

## ITALDESIGN EXPANDS IN CHINA AND OPENS NEW COMPANY IN SHANGHAI

- **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**

**Moncalieri, September 15<sup>th</sup>, 2022**

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 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.”

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.

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

“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”.

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.

For more information about Italdesign China, visit <https://www.italdesign.cn/>  
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