



The 7th Goldreed Industrial Design Award

Q&A

1. Is there an entry fee?

The 7th Goldreed Industrial Design Award charges no entry fees. All other expenses including logistics, insurance, customs clearance and travel fees incurred for participation shall be borne by the entrants themselves.

2. What is the main competition of GIDA?

The main competition is divided into two groups: product group and concept group, each group is divided into six categories of entries. The two groups focus on the 107 characteristic industrial clusters in Hebei Province and the “eight pillar industries” in Hebei Province. The entries must meet the needs of economic and social development and upgrading of consumption structure, and have forward-looking and artistic products and works. Products and works based on the design concepts of “AI+”, green environmental protection, manufacturing + service and the integration of traditional products and industries are encouraged.



3. What is the special competition of GIDA?

Guided by the development needs of 107 key characteristic industrial clusters in Hebei Province, the prioritized industries in the new area and the actual requirements of urban construction, we will launch themed design solicitations with clear briefs, specify competition themes and submission rules, and conduct targeted one-on-one matchmaking via workshops. We invite municipal and county governments as well as leading enterprises in the industry that intend to cooperate to co-host or support the demand-driven design competitions. These competitions collect industrial demands from industrial clusters and product-related demands from enterprises, including those in AI-related fields, so as to advance the implementation and commercialization of design deliverables for all types of demands.

*The special competition is open exclusively to participants from China.

4. Can the same work be submitted for both the main competition and the special competition of GIDA?

No. The same work cannot be submitted for both the main competition and the special competition.



5. What are the awards for the main competition of GIDA and what are the respective prizes?

The Main Competition sets the following awards and prizes:

- Best of the Best: 1 award, 600,000 RMB per winner (300,000 RMB in cash + 300,000 RMB in Sci-Tech Innovation Voucher)
- Gold Award: 6 awards, 100,000 RMB per winner (50,000 RMB in cash + 50,000 RMB in Sci-Tech Innovation Voucher)
- Future Star Award: 3 awards, 100,000 RMB per winner (50,000 RMB in cash + 50,000 RMB in Sci-Tech Innovation Voucher)
- Good Design Award: 30 awards, 20,000 RMB per winner (10,000 RMB in cash + 10,000 RMB in Sci-Tech Innovation Voucher)
- Nomination Award: unlimited number of recipients

The Sci-Tech Innovation Voucher will be issued to winners in accordance with relevant policies of the Xiongan New Area Bureau of Industry, Information Technology, Science and Technology.



6. How to choose between the product group and the concept group when registering?

Product group: Entries must be products that have been on the market within three years (i.e. after May, 2023), or products that can be on the market before this year's award ceremony (September 2026), and must be provided with a physical product or a functional prototype of equal proportion during the second evaluation.

Concept group: Entries must be original designs that are not sold or produced on the market, and also be highly innovative in function, structure, form, technology, materials and low carbon. Prototypes or models must be provided during the second evaluation.

There is no limit in entry form. Products, software and comprehensive services are allowed to register. Meanwhile, the Goldreed Industrial Design Award Organizing Committee has the right to adjust the entry groups and categories.

7. Can the same entry registered for the product group and the concept group of the Goldreed Industrial Design Award?

No, an entry cannot be in the product group and the concept group at the same time. Once discovered, the entry will be disqualified immediately.



8. How to choose the entry category?

You may determine the entry category based on industry sector and core innovation highlights. If it is difficult to classify by industry or product type, you may select the category according to core innovation. The Organizing Committee reserves the right to make adjustments based on actual circumstances.

9. Can only the designer of the work be allowed to register?

Entries must be registered with the authorization of the intellectual property right owner. Registration is open to individual designers, design teams, design companies or commissioned clients. One entry may only be registered by one authorized party.

10. What if the same entry is submitted by multiple parties?

In the case of multiple registrations for the same entry, all involved parties must negotiate and provide a statement confirming the registration party before continuing the participation. Otherwise, the entry will be disqualified.

11. What's the maximum number of entries each person can submit?



Multiple different entries may be submitted by the same entrant.

There is no limit.

12. Can I submit an entry that won other award(s)?

Yes.

13. I have participated in previous Goldreed Industrial Design Award but did not win a prize, can I submit the same entry again?

The entry submitted to participate in previous Goldreed Industrial Design Award cannot be used again.

14. Last year, we have applied for an account and password in the registration system, can I still log in with it?

You can still use your old account to register.

15. I have applied for the account password in the registration system, but I have not received the verification code email, what should I do?

Please check your spam emails first. Or send an email to service@xidi.org.cn, providing your registration account number, username and contact way, then the Organizing Committee secretariat staff will deal with it for you.



16. Are the intellectual property rights of entries owned by entrants?

All intellectual property rights of the entries in the main competition belong to the entrants, while the property of the entries in the special competition should be transferred to the relevant units of the organizer after winning the prize.

17. If the entry is a series containing many products, should I register together or separately?

If you want to emphasize the overall design of the product, you can register it as one piece; if you want to emphasize the unique appearance design and functional characteristics of each product in this series, you can register separately. While both Chinese and English introduction and design highlights of each product must be provided accurately, with complete entry descriptions.

18. What is the invitation code for? Can one invitation code be used for multiple entries?

There are public registration and partner organization invitation registration for the Goldreed Industrial Design Award entry collection. The invitation code tells entrants' registration source and can be used for multiple entries.



19. What is the partner organization invitation registration?

In order to attract more outstanding entries, the Organizing Committee will invite industry organizations to recommend excellent works for the competition every year. Such entries and entries registered by the public are both required to participate in all evaluation.

20. Will the short-listing rate of the public registration be affected by partner organization invitation?

No, the preliminary evaluation adopts the optimal selection principle, so it will not be affected by partner organization invitation.

21. Can I only use English for the entry introduction?

Chinese is not mandatory, but our jurors are from China and all over the world. We suggest that your entry be presented in both Chinese and English.

22. Do I have to upload a video for the entry?

During the registration stage, it is recommended that all entries are submitted with videos for the jury members to better understand the entry.



23. How to solve the failure of uploading pictures or videos of entries?

First, check whether the file format and size comply with the requirements. If the problem persists, please switch to another browser (Chrome is recommended). If uploading still fails, contact the Organizing Committee via service@xidi.org.cn.

24. For the team information, will the main entrants be the winners listed on the award certificate?

If the entry is awarded, the information on the award certificate will be generated according to the main entrants. The main entrants can total up to 10 people, and the order of filling is the order of the winners on the certificate.

If the list of winners cannot be determined at the registration stage, it is recommended that you fill in a part first. After the information is confirmed, the final modification and improvement can be made during the award information input (specific time will be notified after winning the award).

25. How to modify my information if I found it is incorrect after submission?

Entries can be edited freely during the submission period (June 1 – July 20, 2026). No revision will be allowed after the deadline.



Please fill in all information carefully before submission. If any false information is found, the Organizing Committee reserves the right to revoke the entry qualification and awards, and recover the prize money.

26. How can I confirm that the registration is completed?

The deadline for this year's registration is 24:00, July 20, 2026, Beijing time (the main competition) . When the status of the entry list shows "submitted", the registration is completed.

Contacts

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