

tcworld China 2026 Program 会议议程

Courtyard by Marriott Shanghai Changyang Park 上海苏宁环球万怡酒店
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Conference Topics: 大会主题

AI: AI Automation & The Future of Content 人工智能、自动化和内容的未来
 UX: UI & Product Content 用户体验、用户界面设计和产品内容
 CS: Content Strategy and Governance 内容战略和治理

IN: Information Development, Information Journey & Content Operations 信息开发、信息旅程和内容运营
 RS: Regulation, Standards & Compliance for Exported Products 法规、标准及出口产品的合规性
 CAR: Education and Career Development 教育、职业发展与未来

SD: Software Documentation 软件文档
 GLT: Globalization, Localization and Translation 出海、全球化、国际化、本地化与翻译

May 21 5月21日	Presentation Track A 主题演讲A	Presentation Track B 主题演讲B	Presentation Track C 主题演讲C	Exchange Track 互动交流
8:00-9:10	Registration 注册签到			
9:10-9:20	Opening Speech 开幕致辞			
9:20-10:00	Keynote: Breaking Boundaries: Future Skills in Technical Communication – in Germany and Worldwide 突破界限：技术传播领域的未来技能——德国与全球视角 Jaqueline PROBIAN, Eugen STRYZ tekom			
10:00-10:40	<p>UX AI</p> <p>从信息传播到智能交互：AI 驱动技术创新，赋能用户体验 From Information Delivery to Intelligent Interaction: AI-Driven Innovation in Technical Communication to Enhance User Experience Elaine DONG 西门子 SIEMENS</p>	<p>AI GLT</p> <p>从云端到边缘：本地化内容生产工程在落地实践 From Cloud to Edge: Engineering Practices for Localization Agents in Production 魏天兵 Tianbing WEI 平安智 Besteasy</p>	<p>AI SD</p> <p>The Sovereign Editor: Local, Agentic Doc Reviews 主权编辑器：本地化、代理式的文档审查 Jan STEFANCIK ESET, spol. s r.o.</p>	
10:40-11:10	Tea Break and Visit Marketplace 茶歇 逛技术市场			
11:10-11:50	<p>IN CS</p> <p>锚定数字化趋势，激活数据潜能——激活可操作洞察 Anchoring the Digital Trend, Activating the Potential of Data-From the Practice of Data Transformation of Invoice 黄新 Ting HUANG, 韩凯 Tong HAN 汇川 Invoiance</p>	<p>AI SD</p> <p>构建面向开发者的开放文档体系：AI 驱动特情 Developing Developer-Centric Open-Source Docs: AI-Powered Collaborative Information Building 樊哲清 Yaqing FAN 中兴 ZTE</p>	<p>UX IN</p> <p>为复杂内容设计：跨语言视频的结构化叙事与多语言适配 Designing for Complex Concepts: Constructing Structured Narratives and Multimodal Expressions for Science Popularization Videos 唐孟道 Mengtong TANG 中兴 ZTE</p>	
12:00-12:40	<p>GLT AI</p> <p>AI Agent驱动下一代TMS：洞察、能力与实践 AI Agent-Driven Next-Generation TMS: Architecture, Capabilities, and Practices 陈伟 Jian CHEN 一者科技 Tmxsmall</p>	<p>AI SD</p> <p>基于结构化数据驱动 Agent skill 调用与稳定执行 A Writing Engineering Practice for Agent Skill Invocation and Stable Execution Architecture Based on Structured Databases 张雯 Amber ZHANG 蚂蚁集团 Ant Group</p>	TBA	
12:40-14:00	Lunch break 午餐			
14:00-14:40	<p>IN AI</p> <p>AI 驱动内容交付文档审核流程的落地实践 Exploring and Implementing AI Agents in Documentation Delivery 薛菲 Jing XUE 中兴 ZTE</p>	<p>AI LUX</p> <p>Designing Future Ready Technical Communication for AI Driven, Context Aware Delivery 李彩霞 Judy LI Domestic</p>	<p>RS</p> <p>Standardization Administration of China</p>	
14:50-15:30	<p>GLT</p> <p>当翻译遇见 DevOps：语言服务的下一个十年 When Translation Meets DevOps: The Next Decade of Language Services 张一帆 Yifan ZHANG 新宇智慧 Glodom</p>	<p>AI SD</p> <p>从文档工程到跨语言上下文工程：跨语言文档的落地实践 From Technical Writer to Model Context Engineer: Exploring Methods to Reduce LLM Hallucinations 蒋诗萌 Shiyue JIANG 阿里云 Alibaba Cloud</p>	<p>RS GLT</p> <p>Ecodesign for Products in the European Market: Challenges for Technical Communication 欧洲市场产品的生态设计-技术传播的挑战 Gabriela FLEISCHER tekom</p>	
15:30-16:15	Group Foto 集体合影 Tea Break and Visit Marketplace 茶歇 逛技术市场			
16:15-16:55	<p>IN UX</p> <p>从“能用”到“好用”：差异化体验设计助力跨境产品品质提升 From "Functionally Correct" to "User-Friendly": Enhancing the Quality of Overseas Documentation through Differentiated Experience Design 张艺馨 Yixun ZHANG 汇川 Invoiance</p>	<p>IN UX</p> <p>从开疆文到电子文档生成：TO C 用户产品文档的挑战与突破 Transitioning from Open Source to Consumer Electronics: Challenges and Solutions for B2C Product Documentation 曾奕奕 Yan ZENG Harman</p>	<p>RS GLT</p> <p>EU Medical Device Regulation 2017/745: essentials of medical device labeling requirements with application examples 欧盟医疗器械法规2017/745：医疗器械标签要求 Paola Maria BRUNELLO Stryker 史克伦</p>	
17:00-17:40	Panel Discussion: AI Panel and AI Survey 专题讨论：人工智能中国论坛及人工智能领域落地分享			

May 22 5月22日	Presentation Track A 主题演讲A	Presentation Track B 主题演讲B	Workshop Track 工作坊	Exchange Track 互动交流
8:30-9:00	Registration 注册签到			
9:00-9:40	<p>CS IN</p> <p>重塑与进化：AI 驱动下的内容策略新范式 Reinventing and Evolving: The New Paradigm of Content Strategy Driven by AI 黄晨 Muya HUANG 阳光电影 Sungrow</p>	<p>AI</p> <p>智能内容系统的战略运营与生态构建 Strategic Operations and Ecosystem Building for Intelligent Q&A Systems 张亚勇 Shaoyong ZHANG 华为 HUAWEI</p>	<p>IN GLT</p> <p>Clarity Saves Lives: Reducing Risks Related to Human Factors with Simplified Technical English 清晰性拯救生命：简化术英语以降低人为因素相关风险 Daniela ZAMBRINI eXol3</p>	
9:40-10:30	<p>SD</p> <p>From Manual to Automated: A Practical Introduction to the Model Context Protocol for Technical Writers 从手动到自动：给技术文档工程师(MCP)实用入门 Amandeep Singh TALWAR Autodesk</p>	<p>AI CS</p> <p>A 驱动技术文档生命周期升级 AI-Driven Upgrade Across the Full Technical Documentation Lifecycle 张俊 Min ZHANG 中兴 ZTE</p>		
10:30-11:15	Tea Break and Visit Marketplace 茶歇 逛技术市场			
11:15-11:55	<p>GLT UX</p> <p>驱动体验的“翻译”不止翻译：本地内容本地化中的挑战 "Translation" for In-Cabin Experience Goes Beyond Translation: Testing in Automotive Content Localization 于占国 Zhanquo YU 平安智 Besteasy</p>	<p>AI SD</p> <p>多智能体技术文档解决方案 AI 赋能产品文档生命周期 Multi-Agent Technical Documentation Solution – AI Empowering the Full Product Documentation Lifecycle 平安科技 Ping An Technology</p>	<p>UX IN</p> <p>从“内容支持”到“体验驱动”：内容设计如何 DUX（设计+体验）的落地 From "Content Support" to "Experience-Driven": Practical Design & User Experience) Evaluation for Content Designers 张余悦 Erin ZHANG, 李安祺 Trianny LI 中德牛车岭 AMEC</p>	
12:05-12:45	<p>GLT CS</p> <p>英伟达文档体系分析与国产 AI 芯片流程之思考 Analyzing NVIDIA's Documentation Ecosystem: How Domestic AI Chips Can Bridge the Gap 陈嘉娜 Nancy CHEN 半导体科技有限公司 Semiconductor Technology</p>	<p>SD AI</p> <p>构建 AI 驱动知识库 Flywheel，赋能云原生效能提升 Building an AI-Driven Knowledge Flywheel to Empower Cloud Service Efficiency 陈嘉娜 Xiameng SU 华为云 HUAWEI Cloud</p>		
12:45-14:00	Lunch break 午餐			
14:00-14:40	<p>CAR CS</p> <p>当 AI 说“更快”：为什么快反而带来了更大的麻烦 When AI Makes Everything Faster: Why Has Decision-Making Become the Greatest Bottleneck? 你说了什么？为什么语言模型会产生幻觉以及如何避免这种情况 Thomas SCHMIDHUBER Rolls-Royce 劳斯莱斯</p>	<p>AI</p> <p>从 tacit knowledge 到 tangible assets: Digital Transformation of Validation Work Powered by the SEC1 Model 从 tacit knowledge 到 tangible assets: Digital Transformation of Validation Work Powered by the SEC1 Model From Lin 制药设备公司 A pharmaceutical equipment company</p>		
14:50-15:30	<p>SD AI</p> <p>Developing and Integrating an AI Agent into the Engineering Workflow 将 AI 智能体开发并集成到工程工作中 Anna GONGHAROVA inDrive</p>	<p>AI SD</p> <p>AI 赋能信息交付：技术文档从产品研发到交付的全生命周期 AI-Powered Intelligent Information Blocks: A Value Leap for Technical Documentation Across the Full Lifecycle from Product Development to Technical Delivery 孙爽 Shuang SHA 鸿云数科 Xingyun Digital</p>		
15:30-16:00	Tea Break and Visit Marketplace 茶歇 逛技术市场			
16:00-16:40	<p>CAR</p> <p>信息科大技术传播校企合作案例——基于《技术传播校企合作指南》的实践 BISTU Technical Communication University-Industry Collaboration Case – Practices Based on the "University-Industry Collaboration Guide for Technical Communication" 王朝晖 Zhaohui WANG, 黄贺 He HUANG 北京信息科技大学 Beijing Information Science and Technology University</p>	<p>SD UX</p> <p>让技术信息更友好：错误内容管理策略的智能化实践 Strategies for Error Content Management 潘琦 Sheng PAN 云铂科技 Zinack</p>	<p>AI CS</p> <p>从手到眼：团队 AI 赋能之旅 From a Documentation Team to Pioneers in AI Transformation 汪耀耀 Yuanyan WANG, 闫贺雷 Hei YAN 联影医疗 United Imaging 15:45 - 17:10</p>	
16:40-17:00	Closing Session 闭幕式			

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 4月18日前 早鸟两日票: 299元
 4月18日后 两日标准票: 379元
 一日票: *2099
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