

SHANGHAI

FOREIGN INVESTMENT GUIDE

2019



Shanghai Foreign Investment Development Board
Shanghai Overseas Investment Development Board



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 **6,340.5** km²

 **24,237.800**
Permanent resident population

 **3,267,987,000,000** RMB
GDP in 2018

 **135,000** RMB
GDP per capita

SHANGHAI

Preface

Openness has always been Shanghai's greatest advantage in developing economy and attracting foreign investment, as well as the best embodiment of Shanghai's alignment with international standards and continuous innovation. Just as President Xi Jinping said at the first China International Import Expo that each city has its own character, Shanghai's robust development is closely related to its open character, advantages and actions. Openness, innovation and inclusiveness have become Shanghai's most distinctive characters. During his visit to Shanghai, General Secretary Xi underlined that Shanghai should firmly strengthen its confidence and determination in further reform and opening-up, accelerate the upgrading of its energy level and core competitiveness, carry forward its spirit of "inclusiveness, pursuit of excellence, wisdom and modesty", and focus on building a modern socialist international metropolis based on its actual situation, and the development experience of the world's major cities.

Shanghai is a highly strategic city with comprehensive advantages, and an optimal environment for investment. As a leading city, Shanghai has played a central role in China's economic reform and modern opening-up, maintaining high-quality economic development, developed a variety of high functioning institutions, and has continuously strengthened an ability to allocate high-end global resources. Today, increasingly more enterprises have established headquarters in Shanghai. In addition, Shanghai has continuously complied with the highest international standards as the city continues to promote economic reform.

This huge market possesses an ability to connect China with the world. Facing the Pacific Ocean and close to the Yangtze River, Shanghai not only has a RMB 1.1 trillion commodities market itself, but promotes the integrated development of economy, industry, investment and trade within the Yangtze River Delta region, which has a population of 220 million people and a total economic volume of RMB 20 trillion. Moreover, through its convenient sea, land and air transportation routes, Shanghai possesses a unique ability to connect with the world's major cities and markets.

Shanghai is a city full of strength, pioneering the opening-up of China and a promised land for investors. Guided by concepts of "reform, opening-up and innovation," Shanghai has been striving to cement its position as a leader in China's reform and opening-up, a pioneer in innovative development, and becoming a legend in urban development. Shanghai boasts China's first pilot free trade zone, first negative list for foreign investment access, first implementation of the commercial registration system reform, and the first unified system for international trade... Shanghai continues to grow in line with modern development concepts.

This fast-growing city changes with each passing day. In 2018, Shanghai's GDP topped RMB 3.2 trillion, up 6.6% from the previous year, and Shanghai's per capita GDP exceeded USD 20,000, reaching the standard of developed economies for the first time. The average number of newly registered enterprises per working day is 1,332. Since the reform and opening-up, it has only taken Shanghai 18 years to see actual foreign investment breaking USD 50 billion, 6 years to break USD 100 billion and only 3 years to break USD 150 billion and USD 200 billion.

Shanghai is an inclusive city. Openness and inclusiveness are qualities embedded in Shanghai's culture. Chinese and Western cultures collide and communicate here to create a unique brilliance. While vigorously building itself into "Five Centers", Shanghai is devoted to building its "four major brands" to provide comprehensive "Shanghai service", quality products "made in Shanghai", powerful "shopping in Shanghai", and an inclusive "Shanghai culture" for each domestic and foreign visitor.

Shanghai is becoming an innovative city, a humanistic city, an ecological city, and more importantly, a global city of excellence. Investors at home and abroad are welcome to invest in, grow, advance and succeed with Shanghai.

Welcome to Shanghai!

投资机遇

INVESTMENT
OPPORTUNITIES

Overall Improvement in Comprehensive Strength

With its strong economic strength and urban competitiveness, Shanghai expands its influence overseas and within China, providing a solid strategic command post for domestic and foreign capital and enterprises to enter the overseas market and expand the domestic market.

Shanghai's economy is showing relatively strong resilience and vitality

In 2018, Shanghai's GDP was 3.267987 trillion yuan, up 6.6% over the same period last year.



Industrial transformation and upgrading

The added value of the tertiary industry grew faster than that of the secondary industry, and totaled 2.284296 trillion yuan, up 8.7% year-on-year, accounting for 69.9% of the city's GDP.



Continuous consumption upgrading

The total retail sales of social consumer goods amounted to 1.266869 trillion yuan, up 7.9%, where the non-store retailing sales reached 192.599 billion yuan, up 13.8%.



Steady shipping promotion

The annual container throughput reached 42.0102 million TEUs, up 4.4%. The container throughput remained No. 1 in the world for the ninth consecutive year. The total import and export volume of service trade exceeded 200 billion US dollars for the first time.



Steady financial development

Shanghai's total financial market transactions amounted to 1645.78 trillion yuan, up 15.2% over the previous year. The Financial Court was established with approval and the crude oil futures were listed successfully.



Trade expansion

The total import and export volume of goods in the Shanghai Customs area was RMB 6.41 trillion, up 7.3%; the e-commerce transactions reached 2.89382 trillion yuan, up 19.3%.



Improved quality and efficiency in technological innovation

The construction of large scientific facilities, functional platforms and high-level scientific research institutions has been promoted in an all-round way; Shanghai's annual expenditure on research and experimental development (R&D) was equivalent to about 4.0% of the city's GDP.

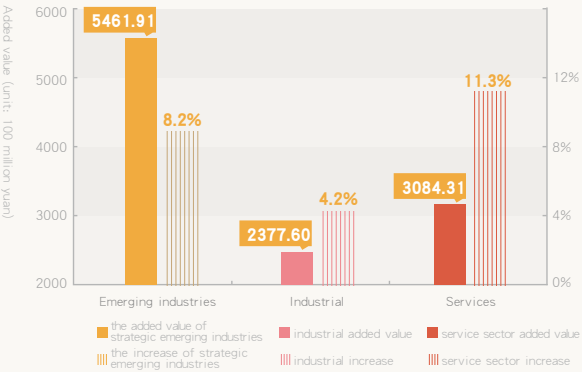
The total investment in fixed assets in the whole society increased by 5.2%, where industrial investment increased by 17.7%, the highest record in many years. The total profit of industrial enterprises above the designated scale is 335.044 billion yuan, up 4.3% over the previous year.

A total of 136,000 free trade accounts were opened, with the total cross-border RMB settlement of 2.55 trillion yuan, up 83.9% over the previous year.

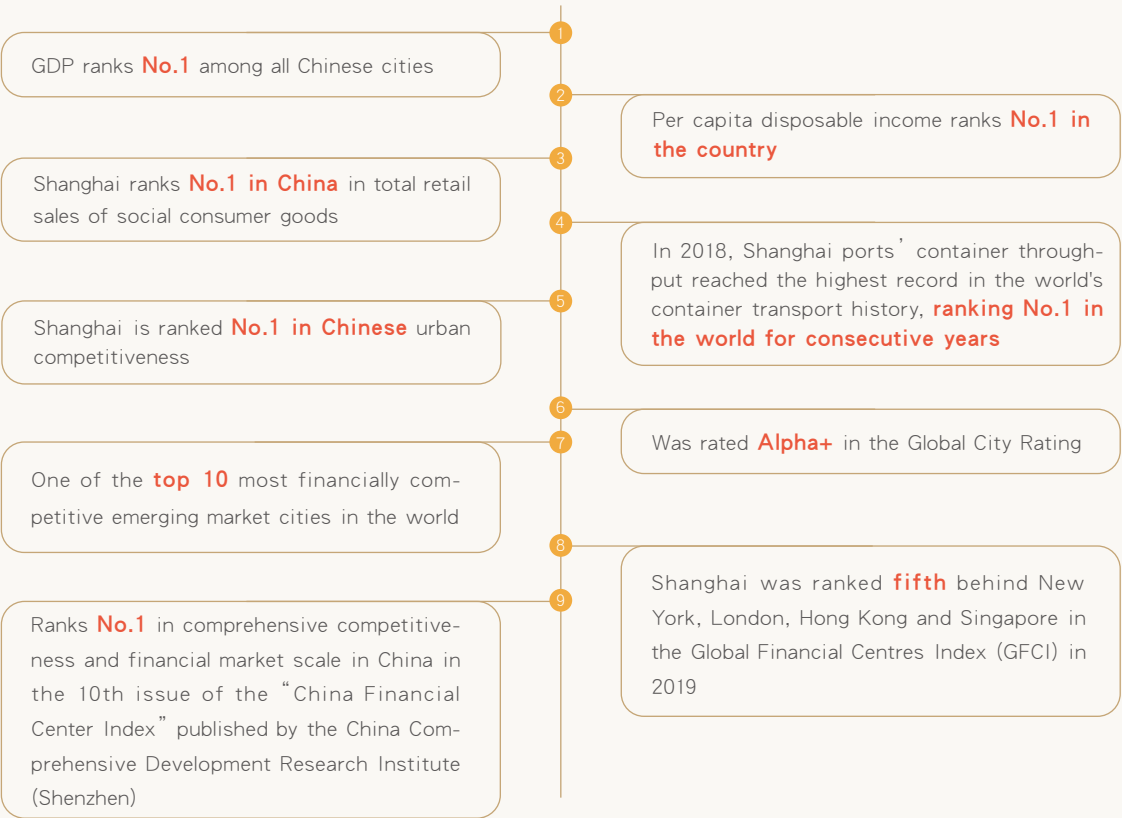
A total of 3653 high-tech enterprises were identified; 656 high-tech achievements transformation projects were identified, up 33.1% over the previous year, the highest record in five years.

399,900 new market entities were established and registered, up 13.2% over the previous year. The "Integrated Service" network was opened, the "enterprise cloud service" function was improved, the municipal big data center was established, and the demand-based sharing of government data was basically realized.

The added value of strategic emerging industries for the whole year was RMB 546.191 billion, an increase of 8.2% over the previous year. Among them, industrial added value was RMB 237.76 billion, an increase of 4.2%, and service sector added value was RMB 308.431 billion, an increase of 11.3%. In 2018, the added value of strategic emerging industries accounted for 16.7% of Shanghai's total GDP, an increase of 0.3% over the previous year.



Strong Competitive Strength of Shanghai



Vigorous Development of Foreign Investment

In 2018, foreign investment in Shanghai continued to grow steadily. More than 60% of foreign investment came from an increase of capital. Thousands of multinational corporations' headquarters and R&D centers set up offices in Shanghai. The continuous expansion of foreign investment and sound operation performance show that the determination and confidence of all types of overseas investors who choose Shanghai will continue to increase.

In 2018

↑ There were **5,597** new foreign-funded projects set up in Shanghai, an increase of **41.7%** over the same period of last year

↑ Contract foreign investment reached USD **46.937 billion**, an increase of **16.8%** over the same period of last year

↑ Meanwhile, actual foreign investment reached USD **17.3 billion**, an increase of **1.7%** over the same period of last year

97,000 foreign investment projects

contractual foreign investment amounted to USD **471,162 million**

foreign capital actually utilized USD **240.44 billion**

By the end of 2018, Shanghai had introduced investment

- 1

The number of countries and regions invested in Shanghai increased to **182**
- 2

The top ten countries and regions that have invested in Shanghai totaled USD **15.779 billion**, which accounts for **91.2%** of the total foreign investment in Shanghai
- 3

Among them, the total investment in the area along “the belt and road” has increased by **16.2%** compared to the same period last year, which accounted for **5.9%**

A Cluster of Regional Headquarters

In 2018, 45 new regional headquarters of multinational corporations were set up in Shanghai. By the end of 2018, 670 regional headquarters of multinational corporations were established in Shanghai. Notably, the number of headquarters present in Shanghai remained ahead of the whole of China. This amount has been continuously improved, with 18 new headquarters in the Asia-Pacific region being added throughout the year, amounting to total number of 88 headquarters. Increasingly more regional headquarters have become a "comprehensive headquarter office" which has integrated the functions of management decision-making, procurement and sales, R&D, capital operation, co-sharing services and other functions.

By the end of 2018

Regional headquarters

670

Headquarters in the Asia-Pacific region

88

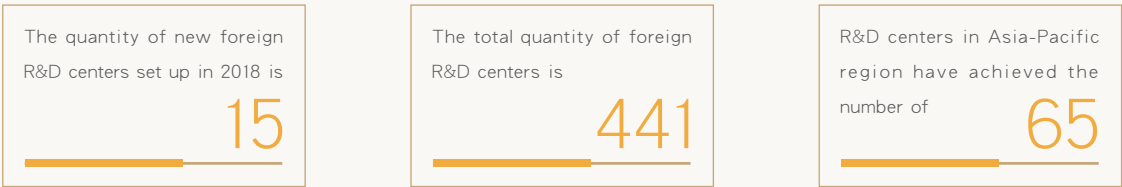
Investment headquarters

269

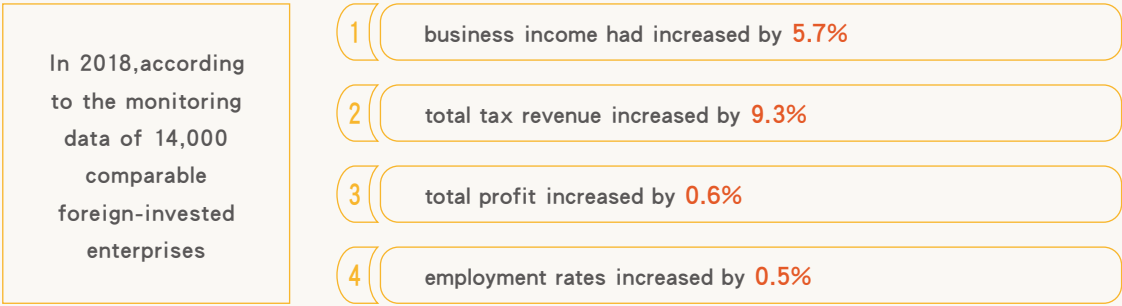


Advantages of Foreign R&D

In 2018, there were 15 new foreign R&D centers set up in Shanghai, adding to a total of 441 of which there were 65 R&D centers in Asia-Pacific region or above. Johnson & Johnson JLABS and Win-Chuang Innovation Center and other open innovation platforms came to launch in Shanghai one after another. Shanghai's foreign R&D centers are mainly concentrated in high-tech industries such as information technology, bio-medicine, automotive parts and components, and chemical industry. Taking the pharmaceutical and biotechnology industry as an example, 8 of the 10 largest pharmaceutical companies in the world have established their R&D centers in Shanghai, including Pfizer, GlaxoSmithKline, AstraZeneca, Roche, Novartis, Lilly and Bringer Ingham.



Performance of Foreign-invested Enterprises



The Initiatives of Opening-up

The three new opening-up measures of adding an extra new area of Shanghai Free Trade Pilot Zone, setting up a new board in Shanghai Stock Exchange with pilot registration system, and implementing the national strategy of regional integration development in the "Yangtze River Delta" have greatly boosted market confidence and provided valuable opportunities for enterprises at home and abroad to break the bottleneck of development and accelerate development.

Establishment of new area in the Free Trade Zone

On the basis of the five-year construction of the Shanghai Free Trade Zone, the establishment of new areas will deepen the differential exploration of institutional innovation, to further highlight the open advantages of Shanghai, to encourage innovation in the liberalization of investment and trade facilitation, to explore the implementation of higher standards, to give full play to the role of reform and opening up experimental fields, and to rally institutional innovation to the internationally recognized Free Trade Zone with the strongest competitiveness. The new development trend of emerging industries and international markets has significantly enhanced Shanghai's influence and competitiveness in global resource allocation.



Science & Technology Innovation Board

The Science & Technology Innovation Board is an important measure of the Shanghai Stock Exchange to implement innovation-driven development strategy and deepen the reform of capital markets to set up the innovation board with the pilot registration system. Firstly, the new board would enhance the inclusiveness of the capital market to technological innovation enterprises, enhance the focus on supporting key technological innovation, and improve the economic capacity of service entities. Secondly, the new board would steadily implement the pilot registration system, comprehensively promote the basic system reform of issuance, listing, information disclosure, trading and delisting, and establish and improve the information disclosure-centered system of stock issuance and listing.

Yangtze River Delta Integrated Development Demonstration Zone

Shanghai will fully implement the national strategy of regional integration development in the Yangtze River Delta and work together to promote the construction of the Yangtze River Delta integrated development demonstration zone. It will include the construction of the Yangtze River Delta infrastructure, scientific and technological innovation, industrial synergy, ecological environment, market system and other cooperative projects; to improve regional senior care services, healthcare, human resources, social security and other public service cooperation mechanisms; to involve in-depth participation with the construction of the Yangtze River Economic Zone; to actively promote the Chongming Yangtze River Economic Zone green development demonstration, as well as to accelerate the construction of a world-class ecological island.



China International Import Expo (CIIE)



one belt
and
one road

Under the guidance of the "one belt and one road" policy framework, the first China International Import Expo (CIIE) was held in Shanghai from **5-10** November 2018.

172

The CIIE attracted 172 countries, regions and international organizations. Among them, member countries of G20, BRICs and SCO all participated in the exhibition. There were **58** countries along "the belt and road" and **35** least developed countries participated in the CIIE.

400,000

Over **3,600** enterprise participants and more than 400,000 Chinese and foreign buyers were engaged in the grand event, playing the symphony of "New Era, Shared Future" together.



China International Import Expo "6+365" One-stop Transaction Service Platform

As the host city of the first China International Import Expo, Shanghai also opens its doors to enterprises from all over the world. Shanghai Municipal Commission of Commerce and Shanghai Foreign Investment Development Board jointly organized investment promotion events with 16 districts, covering 45 investment fieldtrip routes and 30 investment promotion activities covering Shanghai's dominant industries and characteristic culture, which were welcomed by foreign enterprises and foreign institutions participating in the CIIE. The procurement of CIIE transactions has been fruitful, with a cumulative turnover of US**\$57.83 billion** per year.

Precise Match-making with Professional Platforms

Shanghai's high-end factor market is relatively complete with various professional platforms. There are thousands of exhibitions throughout the year. It has made breakthroughs in the core functions of cities such as economy, finance, trade, shipping and technological innovation to provide abundant international professional platforms for investment at home and abroad.

• China International Industry Fair (CIIF)

Founded in 1999, CIIF has obtained the certification of the International Exhibition Industry Association (UII) through the operation of specialization, marketization, internationalization and branding. The fair has become the most influential international industrial top exhibition in China's equipment manufacturing industry, an important window for China's industrial companies to face the global market, and a platform for economic and trade exchange and cooperation.



• China (Shanghai) International Technology Import and Export Fair (CSITF)

This fair is a specialized national and international exhibition for technology trade and is co-sponsored by the MOFCOM, the Ministry of Science and Technology, the State Intellectual Property Office and the Shanghai Municipal Government. The 7th CSITF will be held from the 8th to 20th of April 2019 at the Shanghai Expo Exhibition Hall.



• World Artificial Intelligence Conference

The high-end global conference on artificial intelligence is dedicated to building a preeminent international platform for the cooperation and exchange of artificial intelligence. The conference promotes and leads the integration and development of artificial intelligence industry and technological innovation, gathering the most influential scientists and entrepreneurs in the field of global artificial intelligence, as well as leaders of relevant governments. The guests give speeches on the technological frontiers, industrial trends and popular issues in the field of artificial intelligence. The conference aims to build the world's preeminent platform for cooperation and exchange within the artificial intelligence industry.



• Pujiang Innovation Forum

Co-sponsored by the Ministry of Science and Technology of the People's Republic of China and the Shanghai Municipal Government. With innovation as the key theme, the forum focuses on international visions and national needs, and strives to build platforms for innovation, development, exchange, and the promotion of advanced ideas. The forum is a think-tank platform among academics, with interaction between government, industry, universities and research institutions. The forum also releases the latest policies and stimulates international scientific and technological cooperation.



• World Laureates Forum

A world-wide scientific conference bringing together many top scientists, such as winners of the Nobel Prize, Wolf Prize, Rask Prize, Turing Prize, and the MacArthur 'Genius Grant.' The forum gathers pioneering ideas, innovative activities and cutting-edge technology to exchange and interact with outstanding domestic scientists, innovative enterprises, top financial capital and major government departments.



• Lujiazui Forum

With the rapid expansion of China's financial market and the increasing influence of China's economy and finance on the world's stage, the Lujiazui Forum has become an international high-end dialogue platform with a wide influence. High-ranking leaders of governmental departments and regulators, leaders of global financial and economic circles, as well as well-known experts and scholars have gathered at the forum to discuss major issues within the financial field.



• The Mayor of Shanghai International Business Consultation Conference

This conference series is aimed at famous international entrepreneurs gathering in Shanghai to discuss one or two prominent issues in Shanghai's economic development, and to provide advice and suggestions to the Mayor of Shanghai. The 31st Consultation Conference will be held on 20th October 2019, with the theme of "Promoting Shanghai's City Energy Level and Core Competitiveness".



投资领域

INVESTMENT
INDUSTRIES





- Financial Industry
- Commerce and Trade Industry
- Cultural and Creative Industry
- Artificial Intelligence(AI)
- Biomedical Industry
- Integrated Circuit
- New Materials Industry
- Automotive
- Chemical
- Characteristic Areas

Shanghai is speeding up the construction of the "five centers" of international economy, finance, trade, shipping and scientific and technological innovation so as to build itself into a city of global excellence and a modern, socialist, international, cultural metropolis with international influence. Shanghai is also actively promoting major domestic strategies such as the "Belt and Road" initiative and the Yangtze River Economic Belt development strategy to promote the integrated, quality development of the Yangtze River Delta region. In addition, as a leader in China's reform and opening-up, and a pioneer in innovative development in the new era, Shanghai is striving to upgrade its energy level and core competitiveness by deepening the reform of the China (Shanghai) Pilot Free Trade Zone.

The Shanghai Master Plan (2017-2035) proposes to encourage the development of specialized financial functional areas, promote and cultivate several world-class advanced manufacturing clusters, boost the deep integration of Internet, big data and artificial intelligence with real economy, and promote economic transformation and development through innovation in both manufacturing and services. In the future, Shanghai will provide stronger guarantees for investors across all industries. In the manufacturing sector, Shanghai will continue to promote the development of key industries such as integrated circuits, artificial intelligence, automotive, chemical, new materials and biomedicine. In the meantime, through the innovation of the modern service industries, Shanghai will further drive economic transformation and development through financial, commercial and cultural creativity.

To help investors better understand the investment opportunities in Shanghai, we will provide a brief introduction to "9+1" key areas, including 9 industries such as finance, commerce and trade, as well as some key characteristic areas. This information will help foreign investors make informed decisions about entering new markets, increasing investment or expanding their business.



White Paper on Environment for Foreign Investment in Shanghai



Shanghai Industrial Map



Scan the QR code to view a full version of the industry report

Financial Industry

Development Status

According to the "Global Financial Center Index 24," Shanghai has surpassed Tokyo for the first time to rank among the top 5 financial centers in the world - second only to New York, London, Hong Kong and Singapore.

Development Advantages

• **A hub for financial institutions**

Shanghai has become an important location for the headquarters and functional departments of global financial institutions. The Global Clearing Counterparty Association, RMB Cross-border Payment System, BRICS New Development Bank, and other important financial institutions and organizations have all settled in Shanghai. As of the end of November 2018, Shanghai has 1,603 licensed financial institutions of all types, and is an important hub for both domestic and foreign financial institutions, with foreign financial institutions accounting for 30% of the market.

• **Financial factor market agglomeration**

Shanghai has gathered a large number of national financial factor markets such as the Shanghai Stock Exchange, Shanghai Gold Exchange, and Shanghai Insurance Exchange. Professional service organizations such as accounting firms, law firms, and asset appraisal agencies also make it more convenient to carry out financial services in Shanghai.

• **Active trading in financial markets**

The total volume of transactions in Shanghai's financial market in 2018 reached RMB 1,645.78 trillion, an increase of 15.2% over the previous year. By the end of 2018, the Shanghai Stock Exchange ranked fourth in both total value of the stock market and amount of IPO financing. The Shanghai Gold Exchange had the world's largest spot gold trading volume, and the Shanghai Futures Exchange had the world's largest trading volumes of several futures products.

• **Domestically leading portion of financial professionals**

Shanghai attracts a large number of top professional financial experts from China and abroad, and strongly emphasizes the development of financial institutions. Chartered Financial Analysts (CFA) are the most stringently qualified professionals in the global investment industry. As of January 1, 2018, there are 5,058 CFA holders in mainland China (excepting Hong Kong, Macao and Taiwan), about 50% of whom are in Shanghai, ranking first with 2,528 CFA holders.

• **Acceleration of innovation in financial reform and opening**

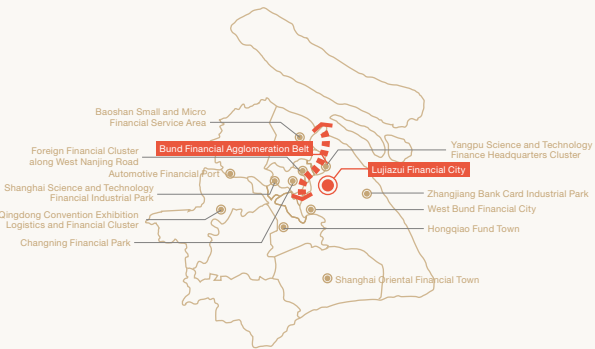
Shanghai continues to optimize policies and measures to support financial development, to further expand the breadth and depth of financial factor markets, and to accelerate the formation of a global RMB product center with the functions of innovation, trading, pricing, and liquidation, to support the high-quality development of the real economy through high-quality financial services, and forming an important hub for the optimal allocation of global resources.

Development Prospects

By 2020, an international financial center with a "6+1" structure will be established. The "six major centers" are a global asset management center, cross-border investment and financing service center, Fintech center, international insurance center, RMB asset pricing and payment clearance center, and financial risk management and stress testing center. The structure aims to form an "excellent international financial ecosystem."

Choices of Investment Destination

Shanghai's financial industry has formed a layout of "one city, one belt and several spots." The "one city" refers to the Lujiazui Financial and Trade Zone, gathering financial factor markets, headquarters finance, and shipping finance. The "one belt" refers to Huangpu District, with financial factor markets and emerging financial services, and Hongkou District with wealth management, asset management, and Fintech. Finally, the "several spots" include the Zhangjiang Hi-Tech Park, Jing'an District, Xuhui District, and Putuo District.



Lujiazui Financial and Trade Zone



The core hub of Shanghai financial industry, with office building options including the Shanghai Center, Shanghai World Financial Center (SWFC), Jinmao Tower, Shanghai International Finance Center (IFC), and more.



Grade A office buildings in the Lujiazui Financial and Trade Zone
Contact information:
86-21-60893700



The Bund Financial Agglomeration Area

Recommended office building: Bund Financial Center

The Bund financial agglomeration area in Huangpu District has the deep foundations and genes of Shanghai's financial industry. At present, 44 foreign financial institutions have gathered in this area, covering 19 countries and regions and accounting for 11% of Shanghai's total foreign financial institutions. Foreign financial institutions account for nearly 8% of financial sector tax revenue in Huangpu District. In 2018, Huangpu District government released its "Bund 12" policies, supporting the establishment of representative offices and other liaison agencies to foreign-funded financial institutions, and supporting international industry organizations and research institutions to set up various related offices in the area.



Grade A office building
Contact information: 86-21-6333 8868

Financial Market Opening Cases

Standard Chartered Bank was deeply involved in China's economic development and financial market opening



Standard Chartered Bank is the oldest foreign bank in China, having opened its first branch in Shanghai in 1858. Its Greater China headquarters office was established in Shanghai in April 2007, becoming one of the first local corporate banks. Standard Chartered is deeply involved in China's economic development. On 9th November 2018, as one of the first corporations to commit to participation in CIIE, it signed a total of about USD 1.7 billion in business. In 2018, Standard Chartered Bank (China) Limited became the first foreign-funded bank to be granted custody qualification for securities investment funds by the China Securities Regulatory Commission (CSRC). It was authorized to provide custody services for local funds and securities and futures management institutions to invest in domestic and foreign markets.

Bridgewater Associates is positive about China's capital markets



In March 2016, Bridgewater Associates, the world's largest hedge fund, settled in the Shanghai Free Trade Zone and established Bridgewater Associates (China) Investment Management Co., Ltd., a wholly foreign-owned enterprise. The company completed registration on 29th June 2018, formally becoming a domestic private equity fund manager. In its internal report "Daily Observations" on 19th April 2018, Bridgewater said that "within the next 10 years, China's stock market is likely to be comparable in volume and importance to the U.S. and European stock markets." It believes that with the opening of China's capital markets and the continuous promotion of the construction of Shanghai international financial center, China's great market space will continue to attract attention and participation from global financial institutions.

Industry Support

Exhibitions and events

Lujiazui Forum



Industrial policies

29th October 2015, "Further Promoting the Financial Opening and Innovation Pilot Project of China (Shanghai) Free Trade Pilot Zone and Accelerating the Construction Plan of Shanghai International Financial Center"



21st June 2018, "Opinions for the China (Shanghai) Free Trade Pilot Area on Expanding the Opening of Financial Services and Further Forming the New Advantages of Development and Opening," issued by the China (Shanghai) Free Trade Pilot Area

12th October 2018, "Regulations on the Supervision of Depository Certificates in Shanghai and London Stock Market Interconnection (Trial Implementation)"



Industry Support Organizations



China (Shanghai) Free Trade Pilot Area Administration Committee, Lujiazui Administration/Shanghai Lujiazui Financial City Development Bureau(Chinese version)



Shanghai Financial Association



Shanghai Asset Management Association

Commerce and Trade Industry

Development Status

In 2018, the added value of wholesale and retail trade reached 458.149 billion yuan in Shanghai, up 3.3% year-on-year, while the total sales of commodities reached 11.95 trillion yuan, up 5.6%, where wholesale sales amounted to 10.79 trillion yuan, up 5.3%. The total retail sales of social consumer goods reached 1.266869 trillion yuan, up 7.9% year-on-year, where non-store retailing sales amounted to 192.599 billion yuan, up 13.8%, and online retail sales totaled 150.670 billion yuan, up 15.8%.

Development Advantages

• The industry has a solid foundation and is well-driven

The overall good macroeconomic development, with growing per capita disposable income, and positive consumption expectations in Shanghai are internal driving forces for the development of Shanghai's trade and commerce industry. With the popularity of Internet infrastructure and smart mobile devices in Shanghai, the trade and commerce industry has realized innovative development through online and offline integration.

• Government policy support in place

Shanghai will develop new business models, new formats and modern supply chains, and cultivate new consumption of culture, health and information to build itself into an international consumer city. Shanghai will further promote trade and investment facilitation, meticulously organize the China International Import Expo, deepen reform and opening-up with a focus on the construction of the China (Shanghai) Pilot Free Trade Zone, and accelerate the establishment of a new open, higher-level economic system.

Development Prospects

The integration of traditional commerce, trade and e-commerce is the current trend of modern commerce and trade. The continuous development of new technologies such as Internet, cloud computing, big data and artificial intelligence has injected fast growth momentum into the industry. In this context, commodity prices, shopping experience and product quality will be unified. The retail industry can be effectively monitored from the production to the consumption of commodities. Consumers will get more professional services and higher quality products, while sellers will achieve zero-inventory operations. This change has helped reduce the burden on the retail industry and directly promote the fast development of the industry.

Investment Recommendations

Industrial spatial layout ("3+1")

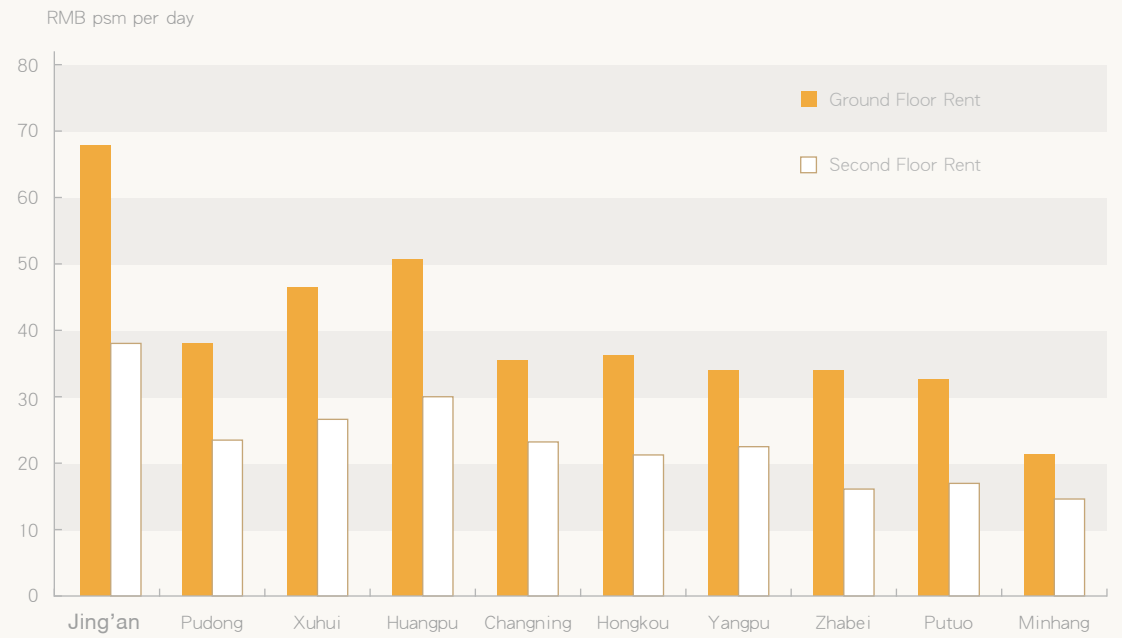
Shanghai's commerce and trade industry is widely distributed. At present, a "3+1" spatial layout has been formed, which consists of commercial centers at the city-level, district-level and community-level, supplemented by characteristic commercial streets.



Major distribution areas of commercial centers	
City-level commercial centers	East Nanjing Road, West Nanjing Road, Middle Huaihai Road, North Sichuan Road, Da'ning, Zhenru, Middle Ring (Zhenbei), Hongqiao Business District, Hongqiao-Tianshan, Zhongshan Park, Xujiahui, Wujiaochang, Small Lujiazui-Zhangyang Road, Yuyuan Tourist Mart, Shanghai International Resort
District-level commercial centers (central districts)	Central districts: Kongjiang Road, Dapu Bridge, Gongkang District, North Bund, Waigaoqiao, Yangpu Binjiang, Suhewan, Changshou, Caojiadu, Changfeng, North Middle Ring, South Bund, Xuhui Binjiang, Shibo, New Bund, Yuqiao, Tangzhen, South Commercial City, Hongqiao Wuzhong Road, Songbao
District-level commercial centers (suburbs)	Suburbs: Chongming New Town, Chongming Old Town, Chenjia Town, Changxing Island, Caolu, Chuansha, Zhoupu, Xuanqiao, Huinan Town, Datuan, Nanhui, Fengcheng, Bailian South Bridge, areas surrounding Jinhai Lake, Jiangchuan, Zhuanqiao, Pujiang, Xinzhuang, Qibao, Zhaoxiang, northern of new towns, Binhai, Fengjing, Southern Songjiang New Town, Northern Songjiang New Town, International Ecological Business District of Songjiang New Town, Qingpu Old Town, four stations in Qingpu New Town, Xiangyang River-Waiqingsong, Anting, Nanxiang, Jiading New Town Station, Gucun, Luodian, Jiading Old Town
Community-level commercial centers	Residential business, neighborhood business, etc.
Characteristic commercial streets	Historic streets, characteristic architectural areas, characteristic tourism resources, etc.

Rent of medium and high-end shopping malls in Shanghai

According to the Research Department of Colliers International, as of the first half of 2018, the rent of medium and high-end shopping malls in Shanghai are as follows:



Case Study - New Retail Model through Online and Offline Integration

Yonghui Supermarket, a representative of traditional retail industry

Yonghui Supermarket is one of the top 500 enterprises in China, with 141 stores in Shanghai. As one of the fastest growing retailers, Yonghui attempted to develop a new retail format as early as 2015, when the great opportunity of digital transformation was not yet mature. In 2017, Yonghui established Super Species, a new format focusing on high-end fresh food experience and catering + supermarket + digital retail experience with the hope of achieving online and offline integration.



Hema Fresh, a representative of the new retail industry

Shanghai's first Hema Fresh was established in January 2016 in Jinqiao. Today, Hema Fresh has 22 stores in Shanghai, with their delivery services covering more than 6 million Shanghai residents. Hema Fresh is a new retail format that Alibaba has developed by completely reconstructing offline supermarkets. Hema Fresh uses big data, mobile interconnection, intelligent internet, automation and other technologies, and advanced equipment to achieve optimal matching among people, goods and stores. Hema Fresh has its own complete logistics system from supply chains, warehousing to delivery. The new sales model of Hema Fresh has quickly achieved remarkable results in Shanghai after it was introduced to the city. Taking rice — the most important staple food in China — as an example, according to the data provided by the Shanghai Municipal Agricultural Commission in 2018, the monthly sales of Hema Fresh's new rice, the only retailer of new rice in Shanghai, accounted for 68% of the city's total.



Industrial Support

Industrial exhibitions

China International Self-Service, Kiosk and Vending Show 2019/Shanghai International Smart Retailing Show 2019 (CVS)

The exhibition will be held at the Shanghai New International Expo Center from April 25 to 27, 2019. CVS is a professional exhibition that provides integrated solutions and trade services including all kinds of domestic and foreign self-service terminals, vending machines and related accessories for hotels, shopping malls, restaurants, office buildings, hospitals, communities and other business spaces. In addition, CVS brings together intelligent applications, goods and suppliers as well as business giants from the upstream and downstream of the smart retail industry chain, and cooperate with well-known enterprises in the industry to promote the rapid development of smart retail.



WeChat



Web

Industrial policies

Construction Plan of the Shanghai International Trade Center in the 13th Five-Year Plan Period



Three-Year Action Plan for Building the Brand of "Shopping in Shanghai" and Accelerating the Construction of an International Consumer City (2018-2020)



Industry organizations



Shanghai Chain Enterprise Association



Shanghai Electronic Commerce Association (SECA)



Shanghai Cross-Border E-Commerce Association (SECA)



Shanghai Food Industry Association

Cultural and Creative Industry

Development Status

The cultural and creative industry is becoming a growth point of the new industrial system being built in Shanghai, and an important growth pole to enhance the city's competitiveness. According to the historical evolution and industrial labor division of the districts, various cultural and creative industrial parks in Shanghai have gradually formed industrial clusters with their own distinct characteristics and emphases.

Development Advantages

• **A complete industrial foundation**

In terms of spatial layout and cooperation between upstream and downstream industries, Shanghai has formed a complete international cultural and creative industry chain featuring Shanghai-style culture. The cultural industry has shifted its focus from year-long cooperation with the software and Internet information industry to integration with creative and digital industries. With the rapid development of mobile internet, several world-leading, excellent enterprises in the field of digital culture and animated games have emerged.

• **Sound policy support**

Based on the characteristics of the "light assets" of cultural enterprises, Shanghai has further improved relevant mechanisms, broadened channels, improved the cultural investment and financing service system covering "investment, easy financing, guarantees, loans and incubation", and vigorously promoted the full integration of the cultural and creative industry with capital, including support, project subsidies, loan discounts, and guidance funds.

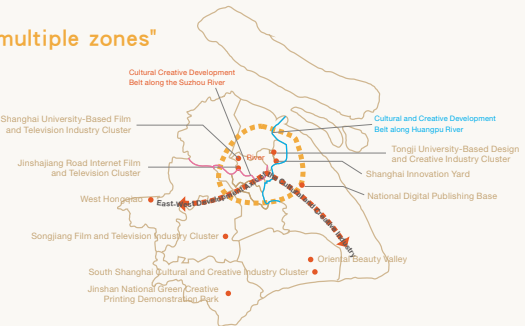
Development Prospects

Within the next five years, the added value of Shanghai's cultural and creative industry will account for about 15% of the city's GDP, and Shanghai will essentially complete the construction of a major town centered on a modern cultural and creative industry. By 2030, the added value of Shanghai's cultural and creative industry will account for about 18% of the city's GDP, and Shanghai will basically complete the construction of a cultural and creative industry center with global influence. By 2035, Shanghai will have fully completed the construction of a cultural and creative industry center with global influence.

Investment Options

Spatial layout of "one axis, one circle, two belts and multiple zones"

Shanghai's cultural and creative industry is mainly concentrated in the cultural and creative park in Pudong New Area. Shanghai has been earnestly building industrial functional bases and characteristic cultural and creative parks, with a focus on seven functional core areas of the cultural and creative industry: Lujiazui, Zhangjiang, Jinqiao, Shibo, Waigaoqiao, Resort and Lin'gang. The city has successively created multi-regional industrial clusters with reasonable distribution and coordinated development. At present, the spatial layout of "one axis, one circle, two belts and multiple districts" has been formed.



Shanghai Zhangjiang Cultural and Creative Industry Park

Located in the Shanghai Zhangjiang Hi-Tech Park, the Shanghai Zhangjiang Cultural and Creative Industry Park is characterized by scientific and technological R&D, financial support and innovative services, and has remarkably gathered leading enterprises to achieve the scale effect. The park boasts obvious advantages for the combination of culture and technology, innovation, finance and trade, and is a national cultural industry demonstration park with strong cultural communication power. It is home to an array of domestic well-known, industry-leading cultural enterprises, including Shanda, The9, Toonmax Media, City Animation and Hippo Animation.

Contact information:
86-21-50801818



Pudong New Area - National Base for International Cultural Trade

Located at No. 2 Maji Road, Waigaoqiao Free Trade Zone, Pudong New Area, Shanghai, the base covers a total area of 56,900 square meters, with an area of 13,374 square meters occupied by commercial service facilities. As the first national base for international cultural trade, the base leverages the special regional advantages of the Waigaoqiao Free Trade Zone to provide comprehensive services and support for cultural enterprises across the country, such as import and export agency, product display, equipment leasing, business consultation, copyright trading, performance brokerage, film and television post-production, film and television planning and creative design.

Contact information:
86-21-58697777



Yangpu District - Knowledge and Innovation Community

The suggested revision is as follows: The Knowledge & Innovation Community is a core part of the Yangpu Large Knowledge & Innovation Functional Area, as well as a pioneer area that has implemented Yangpu's development concept of "three-district linkage and three-city integration". This Functional Area serves as a demonstration area for innovative development of Shanghai's service industry, and covers a planned area of about 6 square kilometers, bordering on East Guoding Road to the south, East Yin'gao Road to the north, Guohe Road to the east and Guoding Road to the west. Its leading industries are information services, intelligent medical services and design services industries represented by artificial intelligence, cloud computing and big data. This Functional Area has gathered a group of celebrated enterprises including IBM, Dell EMC, AECOM and eBaoTech. It is also home to more than 70,000 people who work, study and live here as well as about 60 mass entrepreneurship platforms and incubators with different industrial functions and business models.



Contact information:
Building Rental: 86-21-55068893
Park Service: 86-21-61436143

Jing'an District - 800 Show Creative Park

The park is located at No. 800 Changde Road. The old Soviet-style factory has become one of the iconic fashion show venues in the Jing'an District and Shanghai. Since 2009, this 115-meter-long venue has hosted a series of celebrated public cultural activities, such as the "Rebirth" Art Exhibition, Shanghai International Creative Industry Week, Dutch Cultural Museum, Shanghai Fashion Week, One Drama Presentation and Civic Theatre, French Music Festival, and Shanghai University Design & Creative Works Exhibition.

Contact information: 86-21-23425145



Xuhui District - Yuejie Creative Park

The Yuejie Creative Park is one of the largest single creative industry parks in Shanghai, with a leasable area of about 90,000 square meters. The park, built based on the idea of the "Office Park," integrates garden art into public space and offers three major functions: office space, creative and leisure activities, encompassing all-round industrial and living needs. In the open eco-garden street, a variety of creative, commercial and leisure industries including creative studios, green catering, advertising design, and cultural communication have formed a complete industrial chain, promoting the development and growth of the enterprises in the park.

Contact information: 86-21-64872222-1737



The Innovation Yard

The Innovation Yard is located in the core area of Huangpu District with a land area of about 0.5 square kilometers and a floor area of 180,000 square meters. It incorporates 11 cultural and creative industry parks, namely Phase II, Phase III and Phase IV of Bridge 8, Phase I and Phase II of Innovation Bureau, Honghui - Wisdom Park, Longzhiyuan, SOHO Park, Hongxin Science and Technology Park, Jingwei Tiandi Park and Hongshuangxi. After years of industrial agglomeration, the Innovation Yard has seen increasing improvement in the spatial form and industrial structure of creative parks, the emergence of characteristic brands and the gradual formation of an industrial cluster centered on creative design and high-end services. The Innovation Yard is home to 300 enterprises, of which 70% are engaged in creative design.

Contact information: 86-21-63139272



Case Study - Cultural and Creative Enterprises in Shanghai

Case study - BroadMesse International as a link of cultural exchange between China and foreign countries

BroadMesse International, headquartered in Germany, is a leading enterprise in the culture, technology and exhibition industries, which operates globally. In 2005, BroadMesse International established its regional headquarters in the Zhangjiang Hi-Tech Park, Pudong, Shanghai. In recent years, with the implementation of China's "going out" strategy, BroadMesse International has brought increasingly more local enterprises and brands to the stages of global exhibitions and demonstrated the "confidence of Chinese brands" to the world. In addition, BroadMesse International has actively introduced foreign excellent cultural and creative ideas and practices to promote the prosperity of Shanghai's cultural and creative industry.

LKK becomes an international integrated innovative design group

LKK, founded in 2004, is an innovative design group dedicated to improving product competitiveness for customers. Through the platform of the Innovation Yard, LKK has developed from an initial industrial design company to an international integrated innovative design group. LKK has provided numerous innovative aesthetic products for consumers. In 2013, it was included into the first batch of national industrial design centers recognized by the Ministry of Industry and Information Technology.

Industrial Support

Industrial exhibitions

Shanghai International Cultural Creative Design Industry Expo (SICCDIE)

The SICCDIE 2019 will be held in the Shanghai New International Expo Center from July 10 to 12, 2019. It will serve as an important platform for cultural products transaction (export), cultural industry exhibition, cultural information exchanges and cultural project cooperation.



Industrial policies

Several Opinions on Promoting the Integrative Development of Cultural and Creative, Design Services and Related Industries (GF No. 10 of 2014)



Detailed Implementation Rules for the Cultural Market Opening-up Project of the China (Shanghai) Pilot Free Trade Zone (HFBF No. 18 of 2014)



Opinions on Implementing the Several Opinions of the State Council on Promoting the Integrative Development of Cultural and Creative, Design Services and Related Industries (HFF No. 1 of 2015)



Measures of the Shanghai Municipality for Implementing Financial Support Funds for Promoting the Development of the Cultural and Creative Industry (HWCB No. 36 of 2015)



13th Five-Year Plan of the Shanghai Municipality for the Development of the Creative and Design Industry (HJXD No. 67 of 2017)



Measures of the Shanghai Municipality for the Administration of Cultural and Creative Industry Parks (HWCB No. 11 of 2017)



Several Opinions on Accelerating the Innovative Development of the Cultural and Creative Industry in Shanghai



Industry organizations



Shanghai Creative Industry Association



Shanghai Creative Industry Center



Shanghai Creative Production Industry Association

Artificial Intelligence (AI)

Development Status

Shanghai's AI industry chain is relatively complete, with a comprehensive support system. As of the first half of 2018, the market size of AI related industries in Shanghai reached RMB 70 billion. Shanghai has gathered nearly 300 related enterprises, investment and financing institutions, and scientific research institutes, forming a mature industrial technology and business model. Sectors including assisted driving and intelligent robotics have reached a level of national leadership.

Development Advantages

• **Industrial Base: A high concentration, complete industrial chain and comprehensive, high quality technology**

Investors in Shanghai, as the peak of the domestic integrated circuit industry, are strongly supported by AI chips and other underlying hardware. Representative enterprises include ThinkForce, and xiao-i in the field of voice recognition.

• **Talent Agglomeration: A hub for AI industry professionals and research institutes**

One third of China's AI professionals have gathered in Shanghai, with a wide range of experience in the fields of computer vision, semantic recognition, and brain engineering, etc. It is also home to senior scholars in AI. For example, Fudan University has established the Brain Intelligence Research Institute, and Tongji and Jiaotong University are preparing to build AI research institutes.

• **Application Scenarios: The fusion of collaborative development with rich applications and segments**

Shanghai's downstream AI industry has rich application scenarios in the automotive, aviation, integrated circuit, and complete equipment manufacturing sectors, as well as services such as finance, commerce, logistics, and consumer services.

• **Data Resources: Big transaction data and rich resources are taking shape**

Shanghai's data resources include three basic databases: a legal person database, actual population database, and spatial geography database. Its data trading center accounts for 50% of the country's total average daily data transaction volume. Meanwhile, its ecology capability has taken shape, and Shanghai has initially formed an innovative, open and collaborative integrated industrial ecosystem.

• **Financial Support: Special financial support and industrial development funding**

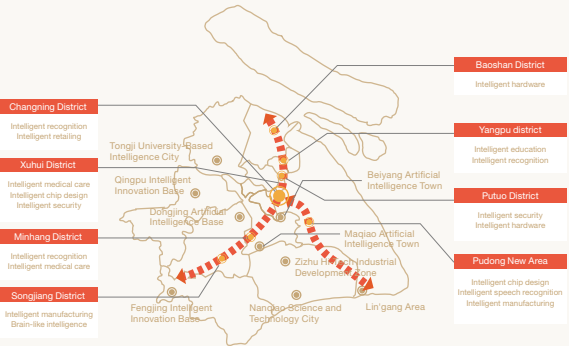
The Shanghai Municipal Government supports qualified key AI projects and platforms, including a RMB 100 billion AI industry development fund, up to RMB 20 million of special funding, and other policies.

Development Prospects

By 2020, key AI industries in Shanghai are expected to exceed RMB 100 billion in scale, reaching the peak of domestic AI development, with broad prospects for industrial development.

Investment Recommendations

Investors may consider investing in AI applications in financial services, transport, healthcare, and security. Shanghai includes several specialized AI industrial zones including the "Xuhui Binjiang - Caohejing - Zizhu Park, Minhang District" AI innovation belt, the AI town of Huajing Beiyang, the "Zhangjiang-Lingang" AI innovation zone, and the "3-in-1" smart urban area of Yangpu District – all of which make ideal investment targets.



Shanghai West Bund



Shanghai's West Bund covers an area of 9.4 square kilometers alongside the 11.4 kilometer shoreline, with a total development land area of 9.5 million square meters. It includes more than one million square meters of "AISpace," within which the International Artificial Intelligence Center (AITower), 200 meters high, has already been built. Leading companies such as Tencent, Netease, Xiaomi, Hunan Satellite TV, Chinese Culture Group Co., Ltd., Shangtang Science and Technology, Youzu Network, and other industry giants have gathered here. The scenery of this area is beautiful, and the environment comfortable. The West Bund also hosted the 2018 World Artificial Intelligence Conference.

Contact information: 86-21-64573609



Zhangjiang Artificial Intelligence Island



Shanghai Zhangjiang Park gathers intelligent chip design, speech recognition, and intelligent manufacturing industries. Representative companies include Yuanqi Technology (educational robots), Silan Technology (service robots), AI ADAS (automotive), Fourier (medical rehabilitation robotics), and so on. With remarkable location advantages and convenient transportation, the AI Island is located in Zhangjiang Hi-Tech Park, covering a total area of 100,000 square meters. It contains national scientific research facilities and clusters of scientific research institutions, with open labs, experience centers, and a large co-sharing space.

Contact information: 86-21-68796879



Linhang AI Agglomeration Zone The land transaction price is RMB 1,125/m² (end of 2018)



With a planned area of nearly 247 square kilometers, Lingang Industrial Zone aims to become a key scientific and technological innovation center with global influence, and an international center for intelligent manufacturing. The Zone has the unique geographic advantages of integrating aviation, shipping, long distance rail, expressways, inland river transport, and rail transit.

Contact information: 86-21-38298818



Yangpu District - Changyang Campus



The suggested revision is as follows: The Changyang Valley, covering a planned floor area of 350,000 square meters, is an innovative and entrepreneurial campus for knowledge workers. As a benchmarking case in the renewal of central urban areas of Shanghai, the Valley vividly manifests the transformation of new and old energy, and is vigorously building itself into a "world-class valley".

Contact information: 86-21-55235000



Case Study - AI Enterprises in Shanghai

IBM established a presence in Zhangjiang AI Island

In January 2019, IBM's Shanghai Headquarters and R&D Building officially entered Zhangjiang AI Island, bringing its customer, R&D, design innovation, and sales centers. It will become one of IBM's three major global R&D centers. "This is a place with unlimited potential," Luo Jiefang, General Manager of IBM Greater China, said. "We are confident in our ability to attract more experts to join IBM when we settle in Pudong, Shanghai, where talent gathers."



Microsoft established a presence in Zhangjiang AI Island

In 2019, the Microsoft Artificial Intelligence and Internet of Things Laboratory was established in the AI Island. It is Microsoft's third AI laboratory in the world, and first in its Asia-Pacific strategy – Microsoft's largest AI laboratory in the world so far. "It's a great honor to grow and progress together with world giants like Microsoft," said Yuan Tao, chairman of the Party Committee of Zhangjiang Group.



Shangtang Technologies set up its global R&D headquarters in Shanghai

Shangtang Group is China's largest AI enterprise. Its algorithms have been applied in more than 10 industries so far, such as smart cities, finance, automotive, smart phones, mobile internet, smart retail, and chips. In 2017, it signed an broad strategic cooperation agreement with the Shanghai Municipal Government, and invested RMB 6 billion to set up its global R&D headquarters in Shanghai, located in Binjiang, Xuhui District



Industry Support

Industrial exhibitions

Industrial Exhibitions and Events

World Artificial Intelligence Conference. The 2018 World Artificial Intelligence Conference, held from September 17-19, 2018 in the West Bund of Shanghai, was co-sponsored by the National Development and Reform Commission, Ministry of Science and Technology, Ministry of Industry and Information Technology, State Network Information Office, Chinese Academy of Sciences, Chinese Academy of Engineering, and the Shanghai Municipal People's Government. (Scan conference QR code)



HTC China Hi-Tech Industry Portal

The China (Shanghai) International Artificial Intelligence Exhibition was successfully held in the Shanghai International Purchasing Exhibition Center on August 30th, 2018, hosted by OFweek, Wikipedia, and the HTC China Hi-Tech Industry Portal. (QR code to the conference)



Industry Policies

In 2017, the Shanghai Municipal Government issued "Opinions on the Implementation of Next-Generation AI in Shanghai"

In 2018, the Shanghai Municipal Government released the "Implementation Measures to Accelerate the Development of High-Quality AI"



2017



2018

Industry Associations



Global AI Academic Alliance



National Alliance of AI Venture Capital Services

Biomedical Industry

Development Status

The biomedical industry is an important pillar of the strategic emerging industries in Shanghai, as well as a key industry for development. In 2018, the output value of Shanghai's biomedical industry was 117.66 billion yuan, with an increase of 9.8% over the same period last year.

Development Advantages

• A sound biomedical innovation industry chain

Shanghai has the most cutting-edge R&D plants and enterprises in China. 8 out of the world's 10 largest pharmaceutical enterprises have established R&D centers in Shanghai. Shanghai is researching on the construction of the "Shanghai Clinical Medical Research Center" to promote the integration between health services and manufacturing.

• A pool of multi-level professional talent

Zhangjiang's biomedical industry has about 42,000 employees, of which 36,500 hold a college degree or above, including about 8,200 masters, 2,800 PhDs, 162 experts at all levels and about 13,000 people engaged in scientific and technological activities.

• Extensive market applications

Including hospitals, nursing homes, health management, Internet health care, health food and general consumption areas.

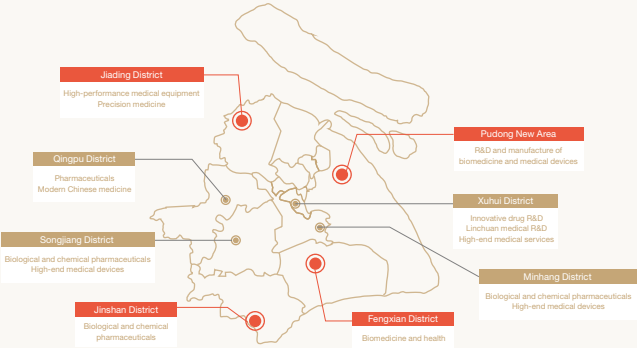
Development Prospects

It is estimated that by 2020, Shanghai's biomedical industry will reach 400 billion yuan, and become an R&D center, manufacturing center, R&D outsourcing and service center of high-end biomedical products in the Asia-Pacific region. In terms of the market environment, the global medical demand has increased in recent years. The World Health Organization predicts that in the next decade, the medical health expenditure in Asia will increase exponentially, and consumers' medical health demands will be higher and higher. Moreover, Shanghai has a large number of high-level medical service institutions, and the demand for biomedical products is immense, resulting in high prospects for the market.

Investment Recommendations

"1+3+X" spatial layout

"1" refers to the Pudong New Area, "3" refers to the Fengxian, Jinshan and Jiading Districts, and "X" refers to the Songjiang, Xuhui, Qingpu and Minhang Districts, etc., where a large number of biomedical enterprises are located.



Zhangjiang Pharma Valley

Established in 1994, the National Shanghai Biomedical Science and Technology Industry Base - Zhangjiang Biomedical Base, is situated in the Zhangjiang Hi-Tech Park and known as the "Zhangjiang Pharma Valley." As the first professional biomedical base in China, it has gathered the strongest medicinal drug R&D enterprises in the country and incubated more than 400 biomedical enterprises. For every three Category I drugs approved by the State Food and Drug Administration each year, one will come from the Zhangjiang Pharma Valley, where the clinical approval rate of drugs is more than three times the global average. The base has witnessed the implementation of more than 100 projects of more than 80 enterprises all over the country, and the overseas marketing approval of 20 drugs to go from the domestic to international market. On average, there will be an international academic biomedical exchange every day. In addition, the base is home to many multinational enterprises, including Boehringer Ingelheim, Hutchison Pharmaceuticals and Zai Lab Limited.

Contact information: 86-21-68796879



Zhangjiang Jinshan Biomedical Park, Shanghai

With R&D in Zhangjiang, and manufacturing in Jinshan, the Jinshan Industrial Zone and Zhangjiang's biomedical industry will be jointly built as the Zhangjiang Jinshan Biomedical Park, Shanghai. With a planned area of 2.78 square kilometers, the park has been named as the National Biomedical Industry Base and the National Science and Technology Innovation Base by the National Development and Reform Commission and the National Commerce Commission. At present, key development areas cover 405 mu (1 mu is about 667 square meters) and are mainly developed in the form of lease and sale by lease. Another biomedical industrial park, covering 61.37 mu, is currently under development, with the plants being built based on customer needs and the GMP standard. In addition, a standard plant of about 94,000 square meters has been built on Haoye Road.

Preferential policy: For key industries, within five years from the date of commissioning of the enterprises, the portion of the VAT and enterprise income tax paid by such enterprises that is retained by the Jinshan Industrial Zone will be refunded 100% in the first two years, and refunded 50% in the next three years. The park also offers subsidies for house purchase and rental. Recognized talent can receive subsidies of up to 600,000 yuan for a house purchase; technological transformation projects can receive subsidies up to 50 million yuan; and science and technology innovation projects can receive subsidies up to 10 million yuan.

Reference land price: 1,199 yuan/m²

Contact information: 86-21-57272225



Fenglin Medical Center

Fenglin Medical Center is the only professional service organization in Xuhui District aiming at accelerating the incubation of medical innovation enterprises at home and abroad. To meet the development needs of domestic and foreign innovative enterprises such as biomedicine, medical devices, medical services and artificial intelligence, the center provides flexible office space and business consulting services, and can cooperate with the surrounding medical innovation resources to speed up the translation and implementation of overseas innovative biomedical technologies in China.

Contact information: 86-21-33567121



Zizhu National High-tech Industrial Development Zone

The zone is composed of a university park, an R&D base and the Zizhu supporting area. In September 2009, it was awarded "Shanghai National Biological Industry Base" by the National Development and Reform Commission and "National Science and Technology Innovation Base (Biomedicine)" by the Ministry of Commerce and the Ministry of Science and Technology.

Contact information: 86-21-62376300



Case Study -
World - Renowned Pharmaceutical Enterprises in Shanghai

Roche Innovation Center in Shanghai

Roche is one of the Fortune Global 500 companies and the second largest pharmaceutical company in the world. In 2019, Roche will invest 863 million yuan to establish Roche Innovation Center in Zhangjiang, Shanghai, which will be an important part of Roche's global strategy and its third largest strategic center in the world. Since 2016 when Roche was recognized as the Authorized Economic Operator (AEO) by the World Customs Organization, Shanghai Customs has offered more convenient services for Roche, including prioritized handling of customs clearance procedures for imported goods, simpler audit process, and random inspection of imported biological drugs, which have greatly reduced the clearance time.



Novartis' third largest R&D center in Shanghai

Novartis is one of the three largest pharmaceutical enterprises in the world, and a world-leading pharmaceutical brand. In order to cater to the Chinese market and meet the drug demand of China, Novartis established the Novartis (China) Biomedical Research Center, its third largest R&D center, in Shanghai. Novartis has not only introduced advanced technologies into China, but also shared these technologies with Shanghai through cooperation with local universities and hospitals. Novartis, rooted in Waigaoqiao, Pudong, Shanghai, has established a comprehensive new drug R&D service platform covering all fields including drug R&D, testing, production, experiment and marketing.



Industrial Support

Industrial exhibitions

Shanghai International Forum on Biotechnology & Pharmaceutical Industry (BIO-FORUM)

The 21st BIO-FORUM will take place at the Shanghai International Convention Center from 15 to 17 May, 2019. It is China's largest international forum in the field of biomedicine. (Scan the QR code to view information about the forum)



Industrial policies

Implementation Opinions of the General Office of the Shanghai Municipal People's Government on Promoting the Healthy Development of the Biomedical Industry in the City



2018 Action Plan for Promoting High Quality Development of Shanghai's Biomedical Industry (2018-2020)



Industry organizations

Shanghai Pharmaceutical Profession Association



Shanghai Clinical Research Center



Integrated Circuit

Development Status

In recent years, the sales of Shanghai's IC industry have reached hundreds of billions of yuan, where the chip design industry accounts for about one third, and the chip manufacturing industry accounts for about one quarter. Notably, Shanghai's chip design industry has grown rapidly with an average compound annual growth rate increasing nearly tenfold in a decade.

Development Advantages

- **A strong industrial foundation - A concentrated industry with a complete industrial chain and optimized structure**

Shanghai is the most concentrated IC industry base in China with the highest comprehensive technical level and a relatively complete industrial chain integrating design, manufacturing, packaging and testing, materials, equipment and other supporting services.

- **Excellent professionals - strong support from universities and multiple professional technicians and practitioners**

Shanghai's IC industry has about 160,000 practitioners, supported by Fudan University, Shanghai Jiao Tong University, Tongji University and many other colleges and universities with rich experience in the training of IC talents and a solid foundation for industry-university cooperation.

- **Abundant application scenarios - Great market potential and wide applications**

Including: the sensor (MEMS) market, wearable equipment market, Internet of Things market, industrial robot market, VR/AR (virtual reality/augmented reality) market, and artificial intelligence market.

- **Government policy support - Multiple policies supporting the construction of major projects, foundation establishment, independent innovation technology R&D and special awards**

Taking the tax policy as an example, new IC manufacturers or projects established after January 1, 2018 — with a line width less than 130 nanometers and with an operation period of more than 10 years — are exempt from business income taxes in their first two years, and enjoy a 50% discount off their business income taxes paid at a statutory tax rate of 25% from the third to the fifth year until the preferential period expires. Those with a line width less than 65 nanometers enjoy the preferential policy of "five exemptions, five halves."

Development Opportunities

The widespread growth of emerging industrial chains such as smartphones, Internet of Things, cloud computing and artificial intelligence will become the main driving factors of the IC industry. Shanghai aims to build itself into a world-class benchmark of information infrastructure by 2020 and implement and pilot the in-depth application of 5G. Shanghai's IC industry is expected to exceed 200 billion yuan.

Investment Recommendations

Industrial spatial layout of "one core and multiple poles"

Shanghai's IC industry is mainly concentrated in the Zhangjiang Hi-Tech Park and scattered across multiple districts and counties including Caohejing Hi-Tech Park in Xuhui District, Songjiang Industrial Park, Yangpu District, Jiading District, Qingpu District and Jinshan District. At present, the spatial layout of "one core and multiple poles" has been formed. Four parks are recommended here.



Zhangjiang Hi-Tech Park

The park, covering an area of 79.7 square kilometers, is the largest IC industrial park in China, with the highest comprehensive technology level and the most complete industrial chain, known as China's "Silicon Valley." The park has gathered 197 enterprises including IC design, chip manufacturing, packaging and testing, equipment and materials. 6 out of the top 10 global chip design enterprises have established regional headquarters and R&D centers in Zhangjiang, and 3 out of the top 10 national chip design enterprises are headquartered here. The park is also home to several well-known manufacturing enterprises including SMIC and Huali Microelectronics.

Reference land price: 3,700 yuan/m² (2018)

Contact information: 86-21-68796879



WeChat public account of Zhangjiang Hi-Tech Park



Website of Zhangjiang Hi-Tech Park



Zizhu Hi-Tech Industrial Development Zone

The park is one of the important bases of Shanghai's IC industry. The park has attracted several major national and municipal projects such as the CGN, Aviation Power, and Commercial Aircraft Engine. It houses 137 foreign enterprises and 565 domestic enterprises, and is home to the R&D centers and regional headquarters of several of the world's Fortune Global 500 companies including Intel, Microsoft, GE and Coca-Cola, as well as a group of well-known IC enterprises, such as Intel Asia-Pacific R&D, SanDisk Semiconductor, and Aisinochip Electronics Technology.

Zizhu Reference land price: 6,750 yuan/m² (end of 2018)

Contact information: 86-21-61212288



WeChat public account of Zizhu National Hi-Tech Industrial Development Zone



Website of Zizhu National Hi-Tech Industrial Development Zone



Caohejing Hi-Tech Park

This all-inclusive zone integrates a national hi-tech zone, a national development zone and a national export processing zone. It brings together more than 2,500 high-tech enterprises from home and abroad, including more than 500 foreign-invested enterprises. 81 out of the world's top 500 multinational companies have set up 126 high-tech enterprises here. A relatively complete industrial chain from IC design, manufacturing, packaging and testing to special IC equipment and supporting production materials has been formed within the zone. In addition, the zone is home to wafer manufacturers, R&D enterprises such as STMicroelectronics, Trident, OKI, IDT and Montage Technology, as well as supporting enterprises such as Toppan Photomasks, Inc. and Air Liquide.

Contact information: 86-21-64859900



WeChat public account of Caohejing Hi-Tech Park



Website of Caohejing Hi-Tech Park



Songjiang National Economic and Technological Development Zone

The zone, covering an area of 57.77 square kilometers, houses more than 450 foreign enterprises, including more than 40 Fortune Global 500 enterprises. The zone is also home to more than 10 well-known IC enterprises, including TSMC, Xinyang Semiconductor Materials, OmniVision Semiconductor, Alpha & Omega Semiconductor, Agape Package Manufacturing, Shanghai Quanlan Semiconductor, and Shangsheng Electronics. The zone is characterized by the integrated development of the Songjiang G60 Science and Technology Innovation Valley and the Yangtze River Delta.

Reference land price: 910 yuan/m² (early 2019)

Contact information: 37031111



Wechat Public Number of Songjiang Economic and Technological Development Zone



Website of Songjiang Economic and Technological Development Zone

Case Study - IC Enterprises in Shanghai

Qualcomm, the first chip testing center involving manufacturing and testing services

Qualcomm established a R&D center in Zhangjiang in 2010, and invested millions of dollars in 2016 to establish the first chip testing center involving manufacturing and testing services. Guo Tao, Vice President of Government Relations at Qualcomm, said that the investment environment in Shanghai has three characteristics: talent aggregation, innovation aggregation and ecological aggregation, and that these factors, coupled with strong government support, assisted Qualcomm in becoming a leading design company in the world.



AMD establishes its Shanghai R&D Center

Advanced Micro Devices (AMD) established a R&D center in Zhangjiang in 2006, with a total investment of USD 16 million, to provide support for global users in the R&D of cutting-edge technologies and products. Today, AMD's Shanghai R&D Center has grown into its largest CPU platform and mobile product R&D center outside of its home country.



Heraeus Shanghai Innovation Center

In October 2018, the Fortune Global 500 Heraeus established its Shanghai R&D Center in the Minhang District. Heraeus set up its innovation center in Shanghai, as it did with its Greater China headquarters, because Shanghai gathers a large number of customers, boasts good university and talent resources, and remarkable comprehensive advantages.



Industrial Support

Industrial exhibitions

China Semiconductor Technology International Conference (CSTIC)

The China Semiconductor Technology International Conference (CSTIC) is one of the largest and most comprehensive annual semiconductor technology conferences in China — and even Asia — since 2000. The conference includes manufacturing and advanced technology, including detailed manufacturing processes, device designs, integration, materials and equipment. (Scan the QR code to view information about the conference)



Industrial policies

- ◆ Several Policies of the Shanghai Municipality on Further Encouraging the Development of Software and Integrated Circuit Industries (HFF No. 23 of 2017)
- ◆ Notice on Issues Concerning Income Tax Policies of Integrated Circuit Manufacturers (CS No. 27 of 2018)
- ◆ Measures of the Shanghai Municipality for Special Rewards for Designers and Core Teams of Software and Integrated Circuit Enterprises (HJXGF No. 4 of 2018)



Industry organizations



Shanghai Integrated Circuit Industry Association



Shanghai Transportation Electronics Association



Shanghai IC Technology and Industry Promotion Center

New materials industry

Development status

Since the beginning of the 13th “Five-Year Plan period,” Shanghai’s new materials industry has maintained steady development. At present, Shanghai has 547 new materials enterprises above the designated scale. In 2018, Shanghai’s new materials industry achieved a total output value of 255.9 billion yuan, ranking second among eight key categories of strategic emerging industries and related services in Shanghai.

Development advantages

• **A strong industrial foundation**

Shanghai’s new materials industry has formed a complete industrial chain integrating upstream and downstream industries, including advanced polymer materials, new metallic materials, new inorganic non-metallic materials, high-performance fibers and composites, special integrated circuit materials, biomedical materials, aviation and aerospace materials, artificial crystals and advanced ceramics, third-generation semiconductor materials, new display materials, battery materials for new energy vehicles, and functional rare earth materials.

• **A pool of professional talent**

6 famous universities in Shanghai have opened new materials-related disciplines; 6 professional research institutes focused on related in-depth scientific research; 28 national key laboratories, research centers and other functional platforms and institutions are conducting research on the application of new materials and related technological development.

• **Abundant application scenarios**

New materials can be applied in a variety of industries, including electronics, automotive, artificial intelligence, integrated circuits and biomedical as well as market segments including artificial crystals, graphene, and 3D printing.

• **Favorable policy support**

Shanghai offers distinctive support policies, such as the Program of Special Funds for Industrial Transformation, Upgrading and Development (First Batch of New Materials), and the Program of Strengthening Basic Industrial Capacity, major project services, talent base construction, and new materials industry funds. In 2018, the First Batch of the New Materials program supported 14 projects. In 2017 and 2018, Shanghai’s Key Basic Materials R&D and innovation Program for Strengthening Basic Industrial Capacity supported 9 new materials projects, garnering an investment of 279 million yuan in the R&D and industrialization of new materials applications.

Development prospects

By 2020, the total output value of Shanghai’s new materials industry is expected to reach 250 billion yuan. 1 to 2 new cutting-edge materials will be developed, and industrial agglomeration will be initially formed. In addition, Shanghai will continually strengthen the support capacity for the key materials of major industrial clusters, such as integrated circuits, automotive, aviation and high-end equipment, so as to realize the intelligent and green transformation and upgrading of the iron and steel, petrochemical and other basic materials industries.

Investment recommendations

"3 + X" spatial layout

where more than 140 new energy enterprises are settled "X" refers to Songjiang District, Jiading District, Fengxian District, Pudong New Area, Qingpu District and other related parks. Investment in these areas is highly recommended.

Baoshan Industrial Park

Baoshan Industrial Park is a municipal industrial park established in 2003, it is part of Zhangjiang National Innovation Demonstration Zone, and it is also the main advanced manufacturing industry and strategic new industrial base in Baoshan District. Shanghai Baoshan Industrial Zone with an area of 20.54 square kilometer, is located in the north-east part of Shanghai, Yangtze River to its east, Jiading New Town to its west, Lake Malaren New town to its south and Taicang to its north. Baoshan Industrial Park has abundant land reserve resources, with an area of about 10,000 mu, including industrial land 5800mu, C65 headquarters research and development land 2120 mu, commercial office and residential land 1800 mu. At the same time, the park has nearly 300,000 square meters of high-standard industrial plants and 200,000 square meters of R&D buildings. Each year, the park will build more than 200,000 square meters of new plant carrier area, which can provide rich development space for enterprises entering the park.

In the future, the park will focus on making "Shanghai beijiao" a strong brand, building three parks " Shanghai CSSC international cruise Industrial Park", " New energy vehicles accessories Industrial Park", " Shanghai beijiao Future Industrial Park ", and developing luxury cruise ships, auto parts, intelligent hardware, new materials and other industries. Baoshan Industrial park will accelerate high-end manufacturing, R&D headquarters, comprehensive bonded function layout and industrial chain shaping, and promote the integration of the Yangtze River Delta industrial chain.



Contact information:
021-66879800 (daytime)
021-33851278 (evening)



Jinshan Industrial Park



The Jinshan Industrial Park is one of the core bases of new materials in Shanghai. The park focuses on organic materials, functional materials and structural materials. The core base of petrochemical and fine chemicals centered on plastics, special rubber, optical diaphragms and their basement membrane, high-performance fibers, polyurethane and fine chemicals. The core development areas for new materials are the Shanghai Jinshan Industrial Park, the Shanghai Zhujing Industrial Park, the Shanghai Fine Chemical Industry Park, the state-level Zhangyan New Materials Industrial Park and the Jinshan Branch of Shanghai Chemical Industry Park.

Reference land price: 907 yuan /m² (July 2018)

Contact information: 86-21-57272151



Qingpu Industrial Park



In 2007, Qingpu District was approved to establish the Pingpu New Materials Industry Base under the National Torch Plan, and the Qingpu Industrial Park was recognized by the Ministry of Industry and Information Technology as the "National New Industrial Demonstration Base (New Materials)" with an area of about 25 square kilometers. The park centers on new organic materials, new building materials, new composite materials and new metallic materials, and focuses on the development of polymer-modified materials. The park is home to INVISTA Fiber (Shanghai), Honeywell Specialty Materials, Kingfa Science & Technology and other enterprises.

Reference land price: 1,590 yuan/m² (March 2019)

Contact information: 86-21-69228000



Jiading Industrial Zone

The Jiading Industrial Zone primarily focuses on new rare earth materials and new automotive materials. The zone mainly consists of the Shanghai High-Tech Industrial Park of the Chinese Academy of Sciences and the Jiading Industrial Base of the National University Science & Technology Park of Shanghai University. It is home to Xinch Energy, Helan Turbines, Shanghai SIM-MAX Technology and other enterprises.

Reference land price: 826 yuan /m² (August 2018)

Contact information: 86-21-39966500



Case study - Mew materials enterprises in Shanghai

BASF (China) Co., Ltd. - Super brain of the new materials industry

The German BASF is one of the largest chemical plants in the world. In 2004, BASF moved its Greater China headquarters to Shanghai, with its production and manufacturing located in the Shanghai Chemical Industry Park and its new materials R&D center, headquarters and talent training center beside the Huangpu River in Pudong, Shanghai. More importantly, BASF Innovation Campus Shanghai is its global R&D hub. With the increase of BASF's investment in Shanghai and the accelerated construction of its R&D center, BASF, as a large-scale chemical enterprise with global influence, will further become a model of industrial innovation centers, a model of regional coordinated development and deep city-industry integration, a model of safe production and environmental protection, and a model of industrial restructuring and secondary development.



Industrial support

Industrial exhibitions

Shanghai International New Material Industry Show 2019

The Shanghai International New Material Industry Show of the 21st China International Industry Fair will be held at the National Exhibition and Convention Center (shanghai) from September 17 to 21, 2019. (Scan the QR code to view information about the show)



Industrial policies

2018 Special Support Measures of Shanghai Municipality for the First Batch of New Materials (Trial Implementation)



Industry organizations



Shanghai Society for Advanced Materials



Shanghai Non-ferrous Metal Trade Association



Shanghai Polyurethane Industry Association



Shanghai Association for Rare Earth(WeChat official website)

Automotive

Development status and prospects

The output value of Shanghai's automotive industry accounts for more than one sixth of the city's total output value, and about one tenth of the country's total. From the perspective of the global reform process, consumers' interest in electric vehicles and new energy vehicles has further increased, and the industry is quickly moving towards four major trends: shared travel, autonomous driving, intelligent networking and new energy. Shanghai is seeking the development of upstream power batteries for new energy vehicles while shifting profit points of the automotive industry through downstream business expansion. Shanghai's industrial layout has paved the way for the upstream, middle, downstream and after-market of the new energy vehicle industry.

Development advantages

• Industrial aggregation

As automotive industry clusters are formed in various areas of Shanghai, a large number of upstream and downstream supporting enterprises have also flocked to Shanghai, accelerating the formation of a fully functional industrial chain.

• Talent aggregation

The development of Shanghai's automotive industry is inseparable from the contributions of the city's automotive talents. Tongji University, Shanghai Jiao Tong University and Fudan University have made outstanding contributions to in automotive research. Meanwhile, they have set up automotive research institutes and obtained a number of national research funds. Among them, the Institute of New Energy for Vehicles, Tongji University was established in 2017.

• Policy support

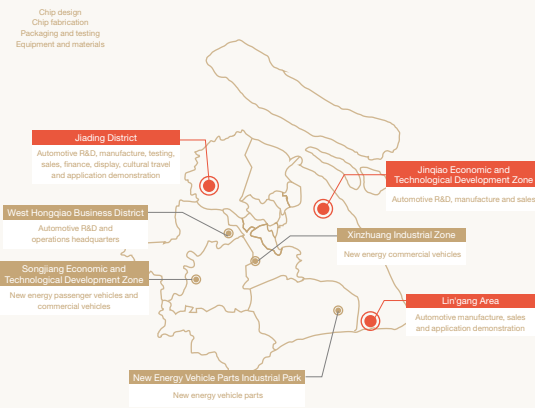
On March 1, 2018, the Administrative Measures of Shanghai Municipality for Road Tests of Intelligently Networked Vehicles (Trial Implementation)* was released, and the first batch of licenses for open road tests for intelligently networked vehicles were issued. The policy innovatively promotes corporate R&D activities and venture capital in the fields of artificial intelligence and travel.

• Innovation leadership

Shanghai is the leader in promoting new energy vehicles in the whole country. By the end of 2018, Shanghai's new energy vehicle population stood at 239,784, continuing to maintain the leading position in China and even in the world. The vehicle-to-pile ratio was further increased to 1.12:1, which can effectively respond to and meet the fast-growing demand for charging services from new energy, setting two national records.

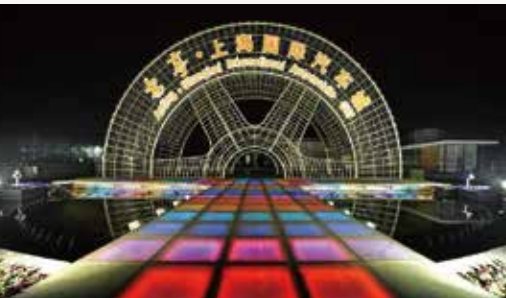
Investment recommendations

The Shanghai Automobile City, Jinqiao Economic and Technological Development Zone and Ling'ang District are all ideal destinations for automotive investment. Meanwhile, several other areas including Songjiang Economic and Technological Development Zone, Minhang Xinzhuang Industrial Park, Qingpu Xihongqiao Business District and Fengxian New Energy Vehicle Parts Industrial Park are also available options.



Shanghai International Automobile City and Jiading Industrial Zone

The Shanghai International Automobile City, covering an area of 100 square kilometers, comprises an automobile trade area, an automobile R&D area and other functional areas. Its supporting parts industrial park has formed an automobile industrial chain including car bodies, doors, chassis systems, safety systems, and interior systems. In the field of automotive R&D, it has three national R&D platforms: the Shanghai Motor Vehicle Inspection Certification & Tech Innovation Center (SMVIC), the Institute of New Energy for Vehicles, Tongji University, and the Shanghai Automotive Wind Tunnel Center.



Established in October 1992, the Shanghai Jiading Industrial Zone covers an area of 19 square kilometers. With access to the resources of Shanghai International Automobile City, the zone has gathered a number of well-known domestic and foreign enterprises including the Swedish Volvo and Autoliv, the German Volkswagen Power Assembly, ZF Steering Systems, Continental Automotive Systems, Benteler and MANN+HUMMEL, as well as SAIC Automotive Transmission, Koito, and Yanfeng Plastic Omnium Automotive Exterior Systems.



Reference land price: 826 yuan/m² (August 2018)

Contact information: 86-21-69550300(Shanghai International Automobile City)
86-21-39966500(Jiading Industrial Zone)

Lin'gang Industrial Zone

At present, the Lin'gang Industrial Zone has formed an industrial cluster of automobiles and parts, and enjoys a good supporting foundation. It is home to more than 20 automobile and parts enterprises, including SAIC. Upstream, middle and downstream automotive enterprises including Novare, Dajun Technologies and Yanfeng KSS have also flocked into the zone, constantly concentrating Shanghai's automotive industry.

Land transaction price: 1,125 yuan/m² (end of 2018)

Contact information: 86-21-38298886



Jinqiao Economic and Technological Development Zone

The zone focuses on the development of new energy vehicles and smart vehicles. With the entry of a number of enterprises and institutions such as Shanghai Kiclear (leader in lithium battery management systems), CMDT (a joint venture focusing on connected cars between China Mobile and Deutsche Telecom), National Engineering Laboratory for Electric Vehicles (Shanghai Center) and SAIC GM, Jinqiao has established a presence in the upstream, middle, downstream and after-market of the new energy vehicle industry.

Jinxiu Shenjiang (Jinqiao Huahong Innovation Park) is located in the core area of the North District of Jinqiao Export Processing Zone, Pudong New Area, Shanghai. It is the best choice for strong enterprises to build office headquarters, R&D centers and operation centers. The park covers a area of about 110,000 square meters, with a total floor area of 270,000 square meters. It consists of more than 30 single commercial buildings, each of which has its own right of naming.

Land transaction price: 3,110 yuan/m² (end of january 2018)

Contact information:86-21-50304605



Case study - Automotive enterprises in Shanghai

Volvo R&D Center (Jiading International Automobile City)

On September 9, 2015, Volvo opened its new China R&D headquarters in Shanghai, which is the core of Volvo's global R&D efforts. The center undertakes the development and commissioning of vehicle and engine projects, and continuously strives to improve global R&D efficiency, development capacity and product experience, and continuously contributes more forward-looking technology development achievements to ensure technical leadership of Volvo's global R&D efforts. In addition, the center also undertakes some global development tasks. Peter Mertens, senior vice president of R&D at Volvo, said: "China is Volvo's second home market. The Chinese R&D team is an important part of Volvo's global R&D system."



Tesla Gigafactory (Lin'gang Industrial Zone)

In January 2019, Tesla, an electric vehicle giant, was officially settled in Shanghai by establishing the Tesla Gigafactory in Lin'gang, Shanghai. With policy support from the Shanghai government, it took less than half a year to complete the contract signing and other procedures required for the start of construction of the Tesla Gigafactory. The Tesla Gigafactory is so far the largest foreign-invested automobile manufacturing project in Shanghai, with a total projected investment of 50 billion yuan. Upon its full completion, the project can produce 500,000 electric vehicles per year. At the commencement ceremony, Tesla's CEO Elon Musk said that Tesla "has fully felt the amazing speed of Shanghai", "which is attributed to the good business environment in Shanghai, and also reflects the determination and action of the city to open to the outside world."



Industrial support

Industrial exhibitions

Shanghai International Automobile Industry Exhibition (Auto Shanghai)

The show is held in Shanghai every April. With the development of China and the international automotive industry, become one of the most nationally authoritative and globally influential automobile exhibitions. In 2019, the show is expected to cover an area of 360,000 square meters, showing the unique charm of China as one of the most active and potential automotive markets in the world.



Industrial policies

In 2017, the Ministry of Industry and Information Technology issued the Provisions on the Access Administration of New Energy Vehicle Manufacturers and Products.



In 2018, the Ministry of Science and Technology issued the Letter on Supporting the Construction of the National New Energy Vehicle Technology Innovation Center.



In 2018, the National Development and Reform Commission and the Ministry of Commerce issued the Special Management Measures (Negative List) for Foreign Investment Access (2018). (Should it be included or not?)



In 2018, the Customs Tariff Commission of the State Council issued the Notice of the Customs Tariff Commission of the State Council on Reducing Import Tariffs on Vehicles and Parts.



Industry organizations

Shanghai Automotive Trade Association



chemical

Development status and prospects

As China's chemical industry gradually transitions from the initial and intermediate stages to the stage of high value-added and highly differentiated fine chemicals, the new chemical materials and fine chemicals industry will continue to rise. In addition, the final downstream fields of petroleum and chemical products, such as real estate, automotive, household appliances and textiles, have maintained a growth trend, increasing the demand for related chemical products.

Development advantages

• **Strong industrial foundation**

Shanghai is one of the earliest chemical industry bases in China. With a solid foundation, a relatively complete product mix, complete supporting facilities and advanced technology, the chemical industry is one of the pillar industries of Shanghai.

• **Academic talent aggregation**

The Shanghai International Chemical New Materials Innovation Alliance has been established, comprising the first batch of 10 institutions including the Shanghai Chemical Industry Park, East China University of Science and Technology, Shanghai Jiao Tong University, Donghua University, Shanghai Advanced Research Institute of the Chinese Academy of Sciences, Sinopec Shanghai Petrochemical, Sinopec Gaoqiao Petrochemical, Huayi Group, Sinopec Research Institute of Petroleum Processing and the Shanghai Research Institute of Chemical Industry. The Alliance aims to further consolidate the advantages of innovative talent, intensify the efforts of introducing "summit talent" and to deepen the training of talent.

• **Vast market**

Chemicals are primarily utilized in the real estate and automotive markets. The demand for building coatings is expected to remain stable. Automotive brake fluid is gradually developing towards high-end varieties. As the high-end brake fluid formula requires a higher proportion of special alcohol ether and borate ester, their total demand is increasing.

Investment recommendations

Introduction to the Shanghai Chemical Industry Park

The Shanghai Chemical Industry Park is a state-level economic and technological development zone, one of the first batches of new industrialization demonstration bases, a national eco-industrial demonstration zone and an advanced unit of circular



economy. Located on the north bank of Hangzhou Bay, and with a planned area of 29.4 square kilometers, the park has focused on integrating refining and chemical projects, created a "1+4" industrial mix, developed middle and downstream petrochemical facilities and fine chemical deep processing series with olefins and aromatics as raw materials, and formed a product chain with ethylene, propylene, tetraene and aromatics as raw materials. Some areas of the Jinshan and Fengxian districts are brought under the management of the park. The Jinshan Branch focuses on chemical logistics, chemical inspection and maintenance, chemical trading and other industries, while the Fengxian Branch focuses on fine chemicals, chemical machinery and equipment and polymer materials industries.

The Shanghai Chemical Industry Park has been developed and built around the advanced concept of "integration" for world-class large chemical industry parks. Through the integration of product projects, public assistance, logistics & transportation, environmental protection and management services, the park provides the best investment environment for investors. Today, the park is already home to numerous multinational corporations, including the British BP German BASF, Bayer and Evonik, American Huntsman, Japanese Mitsubishi Gas Chemical and Mitsui Chemicals as well as world-renowned public engineering companies such as the French Suez, Dutch Vopak, French Air Liquide and American Praxair.

Contact information: 86-21-67126666

Location advantages

Located on the south wing of Shanghai and on the north bank of Hangzhou Bay, the park has a sound expressway network, and a dedicated railway with the Pudong railway connecting the park with Pudong Airport and Zhangmiao. Through an inland river shipping system, the park is also connected with the Huangpu and Yangtze rivers. The park also has a dedicated sea terminal. With favorable "land, water and air" transportation conditions, the park will bring extremely convenient transportation services for investors.

Management advantages

By drawing on the successful experience of world-class large chemical industry parks, the Shanghai Chemical Industry Park has proposed the management concept of "integration of product projects, public assistance, logistics & transportation, environmental protection and management services" to achieve professional integration, investment and resource concentration, and combined benefits, and to create core competitiveness.

Industrial advantages

The Shanghai Chemical Industry Park has a long development history in China and is one of the key pillar industries within Shanghai. The construction of the park is one of the largest investment projects in China.

Capital advantages

The chemical industry is a technology-intensive industry as well as a capital-intensive industry. The development of the chemical industry is inseparable from capital. As one of the centers of the national capital market, Shanghai has formed a sound national capital market system. Chemical enterprises investing in Shanghai can give full play to its capital advantages. Shanghai's growing internationalization has attracted large-scale international transactions, capital and talents to promote industrial development.

Reference land price in the **Fengxian Branch of the Shanghai Chemical Industry Park**: 1350 yuan/m² (October 2018)

Reference land price in the **Jinshan Branch of the Shanghai Chemical Industry Park**: 852 yuan/m² (October 2012)



Case study - Chemical enterprises in Shanghai

Germany's Covestro

Covestro's predecessor Bayer Material Technology began the construction of an integrated base in Shanghai from 2001. By the end of 2018, the total investment in the base had reached 3.1 billion euros, making it Covestro's largest production base. Shanghai is also the headquarters of Covestro China, Covestro's Asia-Pacific R&D center and its global headquarters of polycarbonate business. In 2015, Covestro started independent operations, primarily focusing on the production and manufacture of high-tech polymer materials and the R&D of innovative solutions for many areas of daily life. Today, Covestro has become one of the largest polymer producers in the world, with sales of 14.6 billion euros in 2018. It has seven production sites and one Asia-Pacific Innovation Center in Greater China. Covestro is fully taking advantage of the opportunities of the Chinese market with Shanghai as its strategic center.



Cabot

Among the first batch of foreign chemical enterprises that entered China after the country's reform and opening up was the American Cabot, which established its first plant in Shanghai as early as 1988. 20 years later, in 2008, Cabot set up its Asia-Pacific headquarters in Shanghai. In 2011, Cabot was awarded the title of national regional headquarters, and developed the strategy of empowering Shanghai to promote all kinds of business in China and Asia-Pacific. In 2017, Cabot established its Asia-Pacific Technology Center in Shanghai, showing its confidence and determination in its strategy of driving innovation through technology, stimulating overall business and promoting regional economic growth in Shanghai.



Industrial support

Industrial exhibitions

China International Chemical Industry Fair (ICIF China) 2019

The ICIF China 2019 will be held at the Shanghai New International Expo Center from December 11 to 13, 2019.



Shanghai International Environmental Chemical Technology & Equipment Fair (CEEFF) 2019

The CEEFF 2019 will be held at the Shanghai New International Expo Center from September 24 to 26, 2019.



Industrial policies

Development Plan for Petrochemical and Chemical Industries (2016-2020) formulated by the Ministry of Industry and Information Technology



Industry organizations

Shanghai Chemical Industry Association



Characteristic areas

Songjiang G60 Sci-Tech Corridor

Contact information: 86-21-67862615

Songjiang The G60 Sci-Tech Corridor begins from Songjiang District, Shanghai, and aims to jointly create an overall spatial layout of "one corridor, one core and multiple cities" with nine prefecture-level cities in the Yangtze River Delta. "One corridor" refers to the G60 Sci-Tech Corridor. "One core" refers to the global science and technology innovation center—Shanghai. With access to Shanghai's scientific and technological innovations and resources, Songjiang aims to become a hub that connects to the east with Shanghai's global science and technology innovation center and advanced manufacturing cluster, and connects to the west with the hinterland of Jiangsu, Zhejiang and Anhui. "Multiple cities" includes Jiaxing, Hangzhou, Jinhua, Suzhou, Huzhou, Xuancheng, Wuhu and Hefei. The nine prefecture-level cities focus on planning connection, strategic synergy, thematic cooperation, market unification and mechanism improvement, while striving to promote the G60 Sci-Tech Corridor to become an important engine for building the Yangtze River Delta into a leading demonstration area that implements new development concepts.

Key industries: Advanced manufacturing industries such as industrial internet, new generation information technology and new energy, intelligent manufacturing and high-end equipment, as well as service industries, and industrial parks.



Fengxian Oriental Beauty Valley

Contact information: 86-21-37195530

The Shanghai Oriental Beauty Valley is located in the middle of the Fengxian District. The favorably-located valley offers convenient transportation conditions, sound supporting facilities and functions, and a superior comprehensive environment. It is a Fengxian-based "three-dimensional industrial system" consisting of three coordinates: beauty and health-related products, services and industries. The products coordinate comprises R&D, production, packaging and sales, etc. The services coordinate comprises raw material procurement, ODM design, OEM production, inspection and testing, marketing planning, branding and other matching functions. The industries coordinate comprises product display, user experience, beauty care, medical care, trade & logistics, interaction & consulting and other industries. Thus, a beauty and health product-based value chain develops and expands in the form of "products + services" to create a multi-layer three-dimensional system.



Key industries: "1+1+X" industry positioning, meaning the beauty & health industry, productive services industry and cross-border industries.



Minhang Industrial Aircraft Carrier

Contact information: 86-21-54438001

The Minhang District will create an industrial spatial pattern of "nine industrial functional areas along the First Bay of Huangpu River," and "seven eco-business districts surrounding Hongqiao and Xinzhuang" around the "South Shanghai Hi-Tech Intelligence Belt" and "Dahongqiao International Business Belt" to support the overall strategy of promoting city-industry integration and the development of advanced manufacturing industries and modern service industries. Given trends such as the accelerated upgrading of emerging industries and cross-industry integration, Minhang will highlight "intelligent manufacturing," "wisdom" and "intelligence" in future industries. Based on its actual situation such as industrial foundation, resources and policy orientation, and in accordance with national strategies such as "Made in China 2025," and the requirements for building Shanghai's "four major brands," Minhang will build a future-oriented "44" modern industrial system that will primarily comprise of advanced manufacturing industries led by civil-military integration, and modern service industries led by "Four New"(new technology, new business mode, new format, new industry) economy.



Putuo Taopu Smart City

Contact information: 86-21-63635298

The Taopu Smart City will focus on building a "characteristic AI industrial cluster" and an "international innovation city". By doing its utmost to build the Zhongyi Innovation Park, the Smart City will principally develop platforms and ecosystems for innovative development, turning itself into a catalyst for the transformation of innovative Israeli achievements, a carrier of Zhongyi innovative cooperation entities, and a promoter of Zhongyi innovative cooperation projects.

Key industries: In the future, the Smart City will center on three major industrial fields: "wisdom", "intelligent manufacturing" and "health", and form an "industrial collaboration system of "one core, two wings" with the core being "wisdom" and the wings being "intelligent manufacturing" and "health". By focusing on the three industrial fields of "wisdom", "intelligent manufacturing" and "health" and the three industrial directions of "scientific and technological innovation", "innovative commerce" and "smart consumption", the Smart City will actively develop six vertical fields, namely scientific and technological services, scientific and technological finance, regional headquarters, professional services, smart experience and intelligent retailing, thus forming its unique "3 x 3" industrial ecosystem.



North Bund

Contact information: 86-21-25658332

The North Bund is situated in the southern riverside area of the Hongkou District. The southern North Bund functional zone mainly plays a role in the construction of Shanghai into an international shipping and financial center. The central functional zone primarily centers on constructing Shanghai into an international cultural metropolis. The northern Bund functional zone focuses on connecting the construction of Shanghai International Science and Technology Innovation Center. By focusing on high-end shipping services, the Hongkou District has deepened the construction of "a shipping service headquarters base," and improved the coverage of shipping services and the allocation of shipping resources to build North Bund into a core brand of "Shanghai shipping services."

The North Bund will also speed up the construction of a financial port, further gathering financial headquarters institutions, powerful wealth management institutions and high-quality supporting service enterprises, enhancing the energy level of wealth management, while actively promoting the "Belt and Road" initiative and the higher-quality integrated development of the Yangtze River Delta. Furthermore, it will support the establishment of financial asset management companies to promote the "Belt and Road" initiative, encourage financial enterprises and institutions to "go out," and promote the integration of financial and industrial capital with the countries (regions) along the "Belt and Road."

To further promote its cultural development and revive its image as a "major modern literature town," the North Bund will implement overall protection and development for the Tilanqiao historical landscape protection area. The area will promote the construction of an "Ark on the Sea" characteristic cultural area that integrates cultural expositions, leisure, business and travel, while vigorously establishing cultural brands such as the Shanghai Jewish Refugee Memorial, Culture of the Chin Woo Association and Duolun Road. Alongside this, the North Bund will build a theatre cluster on North Sichuan Road, a cultural performance cluster on the north bank of Suzhou River and the Shanghai Literature Museum.

Key industries: Shipping, finance, culture, science and technology



Yangpu Binjiang

Contact information: 86-21-65186969

Yangpu Binjiang is located at the eastern end of the Huangpu River shoreline, known as the "East Gate" of the Shanghai riverside. Guided by the design concept of "creating an ecological, life-based and smart public river shoreline with industrial heritage at its core," Yangpu Binjiang will establish the framework of "three belts, nine chapters and eighteen highlights."

"Three belts" refers to the 5.5 km continuous industrial heritage expo belt, the "three-track" vitality belt comprising a walkway, a jogging track and a bicycle track, and the original landscape experience belt characterized by native flora and original landforms.

"Nine chapters" refers to the nine segments of the entire southern riverside area in Yangpu. In each segment, the remnants of a characteristic factory area are designed based on a specific spatial form, emotional experience and functional tendency, thus forming nine distinctive chapters.

"Eighteen highlights" refers to the new highlights of an industrial heritage reconstruction project conducted based on a full investigation of the original sites. They are the Dockyard Show Site, Steel Sculpture Park, Woven Warehouse, Industrial Expo, Welded Flower Garden, Sail of Wisdom, Bridge of Boats, Floating Island, Reed Pond, Wharf at Beach, Fishing Port, Ecological Trestle Bridge, Steel Wing, Suspended Bar, Green Hill, Deep Pit, Knowledge Factory and Weightless Coal Bunker. These sites are designed to be fascinating, open and interactive.



Ecological Chongming

Contact information: 86-21-59622324

Chongming is located at the estuary of the Yangtze River. It is the largest estuarine alluvial island in the world and the third largest island in China. Guided by the instructions on protecting the environment and avoiding excessive exploitation along the Yangtze River Economic Belt, Chongming has firmly taken the path of ecological priority and green development, while vigorously building a world-class ecological island and promoting the construction of an ecological civilization to a new level. By 2020, Chongming will establish the basic framework of a modern ecological island. Remarkable achievements will be made in the construction of an ecological environment; the quality of water, vegetation, soil, atmosphere and other ecological environment elements will continuously improve; the forest coverage rate will increase to 30%, the natural wetland retention rate to 43%, the compliance rate of the surface water environmental function areas to about 95%, the urban sewage treatment rate to 95%, and the rural domestic sewage treatment rate to 100%. Ecological human settlements will be more harmonious, with a permanent population controlled at about 700,000; the total amount of construction land will grow negatively; the infrastructure will be sounder; and basic public services will be significantly improved. In addition, ecological development will be significantly improved; the ecological environment will develop with agriculture, tourism, commerce, sports, culture, health and other industries in an integrated manner; the certification rate of green food will reach 90%.



Lin'gang Innovation Galaxy

Contact information: 86-21-68286758

Lin'gang Innovation Galaxy is an important part of Lin'gang Group's overall strategy. By adding innovative and entrepreneurial elements to the city's existing resources, and integrating the resources of its partners with its original space, industries, resources and services, Lin'gang Group is dedicated to building an innovation and entrepreneurship park with global influence that provides comprehensive innovation and entrepreneurship services such as office, industry, space, investment and financing services. In line with its strategy of "Shanghai-based nationwide development with an international vision," Innovation Galaxy has actively established a presence in central city areas, devoted itself to urban renewal and industrial upgrading, and gained widespread reputation and influence within the industry. In addition to the completed Jing'an, Hongkou and Baoshan parks, Innovation Galaxy is planning other functional parks such as Yuanchuang Multimedia Center, Yuanchuang Science and Technology Promotion Center and Cultural Creativity Base.



投资服务

INVESTMENT
SERVICES



Openness and Innovation

Openness, innovation and inclusiveness are Shanghai's core values. Shanghai has played a leading and pioneering role in the construction of the China (Shanghai) Pilot Free Trade Zone, promoting constant investment and trade liberalization and facilitation. In 2018, an array of pioneering projects and systems were established. Openness and innovation have become the eye-catching hallmark of Shanghai that continues to attract foreign-investing enterprises.

Pioneering projects

The Shanghai Tesla Gigafactory, the first wholly foreign-owned new energy vehicle manufacturing project, which has officially started construction in Shanghai

Shun Tak NewBund, the first wholly foreign-owned performance brokerage project

China-Russia Commercial Aircraft International Co., Ltd. (CRAIC), the first Sino-Russian aircraft manufacturing project

Zhengneng Professional Skills Training, the first wholly foreign-owned professional psychological training project

IffFP Professional Skills Training, the first wholly foreign-owned financial education and training project

Pioneering systems

Pioneer

Formulated the Special Administrative Measures on Cross-border Trade in Services in China (Shanghai) Pilot Free Trade Zone (Negative List)

Developed the free trade account

71,000 free trade accounts have been opened

Issued the first negative list for foreign investment

reduced to 45 entries in the 2018 edition



100 measures for expanding opening-up

Openness and innovation: Shanghai has developed 100 measures to further expand Shanghai's 'opening-up,' with a focus on five major areas: To boost Shanghai's development as an international financial center with greater openness and cooperation, to develop a more open and modern service industry and advanced manufacturing system, to build a framework for intellectual property protection supported by judicial and administrative protection, to create an import hub port serving the whole country, and to create an international, legal and convenient business environment.

Fairness and Nomocracy

Shanghai has continuously upgraded the soft power of the institutional environment, has continuously improved the rule of law system, diligently created an international, legal and convenient business environment, strengthened intellectual property protection, and has comprehensively fostered a unified, efficient and orderly market environment to provide high-quality guarantees for foreign investment.

Intellectual property protection

Continuous improvement of supporting services

2016

In March 2016, Shanghai issued the "Implementation Opinions on Strengthening the Use and Protection of Intellectual Property Rights and Supporting the Construction of the Science and Technology Innovation Center," which laid out an important documentary foundation for the protection of intellectual property rights.

2017

In July 2017, Shanghai's the first National Intellectual Property Protection Center was established in Pudong.

2017

On February 12, 2018, China (Pudong) Intellectual Property Protection Center officially started operation, and opened a "green channel" for patent review, shortening the authorization period for invention patents from 3 years to 3 months, the authorization period for utility model patents from 8 months to 1 month, and the authorization period for appearance design patents from 6 months to 1 week.

2018

In September 2014, an Intellectual Property Office was established in the China (Shanghai) Pilot Free Trade Zone, which integrated patent, trademark and copyright administration.

2017

In January 2017, the Shanghai Intellectual Property Rights Trading Center was established as a one-stop platform for intellectual property transfers and transactions.

2017

In September 2017, the (Shanghai) Review Department for Madrid Trademark Territory Extension was established.

2018

In November 2018, the Shanghai Municipal Government and the World Intellectual Property Organization, in Shanghai, signed the Supplementary Agreement to the Memorandum of Understanding on Development and Cooperation in the Intellectual Property Field. At the same time, the (Shanghai) Pilot Platform for International Operations under the National Intellectual Property Public Service Platform project was unveiled.

2017

White Paper on Intellectual Property in Shanghai

Steady growth of patent applications

In 2018, 150,233 patent applications were received, up 14.0% over the previous year. 92,460 patents were authorized, up 27.0% over the previous year.



Sound legal environment

Promoting information-based legal work

In recent years, Shanghai Higher People's Court has actively promoted the deep integration of advanced technologies such as artificial intelligence, cloud computing, big data and mobile Internet with court work, vigorously enhanced information construction, optimized the "one-stop" procuratorial service platform, and has established a large data center.

Establishment of the Shanghai Financial Court

By focusing on the tasks of serving the real economy, preventing and controlling financial risks and deepening financial reforms, the Shanghai Financial Court will centralize jurisdiction over financial cases, promote the reform of the financial trial system and mechanism, improve the quality, efficiency and judicial credibility of financial trials, and enhance China's voice on international financial transactions rules. In addition, the court will combine the beneficial experience of foreign financial justice practices with China's actual conditions to explore a financial judicial system with Chinese characteristics.

Establishment of the Shanghai's "judicial brand"

In order to achieve the goals of judicial impartiality, efficiency and authority, Shanghai Higher People's Court will further implement the responsibility system, standardize the exercise of judicial power, optimize the allocation of judicial authority, further deepen the application of intelligent means, and continuously improve the quality and efficiency of case handling.

Government Services

According to the Doing Business 2019 issued by the World Bank on October 31, 2018, China ranked 46th, 32 places higher than last year, the best placing ever published in the report. The weight of Shanghai as a sample city was 55%. According to this World Bank report, in terms of 6 local authority-related indicators, Shanghai's business procedures have been reduced by 30.5% and its handling time has been reduced by 52.8% on average.



Continuous deepening of reform

- 1 The procedures for starting a business are reduced from 4 to 3, and the handling time is reduced to 3-5 days.
- 2 The procedures for handling construction permits are reduced from 19 to 14, and the handling time is reduced from 169.5 days to 97 days.
- 3 The procedures for registering property are reduced from 4 to 2, and the handling time is reduced from 9 days to 5 days.
- 4 Regarding cross-border trade, the import border compliance time is maintained within 48 hours.
- 5 Regarding taxation, the total tax rate and social contributions are reduced to about 65% and the taxation time is reduced to 130 hours.
- 6 The time limit for administrative examination and approval is reduced by half on average, and so is the number of documents required.

Establishment and improvement of supporting systems

- The reform of "permit-license separation" further strengthens decentralization.
- The launch of the "unified registration service" for foreign-invested enterprises and the "unified online exit service" for enterprises

[Case]

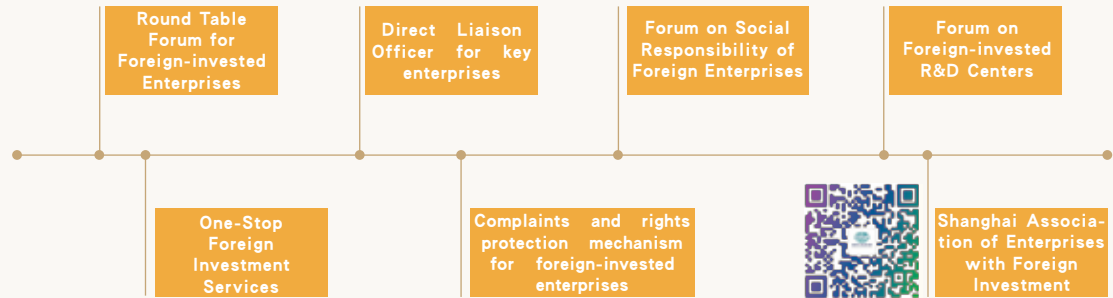
On January 1, 2018, Starbucks acquired the remaining 50% equity in Shanghai Unified Starbucks Coffee Co., Ltd. and 100% ownership of all of its stores in Jiangsu, Zhejiang and Shanghai. On January 16, the original "Shanghai Unified Starbucks Coffee Co., Ltd." was formally changed to "Shanghai Starbucks Coffee Enterprise Co., Ltd." According to the acquisition agreement, Starbucks needed to complete the name change of the relevant head office and branches within a certain period of time after completion of the transaction. The renaming involved the head office in Shanghai, 12 branches in Jiangsu and Zhejiang, and 1,560 stores in Jiangsu, Zhejiang and Shanghai. The licenses that needed to be changed included business licenses, food business licenses and fire safety inspection certificates.

Due to its quantity and complexity, the renaming would take about one and a half years according to the existing procedures if the enterprise completely handled this on its own. Therefore, Starbucks contacted the Shanghai Municipal Commission of Commerce, hoping that it would coordinate the relevant municipal departments to speed up the handling of relevant licenses in various districts and that if possible, if it could coordinate the commerce authorities in Jiangsu and Zhejiang to speed up the changing of licenses for stores in Jiangsu and Zhejiang.

The Shanghai Municipal Commission of Commerce actively coordinated municipal departments and communicated with the commerce departments of Jiangsu and Zhejiang. In October 2018, Starbucks completed the renaming of 1,560 stores in Jiangsu, Zhejiang and Shanghai through the positive acts of the relevant government departments in the three areas. After the change, the scope of the business licenses of most stores is basically the same as that of the head office, and so is the scope of food business licenses.

Promoting government-enterprise interaction

A variety of activities are held regularly to help foreign-invested enterprises correctly understand the latest policy developments.



Investment Policies

Following the release of state council regulation No. 5, No. 39 and No. 19 of 2017, more foreign investment policies were issued in 2018, forming a foreign investment policy system of the modern era, which integrated "investment freedom, investment facilitation, investment promotion, investment protection, investment layout and investment platforms." Shanghai has also issued a series of supporting policies to boost the vigorous development of foreign-invested enterprises.



Notice of the State Council on Several Measures for Expanding Opening-up and Actively Utilizing Foreign Investment (Announcement No. 5 [2017] of the State Council)

China will further actively utilize foreign investment, create a good business environment, continuously deepen the "decentralization, integration of management, optimization of service" reform, and reduce institutional transaction costs to achieve a mutually beneficial and win-win scenario.

Notice of the State Council on Several Measures for Promoting the Growth of Foreign Investment (Announcement No. 39 [2017] of the State Council)

The policy aims to deepen the supply-side structural reform, promote the "decentralization, integration of management, optimization of service" reform, further enhance the legalization, internationalization and facilitation of China's foreign investment environment, to boost the growth of foreign investment and improve the quality of foreign investment utilization.



Notice of the State Council on Several Measures for Actively and Effectively Utilizing Foreign Investment to Promote High-quality Economic Development (Announcement No. 19 [2018] of the State Council)

In order to actively and effectively utilize foreign investment to promote high-quality economic development, and create a fair, transparent, convenient and more attractive investment environment, the State Council, by borrowing the internationally-accepted framework for investment attraction policies, has proposed measures of six aspects: investment liberalization, investment facilitation, investment promotion, investment protection, optimization of regional opening-up layout, and promoting innovation and upgrading of national development zones.

Special Management Measures (Negative List) for Foreign Investment Access (2018 Edition)

The policy lists special management measures for foreign investment access, such as shareholding and senior executive requirements.



Several Opinions on Further Expanding, Opening-up and Accelerating the Construction of a New Open Economic System (33 measures for expanding opening-up)

In order to comprehensively deepen the reform of the China (Shanghai) Pilot Free Trade Zone (hereinafter referred to as the "Shanghai Pilot FTZ"), Shanghai has taken the lead in establishing a system connected to international investment and trade rules, which proposes policy opinions about fostering a legalized, international and convenient business environment, a fair, unified and efficient market environment, and accelerating the formation of a new open economic system in Shanghai.

Several Opinions of the Shanghai Municipality on Further Supporting Foreign R&D Centers to Participate in Building Shanghai into a Science and Technology Innovation Center with Global Influence (16 measures)

Introduction: Shanghai has proposed 16 measures to promote foreign-invested R&D centers to more deeply and extensively participate in building Shanghai into a science and technology innovation center with a global influence, and to better facilitate the role of foreign R&D centers through the allocation of global scientific and technological resources.





Provisions of the Shanghai Municipality on Encouraging Multinational Corporations to Establish Regional Headquarters in Shanghai (2017)

Shanghai encourages multinational corporations to establish regional headquarters and headquarters-type institutions in the city, and supports them in integrating business, expanding their functions, upgrading their capabilities, and actively promotes building Shanghai into an international economic, financial, trade and shipping center, and a science and technology innovation center with global influence.

Measures of the Use and Management of Special Funds for the Development of Regional Headquarters of Multinational Corporations Encouraged by the Shanghai Municipality (2018)

The policy aims to standardize the use and management of special funds for the development of regional headquarters of multinational corporations encouraged by Shanghai, improve efficient use of financial funds, and further promote a guiding role for financial funds.



Several Opinions of the Shanghai Municipality on Encouraging Foreign Investment to Establish R&D Centers

In order to further expand the opening-up, improve the quality and level of foreign investment utilization, and promote the healthy and orderly development of foreign R&D activities, Shanghai has formulated opinions on encouraging foreign investors to establish local R&D centers.

Several Opinions of the Shanghai Municipality on Encouraging Enterprises to Establish Trade Headquarters for Domestic and Overseas Markets

Shanghai has proposed policy opinions about encouraging enterprises with international and domestic resource allocation capabilities to set up trade headquarters in the city, and opinions on further promoting the construction of Shanghai into an international trade center.



Several Opinions of the Shanghai Municipal People's Government on Accelerating the Development of High-Tech Enterprises in the City

The Shanghai government propose that more attention should be paid to actively creating a first-class business environment, to speeding up the improvement of the innovative ecosystem and to comprehensively enhancing the innovative strength and market competitiveness of high-tech enterprises. Concurrently, the Shanghai government propose striving to organize joint social forces to support the growth of science and technology-based enterprises by implementing comprehensive measures and smooth the growth channels of high-tech enterprises to effectively enhance their innovation vitality and capacity.

Implementation Opinions on Further Deepening the Reform of the Talent Development System and Mechanism and Accelerating the Construction of a Science and Technology Innovation Center with Global Influence

By 2020, Shanghai will make breakthroughs in important and key areas of the talent development system and process. This will be accomplished by the proposal of forming a scientific, normative, open, inclusive and efficient talent development and governance system suitable for an international economic, financial, trade and shipping center and a science and technology innovation center with global influence, by taking the lead in establishing comparative advantages in international talent competitions, and becoming a center for gathering, training, developing and empowering international first-class innovative entrepreneurs.



Enterprise Cloud Service

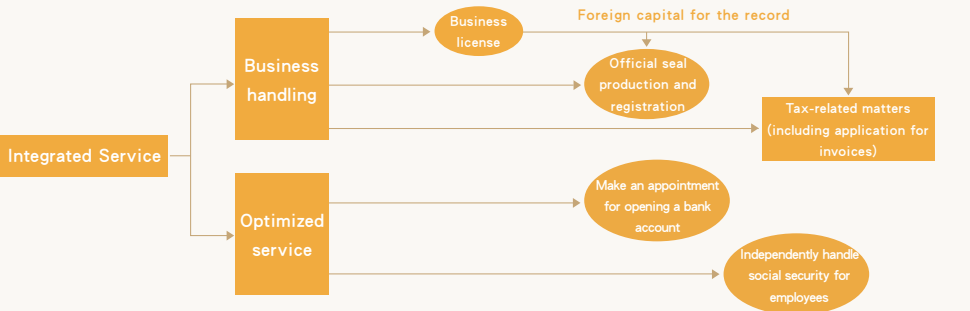
The platform mainly offers "three services and one assessment", namely: the one-stop policy service, unified professional service, unified online government service and the development environment assessment. This provides miscellaneous services for Shanghai enterprises of all sizes and ownership types across their life cycle.

Investment process

Establishment of foreign-invested enterprises not involving special management measures for foreign investment access

Single form and one-stop services are adopted for the business filing and registration of foreign-invested enterprises. To set up foreign-invested enterprises, investors only need to log in to **One-stop** enterprise handling process online service platform and fill out a single form to complete the business filing and registration. After approval and registration by the industrial and commercial departments, the relevant information will be pushed to the Integrated Foreign Investment Management and Application System of the Ministry of Commerce, and the commercial departments will continue to handle the filing procedure.

Website: <http://yct.sh.gov.cn> **"One-stop" Enterprise Handling Process**



Establishment of foreign-invested enterprises involving special management measures for foreign investment access



For information on the necessary documents and procedures, log in to the relevant website of the Shanghai Municipal Commission of Commerce

Other

In the event of alteration from a domestic-invested enterprise into a foreign-invested one, the applicant shall fill in the business filing information when applying for the change of industrial and commercial registration. After approval and registration by the industrial and commercial departments, the relevant information will be pushed to the Integrated Foreign Investment Management and Application System of the Ministry of Commerce, and the commercial departments will proceed with the filing procedure.

In the event of change or correction of the business filing information of foreign-invested enterprises, the applicants shall fill in the filing information in the Integrated Foreign Investment Management and Application System of the Ministry of Commerce, and the commercial departments will proceed with the filing procedures.

Foreign Investment Law

On March 15, 2019, the Second Session of the 13th National People's Congress deliberated and passed the Foreign Investment Law. The law will come into force as of January 1, 2020. The law clearly stipulates that China shall implement the management system of "pre-entry national treatment plus negative list" for foreign investment and gradually abolish the management model of case-by-case examination and approval. The law also specifies that areas that are prohibited and restricted for investment by foreign investors shall be clearly listed, and all other areas excluded from the list will be fully open to both Chinese and foreign investment, which shall enjoy the same treatment.



Sound Supporting Facilities

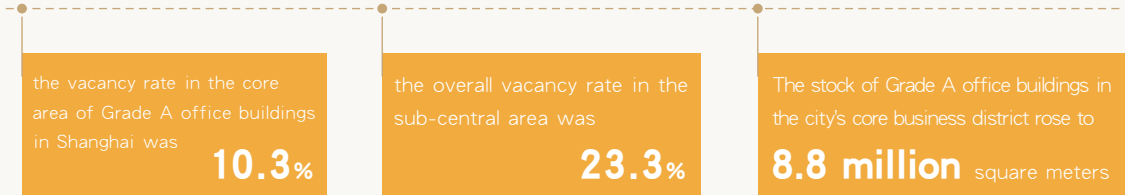
As a hub for numerous businesses, Shanghai has sound business facilities. From hardware facilities such as commercial buildings all over the city and exhibition venues that meet various needs, to software services such as talent training, medical health and cultural life, providing extensive, comfortable and convenient services for investors.



Complete business facilities

Adequate commercial buildings and decreased vacancy rates

As of the third quarter of 2018, the overall vacancy rate in the Shanghai office building market was 0.5% lower month-on-month to 5%.



National leader in exhibition economy

Shanghai has an available exhibition area of more than **1 million** square meters, ranking Shanghai first among all the major exhibition cities in the world. Shanghai boasts a wide range of exhibition venues of all sizes and types, including National Exhibition and Convention Center (Shanghai), the world's single largest exhibition center, and **9** large and medium-sized economic and trade exhibition centers such as the Shanghai New International Expo Center and the Shanghai World Expo Exhibition & Convention Center, as well as more than **20** professional exhibition venues including the China Art Museum and Shanghai Science and Technology Museum.

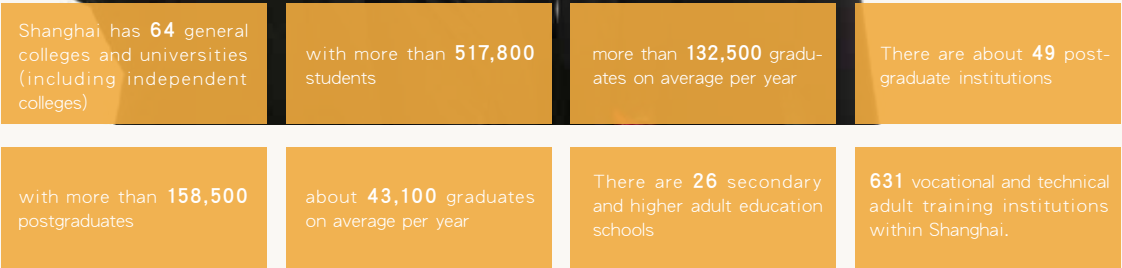
Adequate talent pool

Diversified professional talents

- 1 A total of **46** persons (items) in Shanghai are to be selected into the National Innovation Talents Promotion Plan, including
- 2 → **27** young to middle-aged scientific and technological innovation leaders, accounting for **8.82%** of the total;
- 3 → **3** innovation teams in key areas, accounting for **6%** of the total;
- 4 → **16** scientific and technological innovation and entrepreneurship talents, accounting for **8%** of the total.
- 5 **107** people selected into the Shanghai Leading Talents Training Program
- 6 Shanghai boasts **182** academics from the Chinese Academy of Sciences and Chinese Academy of Engineering, including **13** newly elected academics, accounting for **10.2%** of the country's total.



Abundant well-educated talents





Inflow of overseas talents

In the past five years, Shanghai has attracted 97,000 non-Shanghai fresh graduates with permanent household registration in the city, 56,000 returned overseas students, and 215,000 foreigners setting up businesses in Shanghai, ranking first in the country.

Good entrepreneurial atmosphere

Number of incubators	The number of science and technology business incubators in Shanghai has reached 183 , of which 49 have been identified as state-level science and technology business incubators.
Number of incubated enterprises in Shanghai	The number of incubated enterprises increased from over 5,000 in 2013 to more than 17,000 in 2017, and these enterprises have nearly 300,000 employees.
Number of new intellectual property rights applications submitted by incubated enterprises per year	The number soared from 2,798 in 2011 to 14,517 in 2017.
Number of enterprises that graduated from incubators	A total of 2,846 enterprises graduated from incubators, including 179 listed enterprises.



Introduction to Business Starups and innovation demonstration bases

At present, Shanghai has seven mass entrepreneurship and innovation demonstration bases: Yangpu District, Shanghai Jiao Tong University, Xuhui District, Fudan University, Shanghai Tech University, Shanghai Institute of Microsystem and Information Technology (SIMIT), Chinese Academy of Sciences (CAS), and Baowu Group.

Increasing participation in entrepreneurship competitions

In 2018, the number of start-ups participating in various types of entrepreneurship competitions in Shanghai exceeded 7,000.

Outstanding advantages in system innovation

By giving full play to the role of the China (Shanghai) Pilot Free Trade Zone, and deepening the "decentralization, integration of management, optimization of service" reform, Shanghai is vigorously breaking through the institutional barriers that restrict the development of "mass entrepreneurship and innovation" with a focus on market access, market environment, talent development and other prominent issues so as to constantly stimulate the vitality of mass entrepreneurship and innovation. For example, Shanghai has taken the lead in implementing a marketing authorization holder system for drugs, enhanced the autonomy of scientific research institutions in the use of funds, raised the subsidy ratio for labor fees for basic scientific research projects from 20% to 50%, and increased the proportion of recurrent funds for municipal universities to 70% to further stimulate the innovation initiative of scientific research institutions.

Superior living environment

Ecological environment

In 2018, the number of good AQI days in Shanghai were 296, and the good AQI rate was 81.1%, up 5.8% from 2017. By 2035, Shanghai will grow into a more sustainable ecological city, develop a multi-level, network-based and multi-functional urban ecological system characterized by "double rings, nine corridors and ten districts," and will build a world-class ecological island in Chong-ming. By 2035, the city's forest coverage rate will be about 23%, while the per capita green area will reach more than 13 square meters and the average annual concentration of PM2.5 will be controlled at about 25 mg/m3.

the good AQI rate was

81.1%

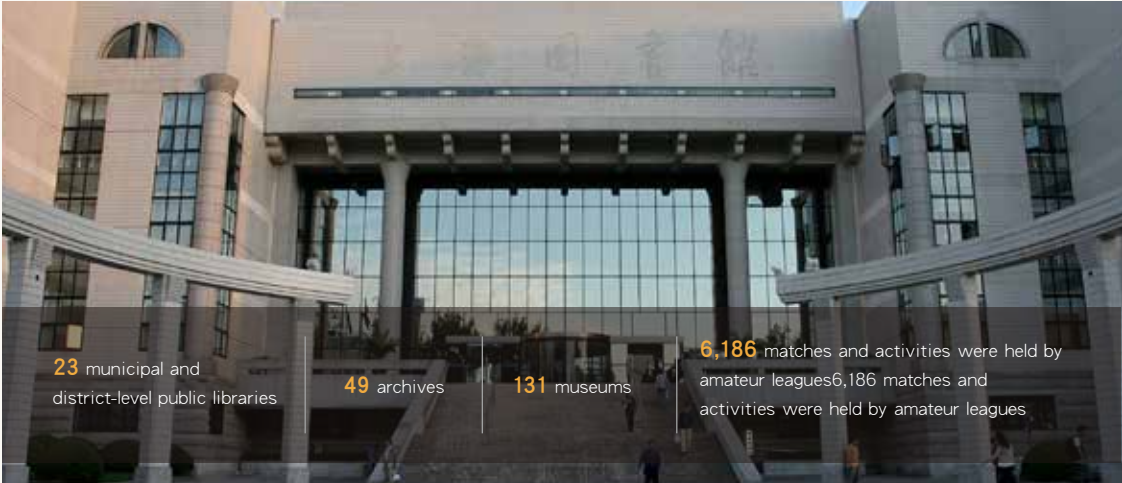
the city's forest coverage rate will be about

23%

the per capita green area will reach more than

13 square meters

Humanities environment



By the end of 2018, there were 25 municipal, district-level cultural museums and mass art museums, 329 art performance groups, 23 municipal and district-level public libraries, 49 archives and 131 museums in Shanghai. During the year, Shanghai hosted 175 major international and domestic matches, including brand events such as Formula 1 Chinese Grand Prix, ATP 1000 Shanghai Masters, Global Champions League and Shanghai International Marathon. A total of 6,186 matches and activities were held by Shanghai amateur leagues, participated by nearly 2.5 million residents.

Cost of living

The utility fees in Shanghai such as water, electricity and natural gas fees are as follows:

Water (Service areas of municipal water supply and drainage enterprises)				
User type		Annual water consumption per household (m3)	Tap water price (yuan/m3)	Sewage treatment fee (yuan/m3)
"One water meter and one electricity meter per household" residential users	Tier 1	0 ~ 220 (含)	1.92	1.70
	Tier 2	220 ~ 300 (含)	3.30	1.70
	Tier 3	300 以上	4.30	1.70
Non-residential users to whom prices for residential users apply			2.12	1.70

Note: 1. Total sewage treatment fee payable = water consumption x sewage treatment fee x 0.9;
2. Residential users within an area covered by a district-level water supply and drainage network may contact the local price department or water department for information about the tap water price and sewage treatment fee.

Electricity					
User type		Annual electricity consumption per household (KW · h)	Price (yuan/KW · h)		
			Untimed	Minute	
"One water meter and one electricity meter per household" residential users	Tier 1	0 ~ 3120 (含)	0.617	Peak time	0.617
				Off-peak time	0.307
	Tier 2	3120 ~ 4800 (含)	0.667	Peak time	0.677
				Off-peak time	0.337
	Tier 3	4800 以上	0.917	Peak time	0.977
				Off-peak time	0.487
Non-residential users to whom prices for residential users apply			0.641	—	

Gas (Areas covered by the urban gas supply network)			
User type		Annual gas consumption per household (m3)	Price (yuan/m3)
Residential users	Tier 1	0 ~ 310 (含)	3.00
	Tier 2	310 ~ 520 (含)	3.30
	Tier 3	520 以上	4.20
Non-residential users to whom prices for residential users apply			3.05

Scan the QR code for details about industrial charges.





Traffic

47	Shanghai is connected to 47 countries and 297 cities in the world. It is China's largest transportation hub and an important gateway for connecting China and the world.
6	There are six railway stations in Shanghai, with an average daily traffic of 289,000 passengers.
13,000	Shanghai has built 13,000 kilometers of roads, including 830 kilometers of highways, with the inter-provincial highways carry an average daily traffic of 94,000 passengers.

In 2018

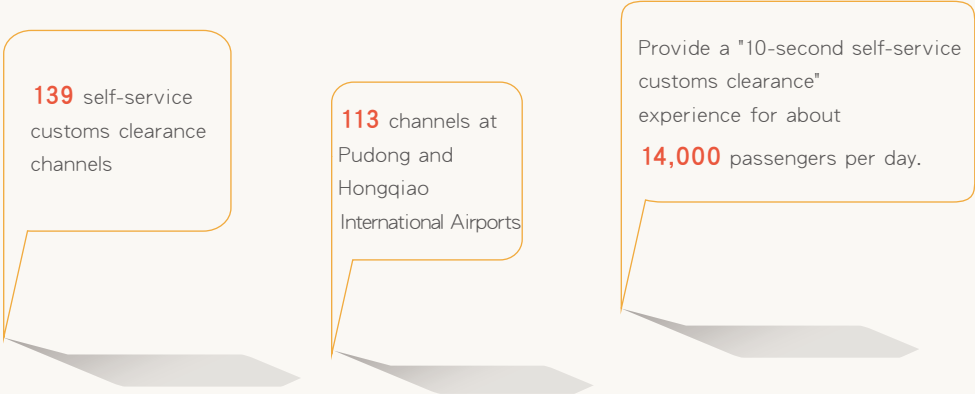
Shanghai's rail transit network had 16 lines in operation with a total length of 705 km. By 2020, this network will be expanded to include 18 lines in operation with a total length of more than 800 km. In the future, Shanghai's public transportation will account for 40% of all modes of transportation.

By 2020

Shanghai will strive to improve and upgrade its integrated public transportation system, with the passenger volume of rail transit accounting for 60% of all public transportation. Through public transportation, the average commuting time of residents in the central areas will be controlled within 45 minutes.

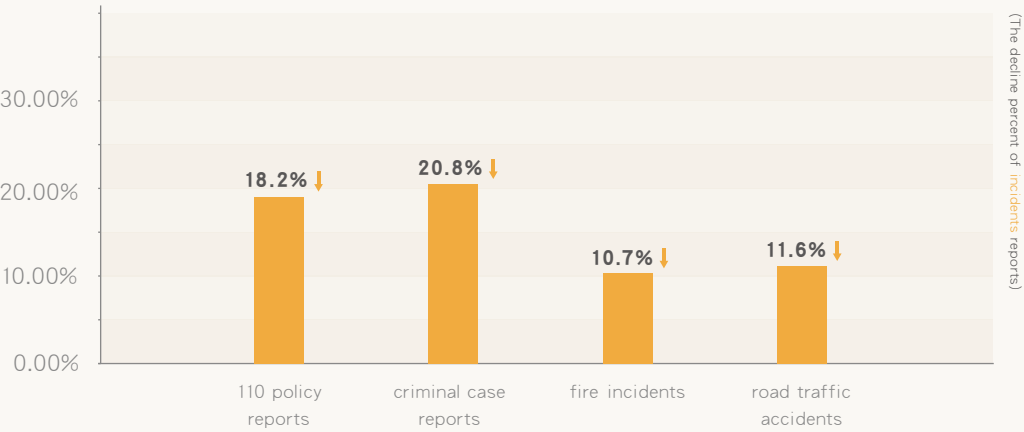
Entry & exit procedures

Shanghai currently has 139 self-service customs clearance channels, including 113 channels at Pudong and Hongqiao International Airports, and 26 channels at Shanghai Port International Passenger Transport Center and Wusongkou International Cruise Terminal, providing a "10-second self-service customs clearance" experience for about 14,000 passengers per day.



Public safety management

In Shanghai, more than 2,700 residential districts equipped with an intelligent security system achieved "zero criminal cases", and more than 3,500 high-rise buildings equipped with an intelligent fire sensing system achieved "zero fire accidents." According to a survey by the third-party Horizon Research Consultancy Group, in 2018, Shanghai's public security and satisfaction indexes both improved for the sixth consecutive year, and has reached record highs.



投资促进机构

INVESTMENT
PROMOTION INSTITUTIONS

Service organizations



Shanghai Municipal Commission of Commerce

Address: Building 7, No. 300
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Website: www.scofcom.gov.cn
Tel: 86-21-23110464 / 23110465



The Shanghai Municipal Commission of Commerce is a component of the Shanghai Municipal People's Government. The Commission is responsible for Shanghai's foreign trade, foreign investment, foreign economic cooperation, domestic trade and circulation management, economic trade and foreign affairs services. Responsible for the preliminary examination and approval of new port opening, further port opening, temporary port opening and temporary access to non-open areas.

Main responsibilities concerning foreign investment

- Providing policy advice
- Coordinating relevant government departments and project implementation
- Foreign-invested enterprise management and service
- Assisting in arranging meetings between senior foreign officials and domestic government officials
- Providing complaint handling services for foreign-invested enterprises



Shanghai Foreign Investment Development Board



Shanghai Foreign Investment Development Board (Shanghai Overseas Investment Development Board, hereinafter referred to as "INVEST SHANGHAI") was founded in December 1999 by the Shanghai Municipal People's Government as the only municipality-level professional two-way investment promotion agency in Shanghai under the Shanghai Municipal Commission of Commerce. INVEST SHANGHAI is headquartered in Shanghai, with a global network of overseas representative offices in Los Angeles, Osaka, London, Frankfurt, Gothenburg, Singapore, New Delhi, Bangkok and Dubai. In close collaboration with investment promotion departments in each district and development zone in Shanghai as well as overseas investment promotion agencies, INVEST SHANGHAI is dedicated to providing domestic and overseas investors with comprehensive and professional services ranging from investment policy and law advice to consultations, match-making and site selection, to assist them to make the best investment decisions locally and globally.

- To promote the investment environment of Shanghai, organize various promotion events and to progress the set-up of foreign investment projects.
- To cultivate the main players of overseas investment and assist Shanghai companies in developing overseas market.
- To assist in solving problems encountered during project investment and to promptly provide feedback on the implementation of policies to decision-makers.
- To guide Shanghai's districts and development zones in attracting investment to Shanghai and to organize them to overseas countries to hold investment promotion events abroad.
- To provide after-care services and to assist in solving problems encountered during project operation.
- To establish overseas representative offices, collect information on overseas industrial development, and provide customized services for potential investors.



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E-mail: zhuchao@shhuayi.com

United Arab Emirates Office, U.A.E.

Tel: 00971-5-27965868
E-mail: zhuyt@shanghai-electric.com

Commerce authorities in all districts in Shanghai

Commission of Commerce of Pudong New Area

- www.pudong.gov.cn
- 86-21-68546514
- No. 2 Hehuan Road

Commission of Commerce of Xuhui District

- www.xuhui.gov.cn
- 86-21-64872222
- Room 512, No. 336 North Caoxi Road

Commission of Commerce of Changning District

- www.changning.sh.cn
- 86-21-22050817
- 86-21-22050867
- F8, No. 599 Changning Road
Changning Investment Promotion Office
Changning Investment Service Center
- 86-21-62118851
- F7, No. 555, Loushanguan Road

Commission of Commerce of Putuo District

- www.shpt.gov.cn
- 86-21-52564588-7081
- F10, Building 2, No.1321 Tongchuan Road
Putuo Investment Promotion Office
- 86-21-52820889, 52820851
- F5, No. 602 Tongpu Road, Putuo District

Commission of Commerce of Hongkou District

- hkq.sh.gov.cn
- 86-21-25658335
- Room 1305, No. 518 Feihong Road

Commission of Commerce of Yangpu District

- www.shyp.gov.cn
- 86-21-65152174
- F10-12, No.121 Ningguo Road

Commission of Commerce of Huangpu District

- www.shhuangpu.gov.cn
- 86-21-33134800
- No. 300 East Yan'an Road

Commission of Commerce of Jing'an District

- www.jingan.gov.cn
- 86-21-64178239
- No. 915 Julu Road

Economic Commission of Minhang District

- www.shmh.gov.cn
- 86-21-64122886
- F3, No. 6558 Humin Road
Minghang Investment Service Center
- 86-21-54438001
- F5, Building 1, No. 4855 Doushi Road

Commission of Commerce of Baoshan District

- www.shbsq.gov.cn
- 86-21-56178991
- 86-21-56176506
- No. 245 Taihe Road

Economic Commission of Jiading District

- www.jiading.gov.cn
- 86-21-69989726
- No. 111 South Bole Road, Jiading District

Economic Commission of Songjiang District

- www.songjiang.gov.cn
- 86-21-37722775
- No. 681, 900 Lane, North Sanxin Road, Song-
jiang District

Economic Commission of Qingpu District

- www.shqp.gov.cn
- 86-21-59728371
- No. 100 Gongyuan Road, Qingpu District

Economic Commission of Jinshan Distric

- jsq.sh.gov.cn
- 86-21-57921161
- Room 1349, No. 2000 Jinshan Avenue,
Jinshan District
Jinshan Investment Promotion Office
- 86-21-57922627
- F15, No. 555, Longshan Road

Economic Commission of Fengxian District

- www.fengxian.gov.cn
- 86-21-57419432
- No. 1 Nanting Highway, Nanqiao Town,
Fengxian District
Fengxian Investment Promotion Office
- 86-21-67137517
- No. 2, Lane 1529, South Wangyuan Road,
Fengxian District

Economic Commission of Chongming District

- www.cmx.gov.cn
- 86-21-59623588
- F5, Building 2, Business Center, No.8188
Chongming Avenue, Chengqiao Town

National Development Zones

Minhang Economic and Technological Development Zone

Location: Southwest of Shanghai with a total area of **3.5** square kilometers.

Key industries: The electromechanical industry (represented by rail transit and power plant equipment), supplemented by the pharmaceutical and medical industry (represented by blood products and commonly used pharmaceutical drugs) and light indus-
try (represented by food and beverage).

Tel: 86-21-64300888 Website: www.smudc.com

Hongqiao Economic and Technological Development Zone

Location: West of Shanghai, with an area of **0.652** square kilometers.

Key industries: An emerging business zone featuring foreign trade, exhibitions, and modern service industries.

Tel: 86-21-62756888 Website: www.shudc.com

Caohejing Hi-Tech Park

Location: Southwest of Shanghai, spanning the Xuhui and Minhang districts, with a planned area of **14.28** square kilometers.

Key industries: The park has formed a "1-5-1" industrial pattern with electronic information being the pillar industry, while the five major industries are: new materials, aerospace & aviation, biomedicine, automotive R&D and eco-friendly new energy. Meanwhile, modern services acts as a supporting industry.

Tel: 86-21-64859900 Website: 400-821-5151 Website: www.caohejing.com

Jinqiao Economic and Technological Development Zone

Location: Central part of Pudong New Area with a planned area of **27.38** square kilometers.

Key industries: Dominated by advanced manufacturing and modern producer services industries, the zone will vigorously develop the "four strategic industries" (automotive and parts industry, information and communication industry, new energy industry and aviation supporting industry), give priority to developing the "four major producer services industries" (head-
quarters economy, service outsourcing, network culture, R&D and design industries), consolidate and improve the "two tradi-
tional advantageous industries" (modern household appliances industry and the equipment manufacturing industry).

Tel: 86-21-50304605 Website: www.jinqiao.gov.cn

Shanghai Chemical Industrial Park

Location: The north bank of Hangzhou Bay, with a planned area of **29.4** square kilometers.

Key industries: Petrochemical deep processing and chemical gas products, phosgene derivatives, fine chemical products, polymer processing products, comprehensive deep processing projects, and high-tech biomedical products.

Tel: 86-21-67126666 Website: www.scip.com.cn

Songjiang Economic and Technological Development Zone

Location: Southwest of Shanghai, with an area of **57.77** square kilometers.

Key industries: The zone has formed a "4+3+X" industrial pattern, composed by four traditional industries (electronic information, food processing, fine chemicals, modern equipment), three national strategic emerging industries (integrated circuits, new energy vehicles, biomedicine) and bottleneck projects.

Tel: 86-21- 37031111 86-21- 57856399 Website: www.sjetdz.com

Zhangjiang Science City

Location: Central Pudong, with a planned area of **95** square kilometers.

Key industries: Biomedical industry; Integrated circuit; Artificial Intelligence(AI).

Tel: 86-21-68796879 Website: www.zjpark.com

Shanghai Zizhu Hi-Tech Industrial Development Zone

Location: Southwest of Shanghai, with a planned area of **13** square kilometers for the Phase I project.

Key industries:Dominated by six industries: integrated circuits and software, new materials, life sciences, new energy, aviation and digital content. This is the only new high-tech industrial development zone jointly invested by the government, enterprises and universities and operated in a market-oriented manner, featuring high-quality and high-end innovative elements at home and abroad.

Tel: 86-21-61212288 Website: www.zizhupark.com

Lujiazui Finance and Trade Zone

Location: Pudong New Area, within the Shanghai Inner Ring Line consisting an area of **31.78** square kilometers.

Key industries: The zone has formed a "3+2" modern service industry development system with shipping, trade and finance being the core industries and cultural tourism & exhibition and professional services being the key industries.

Tel: 86-21-50304605 Website: www.jinqiao.gov.cn

Sheshan National Tourist Resort

Location: Songjiang District, southwest of Shanghai, with an area of **46.26** square kilometers.

Key industries: Tourism, sightseeing, conference, leisure, vacation, residence and other comprehensive tourism and vacation industries.

Tel: 86-21-57827211 Website: www.sheshantravel.gov.cn

Municipal development zones

Putuo District:

- Shanghai Xinyang Industrial Park
- 86-21-66955101
- Future Island High-tech Industrial Park
- 86-21-66081365

Jing'an District:

- Shanghai Shibei High-Tech Industrial Park
- www.shibei.com
- 86-21-56770133

Baoshan District:

- Shanghai Baoshan Industrial Park
- 86-21-66879800(daying)
- 86-21-33851278(evening)
- Yuepu Industrial Park
- www.ypgyyq.com
- 86-21-56922810

Minhang District:

- Shanghai Xinzhuang Industrial Park
- 86-21-54425442

Jiading District:

- Shanghai Jiading Industrial Zone
- www.jiading.gov.cn/gongyequ
- 86-21-39966500
- Anting Shanghai International Automobile City
- www.at-siac.com
- 86-21-69550300

Pudong New Area:

- Shanghai Pudong Kangqiao Industrial Park
- 86-21-61180225
- Shanghai Pudong Heqing Industrial Park
- www.hqpark.com
- 86-21-58973000
- Shanghai Nanhui Industrial Park
- nanhui1.tuweia.cn
- 86-21-58004188

Qingpu District:

- Shanghai Qingpu Industrial Park
- industry.shqp.gov.cn
- 86-21-69228000

Fengxian District:

- Shanghai Fengcheng Industrial Park
- www.21mip.com
- 86-21-57561199
- Shanghai Hangzhou Bay Development Zone
- www.shhzw.com.cn
- 86-21-57448000

Jinshan District:

- Shanghai Zhujing Industrial Park
- www.zjgyyq.com
- 86-21-67311382
- Shanghai Jinshan Industrial Park
- 86-21-57272151
- Shanghai Fengjing Industrial Park
- www.fj-invest.com
- 86-21-67360071

Chongming District:

- Fusheng Economic Development Zone
- fusheng.shcm.gov.cn
- 86-21-59682472
- Chongming Industrial Park
- cmgyyq.shcm.gov.cn
- 86-21-69625816



UNIDO-SIPC

The Shanghai Investment Promotion Center of the United Nations Industrial Development Organization (UNIDO-SIPC) was established by the UNIDO, the Ministry of Commerce and the Shanghai Municipal People's Government. It is a specialized agency that aims to promote the entry of foreign capital and technology into Shanghai, as well as the entry of Chinese capital and technology into other developing countries and transitional economies. As one of the nine investment and technology promotion offices in the world, UNIDO-SIPC provides high value-added advisory services for enterprise development agencies, local governments and investment promotion agencies, mobilizes investment, technology, knowledge and skills, and implements sustainable, inclusive and innovative projects in China and other developing countries.



Shanghai Science and Technology Entrepreneurship Center

For many years, the center has been committed to the incubation and management of science and technology-based SMEs. The center is not only an incubator of science and technology-based SMEs, but also a service organization coordinating the city's science and technology-based enterprise incubator network and science and technology parks of universities. In addition, it provides innovation and entrepreneurship services for the city's science and technology-based SMEs and creates a public entrepreneurship service environment for the whole society.



Shanghai SME Development Service Center

The Shanghai SME Development Service Center is a national public service demonstration platform for SMEs recognized by the Ministry of Industry and Information Technology. The service center helps implement the laws, regulations and policies of the state and Shanghai Municipality on the development of SMEs. The center also assists in promoting the construction of SME service systems and credit systems, coordinates and organizes cross-industry and cross-regional activities for SMEs.



"Going-out" Service Platform

This WeChat public account was created by the Shanghai Municipal Commission of Commerce to give further play to Shanghai's leading role in the "Belt and Road" initiative. The platform releases the latest policies and news on foreign investment and cooperation, providing services for enterprises to "go out".



ODI Promotion Shanghai

The Shanghai Integrated Service Center

Provide information to enterprises going global on economy and trade, forums, project match-making consultation, legal protection, market analysis, risk prevention and other information for all types of enterprises. It aims to create a one-stop, accurate and efficient information platform and support local enterprises in Shanghai to "go out" and conduct international operations.



Shanghai Development Park Association

The Shanghai Development Park Association is an independent non-profit social organization operated and managed by experts from industrial and technology innovation parks. With members covering all types of development zones in Shanghai, the association provides a comprehensive network platform for Shanghai industrial and technology innovation parks, promotes the development of members, strengthens domestic exchanges, and boosts internationalization.

Note: All information in this brochure is obtained from public sources and is for reference only.