovators of Shanghai with Switzerland", says Pascal Marmier, CEO of swissnex China.

As part of Lift China, **20 European entrepreneurs, makers and artists** will embark on the **3-day Lift Makers Tour** in Shanghai and Shenzhen to discover the local hackerspaces, electronics markets and factories and discuss potential **grass-root projects** between Switzerland, China and the rest of the world.
An exhibition curated by Yang Lei on **Interactive Design**, featuring pieces from Chinese and Swiss artists from the Haute Ecole d'Art et de Design (HEAD) will be presented at Lift.
In the evening, Lift China will also host the global **pitchfest** organized by **Venture Lab** with **20 startups from Switzerland and China**.

For more information on the events related to Lift China, please refer to:
- Overview of the event
- Official Program
- Details of the workshops and masterclasses
- Media Kit

Media Contact:
Lift
Abir Oreibi
abir@liftconference.com

swissnex China
Tu Hu
tu.hu@swissnexchina.org

About Lift
About swissnex China