

Pressrelease: CPH Design presenting in Shanghai, China.

As one of the most innovative industrial design companies in Scandinavia, CPH Design actively takes part in the Danish Design promotion drive in connection with the opening of the Danish Innovation Center in Shanghai.

CPH Design is, for instance, knowned for developing outstanding radical design solutions to the market and achieving remarkable efficiency results within a variation of central industrial sectors. The presentation in Shanghai forms part of a number of external initiatives fitting into a newly launched internationalization strategy of the company aiming at enlarging its business activity presence on a global scale.

“China is obviously a market of special interest”, says the CEO Lars Thøgersen CEO, “as our unique user-centric research capabilities, provenly leading to valuable world patented solutions to radically improve working conditions and industrial efficiencies, should be of major significance to the Chinese society not least in respect to moving up the value ladder in the global market competition while developing living conditions”.

One of the new areas that CPH Design is focussing its attention is the crucial role of innovative design solutions to spur groundbreaking development within environmental technology and cleantech industries. The theme of CPH Design's presentation is “Current Problems as Future Assets” concretely demonstrating how its research-based design approach in many instances takes departure in turning companies challenges and problems into their most valuable business assets.