

CIFAL Shanghai- Sustainability in the Production of Commodities (Series)

People

Tipo:	Conference
Ubicación:	Basado en web
Fecha:	1 May 2020 a 1 Ago 2020
Duración del evento:	4 Días
Área del programa:	Decentralize Cooperation Programme
Público Objetivo Específico:	No
Sitio web:	http://www.cifalshanghai.org
Precio:	Sin cargo
Correo Electrónico del Centro de Coordinación del Evento:	tianyue.ding@cifalshanghai.org
Asociado:	Universal Training

ANTECEDENTES

Chinese enterprises are in the stage of rapid development, and many of their products need to be upgraded to better meet the market demand in a sustainable manner.

OBJETIVOS DEL EVENTO

The workshop is aims to reach a consensus on enterprises to develop sustainable products.

CONTENIDO Y ESTRUCTURA

The events will develop the following topics:

- The organizational environment for product development
- Product team management
- Innovate theoretical methods and tools r
- Psychology and product development
- Portfolio management
- New product development process management
- User and market research methods
- Business model design

- Product design and testing
- Product marketing management
- Product life cycle management and delisting management

PÚBLICO OBJETIVO

The event is targeted to professionals with at least 2 years of working experience and with a background on product development or management related positions.

INFORMACIÓN ADICIONAL

The event series is comprised of 4 events

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