FORUM

HUNAN UNIVERSITY OF TECHNOLOGY

HELP University
university of achievers

THE APPLICATION OF ARTIFICIAL INTELLIGENCE IN THE DESIGN INDUSTRY

Training No.:
10001582714

23 August 2025
Time: 9.00am-1.00pm

Venue: Level 4, Auditorium, Wisma CL 15, Jalan Sri Semantan 1, Off Jalan Semantan, Bukit Damansara, 50490, Kuala Lumpur

SPEAKER

HEPING ZHU
Core Scientist and Educator

FEE: RM 200.00
*Subject to 8% SST

Dr Heping Zhu is a second-level professor, doctoral supervisor, and currently serves as the Dean of the College of Packaging Design and Art at Hunan University of Technology. He is recognised as a renowned educator under the national "Ten Thousand Talents Plan," a recipient of the National Excellent Teacher Award, and an expert entitled to special allowances from the State Council. He is also a member of the Art Theory Teaching Steering Committee and the Art Design Vocational Education Teaching Steering Committee of the Ministry of Education.

Research Interests: His primary research focuses on modern packaging design theory and application, as well as art history and theory.
Academic Achievements: Professor Zhu has led four National Social Science Fund projects (including key projects) and over ten sub-projects under major initiatives from the National Social Science Fund, the Ministry of Education, the Ministry of Science and Technology, and the Hunan Provincial Social Science Fund.

He has published 19 academic monographs, four nationally recognised textbooks as part of the 11th and 12th Five-Year Plans, and more than 150 academic papers. His contributions to teaching and research have been recognised with first, second, and third prizes for outstanding achievements by both the Hunan Provincial Government and the Ministry of Education on 14 occasions.

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MORE INFO

PROGRAMME SCHEDULE

Time	Contents
8:30 am –9:00 am	Registration & Networking Breakfast
9:00 am –1:00 pm	Forum: The Application of Artificial Intelligence in the Design Industry Prometheus stole fire to ignite human progress. Pandora opened a box of chaos. AI gifts mankind with unprecedented futures. In this Forum we focus on how AI benefits mankind with revolutionizing design and packaging by making them smarter, greener, and more circular. *"Design no longer ends at the product—it begins with its future."* Generative AI tools create efficient, recyclable designs with minimal waste. *"Less material, more intelligence."* AI smart packaging enhances product safety, traceability, and reverse logistics. In recycling, AI-driven systems boost sorting accuracy and recovery rates. AI platforms bring end-to-end transparency. *"From design to disposal, AI closes the loop."* Aligning innovation with regeneration, AI transforms packaging into a tool for sustainability and circular economy success. *"Waste is no longer an end—it's a beginning."*
1:00 pm – 2:00 pm	Lunch & Networking

For more info, contact:
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