



# 2023 Complex Systems Design & Management (CSD&M2023) Conference

Oct. 30-31, 2023  
Beijing, China

Organizers:



# Sponsorship Offers

**2023 Complex Systems Design & Management (CSD&M)**

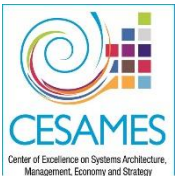
**30-31 Oct. 2023 in Beijing, China**

**2023年复杂系统设计与管理国际会议 (CSD&M)**

**将于10月30至31日在北京召开**

**Co-organized by China Society of Aeronautics and Astronautics (CSAA) and  
Center of Excellence on Systems Architecture, Management, Economy and Strategy (CESAMES)**

**由中国航空学会和法国系思迈系统架构学会联合主办**

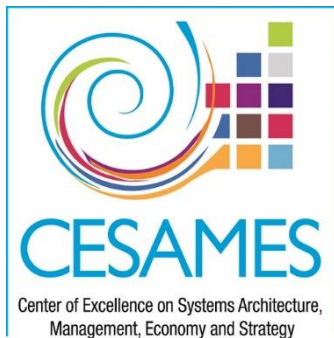


# Presentation of CSD&M

INTERNATIONAL CONFERENCE ON COMPLEXE SYSTEMS DESIGN & MANAGEMENT (CSD&M) (1/2)

- **Designing & constructing efficiently large-scale industrial systems** is today a strategic challenge for the industry which requires new engineering practices as well as sophisticated theoretical tools.
- The Complex Systems Design & Management (CSD&M) conference is an **international academic-industrial-governmental transversal forum** for all actors working on complex industrial systems.

## Co-Organizers CSD&M2023



## General Co-Chairs CSD&M2023



**Prof. Daniel Krob**

Distinguished visiting professor, Tsinghua University  
Institute professor, Ecole Polytechnique France (2002-2019)  
President, CESAMES and Systemic Intelligence  
INCOSE Fellow



**Prof. ZHANG Xinguo**

Distinguished Professor, Tsinghua University  
Director of Complex Systems Engineering Research Center  
President of INCOSE Beijing Chapter  
INCOSE ESEP, TOG DCA  
RAeS Fellow, IAA Fellow

## Organizing Committee Chair CSD&M2023



**YAO Junchen**

Vice President & Secretary General  
CSAA

## Program Committee Chair CSD&M2023



**LI Lefei**

Associate Professor and Deputy Chair  
Department of Industrial Engineering,

# Presentation of CSD&M

INTERNATIONAL CONFERENCE ON COMPLEXE SYSTEMS DESIGN & MANAGEMENT (CSD&M) (2/2)

## Co-operators or sponsors of previous editions

( Not exhaustive. All partners/sponsors of each CSD&M can be found on this webpage of [CESAMES's CESAM Community](#) )





# Presentation of CSD&M

## CONFERENCE HISTORY

- CSD&M, created in France in 2010 by [Prof. Dr. KROB Daniel](#) organized by CESAMES (now named CESAM Community 系思迈系统架构协会), has been held every year since. This international conference has become THE major meeting for academic researchers and industrial & governmental players working on complex system and enterprise architecting & engineering. This MBSE (Model-Based Systems Engineering) key event provides opportunities to update and brainstorm on methodological researches & technical practices and professional case studies on complex systems from a scientific & industrial perspective.
- CSD&M Asia was created in 2014 in parallel. After 3 successful editions in Singapore and thanks to [Prof. Dr. LUI Pao-Chuen](#) and INCOSE networks, CESAMES has co-organized the 2021 Edition in Beijing with CSAA (China Society of Aeronautics and Astronautics 中国航空学会), under the precious guidance of [Prof. Dr. ZHANG Xinguo](#) 张新国博士.
- During the CSD&M2022, CESAMES and CSAA agreed to merge CSD&M Europe and CSD&M Asia into one unique series of conferences which shall be hosted alternatively in China and France. A unified domain name of [www.csdmconference.com](http://www.csdmconference.com) was therefore set and the 2023 official website becomes: <http://2023.csdmconference.com/> (2024....for future editions).

*Note: 2023 is CSD&M's 14<sup>th</sup> year. All editions can be found on:*

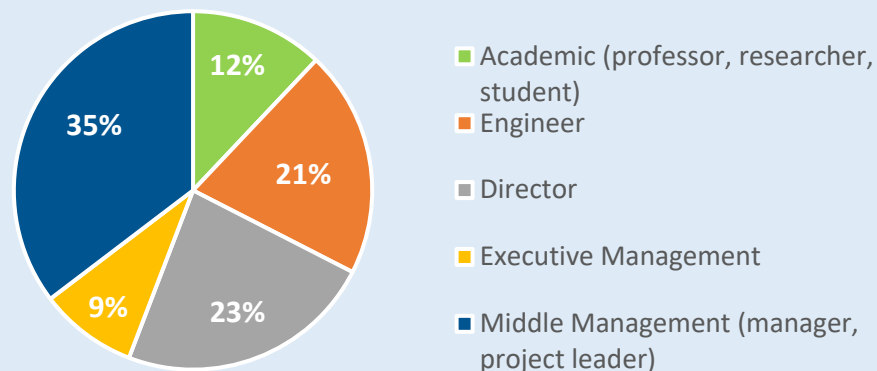
*<https://cesam.community/our-events/>*



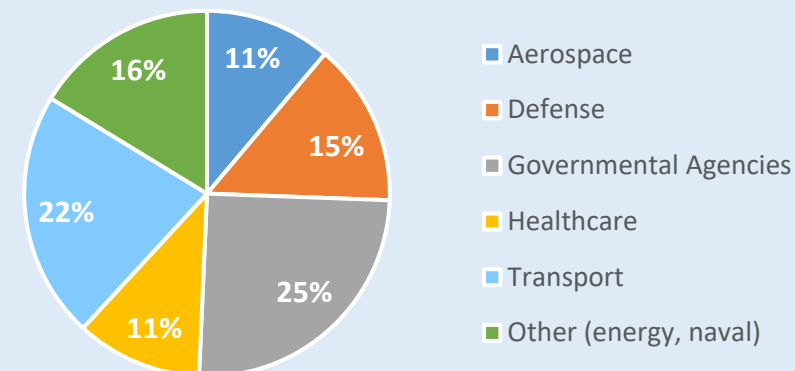
# Presentation of CSD&M

## ORIGINS OF THE PARTICIPANTS FROM LAST EDITIONS

### Job position:



### Industries:



(Not exhaustive, more to see [here](#))

CSD&M

# Presentation of CSD&M2023

## MEMBERS OF ORGANIZING COMMITTEE - CSD&M2023

Name	Institution	Country
CAO Xueqin	Chinese Institute of Electronics (CIE)	CN
CAO Zheng	China Instrument and Control Society (CIS)	CN
HAN Yi	China Electro Technical Society (CES)	CN
LU Daming	Chinese Mechanical Engineering Society (CMES)	CN
QU Yanbing	China Ordnance Society (COS)	CN
WANG Junli	Chinese Society of Naval Architects and Marine Engineers (CSNAME)	CN
WANG Yiran	Chinese Society of Astronautics (CSA)	CN
		<i>More to come...</i>

# Presentation of CSD&M2023

## MEMBERS OF PROGRAM COMMITTEE – CSD&M2023

Name	Institution	Country
<b>LI Lefei</b>	Department of Industrial Engineering, Tsinghua University	CN
<b>CHANG Chuangye</b>	Institute of Unmanned Systems, Beihang University	CN
<b>GUO Mengyu</b>	Department of Industrial Engineering, Tsinghua University	CN
<b>LV Yisheng</b>	Chinese Academy of Sciences	CN
<b>WEN Yuejie</b>	China Academy of Space Technology	CN
<b>WANG Chen</b>	Department of Industrial Engineering, Tsinghua University	CN
<b>XIE Xiaolei</b>	Department of Industrial Engineering, Tsinghua University	CN
<b>XU Yuan</b>	Beijing Institute of Technology	CN
<b>ZHANG Chi</b>	Beijing Civil Aircraft Technology Research Institute (BATRI) of COMAC	CN
	<i>More to come...</i>	



# Become a Partner

VISIBILITY BEFORE THE EVENT



## Web Site

Logo and link on the conference website



## Emailing Campaigns

Logo on our monthly emailing campaigns (reaching ≥25000 contacts)



## Social networks

Posts on our social networks to highlight your participation (reaching ≥25000 followers)

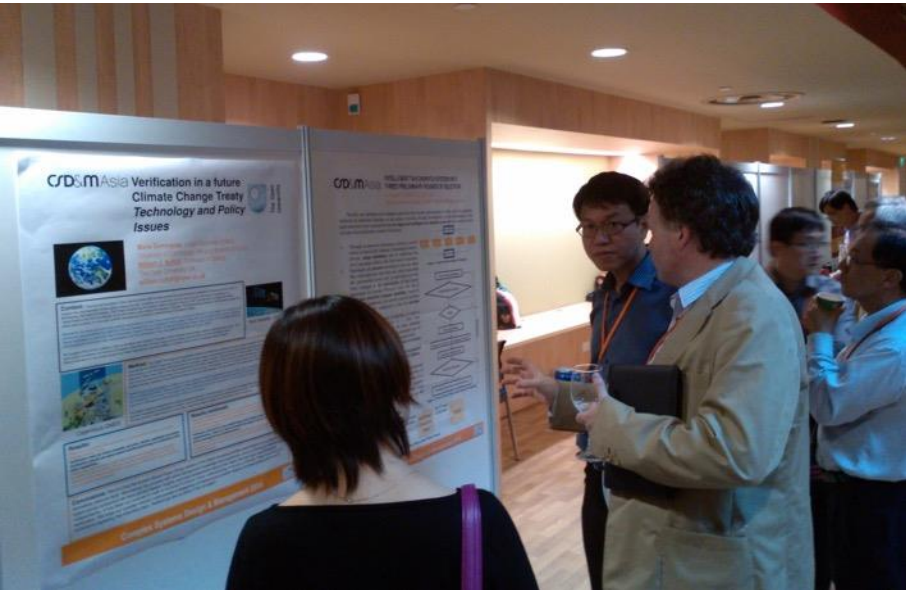


## Event

Name on the conference proceedings and logo on the CSD&M flyers, distributed during CESAM Community events and at partner events

# Become a Partner

VISIBILITY DURING AND AFTER THE EVENT



## Talk

Case study or customer testimonial presentation



## Booth

6m<sup>2</sup> or 12m<sup>2</sup> space booth



## Communication

Inserts on the welcoming pack (leaflets, goodies) for all the participants and logo on the conference material (program, banners, presentation)

## Conference Proceedings

All names of selected authors and partners & sponsors will be permanently displayed on this proceedings

# Become a Partner

## SPONSORSHIP OPTIONS - CSD&M2023 (1/2)

	Bronze	Silver	Gold
<b>Before the event</b>			
Logo on all the conference materials (website, flyers, monthly emailing campaigns) and link on the conference website	✓	✓	✓
<b>During the event</b>			
Logo on all the conference material (banners, slides, program)	✓	✓	✓
Insert into the welcoming pack (leaflet or goodie) for all the participants		✓	✓
Free registrations for your staff, including 2-day access and the conference dinner		2	3
30% discount on other registrations (for your partners and customers)		✓	✓
Equipped booth		✓	✓
20-min talk (limited number)			✓
<b>After the event</b>			
Logo on the conference materials, community event's presentations and name on the conference proceedings		✓	✓
List of registered participants (first name, last name, job title, company, email) <sup>1</sup>		✓	✓
<b>Total cost without VAT (tax not included)</b>	<b>20.000 RMB</b>	<b>40.000 RMB</b>	<b>60.000 RMB</b>

<sup>1</sup> Participants who agreed to share their contact information (UE GDPR)

### Other:

VIP Dinner or Coffee Breaks Sponsoring (speech / logo & presentation on all the conference materials/ flyers): *modalities to see with CSD&M2023 organizers*

# Become a Partner

## SPONSORSHIP OPTIONS - CSD&M2023 (2/2)

### Delegation Offers

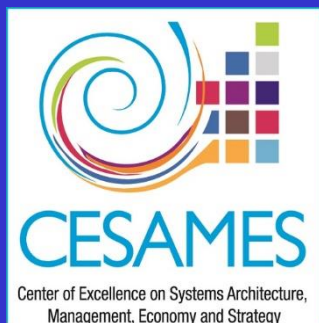
If your Organization wish to be highlighted through CSD&M by registering a **group** as participants, we would be pleased to provide you with:

Delegation Packages	Total cost
Registration of 5 to 10 persons	- 5 % on each registration
Registration up to 10 persons	- 10 % on each registration

### Conference Registration Fees(subject to change)

	No INCOSE Member	INCOSE/CESAME/ CSAA Member	Student
Early Bird fees(deadline TBD)	5500 CNY	4500 CNY	3000CNY
Standard fees	6500 CNY	5500 CNY	3000CNY
Conference Dinner	800 CNY	800CNY	800CNY

# Contacts for CSD&M2023



**Mr. Christophe TILMONT and Ms. Pearl JWO**

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Mobile: +33 6 50 29 14 81

Corporate website: [www.cesames.net](http://www.cesames.net) and [www.cesames.cn](http://www.cesames.cn)

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