



分3 产品使用说明与市场营销国际研讨会

The International Symposium on Instructions for use and Product Marketing

Organizer: China Association for Standardization (CAS) ,

Co-organizer: Guizhou Association for Standardization,
China Consumers' Association (CAS) ,
Japan Technical Communicators Association (JTCA) ,
Korea Technical Communications Association (KTCA) ,
German Professional Association for Technical Communication and
Information Development (tekomp)

Chairman: *Gao Jianzhong* (Secretary-General, CAS, China)

Chairman of Academic Committee:

Ji Zhengkun (President, CAS, China)

The Members : *Kuroda Satoshi Kim Yangsook*

PROGRAM

Theme Instructions for Use and Product Marketing

May.25 Guiyang Ecological International Convention Center

**08:30-12:10 Delegates attend the 15th annual conference of Science and
Technology of China**

May.25 Diamond Hall, Guiyang Huamao Hotel

13:50-14:00 Networking with speakers and VIP guests

14:00-14:30 Opening ceremony

Chair:

Huang Manxue (Director, Shenzhen Institute of Standards and Technology, China)

Opening address

1. *Xiao Yue* (Deputy Director, Guizhou Bureau of Quality and Technical Supervision, China)
2. *Kuroda Satoshi* (Chairperson of Planning Committee of Public Activities, JTCA, Japan)
3. *Kim Yangsook* (President, KTCA, Korea)
4. *Gao Jianzhong* (Secretary-General, CAS, China)

14:30-16:00 Chair:

Huang Manxue (Director, Shenzhen Institute of Standards and Technology, China)



Presentations (Report: 25mins, Questions: 5mins)

1. An Important tool for Guiding market and Positive Consumer
—Instructions for Use

Chen Jian (Director, CCA, China)

2. Introduction to Chinese Regulations and Standards for Instructions
for Use and Interpretation of GB 5296.1-2012

Feng wei (Researcher, CNIS, China)

3. Introduction to European Regulations and Standards for Instructions
for Use

Klaus Ziegler (Expert, European Standardization, Swiss)

16:00-16:15 Tea Break

16:15-17:45 Presentations (Report: 25mins, Questions: 5mins)

4. Introduction to Japanese Regulations and Standards for Instructions
for Use

Kuroda Satoshi (Chairperson of Planning Committee of Public Activities, JTCA,
Japan)

5. Introduction to Korean Regulations and Standards for Instructions for
Use

Kim Yangsook (President, KTCA, Korea)

6. Experience Exchange on Excellent Instructions for Use for Promoting
Product Marketing

Liu Li (Manager, Yamagata Intech(shanghai)Co,Ltd, China)

18:00-19:30 Dinner on the second floor, Guiyang Huamao Hotel

May.26 Diamond Hall, Guiyang Huamao Hotel

08:30-10:15 Chair:

Du Jialin (Executive Director, CAS, China)

Presentations (Report: 25mins, Questions: 5mins)

1. Practical Experience and cases analysis from Europe on Developing
Instructions for Use

Dr. Konstantin Anagnostopoulos (Expert, VDE, Swiss)

2. Practical Experience and cases analysis from China on Developing
Instructions for Use

Feng zhihui (Vice-president, Guangzhou Institute of Standardization, China)



3. Practical Experience and cases analysis from Korea on Developing Instructions for Use

Park Hye-rin (Engineer, Hansem EUG, Korea)

10:00-10:15 Tea Break

10:15-11:45 Presentations (Report: 25mins, Questions: 5mins)

4. Case Analysis from Japan on Developing Instructions for Use

Wang Gang (Member, Chinese TC committee, China)

5. Experience Exchange on Excellent Instructions for Use for Promoting Product Marketing

Liu Liping (Manager, ABB (Beijing), China)

6. TCTrainNet

Micaela Andrich (Expert, tekem, Gemany)

11:45-12:00 Closing remarks and take photos

12:00-13:30 Luncheon on the second floor, Guiyang Huamao Hotel