**In the next 20 years, how will China's generation Z youths carry out industrialized consumption?**



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Go to the shopping mall? On-line Shopping? Forum trade in? Then, is there an endless selection and contrasts to find one that matches as much as you want? Or from the recommendation and evaluation of others, find the one selling the hottest?

For those growing up in the Internet, instant messaging and other technology life, the Z Generation consumers are more concerned about “experience” and more frugal, they have already realized the convenience of raw materials procurement and DIY in the field of gourmet food or small craft products which are not limited by production capacity. But what about other industrial products? In the next 20 years, people will still be confined to the traditional industrial environment, relying on "pick and pick" "buy, buy, buy"? Should we continue to choose between quality and price under the influence of big brands and big markets, and rush to the popular?

The answer is definitely negative.

The future production and consumer life must be more sensible, more efficient, more cost-effective and targeted, based on actual needs, and people-oriented, directly link production capacity to demand, namely M2D (Manufacturing to Demand).

The on-demand production and quality consumption of the new M2D business model will be achieved through the blockchain and intelligent manufacturing of the intelligent manufacturing industrial platform.

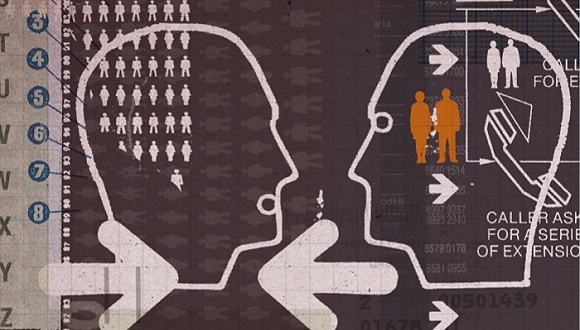
Imagine people from all over the world sitting in front of their computers or play with their mobile phones during free time. They can see modern intelligent manufacturing workshops, making their own personalized customized products by 3D printing and smart manufacturing. Everyone can become the owner of the these devices and the creator of the product. This kind of fine industrial production, “the blockchain created, everyone is the factory owner”, is exactly the new smart manufacturing development model. This platform will be created by the intelligent manufacturing chain M2D under the blockchain.



In the past, the traditional industrial model of the 1.0-3.0 era, the producer and the purchaser were fragmented, and both parties needed to invest huge time and cost to accurately search for each other's needs, resulting in internal and overwhelming influence on both sides, resulting in a certain degree of “China. Manufacturing = rough construction. Yiwu, Baigou = counterfeit? Why do you want a counterfeit, why do so many companies only rely on imitation? They do not have the means to adapt to their own conditions, and have a targeted to know the needs of the audience that match their own production capabilities. They can only look at what big producers are selling well, imitate their production, and pay close attention to making quick money instead of making intellectual property and own style products. Correspondingly, China’s buyers always follow the trend blindly to buy and buy, even ignore the cost, without considering their actual needs. Is it really that they demand low? In fact, they do not have enough platforms to provide choices. There is no channel for professionals to look at the progress of production in the required product industries, to see what level each technology has reached, to see where there is a productive surplus, and to see the technological innovations that are suitable for their own needs. The buyer can only accept the finished product of the assembly company and see which product is sold well and more expensive.

The producer does not produce on the spot, and the buyer does not participate in production and this make them too passive in the market. It is one of the pain points made in China.

"Made in China 2025" pointed out that "integrated promotion and key breakthroughs. Insist on the development of manufacturing in the country as a whole and a combination of classification guidance, overall planning, rational distribution, clear innovation and development direction, promote the deep development of military and civilian integration, and accelerate the promotion of the overall level of manufacturing The advancement of the "Internet + Blockchain + Smart Manufacturing" industrial process is the way to transform China's traditional manufacturing industry into a smart manufacturing industry, and also lays the foundation for the vision of the Internet of Things.



The Smart Manufacture Chain Industrial Platform is based on the concept of “Internet + Blockchain”. It aims to deepen the link between productivity and demand, helping everyone to realize their idea to be at home and production in the factory. Users can see the technology in front of the mobile terminal and computer for each step of the process supervising the birth of its own customized product, while also providing rewards. The brand-new M2D business model created by the Smart Manufacture Chain Industrial Platform has brought industrial production to easy reach, combining your needs with the most scientific and creative design and the most advanced production technology links to perfect reality.

Therefore, the Smart Manufacture Chain is an intelligent production system that faces the Z generation productiing consumer groups and faces the future vision of China's Industry 4.0 development.

IMChain—May the creation be with you！

Extended reading: What is the Intelligent Manufacture Chain?

As a bridge linking manufacturing capabilities and demand end users, Smart Manufacturing Chain combines the Internet, blockchain, smart manufacturing and finance to achieve the individualized needs of different users.

The production process of the intelligent chain is linked to the smart manufacturing plant and online customers under the link. The two parties cooperate in tailoring products and producing products on the intellectual chain platform. Specifically, it means that online customers across the country purchase property for a certain period of time for smart manufacturing plant equipment at a certain price, and they sign a joint production agreement with an offline smart manufacturing entity factory, and online customer funding is provided within the time agreed in the agreement. The offline factory helps customers achieve order production. The Smart Manufacture Chain factory has a live video link with the Internet. Online customers can watch the entire production process, allowing consumer end users to monitor product quality.