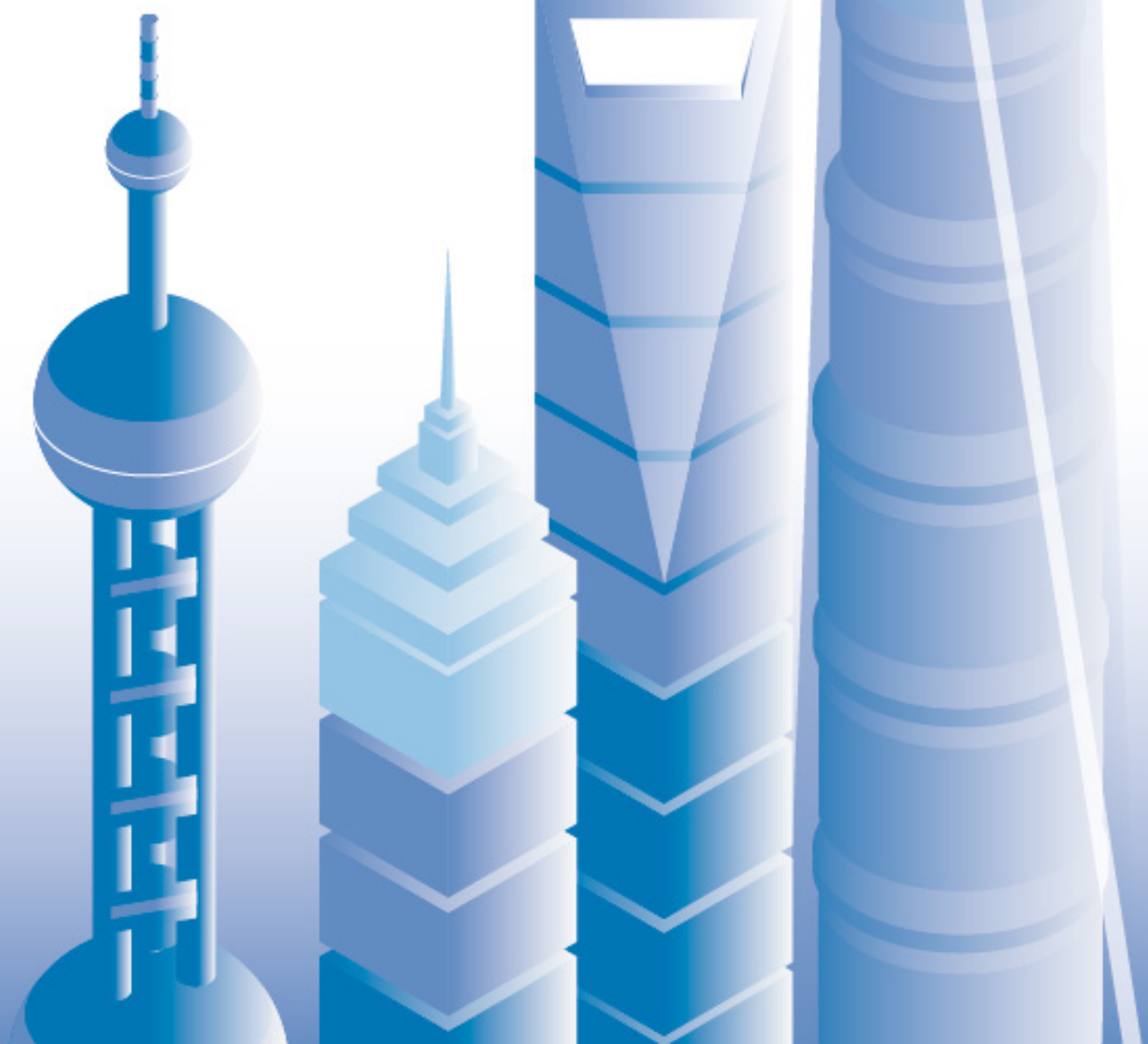




2022

SHANGHAI FOREIGN INVESTMENT GUIDE



PREFACE

The year 2021, shaped by unprecedented global changes and a once-in-a-century pandemic, was a year in which Shanghai made great progress in embracing the new development models. The city has achieved further control over COVID-19, along with continued economic and social development, realizing both higher living standards and higher efficiency in governance. It has also made practical achievements in celebration of the 100th anniversary of the Communist Party of China and the beginning of the 14th Five-Year Plan period.

Leveraging these new development models, Shanghai is China's first city to have a GDP of over RMB 4 trillion in 2021, remaining the most economically strong city in the country.

Shanghai has made further efforts to advance opening-up driven by in-depth reform. Pudong New Area has accelerated high-level reform and opening-up and the development of the Pioneer Area for Socialist Modernization, and the China (Shanghai) Pilot Free Trade Zone (SHFTZ) has launched new measures to facilitate trade and investment. In addition, the first round Three-Year Action Plan for the integrated development of the Yangtze River Delta (YRD) region is complete, and development of the Hongqiao International Hub for Opening-up has been accelerated.

Technological and business innovation and breakthroughs in industry models have become the powerhouse driving Shanghai's economic development. The city enjoys a healthy and sustainable economic development supported by the following achievements: 34 high-value invention patents per 10,000 residents; over 20,000 high-tech enterprises; the development of state-level labs and leading scientists' communities; the accelerated expansion of Zhangjiang Science City; and the application of the Shanghai Solutions in three leading industries, namely integrated circuits, biopharmaceuticals, and artificial intelligence. Meanwhile, Shanghai has made efforts to build itself into an international consumption center and to explore new business models, and leads the country in the number of first stores. Endeavors have also been made to deepen the administration services for foreign investment, and explore new models in foreign trade, with the services trade volume accounting for approximately 30% of China's total.

Shanghai is dedicated to creating a digital city and developing into a digital highland. Comprehensive policies are in place to promote full economic, administrative and lifestyle transformation. With the launch of the Shanghai Data Exchange, the construction of new digital infrastructures, the employment of pilot applications and scenarios, and the spread of online businesses, smart factories and digital RMB, an international digital city with global influence is taking shape.

As an important window on China, Shanghai is at a key stage of building its strategic advantages for future development. Shanghai will be a trailblazer and a pioneer in high-level reform and opening-up and will set benchmarks for the highest standards and the best practices. It will improve its core competencies by strengthening the "Four Functions", building the "Four Brands" and further pushing forward the upgraded "Five Centers" initiative. The city is expected to be a hub for high-caliber talent in sci-tech innovation and to strengthen innovation as a pillar for economic development. With efforts focused on advancing digital transformation along with green and low-carbon development, Shanghai will build itself into an ecologically-sound and livable city.

As in the past, Shanghai will continue to make every effort, as Mayor Gong Zheng has said, to create new magic, and build an international socialist modern metropolis. Shanghai's contributions to the second centenary goal and the Chinese Dream of great national rejuvenation will help create a prosperous new era.





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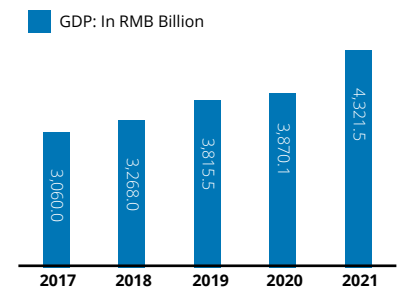
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Chapter I

A Global City of Excellence

A Global City of Excellence by 2035

In 2021, Shanghai's GDP reached RMB 4.32 trillion, a year-on-year increase of 8.1%, making Shanghai yet another Chinese city to surpass the four-trillion mark. Shanghai continues to strengthen all aspects of its soft power, and by 2035 expects to rank among the top cities in the world in terms of overall economic strength, and to be an international modern socialist metropolis with global influence.



A Vibrant and Prosperous City

Industrial output of strategic emerging industries increased by **14.6%** year on year to over **RMB 1.6 trillion**.

Import and export volume totals reached over **RMB 4.06 trillion**, up by **16.5%** over the previous year.

Transaction volumes of the financial markets increased by **RMB 2,511 trillion**, a year-on-year increase of **10.4%**.

In 2021 Shanghai achieved the following milestones



Paid-in foreign direct investments reached **USD 22.55 billion**, up by **11.5%** year on year.

Per capita disposable income increased by **8%** to over **RMB 78,027**.

Industrial output of the three leading manufacturing industries, namely integrated circuits (ICs), biopharmaceuticals and artificial intelligence (AI), increased by **18.3%**.

- ✓ An Alpha+ global city & one of the world's top 10 megacities on the GaWC World City List
- ✓ No.1 in the China Financial Centers Index
- ✓ The highest GDP among all Chinese cities
- ✓ The world's largest trading port city
- ✓ China's top city in the first-store economy, welcoming 1,078 first stores

A Pioneering and Open City

Progress of "Three Missions" and "One Platform"

In the Lin-gang Special Area, the total industrial output value above the designated scale and the total investment in fixed assets increased by **72.7%** and **62%** respectively.

Shanghai-based companies listed on the Shanghai Stock Exchange Science and Technology Innovation Board (the SSE STAR Market) **lead the country** in terms of raised capital and total market value.

The first-round action plan for integrated development of the YRD region is complete, with **120** cross-province/city government services offered on the Government Online-Offline Portal.

The total value of intended deals in the 4th China International Import Expo (CIIE) reached **USD 70.72 billion**.

An Innovation-driven City Integrating Digital and Intelligent Development

Developing New Trillion-worth Fields

In 2022, Shanghai has issued investment promotion plans in four new fields – metaverse, low carbon, intelligent terminals and digital economy, laying a forward-looking industry layout for the city's development.

Digital Economy

Centering on key fields including new digital industries, new digital factors, new digital infrastructure and new intelligent terminals, to conform the framework of a "world-class digital city" by 2025.

Metaverse

Focusing on leading technologies of metaverse, interactive terminals and digital tools, to achieve an over RMB 350-billion industry scale by 2025.

Low carbon

Promoting clean energy, de-carbonizing raw materials, adding new functions to materials, improving production efficiency, electrifying terminals and improving resource recycling, to achieve an over RMB 500-billion industry scale by 2025.

Intelligent terminals

Developing smart new energy vehicles (NEVs), intelligent robots, VR interactive terminals, intelligent wearable devices and smart home, to achieve an over RMB 700-billion industry scale by 2025.

Source: Shanghai Municipal Commission of Commerce; Shanghai Municipal Statistics Bureau; Shanghai Statistical Yearbook 2021; Outline of the 14th Five-Year Plan (2021–2025) of Shanghai for National Economic and Social Development and the Long-Range Objectives Through the Year 2035; 14th Five-Year Plan for Environmental Protection in Shanghai; Shanghai Municipal Government Work Report 2022

An International Metropolis Supported by the Initiative of “Five Centers”

Shanghai had substantially established itself as an international economic, financial, trade, shipping and science and technology innovation center. In 2021, it further pushed forward the “Five Centers” initiative with key indicators surpassing the 10,000 mark, including the GDP and the import and export trade volume which exceeded RMB 4 trillion, the added value of the second and tertiary industries which reached more than RMB 1 trillion and 3 trillion respectively, and the number of certified high-tech enterprises which increased to over 20,000.

An International Economic Center

The largest
Economic Center in China

No.1
in the China Business Attractiveness Index 2021¹

No.1
in China in the International Consumption Center Development Index 2021²

- Shanghai remained No.1 among all Chinese cities, with a GDP of RMB 4.32 trillion in 2021.
- Its total retail sales of consumer goods increased by 13.5% year on year to over RMB 1.8 trillion.
- Over 3,000 domestic and global brands have launched their first product, technology or exhibition in Shanghai.
- The city witnessed a constant and steady growth during the COVID-19 epidemic period, and expected a 5.5% GDP growth in 2022.

An International Shipping Center

Home to one of the world's busiest ports – Shanghai Port, which **tops the world** in container throughput for the 12th consecutive year³

The 3rd largest
international shipping center in terms of comprehensive strength in 2021⁴

- Shanghai handled a transit container throughput of over 6 million TEUs, up by 13.4% over the previous year.
- It also handled an air cargo throughput of about 4.37 million metric tons, up by 8.47% year on year.
- It is home to headquarters of 6 out of the global top 10 ship management institutes, 10 members of the International Association of Classification Societies, and 39 shipping lines among the world's top 100.

Note:
1. Released by Rising Lab under YiCai Media Group in May 2021
2. The *Research Report on the International Consumption Center Development Index* released by Jones Lang LaSalle in November 2020
3. Statistical results released by Shanghai International Port Group in January 2022
4. The *2021 Xinhua-Baltic International Shipping Centre Development Index Report* jointly published by Xinhua News China Economic Information Service and the Baltic Exchange in July 2021

An International Finance Center

No.4
in the Global Financial Centers Index (GFCI)¹

No.2
in the GFCI fin-tech ranking¹

The world's largest
gold trading center²

3rd largest
crude oil futures market³

- Shanghai has accelerated the clustering of well-known domestic and foreign financial institutions, boasting China's most concentrated factor markets including stocks, bonds, futures, insurance, trusts and foreign exchange.
- The cross-border transaction between financial institutions through the free-trade accounting unit increased by 23% year on year.
- Crude oil futures were launched on the Shanghai International Energy Exchange as the first RMB-denominated futures contracts listed in China that are open to overseas investors.
- Shanghai also witnessed the launch of several important financial products, including the first infrastructure real estate investment trusts (REITs), the first pair of exchange-traded-funds available via the Shanghai-Hong Kong ETF Connect, and its first free-trade-zone offshore enterprise bonds.

An International Trade Center

The “Free Offshore Trade” platform, **the first one** of its kind in China

The largest volume of trade in services in China⁴

- Shanghai has developed an integrated bank account system for both domestic and foreign currencies, attracting 63 financial institutions which have opened over 130,000 free trade accounts for 38,000 enterprises based in the free trade zone or overseas countries, with an account balance of over RMB 400 billion by the end of 2021, up by 14% over the previous year.
- The “single window” service platform for international trade has offered services for 43,000 foreign-trade enterprises, including international settlement services for 4,556 cargo owners; total transaction volume exceeded RMB 39 billion in 2021, a year-on-year increase of 2.7 times.

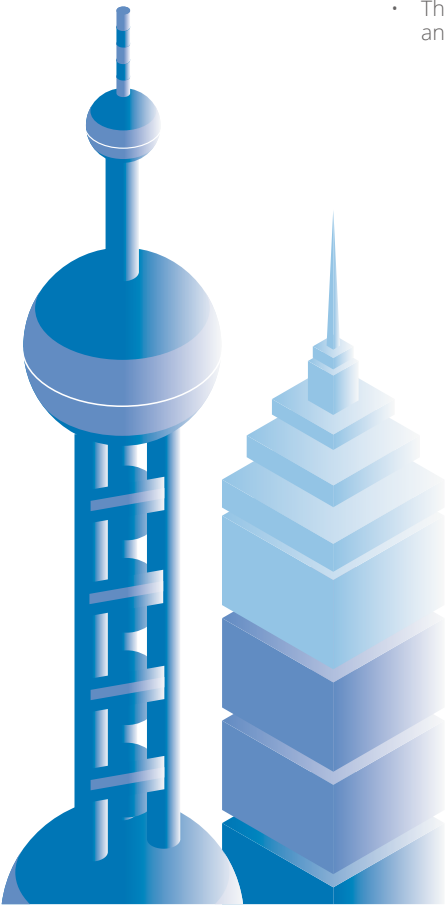
A Global Sci-Tech Innovation Center

No.5
in the Nature Index Science Cities⁵

No.12
among the world's top 100 most innovative cities⁶

- In 2021, Shanghai received 48 state awards, including the State Natural Science Award, the State Technological Invention Award, and the State Scientific and Technological Progress Award.
- In 2021, 4 more Shanghai-based joint laboratories set up with countries and territories along the Belt and Road (B&R) were approved by the Ministry of Science and Technology of China, and 6 municipal-level B&R joint laboratories and 3 technology transfer platforms were set up.

1. The thirty-first edition of the Global Financial Centers Index (GFCI31) jointly developed by China Development Institute and London-based Z/Yen Group in March 2022
2. The *14th Five-Year Plan for Building Shanghai into an International Financial Center* issued by Shanghai Municipal Government in July 2021
3. Statistical results released by Futures Industry Association (FIA) of America in March 2020
4. The *Report on the Development Index of Trade in Services in the World (2021)* released by Chinese Academy of International Trade and Economic Cooperation under the Minister of Commerce in October 2021
5. The *Nature Index Science Cities 2021* released by the Nature Publishing Group in September 2021
6. The *Global Innovation Index Report 2021* released by the World Intellectual Property Organization (WIPO) in September 2021



A New Economic Pattern Pillared by "Five Types of Economy"

At the outset of the 14th Five-Year Plan period, Shanghai has proposed to develop the "Five Types of Economy" (**innovation economy, service economy, headquarters economy, open economy and flux economy**) as its main task. In view of its distinctive features and advantages as an international metropolis, Shanghai has fostered the new economic pattern featuring the service economy at its core, high-capacity innovation, highly-concentrated headquarters, massive accumulation of resources and deep integration into the global economy, thus creating new paths for economic development.



Innovation Economy

Development highlights

Focusing on enhancing the basic research capacity and making breakthroughs in core technologies; unlocking the creativity and vigor of market entities; strengthening the application and protection of intellectual property rights; and nurturing and attracting sci-tech professionals

Development advantages

New industries: The three core industries (ICs, biopharmaceuticals and AI) continue to grow. Total R&D expenditure accounts for about 4.1% of Shanghai's GDP.

New platforms: A group of nationally leading and globally competitive major sci-tech infrastructure and public R&D service institutions have been established.

Service Economy

Development highlights

Supporting innovation and upgrades of new economies; promoting innovative development of service industries driven by a new generation of information technology; and deeply integrating digital technology with service industries such as finance, commerce and trade, education, healthcare and transportation

Development advantages

Financial services: Total transactions in the financial markets reached a record high of over RMB 2,500 trillion in 2021, and opening-up policies like "30 Financial Measures" have been introduced.

Shipping services: Shanghai ranks 1st globally in port trade volume; 24 member ports have been connected to Asia-Pacific Model E-port Network; and 7 RMB 100 billion-level platforms for staple commodity trade are in operation.

Open Economy

Development highlights

Improving the business environment; leveraging the demonstrative role of SHFTZ, especially the Lingang Special Area; promoting the development of Hongqiao International Hub for Opening-up; and enhancing the global influence of the CIIE

Development advantages

China International Import Expo (CIIE): The CIIE continuously brings new opportunities for the world economic growth.

Regional Comprehensive Economic Partnership (RCEP): One month after the RCEP took effect, Shanghai's import and export trade volume with member nations under preferential policies reached RMB 2.07 billion.

Headquarters Economy

Development highlights

Enhancing the capacity of the headquarters economy with the "Headquarters Capacity Enhancement" initiative to attract regional headquarters (RHQs) of multinational corporations (MNCs) and headquarters of SOEs and privately-owned companies and encourage MNCs to set up diverse functional institutions in Shanghai

Development advantages

Plenty of headquarters: As of the end of 2021, Shanghai was home to 831 regional headquarters (RHQs) of MNCs and 506 foreign-invested R&D centers.

Enhanced capacity: A large number of Fortune Global 500 and leading enterprises have set up their Greater China, Asia-Pacific or global headquarters in Shanghai and empowered them with higher management functions to upgrade their presence in global networks.

Flux Economy

Development highlights

Clustering innovation-driven enterprises; launching demonstrative online application scenarios for new economies with superior influence in the market; and developing respected online new economy brands which offer innovative products and services

Development advantages

Flux economy platforms: Shanghai Data Exchange was unveiled, along with a digital industry ecosystem featuring "Exchange + Bases + Enterprise Clusters".

New online consumption forces: In 2021, Shanghai's online shopping transactions totaled RMB 1.3 trillion, up 12.3% from the previous year.

A People's City with Social Cohesion

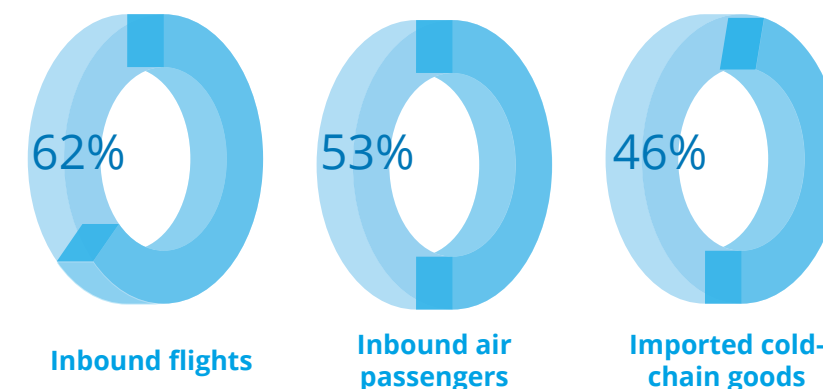


History will remember all those who stood and worked for this city.

From March 2022, in facing a wave of unprecedented tough and complex epidemic, Shanghai has firmly adhered to the "dynamic zero-COVID policy" by focusing on two main tasks of reducing new cases and avoiding epidemic rebound, and continuously taking actions to achieve zero community transmission, which all have translated into a phased **victory over the outbreak**.

At the same time, in line with the demand of **protecting against epidemic, stabilizing the economy and keeping secure development**, Shanghai has made all-around efforts to restore the normal order of production and living across the city, including successively implementing various measures to relieve the difficulties of citizens and help businesses tide over the challenging time. The municipal and district governments have conducted regular visits and inspections to "prevent the epidemic, stabilize the economy, and ensure safety", gradually restored public services such as public transportation and medical care, given more care to special groups such as the elderly, children and pregnant women, and sped up the transformation and upgrading of old communities, urban villages, farmers markets, etc.

Since 2020, Shanghai has been guarding the "Gate of China" with a strong sense of mission and responsibility. It has accounted for a large bulk of the country's total transport capacity, with the largest percentage as follows:



As of the end of 2021:

- **94%** of the permanent resident population in Shanghai had been vaccinated.
- For newly-identified COVID-19 cases, the Shanghai government typically responds by sending personnel to the identification spot within **2 hours**, completing a major investigation within **4 hours**, and finishing COVID-19 tests, specific control, patients/contacts transfer and quarantine within **24 hours**.

Fighting Epidemic While Returning to Work

Multiple Services for Resumption of Operation and Production of Enterprises

Shanghai has kept promoting the resumption of work, production, and business. By the end of the first half of 2022, more than 70% of over 1,800 key enterprises in Shanghai had resumed business, among which over 90% of the first batch of about 660 white-listed key enterprises had returned to operate.

At the same time, Shanghai has launched specific epidemic prevention and control guidelines for the resumption of work and production of different industries, opened special online service windows for enterprises, and introduced activities related to employment guarantee. For example, Shanghai EasyServe, a WeChat mini program, provides both Chinese and English service in terms of policy inquiry, epidemic prevention guidance and self-check on work resumption. As of May 31, 2022, the platform had received more than 3.75 million visits and over 57,000 times of policy inquiries and epidemic prevention guidance requirements.

Two-way Communication to Boost Confidence

Roundtable Conferences on Government-Enterprise Cooperation

In the first half of 2022, Vice Mayor of Shanghai hosted more than 20 dedicated roundtable conferences on government-enterprise cooperation, combining online and offline methods, and targeting enterprises in various industries (automobiles, catering, ICs, conference and exhibition, etc.) with different scales and funded by investors from the US, UK, EU, Japan, South Korea, etc.

In the conferences, Shanghai municipal and district leaders introduced relevant policies for speeding up economic recovery and revitalization. Representatives of enterprises put forward questions and suggestions on issues such as resumption of production and operation, and were answered on site by heads of relevant departments, leading to quick resolution of problems and boosted confidence in Shanghai's development.

COVID-19 Prevention and Economic Recovery Policies



Scan the QR code to learn more about the policies of Shanghai to fight against the epidemic with all efforts to help enterprises and promote development (to be upgraded continuously)

Supportive Policies

Policies and Measures of Shanghai to Fight against the Epidemic with All Efforts to Help Enterprises and Promote Development

Action Plan of Shanghai for Accelerating Economic Recovery and Revitalization

Cut tax and fee to relieve corporate burden	Promote work, production and market resumption
Stabilize foreign investment and foreign trade	Protect and improve people's livelihood
Bolster consumption recovery	Ensure orderly urban operation
Boost effective investment	Strengthen factor guarantee

Policies and Measures of Shanghai to Fight against the Epidemic with All Efforts to Help Enterprises and Promote Development

On March 27, 2022, the 21-point *Policies and Measures of Shanghai to Fight against the Epidemic with All Efforts to Help Enterprises and Promote Development* was issued to assist businesses in the city and promote economic development while fighting COVID-19 outbreak.

Policy Highlights

- Relieving enterprises' burden and supporting difficulty-ridden industries by tax rebates and reductions, fee reductions, rent reductions and exemptions, fiscal subsidies, financial support and measures to stabilize employment, as part of the city's latest efforts to navigate businesses through the challenging period and to reboot economy.

Action Plan of Shanghai for Accelerating Economic Recovery and Revitalization

On May 29, 2022, the *Action Plan of Shanghai for Accelerating Economic Recovery and Revitalization* with 50 specific policies and measures from 8 aspects was launched, which covers the following 4 major sectors:

Policy Highlights

- Helping enterprises to bail out:** Comprehensively implementing the policy of "Holdover, Exemption, Rebate and Subsidy" by phased deferral of "five insurances and one housing fund" and tax payment, expanding the coverage of housing rent reduction and exemption, reducing fees for enterprises through multiple channels, increasing tax rebates and reductions, and granting subsidies to assist enterprises in stabilizing jobs;
- Promoting work, production and market resumption:** Dynamically revising the guidelines of epidemic prevention and control for resumption of work and production, expanding the coverage of subsidies for enterprises' epidemic prevention and disinfection, establishing a mutual protection mechanism for the industry and supply chains in the YRD region, and smoothing domestic and international logistics and transportation channels, to promote the resumption of work, production and market in all sectors;
- Stabilizing foreign investment and foreign trade:** In terms of stabilizing foreign investment, designating dedicated government staff to serve key foreign-invested enterprises for work and production resumption, launching an online service system for major foreign-funded projects, starting the application process for special funds to develop MNC RHQs in Shanghai ahead of schedule in 2022, further supporting MNCs to set up RHQs and foreign-funded R&D centers in the city, and stabilizing the expectations and confidence of foreign-funded enterprises; in terms of stabilizing foreign trade, strengthening the support for export rebates and export credit insurance, encouraging port and shipping enterprises to reduce or exempt cargo storage fees and demurrage fees; and in terms of expanding investment, completing the renovation of large old down town areas within the year, and accelerating the renovation of sporadic old areas in an all-round way;
- Strengthening support guarantee:** In terms of factor guarantee, speeding up the allocation of special financial funds related to enterprises, and making overall plans to provide rent, loan interest and other subsidies for enterprises with operating difficulties; in terms of employment, stabilizing and expanding employment through multiple channels, increasing training subsidies, implementing various employment subsidies, and optimizing talent policies of direct household registration, residence permit transferred to household registration, and house purchases; and in terms of improving business environment, establishing a service mechanism of prompt response and problem resolution for enterprises, and implementing a special action plan for bailing out market players and optimizing business environment.

Chapter II Further Opening-up

A Global-oriented Opening-up Hub

Shanghai thrives on its openness. As home to Pudong – the pioneer area for socialist modernization, the Lin-gang Special Area of SHFTZ and other important zones of opening-up, Shanghai has provided the rest of China with reform experience and innovation. In response to China's implementation of RCEP rules, Shanghai has advantageously taken the lead in many areas. Always abreast of the most advanced international standards, Shanghai will play a greater role in allocating global resources, nurturing sci-tech innovations, supporting high-end industries and further opening up to the world, greatly improving urban capacities and core competitiveness.

Foreign Investment in Shanghai in 2021

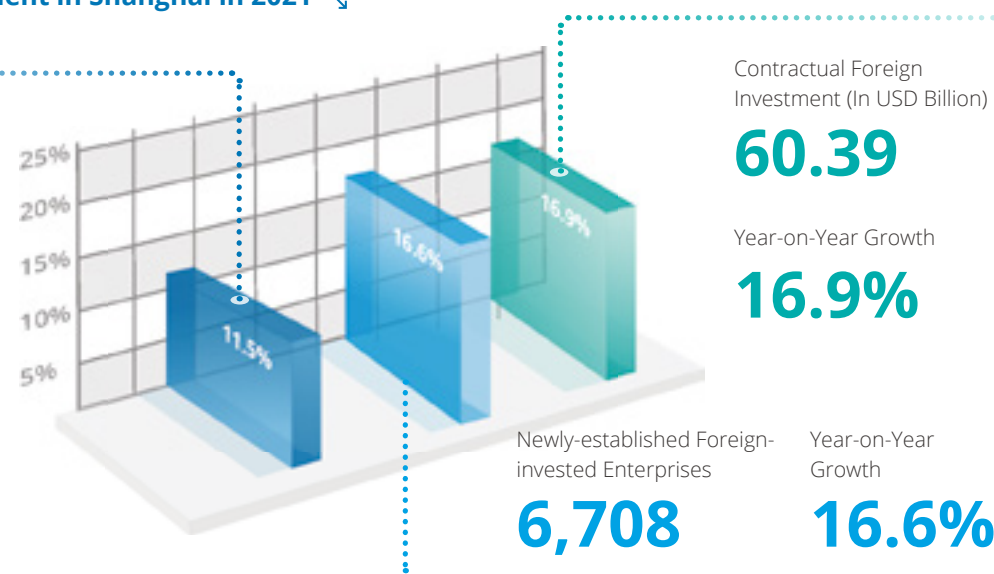
Paid-in Foreign Investment (In USD Billion)

22.55

Year-on-Year Growth

11.5%

New Historical Record



- In 2021, as in previous years, the top five sources of investment in Shanghai from outside Chinese Mainland were Hong Kong, Singapore, Europe, Japan and the US.

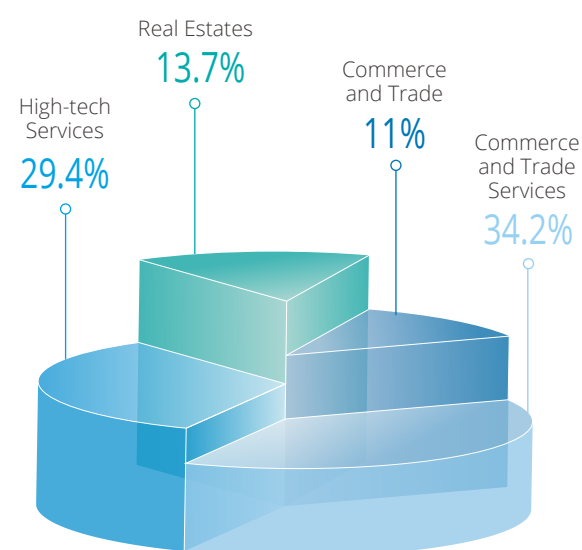


- The paid-in capital in Shanghai from RCEP members increased by 8.7% year on year to about USD 3.21 billion, and represented 14.9% of the city's total.
- Year-on-year change in paid-in capital from the US went from negative to positive, with a 1.3% increase to USD 605 million.
- Main investment areas were commercial services, high-tech services, real estates and commerce and trade, accounting for 88.3% of the city's total paid-in foreign capital.



- The commercial services witnessed the fastest growth among all industries, with paid-in foreign capital reaching USD 7.34 billion, up by 50.1% year on year, mainly from holding companies, RHQs and equity investment projects.
- Paid-in foreign capital in high-tech services reached USD 6.32 billion, up by 13.9% year on year, mainly in information service, R&D, and technical service sectors.

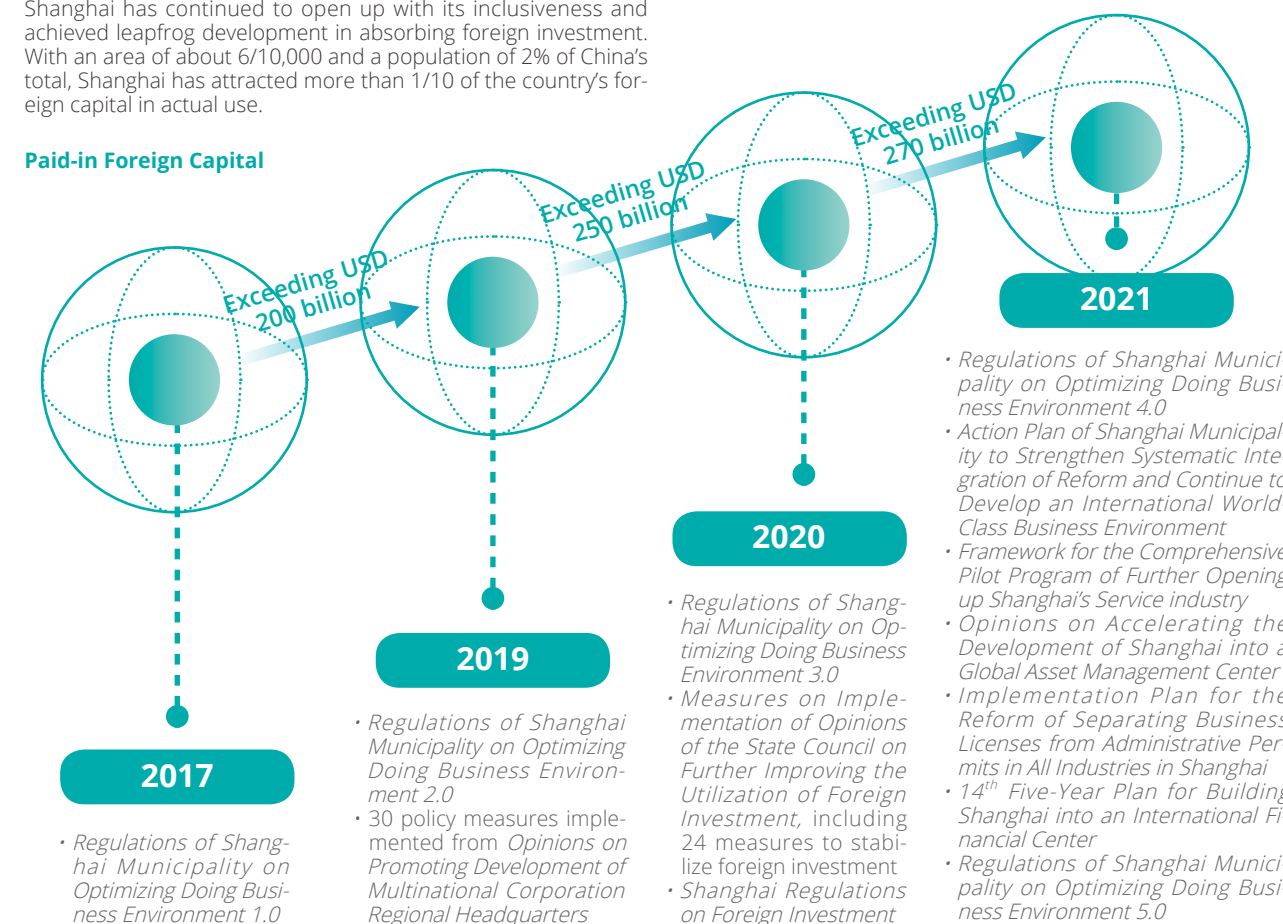
Proportion of Paid-in Foreign Capital in Major Investment Areas



An Open Policy Environment

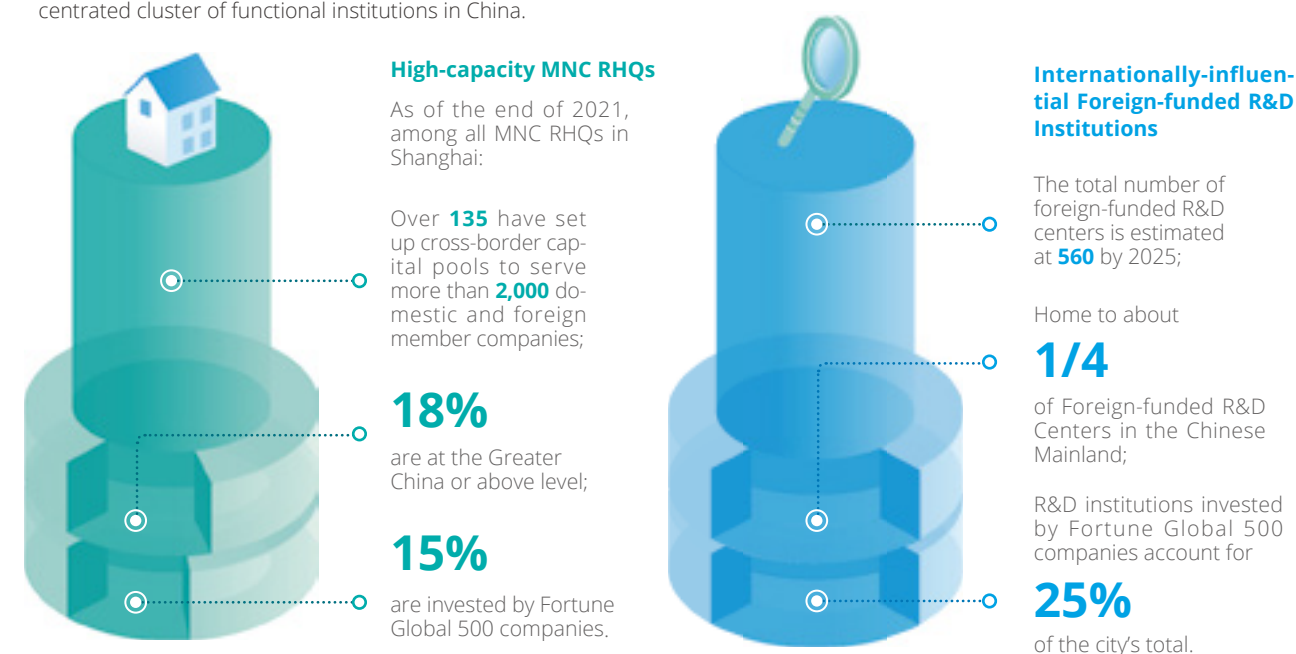
Shanghai has continued to open up with its inclusiveness and achieved leapfrog development in absorbing foreign investment. With an area of about 6/10,000 and a population of 2% of China's total, Shanghai has attracted more than 1/10 of the country's foreign capital in actual use.

Paid-in Foreign Capital



Open Economic System – Clusters of Functional Institutions

Shanghai is one of the most attractive investment destinations in China and beyond, and has always been home to the most concentrated cluster of functional institutions in China.



A Regional Benchmark for Opening-up and Socialist Modernization

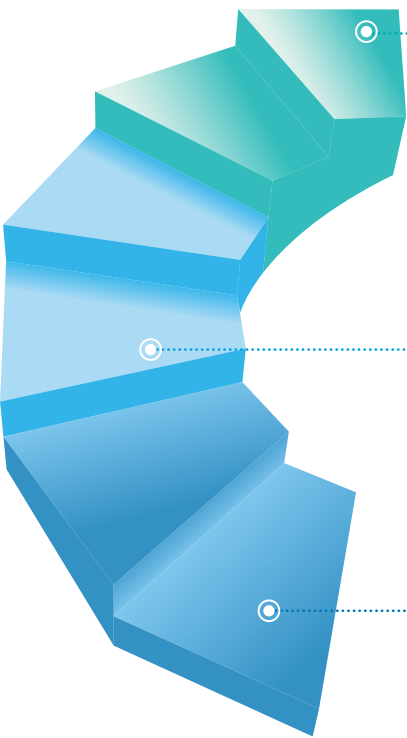
The *Guidelines on Supporting Pudong New Area in High-level Reform and Opening-up to Build It into a Pioneer Area for Socialist Modernization* published in April 2021 by the CPC Central Committee and the State Council of China outlines for Pudong major new tasks in reform and opening-up.

In alignment with the regulations regarding special economic zones, the Shanghai Municipal People's Congress and its Standing Committee are authorized to, in compliance with the *Constitution of the People's Republic of China* and other basic laws and administrative regulations, **formulate rules and regulations which can be implemented locally** specific to Pudong's practices of reform and innovation.

Objectives

- ✓ A Pioneer for Higher-level Opening-up
- ✓ A Benchmark for Independent Innovation-driven Development
- ✓ A Highland for Global Resources Allocation
- ✓ A Model for Expanding Domestic Demand
- ✓ An Example for Modern Urban Governance

Five Leading Roles



A Leading Role in Function Development and Urban Governance

Global Resources Allocation and Modern Urban Governance

- Proposing for the first time to
- Develop an offshore financial system matching Shanghai as an international financial center
 - Build an international consumption center
 - Establish a host of high-capacity platforms
 - Devise an economically and socially synergistic urban governance system

A Leading Role in Integrated Reform and Institutional Opening-up

Integrated Reform and High-level Institutional Opening-up

- Proposing for the first time to
- Develop the whole district as a special economic functional area
 - Mirror the regulations regarding special economic zones to authorize local governments to formulate local-specific rules and regulations
 - Introduce a pilot program of institutional opening-up and comprehensive reform

A Leading Role in Innovative Development

122 Tasks to Become an Innovation Engine

- 37 institutional breakthroughs
- 17 high-capacity platforms
- 21 major policies and measures
- 47 major tasks

Six Action Plans

Global Operation Program (GOP) >>>

Helping multinational companies in Pudong expand their business to the Asia-Pacific region and beyond, and grow into world leading companies in their respective fields

Plan for Attracting Global Institutional Investors >>>

Attracting funds and projects from global well-known institutional investors and supporting existing institutional investors to further improve their capacity

Plan for Digital Upgrading of Industries >>>

Advancing IT-powered digital and intelligent transformation of manufacturing and service industries

Plan for Launching Joint Opening-up and Innovation Centers >>>

Encouraging large enterprises to carry out collaborative innovation with SMEs across the innovation chain by taking advantage of innovation resources and networks

Plan for Clustering High-end Consumption Brands Across the Globe >>>

Gathering global business entities and brands for consumers to shop globally in Pudong

Plan for Gathering International Economic Organizations

Attracting and fostering high-capacity international economic organizations including chambers of commerce, industry associations and trade associations to play an active role in global economic governance

CIIE – An Open International Platform

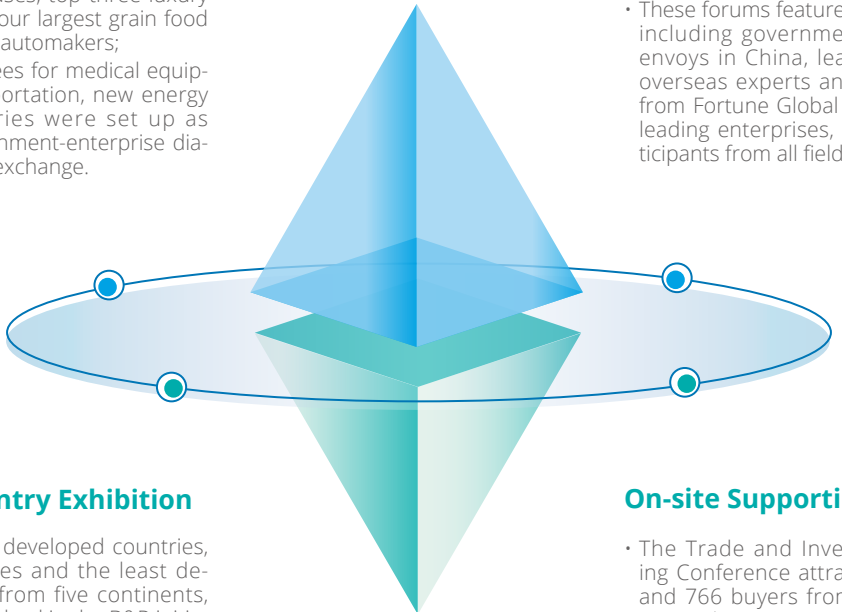
The CIIE, hosted by the Ministry of Commerce and Shanghai Municipal Government and organized by China International Import Expo Bureau and National Exhibition and Convention Center (Shanghai), is the world's first dedicated exhibition at the national level. During the 4th CIIE from November 5 to 10, 2021, over 2,900 enterprises from 127 countries and regions participated in the exhibition, showcasing a total of 422 new products, technologies, and services and reaching USD 70.72 billion worth of cumulative intended deals. In May 2022, Shanghai held an online conversation meeting for representative exhibitors of the 5th CIIE. Over 70% of the planned exhibition areas have been booked and the number of Fortune Global 500 and leading enterprise exhibitors has been over 240.

Business Exhibition

- Exhibitors included **281** Fortune Global 500 companies and leading enterprises, over **80%** of whom had participated the exhibition in previous years;
- Participants included the world's three leading auction houses, top three luxury goods companies, four largest grain food traders and top ten automakers;
- **15** special committees for medical equipment, smart transportation, new energy and other industries were set up as platforms for government-enterprise dialogue and industry exchange.

Hongqiao International Economic Forum

- In addition to the main forum and high-level forum, **12** sub-forums and **1** press conference & international symposium were held in offline and online mode;
- These forums featured over 150 speakers including government officials, foreign envoys in China, leading domestic and overseas experts and senior executives from Fortune Global 500 companies and leading enterprises, and over 2,000 participants from all fields.



The Online Country Exhibition

- Exhibitors included developed countries, developing countries and the least developed countries from five continents, especially those involved in the B&R initiative;
- The online exhibition attracted the attention and interaction of a great number of Internet users at home and abroad, who made a total of **60 million** visits.

On-site Supporting Activities

- The Trade and Investment Matchmaking Conference attracted 640 exhibitors and 766 buyers from 55 countries, and inspired **273** cooperation intention deals worth nearly USD **3.70** billion;
- **17** investment promotion activities and **80** joint signing ceremonies effectively converted exhibitors into investors.

Spillover Effect

"6 + 365" Trading Services Platforms

- Since the 1st CIIE, Shanghai has built 56 "6 + 365" trading services platforms, introducing about 180,000 kinds of CIIE exhibits from 1,390 exhibitors and importing RMB 146.47 billion worth of commodities.

A Favored Destination for Global Debuts of New Products

- By virtue of the platform for new products debuts at the CIIE, Shanghai has accelerated the development of its "first-store economy". In the 4th CIIE, over 100 new products, cutting-edge technologies and innovative services from 62 enterprises were unveiled at the special exhibition zone for new products, among which over half made their global debut and about 40 their Asia and China debut.

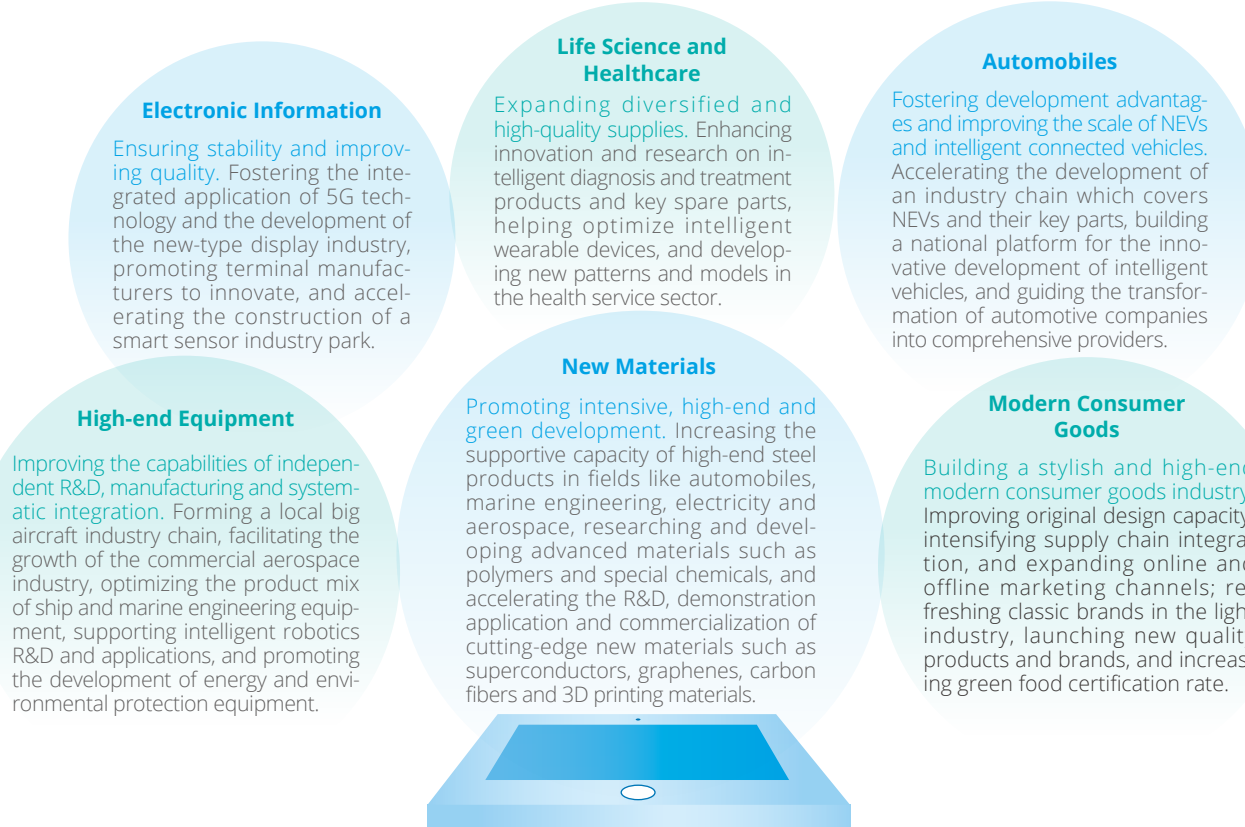


Open Industry Ecosystem

Development Driven by Shanghai's Three-industry Solutions

ICs	Biopharmaceuticals	AI
<ul style="list-style-type: none">Accelerating the development of new momentum, and strengthening the leading forces of newly expanded terminal segmentsImproving independent innovation capabilities, upgrading the industry chain which includes self-developed equipment, spare parts, materials and design software, and developing the Electronic Chemicals Special Zone in line with high standards	<ul style="list-style-type: none">Promoting synergistic development within the industry chain, quickening the application of clinical research, and boosting R&D and commercialization of innovative drugs and high-end medical devices	<ul style="list-style-type: none">Further empowering the real economy by AI technology, encouraging new-generation AI algorithm innovation, and developing intelligent end-user products and application scenarios such as airports, buildings and energy

Development of Six Key Industry Clusters



Improved Quality and Capacity of Service Economy

Shanghai has shaped a service economy represented by financial services, cultural creativity and the digital economy, and it will further focus on the development of high-end producer services represented by knowledge-intensive service, and residential and lifestyle services of high quality and diversity.

High-end Producer Services >>>

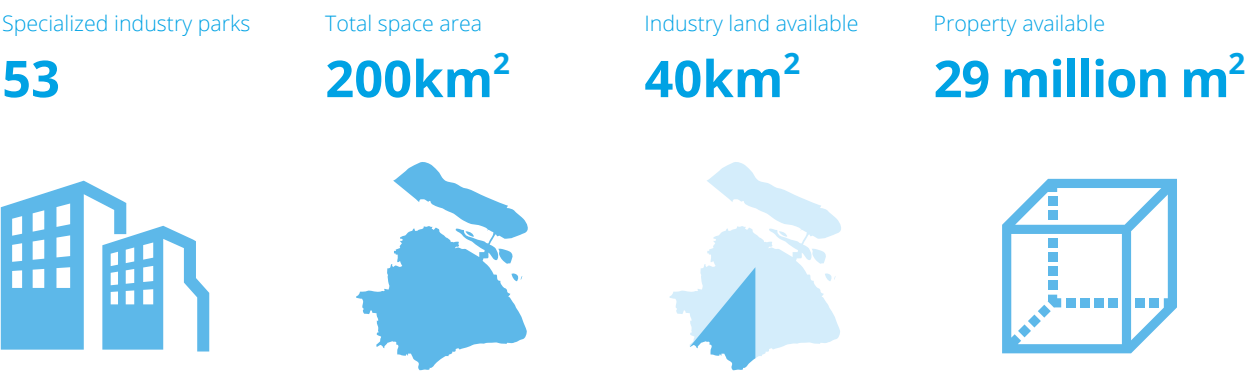
Vigorously developing this sector represented by knowledge-intensive service. Fostering local transnational enterprises and well-known service brands, stimulating the construction of Shanghai Technology Exchange, enhancing IP information services and international operations, accelerating mutual recognition of occupational qualifications on a trial basis, and building a favored destination for foreign and domestic original designs, and a commercialization center of excellent designs.

Residential and Lifestyle Services >>>

Upgrading towards higher quality and diversification. Encouraging the development of elderly care services, housekeeping, education and training – offering more intelligent elderly-friendly products and promoting the use of products suitable for the elderly; developing comprehensive family services such as housekeeping, community services and patient nursing, enhancing housekeeping skills training, and building up industry credit regulatory systems; and improving education services such as vocational training and further learning.

Shanghai Specialized Industry Parks

Shanghai had recognized 40 specialized parks targeting specific industries in 2020 and 2021. In June 2022, the third batch of 13 industry parks with distinctive features were released, which focus on the development of “new tracks”



A Glimpse at Shanghai's Advantageous Industries

Integrated Circuits (ICs)

Industry Advantages

A Complete Industry Chain

By the end of 2021, Shanghai had gathered many international leading enterprises and domestic top enterprises in subdivided fields, with **more than 700** enterprises engaged in the IC industry. A complete IC industry chain that brings together design, manufacturing, packaging and testing, materials, equipment and other supporting facilities and services has taken shape in the city.

Global Distribution Center

Supported by the distribution hubs such as Pudong Airport Comprehensive Free Trade Zone, the trading volume of ICs – the largest import commodity in Shanghai – reached **RMB 304.82 billion** in 2021, representing an increase of **2.6%**, and accounting for 12.2% of the total value of the city's imports. Shanghai has gradually become a global distribution center in the Asia-Pacific region for bonded ICs delivered by airline.

A Variety of Industry Carriers

Shanghai is home to ZJ INNOPARK, Caohejing Hi-tech Park and other IC industry parks. Among them, **ZJ INNOPARK** features the largest number of IC companies, the highest comprehensive technology level and the most complete industry chain in China. In addition, the Lin-gang Special Area of SHFTZ has started the construction of a comprehensive IC industry base to attract major IC projects and leading enterprises.

Strong Supportive Policies

The IC industry is a priority field supported by the SSE STAR Market. In 2021, **23** IC enterprises were listed on the STAR Market, accounting for **50%** of all the STAR Market-listed enterprises. In January 2022, *Policies on Promoting the High-quality Development of Shanghai's Integrated Circuit Industry and Software Industry in the New Era* was issued, with provisions for raising more IC industry funds on the basis of nearly **RMB 50 billion** raised in the first phase, in order to accelerate the R&D and production of high-end chips such as automotive chips and Internet of Things chips.

After years of development, Shanghai has formed an IC industry cluster centering on Zhangjiang and Lingang and covering both upstream and downstream sectors of the IC industry chain. In 2021, the sales revenue of ICs in Shanghai reached about RMB 250 billion, with an average annual growth rate of over 20%. The number of employees in the industry across the city reached 200,000, ranking top in China.

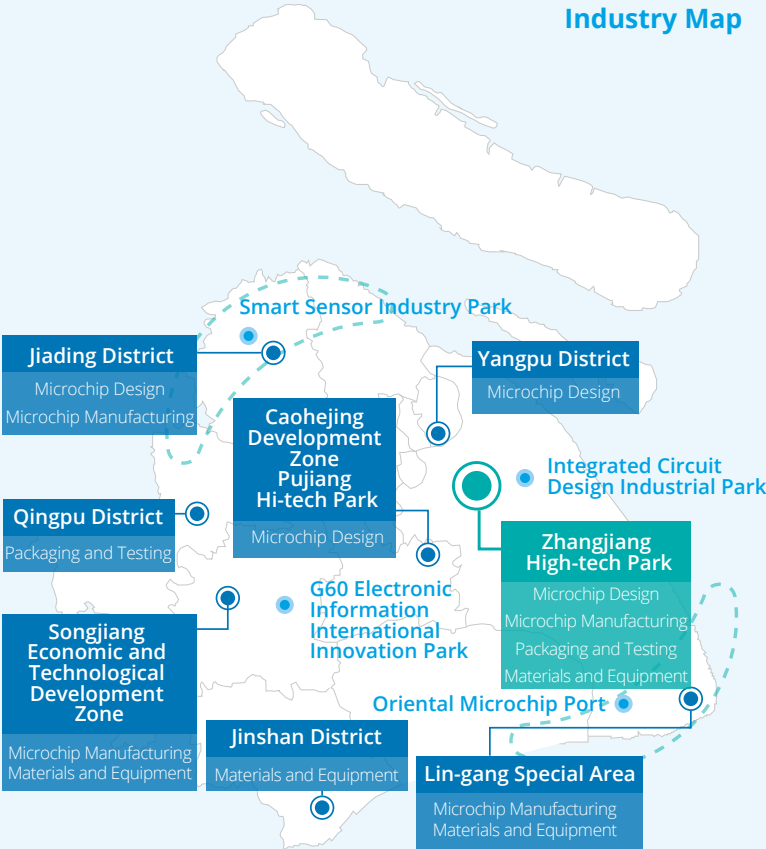
Major Areas

Shanghai will establish a **"one core + two wings"** spatial layout with Zhangjiang as the main body and Lingang and Jiading as the two wings, as a way to improve the capacity of the national IC industry base in Zhangjiang, help Lingang develop its high-end IC equipment manufacturing capacity, and foster the emerging IC industry belt in Jiading. The construction of a new comprehensive IC industry base in the Lin-gang Special Area or the YRD Integration Demonstration Zone will also be accelerated.



Scan the QR code to learn more about the IC industry in Shanghai.

Industry Map



Industry Support

Supportive Policies

- 14th Five-Year Development Plan of the Electronic Information Industry in Shanghai
- 14th Five-Year Development Plan of the Strategic Emerging Industries and Leading Industries in Shanghai
- Specialized Plan for the Development of Integrated Circuit Industry in Lin-gang Special Area of China (Shanghai) Pilot Free Trade Zone (2021–2025)
- Policies on Promoting the High-quality Development of the Integrated Circuit Industry and the Software Industry in the New Era

Conventions & Exhibitions

- 2021 AI Chip Technology + Big Data International Summit Forum
- 2021 China (Shanghai) Integrated Circuit Innovation Summit
- 2nd Semiconductor Industry Development Summit at Lin-gang Special Area of China (Shanghai) Pilot Free Trade Zone

Industry Associations

- Yangtze River Delta Integrated Circuit Industry Innovation Alliance
- Shanghai Integrated Circuit Industry Association (SICA)
- Shanghai Optoelectronics Trade Association (SOTA)
- Shanghai Integrated Circuit Technology and Industry Promotion Center (ICC)

Exemplary Case

Ferrotec

Ferrotec is a listed group company headquartered in Japan with a global marketing network. It is an internationally renowned supplier of semiconductor products and solutions. Ferrotec set up a subsidiary in Shanghai in 1995, and upgraded it to the China HQ (i.e. Shanghai Shenhe Investment Co., Ltd.) in 2021 while starting the construction of the Shanghai HQ building in the same year, which covers a total floor area of 82,000 m². Shanghai Shenhe will integrate Ferrotec's resources and businesses in the Chinese market to manage and serve the Group's subsidiaries across the country. Ferrotec believes that open investment policies and superior business environment provided by Shanghai are the main reasons why they chose to settle down and set up their China HQ.

Biopharmaceuticals

Industry Advantages

Strong Scientific Prowess

16 state-level key laboratories, 17 state-level biomedical industry incubators, 17 universities and colleges, 241,000 industry professionals, and 1/5 of China's top-caliber experts such as academicians and Changjiang Scholars; 36 municipal Class III Grade A hospitals, 6 national clinical research centers, 1 national clinical medical center, and 54 institutions with clinical trial qualification.

Active Capital Markets

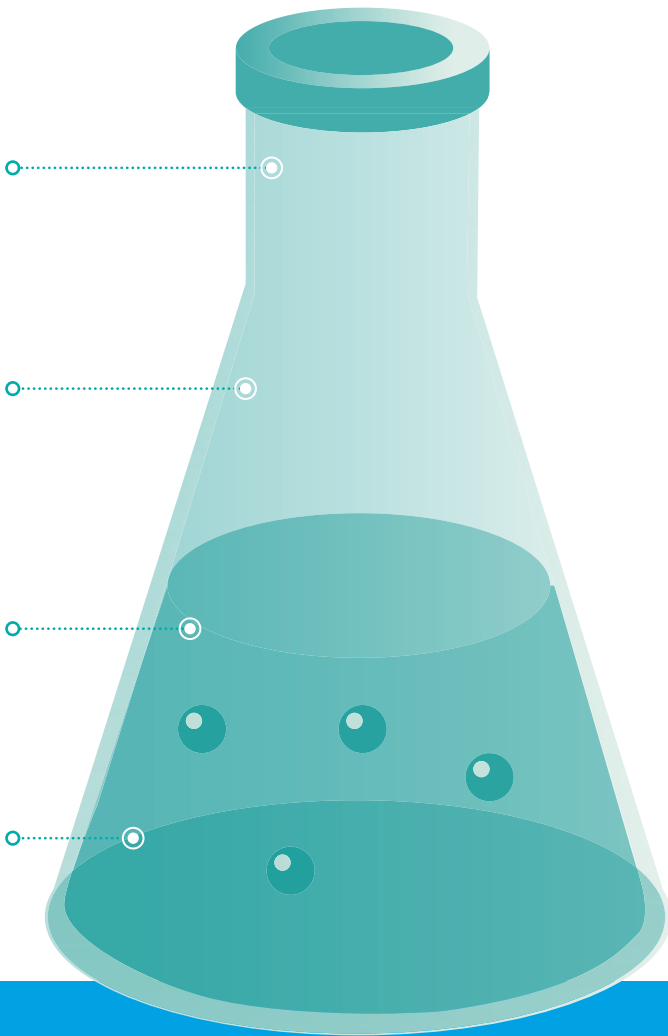
In 2021, Shanghai enjoyed active biomedical capital, with the **largest** scale and number of managed funds and the **most** fund managers in China; In 2021, Shanghai had a total of 10 biomedical enterprises going public, **ranking first** in China.

Vigorous Market Players

At present, the number of pharmaceutical enterprises above the designated size in Shanghai totaled **over 400**, among which **over 200** generated more than RMB 100 million of operating revenue. With increasing support for biopharmaceutical enterprises, by 2025, the city is expected to have 4 pharmaceutical enterprises that hit more than RMB 10 billion in annual revenue, 3 global top 50 pharmaceutical or medical equipment enterprises, and 25 newly listed enterprises.

Emerging Innovative Achievements

8 Class 1 innovative drugs, including Fruquintinib capsules (Elunate) for the treatment of colorectal cancer, were approved to enter the market; 19 innovative medical instruments, including the first domestic PET-CT scanners, were approved for market launch.



With a solid industry foundation, outstanding innovation capabilities, obvious talent advantages and an active capital market, Shanghai is one of the most influential biomedical innovation highlands in China. By 2025, Shanghai's biopharmaceutical industry scale is expected to exceed RMB 1 trillion, including RMB 240 billion of manufacturing output value. The available space for the industry in Shanghai will reach over 1,730 hectares and six RMB 10 billion-worth industry parks will be built.

Major Areas

Shanghai is planning an ambitious “1 + 5 + X” biomedical industry cluster with local features.

1: Zhangjiang Innovation-driven Biopharmaceutical Core Area

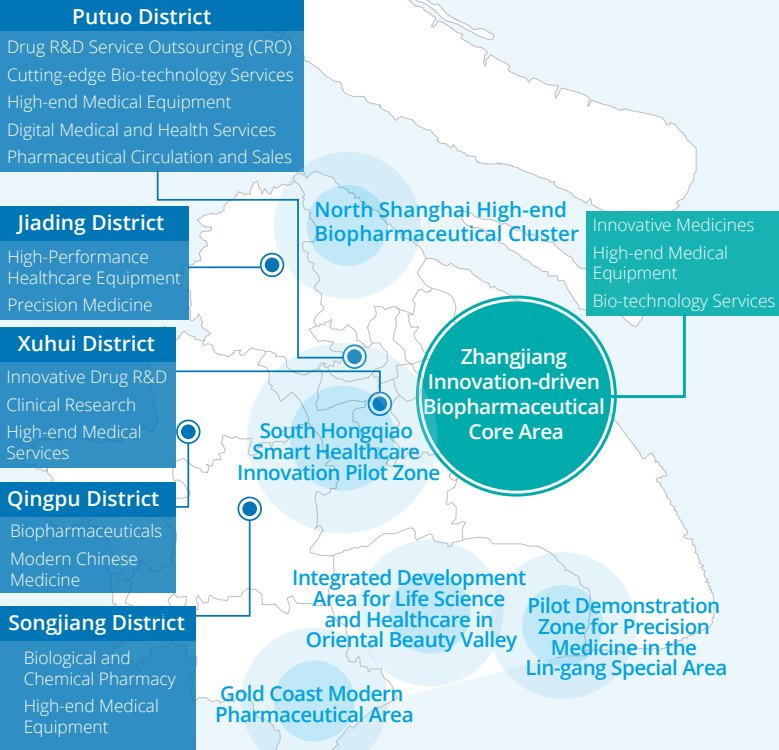
5: Pilot Demonstration Zone for Precision Medicine in the Lin-gang Special Area, Integrated Development Area for Life Science and Healthcare in Oriental Beauty Valley, Gold Coast Modern Pharmaceutical Area, North Shanghai High-end Biopharmaceutical Cluster and South Hongqiao Smart Healthcare Innovation Pilot Zone

X: Supporting development of the biomedical industry in Xuhui, Jiading, Qingpu, Songjiang, Putuo and other districts in Shanghai, and gradually expanding the scope of industry clusters in line with local circumstances



Scan the QR code to learn more about the biopharmaceutical industry in Shanghai.

Industry Map



Industry Support

Supportive Policies

- *Opinions on Promoting High-quality Development of the Biomedical Industry in Shanghai*
- *Measures to Promote the Collaborative Development of Biomedical R&D and Manufacturing in Shanghai*
- *Pilot Program of Import of Biomedical R&D Products in Shanghai*
- *Implementation Plan for Promoting High-quality Development of the Medical Instrument Industry in Shanghai Through Innovative Service Mechanisms*

Conventions & Exhibitions

- International Biopharma Industry Week Shanghai
- Cell Biology Industry (Shanghai) Conference 2021 (CBIC)

Industry Associations

- Shanghai Pharmaceutical Profession Association (SPPA)
- Shanghai Biopharmaceuticals Industry Association (SBIA)
- Shanghai Medical Instrument Trade Association (SMI)
- Shanghai Research Hospital Association

Exemplary Case

AstraZeneca China

Headquartered in London, AstraZeneca is one of the world's leading pharmaceutical companies operating in more than 100 countries and territories with approximately 61,500 people worldwide. In October, 2021, the company announced the official opening of its Global R&D China Center in Jing'an District of Shanghai, which will be an important part of its global research network and deeply involved in AstraZeneca's global drug development. As stated by AstraZeneca, Shanghai's advantages as a magnet for domestic and global pharmaceutical and high-tech companies will facilitate the Center to introduce overseas innovative medicines to China, and accelerate the development of domestic new drugs to benefit patients across the globe with world-class Chinese medical solutions.





Artificial Intelligence (AI)

Industry Advantages

Multilevel Talent Pool

Shanghai is home to **187,000** employees in key AI enterprises, **11** AI research institutes launched in universities and **104** AI related disciplines set up in 38 universities and colleges. Meanwhile, Shanghai has established multilevel talent cultivation system benefiting from AI bases launched by Shanghai Jiao Tong University and Tongji University, and an AI continuing education base jointly set up by INESA Group and two research institutes.

Expanded AI Applications

Shanghai has interfaced with over **280** AI enterprises offering over **500** solutions to the AI scenario needs of **58** institutions, as a host of application scenarios are under development, such as the East Sea Bridge sea-rail intermodal transport, Shanghai Metro, Zhangjiang Science City and Shanghai Public Health Clinical Center.



A Complete Industry Ecosystem Taking Shape

As of now, key AI enterprises in Shanghai has formed a complete industry chain through coordinated development of core AI technologies, basic software and hardware, smart products and industry applications. Leading companies such as Microsoft, Amazon and Alibaba have extended businesses in Shanghai. By 2025, Shanghai will foster **over ten** RMB 10 billion-level industry clusters that focus on relative sub-sectors and nurture **500** intelligent demonstrative enterprises.

Enlarged Innovation Platform Clusters

A raft of innovation platforms were launched, including Shanghai Artificial Intelligence Laboratory, Shanghai Qi Zhi Institute, Baiyulan Open AI Lab and the Processor Technology Innovation Center, Institute of Computing Technology, Chinese Academy of Sciences. **17** municipal AI innovation centers were inaugurated in two groups, and made breakthroughs in key fields such as fundamental AI generic technologies, AI robots and AI + healthcare.

In recent years, Shanghai has given full play to its abundant data resources and wide application fields to promote the systematic and high-quality development of the AI industry in line with international standards. In 2021, Shanghai's AI industry led China with a worth of over RMB 280 billion, up by 18% from the previous year. In addition, 33% of nationwide AI talent and around 20% of China's key AI enterprises with core technologies have settled in Shanghai.

Major Areas

Shanghai will build **"4 + X"** integrated platforms for AI innovation:

"4": World-leading **Zhangjiang** Aisland and AI chip industry cluster in Pudong New Area; **West Bund** AI Valley in Xuhui District with a focus on the AI Tower and the Beiyang AI Town; **Maqiao** AI industry development zone in Minhang District; and **Lin-gang Special Area** which will accelerate the development of industries such as intelligent driving and equipment manufacturing

"X": Accelerating the construction of featured parks such as **Shibei Hi-tech Park, Changyang Campus, Hongqiao Smart Valley, Universal Software Park, and Qingpu West Hongqiao AI Valley**



Scan the QR code to learn more about the AI industry in Shanghai.

Industry Map



Industry Support

Supportive Policies

- 14th Five-Year Plan for Development of the AI Industry in Shanghai
- Guidance on Promoting the Establishment of the New Generation AI Standards System in Shanghai
- Action Plan for Promoting the New Generation Algorithm Innovation in Shanghai (2021–2023)
- 14th Five-Year Plan for Development of the Advanced Manufacturing Industry in Shanghai

Conventions & Exhibitions

- World AI Conference 2021
- Shanghai International Artificial Intelligence Industry Expo (SAIIE) & AI Technology Innovation and Application Forum 2021

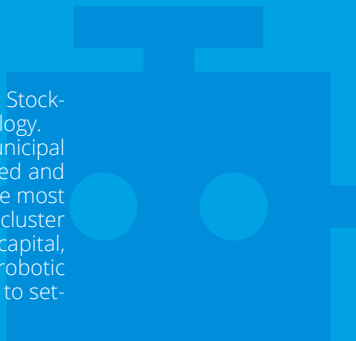
Industry Associations

- Shanghai AI Industry Association (SAIA)
- Shanghai AI Development Alliance (SAIA)
- Shanghai AI Technology Association (SAITA)
- Shanghai AI Standardization Technology Committee

Exemplary Case

ABB China

Headquartered in Switzerland, ABB Group is a Fortune 500 company listed on the Zurich, Stockholm and New York Stock Exchanges, and is a leader in global power and automatic technology. ABB's R&D center in China was acknowledged as a global R&D center by the Shanghai Municipal People's Government in 2021. In addition, one of the largest robot "super factories" invested and constructed by ABB in Shanghai is scheduled to put into operation in 2022, and it will be the most advanced, flexible and automated among ABB factories worldwide. Shanghai is home to a cluster of domestic and foreign-funded industrial robot giants bolstered by abundant projects, capital, technologies, skilled professionals and strong policy support, establishing China's largest robotic industry base with the most complete industry chain, which is an important reason for ABB to settle down its "super factory".

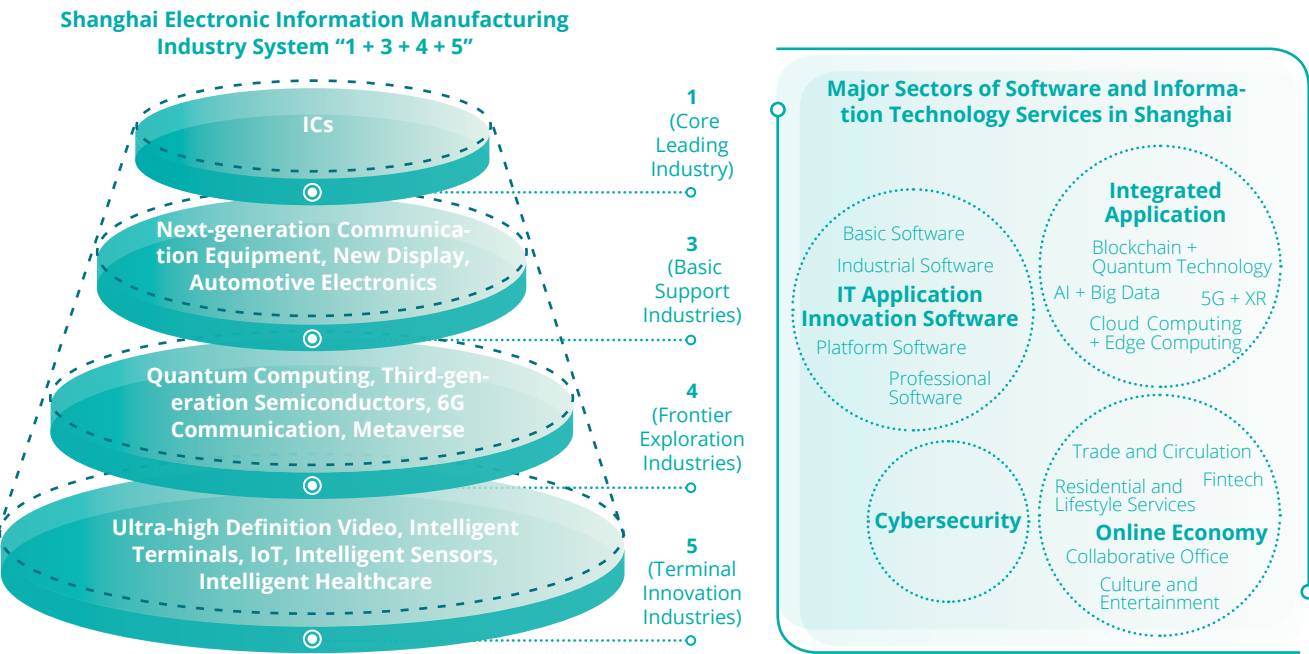


Electronic Information

Industry Advantages

Solid Industry Foundation

To accelerate the digital transformation of the city, Shanghai has been focused on the two sectors of electronic information manufacturing, and software and information services, while continuously giving key support to basic, strategic and leading industries. The upgraded electronic information industry system will support and empower Shanghai's high-quality development.



Highly-concentrated Innovation Resources

The electronic information industry needs large pools of knowledge, technology and talent, and Shanghai has a high concentration of these resources, including scientific research and innovation platforms such as Zhangjiang photonic large scientific equipment cluster and Shanghai Supercomputer Center. In addition, professionals from universities and colleges including the School of Information Science and Technology, Fudan University, and the School of Electronic Information and Electrical Engineering, Shanghai Jiao Tong University, constantly contribute to upgrading Shanghai's electronic information industry.

Shanghai has formed a complete industry chain with rich product types and strong innovation abilities in electronic information. In 2021, it continued to promote the implementation of electronic information projects and innovation-driven industry transformation and upgrading. The information transmission and software and information technology service sectors generated about RMB 339.29 billion of annual added value, up 12.4% over the previous year, and with a two-year average growth rate of 13.8%. By 2025, Shanghai's electronic information industry scale is expected to exceed RMB 2.2 trillion, including over RMB 1.5 trillion from software and information services; and a world-class industry cluster for electronic information manufacturing with global influence and competitiveness will be built up.

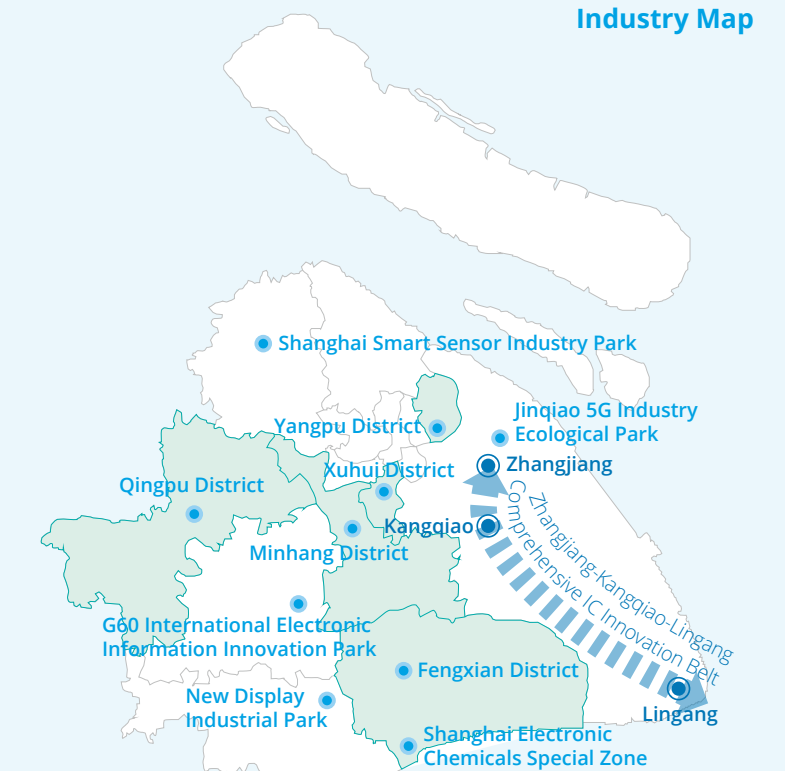
Major Areas

1 belt: Zhangjiang-Kangqiao-Lingang comprehensive IC innovation belt driving overall industry development

2 zones: Shanghai Smart Sensor Industry Park and Shanghai Electronic Chemicals Zone coordinating to promote the development of the industry chain

3 parks: New Display Industrial Park, G60 International Electronic Information Innovation Park and Jinqiao 5G Industry Ecological Park supporting high-quality industry development

Multiple spots: Promoting specialization of electronic information manufacturing in Xuhui, Yangpu, Minhang, Qingpu and Fengxian Districts



Scan the QR code to learn more about the Electronic Information industry in Shanghai.

Industry Support

Supportive Policies

- 14th Five-Year Plan for Development of the Electronic Information Industry in Shanghai
- 14th Five-Year Plan for Development of the Electronic Information Manufacturing Industry in Shanghai
- 14th Five-Year Plan for Development of the Software and Information Technology Service Industry in Shanghai
- Action Plan for Promoting High-quality Development of the Industrial Software Industry in Shanghai (2021-2023)
- Three-year Action Plan for High Quality Development of the Beidou Industry in Shanghai (2021-2023)

Conventions & Exhibitions

- China (Shanghai) International Electronic Circuit Exhibition (CDIPAS)
- Shanghai International Internet of Things Conference and Exhibition (SIIC)
- Electronica China

Industry Associations

- Shanghai Internet of Things Industry Association (SIOT)
- Shanghai Electronic Manufacturers Association (EMA)
- Shanghai Virtual Reality Industry Association (SVRA)
- Shanghai Opensource Information Technology Association
- Shanghai Transportation Electronics Association (STEA)
- Shanghai Software Industry Association
- Shanghai Computer Trade Association (SCTA)
- Shanghai Information Services Association (SISA)
- Shanghai Electronic Components Trade Association

Exemplary Case

Dassault Systèmes

Founded in 1981, the France-headquartered Dassault Systèmes is an internationally renowned innovative enterprise which designs industrial software. Powered by the 3D EXPERIENCE platform, Dassault provides software solutions in 11 industries including aviation, aerospace, energy materials and life sciences. Dassault opened its first office in China in 2005 and moved its Asia-Pacific HQ to Shanghai in 2020. It has provided support to multiple major R&D projects in China including C919 large passenger plane, ocean-going vessels, rockets and high-speed trains, and to innovation-driven development of a great number of manufacturing enterprises. Dassault believes that relocation of its Asia-Pacific HQ to Shanghai, one of the most innovative cities in the world, can help the company better serve the booming Asian markets. Furthermore, Dassault also appreciates the strong support to its flourishing from the Shanghai government in terms of fiscal subsidies, talent channeling from local universities and measures to promote digital development.



Automobiles

Industry Advantages

Solid Foundation

Shanghai has now formed a complete automotive ecosystem covering R&D and design, spare parts, OEMs and aftermarket services. In the NEV industry in particular, Shanghai has strong OEM capacities and brand presence bolstered by foreign enterprises such as Tesla and Volvo.

Leading Innovation Capacities

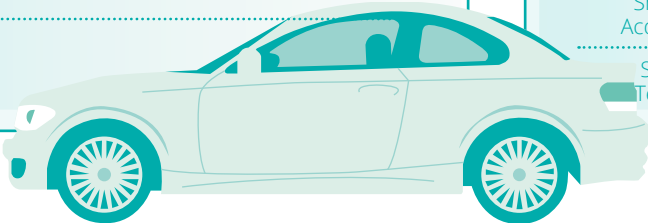
Depending on a number of automotive technological innovation platforms, Shanghai has gradually developed itself into an automotive manufacturing hub full of R&D prowess while at the same time continuing to encourage the flow of sci-tech talent and innovation resources into the industry.

Exemplary Automotive Enterprises Along the Entire Industry Chain

R&D and Design	Volvo, Chrysler, IAV
Auto Parts	Continental, Bosch, ZF TRW
OEM	Tesla (NEV), BMW (IoV), SAIC Volkswagen
Aftermarket	Michelin, Ford Finance, BP

Exemplary Functional Automotive Platforms

- National Intelligent Connected Vehicle (Shanghai) Pilot Zone
- National Intelligent Connected Vehicle Measurement and Testing Center
- National Engineering Laboratory for Automotive Control Technology
- National Fuel Cell Vehicle and Powertrain System Engineering Research Center
- Shanghai New Energy Vehicle Public Data Acquisition and Monitoring Research Center
- Shanghai Intelligent New Energy Vehicle Technology Innovation Function Platform



Multi-scenario Testing Zones

Using its advanced information technology and well-equipped infrastructure, Shanghai has built testing zones for autonomous driving vehicles which cover various kinds of terrains, simulate different kinds of risks and are applicable to all kinds of vehicles. At present, Shanghai has established multiple testing zones in Jinqiao ETDZ for urban area, Jiading District for passenger vehicles, Lin-gang Special Area for commercial vehicles and Fengxian District for underground parking lots, to provide all kinds of advanced testing scenarios for domestic and international intelligent connected vehicles.

Shanghai has maintained a leading position in the automotive industry in China. With an output of **RMB 758.6 billion** in 2021, the local automotive industry achieved a year-on-year increase of **21.1%** and contributed **4**-percentage-point growth to the total industrial output value of enterprises above the designated size. It is worth noting that the output of OEMs reached **RMB 433.1 billion**, an increase of **35%**, and that of NEVs increased by **1.9** times to **RMB 177.3 billion**. Shanghai will endeavor to become a world-class automotive industry center with enhanced capacities by building a complete industry chain integrating testing and trial production, intelligent manufacturing and mobility services.

Major Areas

Jiading Shanghai International Automobile City: Expanding from having mostly OEMs and spare part manufacturers to bring in a fully-fledged automobile ecosystem that connects the entire value chain

Lin-gang Special Area: Creating an industry cluster by introducing projects across the full value chain of intelligent connected NEVs

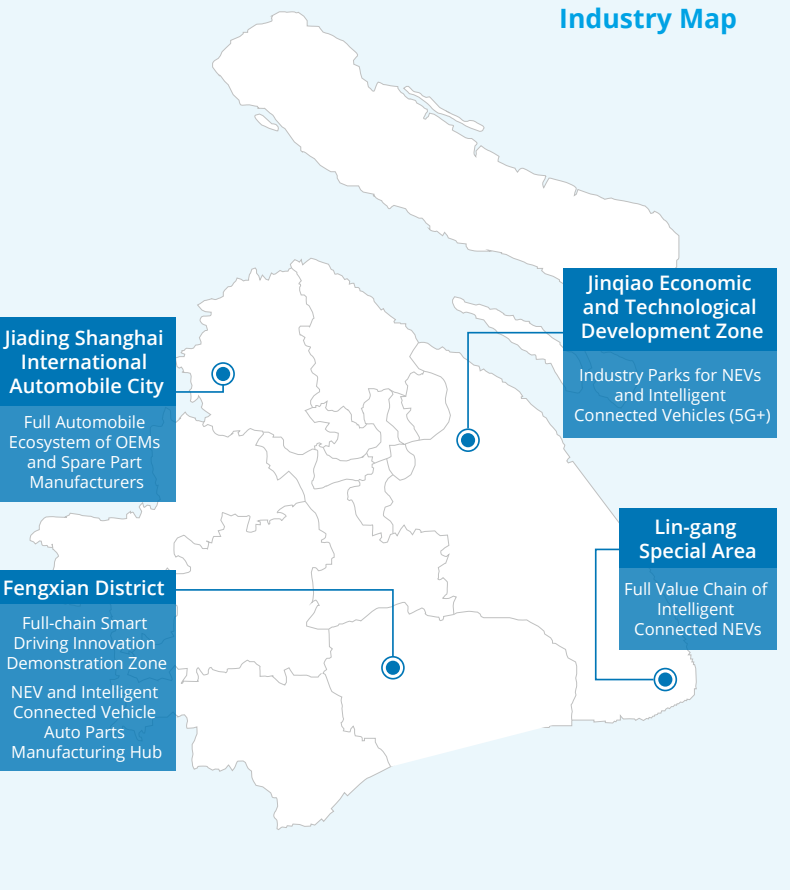
Shanghai Jinqiao Economic and Technological Development Zone (ETDZ): Building industry parks for NEVs and intelligent connected vehicles with a focus on agglomerating automobile manufacturers via 5G+ technology

Fengxian District: Setting up an urban hub for manufacturers specializing in auto parts of NEVs and intelligent connected vehicles by leveraging the advantages of the Full-chain Smart Driving Innovation Demonstration Zone



Scan the QR code to learn more about the automobile industry in Shanghai.

Industry Map



Industry Support

Supportive Policies

- Implementation Measures for Intelligent Connected NEV Testing and Demonstration in Shanghai
- Implementation Plan for Accelerating Development of the NEV Industry in Shanghai (2021–2025)
- Policies on Supporting Development of the Fuel Cell Vehicle Industry in Shanghai
- Implementation Plan for Innovation and Development of the Fuel Cell Vehicle Industry in Shanghai (2020–2023)

Conventions & Exhibitions

- Shanghai International Automotive Manufacturing Technology & Material Show (AMTS)
- China (Shanghai) International Auto Parts Exhibition (IAE)
- Shanghai International New Energy Auto Technology and Supply Chain Expo
- Shanghai International Trade Fair for Automotive Parts, Equipment & Service Suppliers

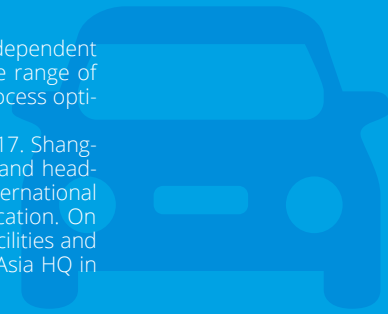
Industry Associations

- Shanghai Automobile Trade Association (SATA)
- Shanghai Automotive Parts Industry Association (SAPIA)
- Shanghai New Energy Industry Association (SNEIA)

Exemplary Case

EDAG China

Founded in 1969 and headquartered in Germany, EDAG Group is one of the largest independent engineering design companies in the world, committed to providing a comprehensive range of solutions to the automotive industry covering automotive R&D, factory planning and process optimization. EDAG China was founded in 2004 and moved to the Hongqiao International CBD in 2017. Shanghai boasts automotive clusters with many emerging and topnotch automotive brands and headquarters enterprises, underpinned by large-scale exhibitions including the CIE and international automotive exhibitions to promote industry cooperation and peer-to-peer communication. On top of that, excellent business environment featured by plentiful industry supporting facilities and convenient government services pave the way for EDAG China to be upgraded to the Asia HQ in 2021 to contribute more to the development of China's automotive industry.



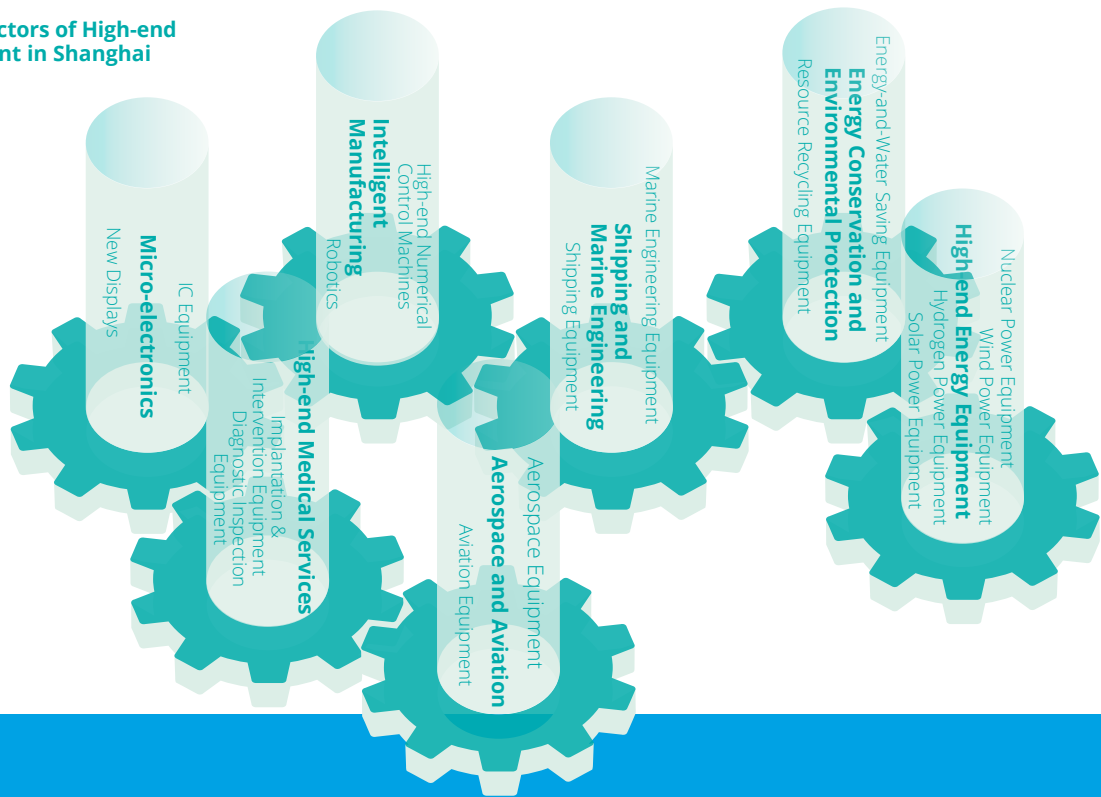
High-end Equipment

Industry Advantages

Continuously Improved Industry Ecology

Shanghai's abundant innovation resources have attracted a crowd of professionals and R&D platforms. The city has nurtured **83** state-level and municipal-level enterprise technology centers, **14** state-level intelligent demonstration factories, **12** enterprises certificated as "Shanghai Brand", and **4** municipal-level innovation centers for manufacturing. Products from the energy equipment, high-end shipping, and port machinery industries are globally reputable, and more than **250** internationally and domestically pioneering sets of equipment enjoy dedicated support at the municipal level. **7** municipal industry parks for high-end equipment have been launched, and the aviation, aerospace, shipbuilding and robotics industries, among others, have been continuously optimized for clustering development.

Major Sectors of High-end Equipment in Shanghai



Industry Support

Supportive Policies

- 14th Five-Year Plan for Development of the High-end Equipment Industry in Shanghai
- Detailed Rules for the Implementation of Tax Policies on Imports of Major Technology and Equipment
- Detailed Rules of the Shanghai Municipal Government for Granting Dedicated Support to Development of the First of Its Kind High-end Intelligent Equipment
- Measures for Development of the Aviation and Aerospace Industry Clusters in Lin-gang Special Area of China (Shanghai) Pilot Free Trade Zone

Conventions & Exhibitions

- China International Industry Fair (CIIF)
- Shanghai Intelligent Factory Exhibition (SIA)
- CME Shanghai International Machine Tool Exhibition

Industry Associations

- Shanghai Tools Industry Association (STIA)
- Shanghai Heavy Equipment Manufacturing Industry Association
- Shanghai Intelligent Manufacturing Industry Association (SIMIA)

In 2021, Shanghai saw strong growth in its high-end equipment manufacturing, with the industrial scale and comprehensive technological strength of many areas ranking among the top in the country. For instance, in the output value, wind power generating devices and photovoltaic devices was up 40% over the previous year; industrial robots body up 30%; smart grid devices up 20%; and special equipment and electrical machinery and equipment up 15%. Looking forward, Shanghai will increase the independence of its high-end equipment manufacturing industry and accelerate the industry's digital transformation and green development, with a view to yielding an output of RMB 700 billion by 2025 and creating a high-end manufacturing stronghold with global influence powered by innovative key technologies.

Major Areas

Following Shanghai's new development blueprint of "an influential CBD, coordinated development of Pudong and Hongqiao, booming growth of Baoshan and Jinshan Districts", as well as the guideline of integrating urban and industry development of the "five new towns", a "1 + 2 + N" high-end equipment industry layout has been developed:

- "1": Lin-gang Special Area of SHFTZ as the core zone for high-end equipment innovation and manufacturing
- "2": Integrated development of the two industry development belts along the Huangpu River and the Hangzhou Bay
- "N": Specialized industry clusters in-between as demonstrative development areas



Scan the QR code to learn more about the high-end equipment industry in Shanghai.

Industry Map



Exemplary Case

Liebherr China

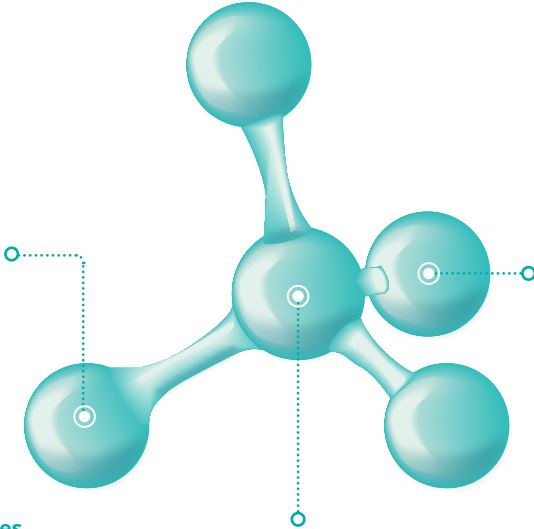
Founded in 1949, the Switzerland-headquartered Liebherr Group is one of the largest construction machine manufacturers in the world. Liebherr covers 13 product areas including deep foundation construction equipment, maritime cranes, gear technology and automation systems, and aviation and transportation systems, and is an important supplier of China's commercial aviation industry. Liebherr opened its first office in China in 1978, and set up a branch in Shanghai in 2000 which was recognized as a RHQ in 2020. Now Liebherr's China HQ building is put into operation, which integrates functions of headquarters offices, R&D, testing and maintenance and is home to Liebherr China's promising aviation business division. Benefiting from full advantage of Shanghai's advantages, Liebherr China is committed to providing world-class industrial support and product services for domestic aircraft manufacturers, and introducing new technologies and equipment from abroad, contributing to the open development of Shanghai's high-end manufacturing industry.

New Materials

Industry Advantages

Prominent Industry Boost

New materials in Shanghai, which account for about **50%** of the output of the raw material industry, are stimulating the overall development of the city's material industry. Advanced inorganic non-metallic materials including special glass and epitaxial silicon wafers, as well as cutting-edge materials such as nano-ceramic powder and powder metallurgy superalloy are developing rapidly, both with an average annual growth rate of over **10%**.

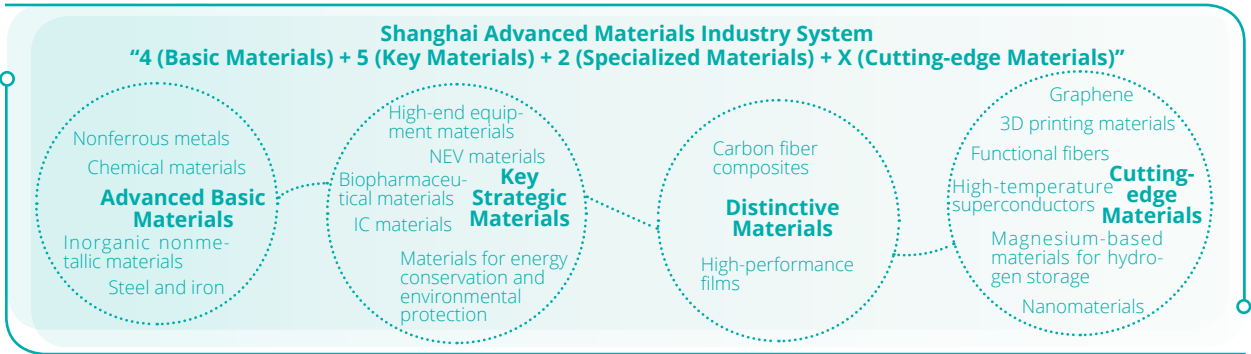


Accelerated Application

To meet the development needs of strategic emerging industries, Shanghai has released the first batch of over **100** material products for demonstrative use and devised plans for **21** key technology research projects. Key materials such as 300M alloy steel, CMP slurry, fine ceramics, and fluorine materials for high-end optical compensation films have been successfully transitioned from research achievements to industrial production.

Enhanced Innovation Capacities

Shanghai has gathered **28** functional platforms including the State Key Lab of Metal Matrix Composites and the National Engineering Research Center of Ultrafine Powder, **9** national corporate technology centers, and **14** R&D centers of leading foreign-invested material enterprises. The city has been dedicated to optimizing a market-oriented innovation system with enterprises at its core, which encourages cooperation and integration of industry, education, research and application.



Shanghai now owns a complete industry chain integrating technology research and development, manufacturing, and applications of advanced basic materials, key strategic materials and cutting-edge materials, while continuing to promote the transformation and improvement of advanced basic materials, ensure the supply of key strategic materials, make groundbreaking development of distinctive materials, and encourage innovation in cutting-edge materials. By 2025, the output of the city's advanced materials manufacturing clusters is expected to surpass RMB 430 billion, including RMB 320 billion generated by new materials manufacturing; and a development pattern featuring several RMB 1 billion-level, three RMB 10 billion-level and two RMB 100 billion-level industry clusters will take shape.

Major Areas

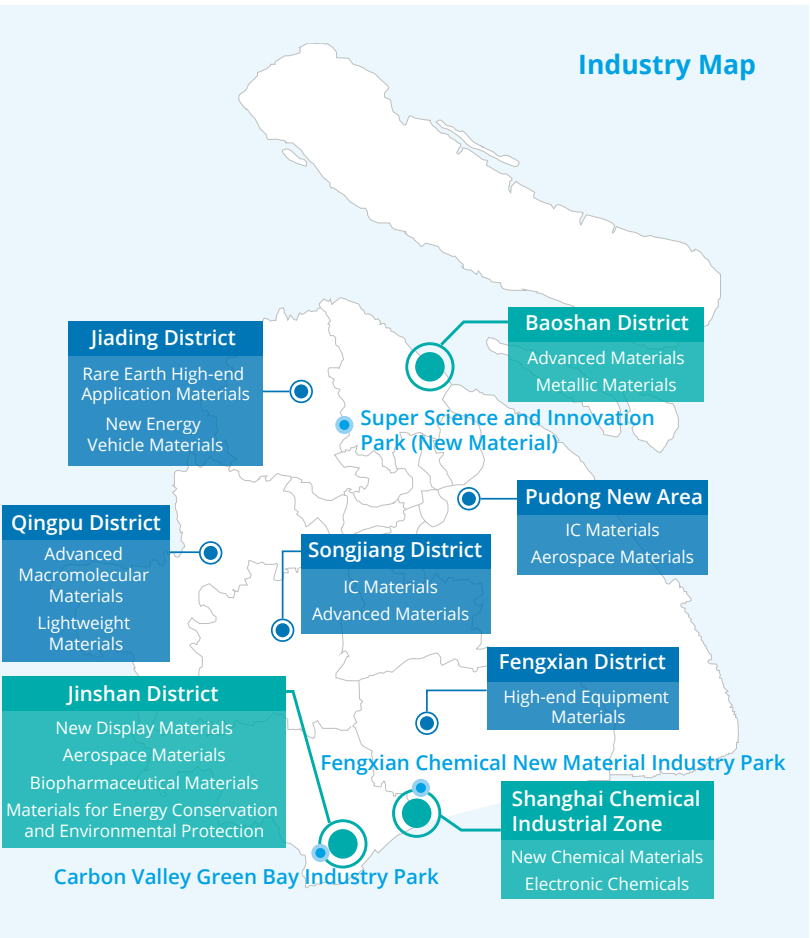
The new material industry in Shanghai exhibits a **"3 + X"** layout:

"3": Shanghai Chemical Industry Park, Baoshan District and Jinshan District, which are home to the majority of new material enterprises and over **140** of them are regional key players.

"X": Industry parks in several other districts. During the 14th Five-Year Plan period, in order to offer a favorable platform for the development of advanced materials, Shanghai will build **2-3** new dedicated industry parks, accelerate the construction of the New Material Innovation Center of Shanghai International Chemical Industry, and continue to increase the brand awareness of Carbon Valley Green Bay Industry Park, Shanghai Super Science and Innovation Park (New Material), Fengxian Chemical New Material Industry Park and Shanghai Electronic Chemicals Special Zone.



Scan the QR code to learn more about the new material industry in Shanghai.



Industry Support

Supportive Policies

- 14th Five-Year Plan for Development of the Advanced Material Industry in Shanghai
- 14th Five-Year Plan for Development of the Rare Earth Materials and Their Applications in Shanghai
- Measures Supporting the First Batch of New Materials in Shanghai
- Three-Year Action Plan for High-quality Development of the Advanced Material Industry in Shanghai (2021-2023)

Conventions & Exhibitions

- New Material Industry Show of China International Industry Fair (NIMIS)
- China (Shanghai) International Intelligent Manufacturing and New Materials Exhibition (CINM)
- Shanghai International Bio-based Industry Exhibition and Forum
- IE Expo China
- Shanghai International 3D Printing Exhibition

Industry Associations

- Shanghai Society for Advanced Materials (SSAM)
- Shanghai Additive Manufacturing Association (SAMA)
- Shanghai Association of Rare Earth (SARE)
- Nonferrous Metals Society of Shanghai (NMS)
- Shanghai Nanotechnology Promotion Center (SNPC)
- Shanghai Society of Chemistry and Chemical Industry (SSCCI)

Exemplary Case

AkzoNobel China

Stepping into the fields of paints and coatings in 1792, AkzoNobel is now a leading global paints and coatings company headquartered in Amsterdam. AkzoNobel founded a branch in Shanghai in 1994, and established a coatings R&D center there in 2016 dedicated to developing powder coating products for global markets, which was officially recognized by the city as a foreign-invested R&D center in May 2021 and has become AkzoNobel's largest R&D hub outside Europe. Propelled by the rapid growth of the emerging Chinese market, the center accelerates R&D of new products customized for local needs to further expand its market. For instance, as many vessels in China are docked in fresh water or along riverbanks, the center is developing antifouling paints adapted specifically to fresh water and has set up a laboratory dedicated to ship protective coatings.



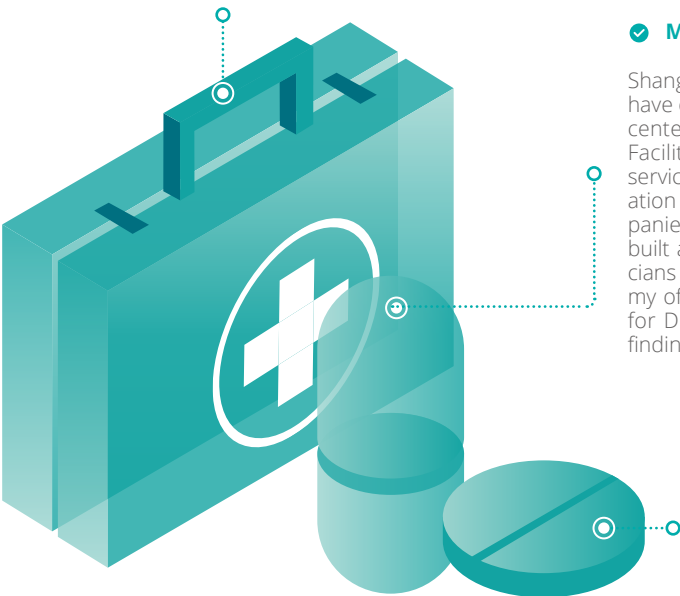


Life Science and Healthcare

Industry Advantages

High-end Health Services

From the perspective of industry positioning, Shanghai's health service industry features high-end medical services, precision medicine and health tourism. To support the branded growth of high-level private healthcare systems, Shanghai has created a third-party evaluation mechanism, which shortlisted 62 star-rated and branded private medical institutions and thus strengthened their brand awareness. In addition, Shanghai has established 50 Internet hospitals and initiated a pilot program of international medical tourism to develop new health service industry formats.



Medical Innovation Resources

Shanghai is home to 29 municipal-level medical institutions which have opened clinical research centers, 6 national clinical research centers, the National Center for Liver Cancer and the National Facility for Translational Medicine. The city is also establishing service platforms for clinical research and improving the cooperation between medical institutions and biopharmaceutical companies on medical equipment and medicine R&D. Shanghai has built a strong healthcare talent pool which includes 36 academicians from the Chinese Academy of Sciences and Chinese Academy of Engineering, and 96 winners of the National Science Fund for Distinguished Young Scholars. A number of their research findings have been adopted as international clinical guidelines.

Healthcare + AI

Shanghai has become a heartland of the integration between healthcare and AI, where more than 20 Class III Grade A hospitals are using AI-assisted diagnosis and many hospitals have full access to AI imaging equipment. Shanghai is also accelerating the development of medical application scenarios, with Fudan University Shanghai Cancer Center and Shanghai Tenth People's Hospital among the city's first batch of test AI application sites, to perform AI-powered clinical diagnosis, treatment and research and provide one-stop intelligent medical services.

Supported by the "50 Guidelines for the Healthcare Service Industry", Shanghai has significantly innovated the development of its life science and healthcare service industry as well as the policies for non-public medical institutions, and also sped up the industry capacity upgrade. A range of high-caliber, specialized and global life science & healthcare brands have been established in Shanghai with a focus on the development of innovative medicines, high-end medical equipment, intelligent health products and healthcare services. In the near future, Shanghai will strengthen its diversified and high-quality life science services and promote the integrated development of healthcare and information technology to build a full-fledged, globally competitive life science & healthcare industry chain.

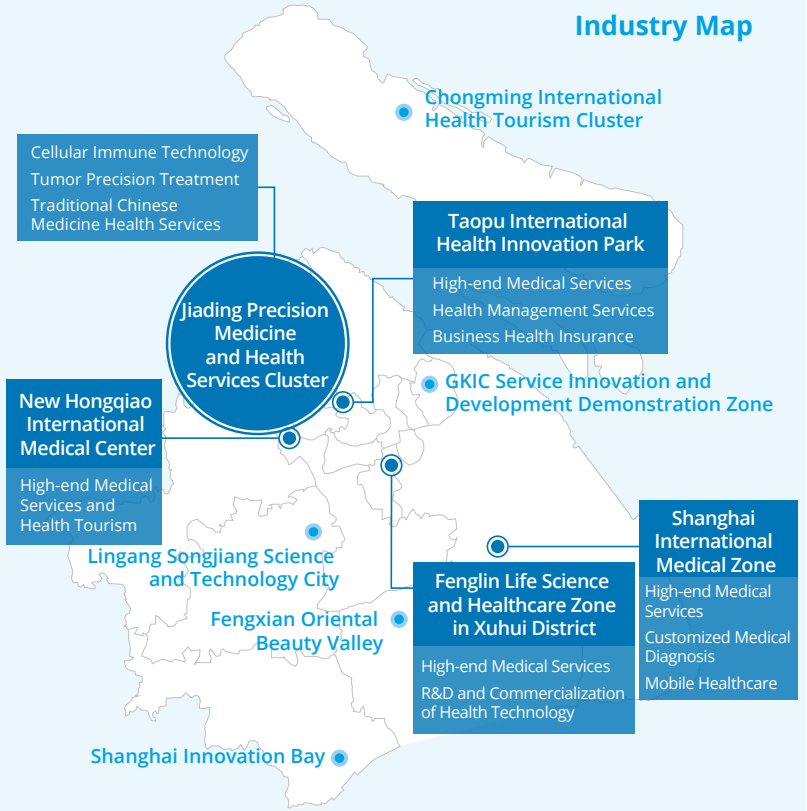
Major Areas

Shanghai has undertaken coordinated efforts to form a "5 + X" layout in the health service industry by combining local resources foundation with development positioning:

"5": Shanghai International Medical Zone, New Hongqiao International Medical Center, Jiading Precision Medicine and Health Services Cluster, Taopu International Health Innovation Park in Putuo District, and Fenglin Life Science and Healthcare Zone in Xuhui District

"X": Many other healthcare service clusters in Yangpu District, Fengxian District, Jinshan District, Chongming District, and Songjiang District

Industry Map



Scan the QR code to learn more about the life science and healthcare industry in Shanghai.

Industry Support

Supportive Policies

- 14th Five-Year Plan for Development of the Healthcare Industry in Shanghai
- Health Shanghai Action Plan (2019–2030)
- Implementing Opinions on Deepening the Integration of Eldercare and Health Services in Shanghai
- Action Plan for Innovating Service Mechanisms and Promoting Quality Development of the Medical Equipment Industry in Shanghai
- Opinions on Promoting Quality Development of the Health Service Industry and Accelerating the Construction of a First-Class Medical Center City

Conventions & Exhibitions

- Shanghai International Health Industry Brand Expo (Health Plus Expo)
- Natural & Nutraceutical Products China (NPC)
- China International Medical Equipment (Spring) Fair (CMEF)

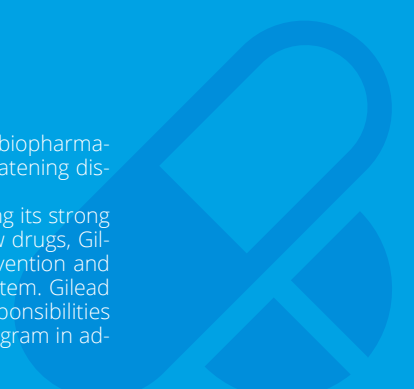
Industry Associations

- Shanghai Municipal Center for Health Promotion
- Shanghai Health Industry Development & Promotion Association
- Shanghai Medical Instrument Trade Association (SMI)

Exemplary Case

Gilead Sciences Shanghai

Founded in 1987, the California-headquartered Gilead Sciences is a research-based biopharmaceutical company which strives to innovate and simplify treatments for global life-threatening diseases. Gilead founded a branch in Shanghai in 2017 to launch operations in China. Leveraging its strong R&D capability, and China's huge market and the review and approval reform for new drugs, Gilead has introduced 9 global innovative medicines for chronic HBV, HCV and HIV prevention and treatment to China, 7 of which are covered by China's national medical insurance system. Gilead Sciences Shanghai has stricken a balance between business interests and social responsibilities by lowering the prices of medicines that are included in China's medical insurance program in advance and cutting prices for more sales, certified as a MNC RHQ in Shanghai in 2021.



Modern Consumer Goods

Industry Advantages



Debut Economy

In 2021, the number of new first stores in Shanghai increased by **18.6%** from the previous year, and the city ranked first in China in terms of the scale of the debut economy. Moreover, many of the previous first stores have upgraded with the help of the CIE, helping make Shanghai a new focal point of global consumption trends.

Night-time Economy

Following the **"1 + 15 + X"** night-time economy planning, Shanghai has launched over **50** characteristic night markets and over **180** distinctive night-time activities, which have generated over RMB **500 billion** of revenue. The night-time economy is helping fuel Shanghai's initiative to build an internationally competitive "Shanghai Shopping" brand to drive consumption growth.

Online Economy

Shanghai ranks the first echelon in the online new economy in China, with the scale of core industries surpassing RMB **250 billion** and the number of key taxpayers exceeding **1,500**. Currently, online new economy parks including "Zhangjiang Online" and "Changyang Belt" are providing impetus to Shanghai's rapid development of this sector.

Major Sectors of Modern Consumer Goods in Shanghai

Beauty and Personal Care

Jewelry

Sporting Goods

Smart Home

Electronics

Care Products for the Elderly & Kids

Green Foods

In 2021, Shanghai witnessed rapid development of its consumer market, with the total sales of consumer goods in the city reaching **RMB 1.8 trillion**, a **13.5%** increase over the previous year, remaining No.1 among all cities in China in terms of market size. Going forward, Shanghai will continue its efforts to provide new-generation consumer groups with quality products and cutting-edge brands, establishing itself as an international fashion and brand capital with global influence and vibrant markets.

Major Areas

Shanghai has built a **"4 + X + 2"** commercial space system.

Specifically, **"4"** means **business centers** at international, municipal, district and community levels; **"X"** refers to **X characteristic commercial areas** consisting of commercial streets, debut economy demonstration areas, night-time economy clusters and agricultural wholesale markets; **"2"** means **2 underpinning systems** – 1 commercial logistics system and 1 business digital system.

With all these efforts, Shanghai strives to be a comprehensive international consumption center with outstanding brand competitiveness and a distinctive business culture.

Industry Map



Scan the QR code to learn more about the fashion industry in Shanghai.

Industry Support

Supportive Policies

- Measures for Accelerating the Development of Shanghai as an International Consumption Center and Continuously Advancing Consumption Expansion and Improvement
- Implementation Plan for Building Shanghai into an International Consumption Center
- Action Plan on Promoting High-quality Development of the Cosmetic Industry in Shanghai (2021-2023)
- Measures on Boosting Consumer Confidence and Demand
- Three-year Action Plan on Promoting the "Shanghai Shopping" Brand to Speed up the Development of Shanghai as an International Consumption Center (2021-2023)

Conventions & Exhibitions

- Shanghai Fashion Week
- China International Fashion Fair
- Shanghai May 5 Shopping Festival
- China (Shanghai) International Organic Food and Green Food Exhibition
- Appliance & Electronics World Expo (AWE)
- China Beauty Expo
- China Kids Expo (CKE)
- Shanghai Double Six Nightlife Festival
- Shanghai World Jewelry Expo

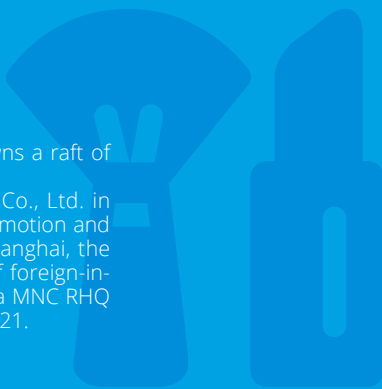
Industry Associations

- Shanghai Garment Trade Association (SGTA)
- Gems & Jade Trade Association of Shanghai (SGJTA)
- Shanghai Hair&Beauty Trade Association (SHBTA)
- Shanghai Leather Technology Association (SLTA)
- Shanghai E-Business Association (SEBA)
- Shanghai Cross-Border E-Commerce Association (SCEA)
- Shanghai Chain Enterprise Association
- Shanghai Light Industry Association (SLIA)

Exemplary Case

KOSÉ China

Founded in 1946, KOSÉ is a leading TSE-listed cosmetic company in Japan, which owns a raft of renowned brands including KOSÉ, DECORTÉ and SEKKISEI. KOSÉ officially entered China in 1988, and founded KOSÉ Cosmetic Sales (China) Co., Ltd. in Shanghai in 2005, responsible for the market planning, imports and exports, and promotion and sales of its brands in the Chinese market. To help KOSÉ gain a firm foothold in Shanghai, the Shanghai government takes initiatives to guide the company through the policies of foreign-invested headquarters, facilitating the KOSÉ sales company to successfully upgrade to a MNC RHQ that integrates sales, operations, finance, logistics and human resources in China in 2021.



Financial Services

Industry Advantages

Enhanced Financial Reform and Innovation

Shanghai has pioneered in carrying out innovative business pilot projects such as the RMB cross-border settlement, the delivery of bond futures, the individual tax-deferred commercial pension insurance and QFLP/QDLP programs. The demonstrative and leading role of the SSE STAR Market as an “experimental field” of basic system reforms and innovations has been increasingly evident, and Shanghai ranks among the world’s leaders in fintech development.

Improved Structure of Financial Markets

Shanghai is home to 13 national financial factor markets including stocks, bonds, futures, currencies, notes, foreign exchange, gold and insurance. The Shanghai Pricing System composed of the Shanghai Gold Fix and the Shanghai Crude Oil Futures Index has enjoyed an increasing clout. A number of clearing institutions and organizations, such as the Global Association of Central Counterparties, have settled in Shanghai. The core function of Shanghai as a financial center has been enhanced.

Prominent Financial Opening-up Hub

SHFTZ has launched a free trade account system, and Shanghai-London Stock Connect and Panda Bond present significant steps in financial opening-up. Relying on the Shanghai International Centre for Communication and Cooperation between Exchanges (SICCCE), financial cooperation between Shanghai and cities along the B&R has been expanding. Shanghai is now home to more than 1,600 licensed financial institutions, of which near one third are foreign-funded, making it the most concentrated place of foreign financial institutions in China.

Optimized Financial Business Environment

Shanghai has set up the first financial court in China, and the People’s Bank of China has set up a financial consumer protection bureau and a credit center in the city, thus improving the credit and consumer protection system. Remarkable progress has been made in developing financial institution clusters such as Lujiazui Financial City, and the Shanghai Financial Talent Project has attracted more than 470,000 financial professionals.



Shanghai is China’s financial center, with the richest array of financial products and most open financial industry in the country. In 2021, the turnover of Shanghai’s financial markets reached over RMB 2,500 trillion, up by 10.4%. Shanghai is the highest ranked city in an evaluation of China’s financial ecosystem, and is expected to press ahead with the national strategy for financial development. This includes building a globally competitive system of financial markets, products, institutions and infrastructure and building itself into an influential global financial center.

Major Areas

One city: Lujiazui Financial City, dedicated to the development of financial factor markets, headquarter finance and shipping finance

One belt: The Bund Financial Agglomeration Belt extending from Huangpu District to Hongkou District, committed to cultivating fintech and other emerging financial industries in align with special industry resources of each district

Multiple spots: The Zhangjiang area as well as Jing’an, Xuhui and Putuo Districts, featuring financial information services, foreign capital finance and cultural finance



Scan the QR code to learn more about the financial service industry in Shanghai.

Industry Support

Supportive Policies

- 14th Five-Year Plan for the Building of Shanghai International Financial Center
- Implementing Opinions on Shanghai’s Accelerated Building of an International Green Financial Hub to Support the National Carbon Peak and Carbon Neutrality Goals
- Implementation Plan for Accelerating the Development of Fintech Center in Shanghai
- Guidance on Further Improving Financial Support for Enterprises in Keeping Employment Stable
- Implementing Opinions on Promoting Differentiated Transformation and High-quality Development of Banking and Insurance Industries in Shanghai

Conventions & Exhibitions

- Lujiazui Forum
- China International Finance Forum (CIFF)
- Bund Summit
- Shanghai Financial Services Fair

Industry Associations

- Shanghai Asset Management Association (SAMA)
- Shanghai Insurance Association (SIA) and Shanghai Insurance Institute (SII)
- Shanghai Venture Capital Association (SHVCA)
- Shanghai Foreign Investment Association (SHFIA)
- Shanghai Financial Association (SFA)
- Shanghai Securities Association (SSA)
- Shanghai Banking Association (SBA)
- PE Association of Shanghai (PEAS)

Exemplary Case

BlackRock, Inc.

Founded in 1988 and based in New York City, BlackRock, Inc. is one of the world’s largest asset managers, providing financial services to clients in over 100 countries and territories. Since its entry to the Chinese market in 2006, BlackRock has seized the initiative to expand its business in China by virtue of China’s, and, in particular, Shanghai’s open financial environment. It was awarded the Qualified Domestic Limited Partnership (QDLP) qualification and quota after Shanghai taking the lead in carrying out a pilot QDLP program in 2015. It completed the registration and filing for providing private equity investment advisory services in China enabled by the 11 measures to further open up the financial sector issued by the State Council in 2019. It applied for establishing a mutual fund on the same day when China officially lifted the limitations on the ratio of foreign shareholding in fund management firms on April 1, 2020, and became the first global asset manager licensed to start a wholly owned onshore mutual fund business in China in August of the same year. It obtained the qualification for conducting mutual fund business in June 2021 and completed fundraising in just three months, which was an amazing speed for business expansion in China.



Cultural and Creative Industries

Industry Advantages

A Variety of Industry Carriers

Cultural and creative parks are important carriers for the development of the cultural and creative industries. As of October 3, 2021, Shanghai had a total of **169** cultural and creative parks. From 2021 to 2022, Shanghai had certified **149** municipal-level cultural and creative parks, including **25** demonstration ones such as the Zhangjiang Cultural Industry Park and Bridge 8 Creative Industry Cluster. In the near future, a batch of specialized high-capacity cultural and creative parks will be established to promote the transformation and upgrade of key industry parks.

A Comprehensive Supporting System

The second National Copyright Innovation and Development Base was inaugurated in Pudong New Area. A dedicated window is now set up by Shanghai Municipal Copyright Administration mainly for the registration of copyrights owned by companies registered in SHFTZ. Heading forward, the National Copyright Innovation and Development Base (Pudong) will break the limitation of copyright registration place to deal with all copyright-related issues in SHFTZ. The Base will roll out copyright registration service to meet the standards of creation, application, and protection of copyrights.

Increasing Cultural and Creative Influence

Shanghai has built itself into a global film & television creation and production center, an international art trading center, a capital of art performance in Asia, and a global city of e-sports. Gathering over **7,000** film & television companies, Shanghai holds more major art exhibitions than any other city in China. Shanghai is home to Show Life, the cluster with the densest theatres in China, and more than **80%** of China's e-sports enterprises. At the same time, the influence of major cultural activities has been increasing, represented by the Shanghai International Film Festival, the most influential international film festival in the Asia-Pacific region, and the China International Digital Entertainment Expo & Conference, the largest digital entertainment expo in Asia and one of the three leading digital entertainment expos globally.



Industry Support

Supportive Policies

- 14th Five-Year Plan of Shanghai for Establishing Itself into a Socialist International Cultural Metropolis
- Implementing Opinions on Promoting the In-depth Integration of Culture, Science and Technology in Shanghai
- Opinions on Accelerating the Innovative Development of Cultural and Creative Industries in Shanghai
- Action Plan for the Development of Online Culture and Tourism in Shanghai (2020–2022)
- Administrative Measures for Implementing Financial Support Policies to Promote the Development of Creative and Design Industries in Shanghai

Conventions & Exhibitions

- Yangtze River Delta International Cultural Industries Expo (YRDICIE)
- China International Digital Entertainment Expo & Conference (ChinaJoy)
- China International Cartoon & Game Expo (CCG EXPO)
- Shanghai International Film Festival (SIFF)

Industry Associations

- Shanghai Creative Industry Association (SCIA)
- Shanghai Municipal Association of Culture & Entertainment Industry (SMAEI)
- Shanghai Convention & Exhibition Industries Association (SCEIA)
- Shanghai Broadcasting Film & Television Producers Association (SFTPA)

Shanghai serves as the core of the cultural and creative industry agglomeration in the YRD region. From the issuance of "50 Guidelines for the Cultural and Creative Industries" to the plan of building an "International Cultural Metropolis", the city has been consolidating the cultural and creative industries as its growth poles. It is dedicated to establishing itself as an open, inclusive, innovative and cultural socialist metropolis of international influence by preserving traditional culture while assimilating the best culture from other countries and presenting its own urban culture and advanced socialist culture to the world.

Major Areas

Shanghai boasts clearly-structured, complementary cultural and creative industry carriers such as functional zones, industry parks, office buildings and makerspaces across the central urban areas that run through the university and college cluster in the north, and along the Suzhou River and the inner ring.

A layout of **one east-westward axis** for cultural and creative industry development, **one economic circle** along and between the Middle and Outer Ring Roads, **two cultural and creative development belts** along the Huangpu River and the Suzhou River, and **multiple clusters** represented by distinctive towns and cultural and tourism zones has gradually taken shape to facilitate consolidated development of the cultural and creative industries by merging industry and urban functions.



Scan the QR code to learn more about the cultural and creative industries in Shanghai.

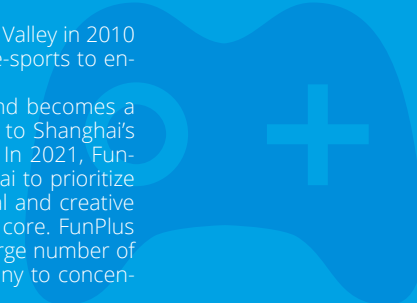
Industry Map



Exemplary Case

FunPlus Entertainment

FunPlus, one of the world's leading mobile game companies, was founded in Silicon Valley in 2010 and is currently active in over 200 countries and territories in fields ranging from e-sports to entertainment investment. FunPlus's e-sports club FPX won the League of Legends World Championship and becomes a world-class club in less than two years after its creation in Shanghai, contributing to Shanghai's efforts in building up the "Capital of E-Sports" and the "City of Game Innovation". In 2021, FunPlus officially opened its China headquarters – FunPlus Entertainment – in Shanghai to prioritize the development of businesses in mobile games, investment, e-sports and cultural and creative products, and create self-developed IPs taking traditional Chinese cultures as the core. FunPlus Entertainment believes that Shanghai's targeted and supportive policies, and the large number of world-class game companies and R&D talent lay a solid foundation for the company to concentrate determined efforts on expanding business in the game market.

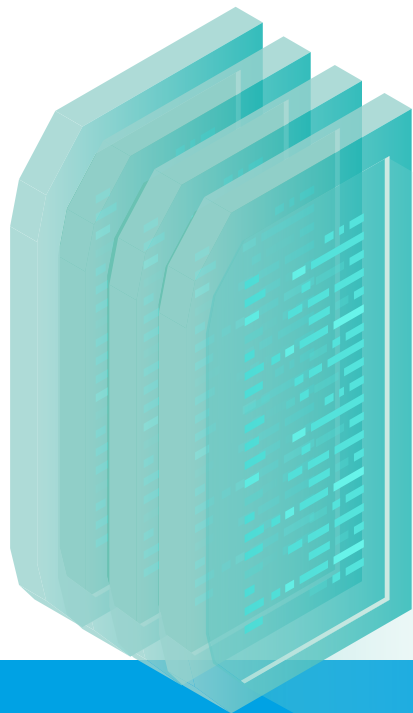


Digital Economy

Industry Advantages

Notably Optimized Data Utilization Efficiency

In order to better develop and utilize public data, Shanghai has formulated policies such as the *Interim Measures for the Opening of Public Data in Shanghai and Shanghai Data Regulation* to develop and protect data value, while promoting the development of 11 pilot projects for the open development of public data, including inclusive finance and intelligent transportation. The inauguration of the Shanghai Data Exchange has further accelerated market allocation of national data factors.



Continuously Enhanced Digital Industrialization

Accredited as a new testing zone for innovative AI development and a pioneer area for innovative AI applications with more than 1,000 AI enterprises, Shanghai has become one of industry bases for the IC industry, boasting the most complete industry chain, the most advanced technology and the strongest independent innovation capabilities in China. It is expected that the added value of core digital industries will account for 15% of Shanghai's GDP by 2025. Meanwhile, the online new economy is rapidly developing with new formats for digital consumption emerging, including online retail, online audio-visual services and consumer finance. Against such a backdrop, Shanghai has built up China's first "dual gigabit city", thus strengthening its role as an international information and communication hub.

Increasingly Complete Digital Governance System

Shanghai takes a national lead in the development of an intelligent city. It has established a series of pragmatic intelligent application scenarios, urban operation management centers at municipal, district and community levels, and a headquarters for urban operation management integrating monitoring, management and risk-prevention with 185 systems and 730 applications covering 50 departments incorporated. Shanghai has also established a synchronous command system to efficiently address emergencies and support the urban operation management centers and real-time decision making, thus achieving coordination across the city.

Constantly Improved Capacity for Industry Digitalization

Technologically supported by the industrial internet, Shanghai has proactively integrated a full supply chain and value chain and established a range of influential industrial internet platforms, thus spearheading the YRD region in building a national top-level node for identification and resolution, with the registered identification codes surpassing 1.6 billion. In addition, the service industry has contributed to Shanghai's leading position in the digital economy, with not only a full-fledged e-commerce industry chain but also multiple policies for fostering the development of livestreaming e-commerce.

In 2021, over half of Shanghai's GDP came from the digital economy, and the city ranked second in China in digital economy competitiveness. Shanghai will strive to forge a world-class cluster for innovation-oriented industries, a demonstration area for the integration of the digital and real economies and a pioneer zone for digital transformation of the economic ecosystem by improving efficiency and quality, encouraging innovation and unleashing dynamics, thus creating a model for international innovative cooperation in the digital economy.

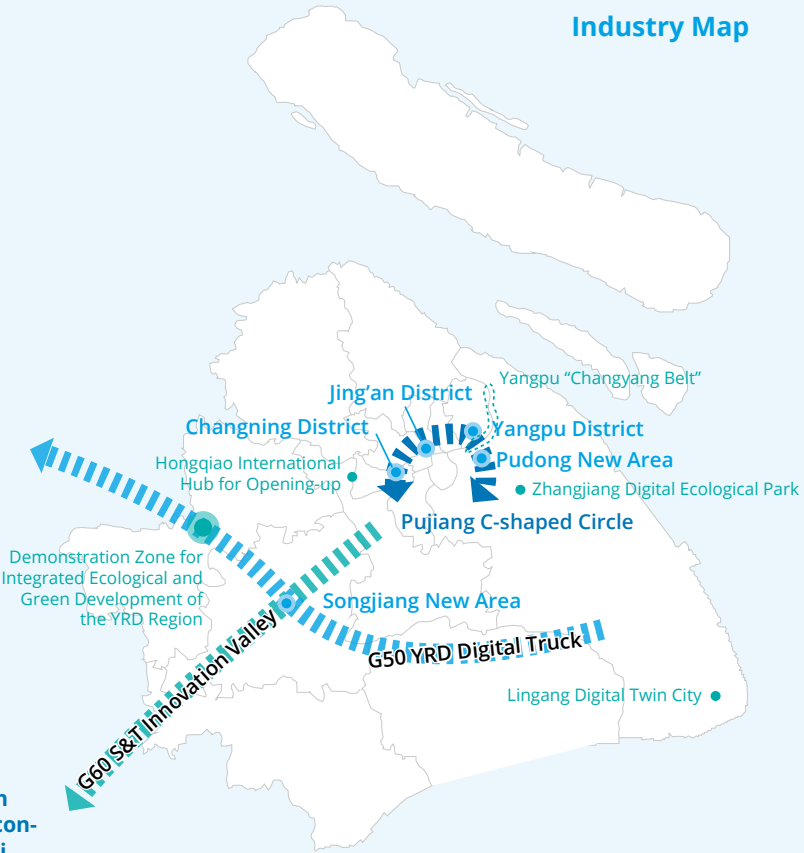
Major Areas

The development of "Pujiang C-shaped Circle" with major players located in Pudong, Yangpu, Jing'an and Changning will proceed, along with emerging new formats for information consumption, including online retail, online audio-visual services and consumer finance. Digital economy special clusters will be built in Zhangjiang Digital Ecological Park and Yangpu "Changyang Belt" Online New Economic Ecological Park. A precursive zone for innovation and upgrading will be established by developing the Lingang Digital Twin City. A pioneer zone for YRD digital development will be developed by capitalizing on the leading roles of the Hongqiao International Hub for Opening-up, the Demonstration Zone for Integrated Ecological and Green Development of the YRD Region, the G60 S&T Innovation Valley and the G50 YRD Digital Truck.



Scan the QR code to learn more about the digital economy industry in Shanghai.

Industry Map



Industry Support

Supportive Policies

- 14th Five-Year Plan of Shanghai for Comprehensive Urban Digital Transformation
- Implementing Opinions on Comprehensively Promoting High-quality Development of Digital Commerce in Shanghai
- Policies and Measures of Shanghai on Promoting Urban Digital Transformation
- Action Plan for Fueling High-quality Development by Promoting Digital Transformation of Shanghai's Economy (2021–2023)
- Action Plan for Developing High-quality Digital Life by Promoting Digital Transformation of Shanghai's Urban Life (2021–2023)

Conventions & Exhibitions

- China Industrial Internet Summit
- China Industrial Goods Digitalization Forum
- China Urban Digital Economy Forum
- Shanghai International City and Architecture Expo 2021

Industry Associations

- Shanghai E-Business Association (SEBA)
- Shanghai IT Entrepreneur Association (SIEA)
- Shanghai Industrial Internet Association (SIIA)

Exemplary Case

Baozun E-commerce

Founded in 2007 as an infrastructure service provider for e-commerce, Baozun E-commerce provides brands and e-commerce enterprises with integrated services covering store operation, digital marketing, IT solutions, warehousing and fulfillment, and customer services. After the implementation of the *Provisions of Shanghai Municipality on Promoting the Development of E-Commerce* in 2009, Baozun was given prioritized support as a program for building e-commerce service system. It has grown rapidly since then along with the development of China's e-commerce platforms, and went public on NASDAQ in 2015 and achieved secondary listing in Hong Kong in September 2020. Baozun established a R&D center in Shanghai with a thousand-person strong R&D team in 2021 to constantly provide high-quality full channel online marketing services for 281 brands covering 8 vertical industries across the globe, which was recognized as a foreign-owned R&D center by the Shanghai municipal government in the same year.



Chapter III

Investment Services

Business Environment Service

On December 29, 2021, Shanghai issued the *Implementation Plan on Piloting Innovative Business Environment Reforms in Shanghai*, which proposed 172 reform initiatives in 10 categories, such as market environment and government environment. Since 2017, Shanghai has released version 1.0 to version 5.0 of its business environment reform plan, working tirelessly for four consecutive years to create the best possible business environment with the highest standards. It has steadily implemented a total of 584 reform initiatives.

International Services on the Government Online-Offline Shanghai Portal

Shanghai is the first city in China to launch the Government Online-Offline Portal. Since the Portal's launch in July 2018, it has carried out 520 reform initiatives and handled more than 13.6 billion visits and nearly 200 million cases. In November 2020, the international version of the Portal (english.shanghai.gov.cn) officially came into use, which is committed to providing foreigners and foreign-invested enterprises with government services such as visa and work permit processing and foreign-funded enterprise set-up.



Scan the QR code to learn more about the international version of the Government Online-Offline Shanghai Portal

Best Government Services in China

- Selected as an exemplary case in the *UN E-Government Survey 2020*;
- Ranked **first in China** in the *Survey and Assessment Report on Provincial Governments Integrated Service Capacity 2021*.

Significant Reform Results

- Handled more than **70%** of actual cases online;
- Achieved an applause rate of **99.96%**;
- Created **604 categories** of high-frequency licenses with a total of over **140 million** e-certificates;
- Reduced total service time required by **62%**.

Highly Functional Foreign-related Services

- **387,000** registered foreign users;
- More than **90,000** registered foreign-invested enterprise users;
- More than **1.54 million** visits on the international version of the Government Online-Offline Shanghai Portal;
- Provided 64 types of foreign-related services across 30 departments, with a total of **236** service items and policy guidelines.



Mechanism for Government-Enterprise Communication

- Enhanced interactions between government and enterprises on foreign investment through various channels such as **roundtable meetings**, online government-service platforms, Weibo, WeChat, and mobile client applications;
- Improved government-business communications by designating dedicated government staff to contact and visit enterprises regularly;
- Enabled foreign investors and foreign-invested enterprises to report their appeals, opinions and suggestions through channels such as the **"12345" hotline** and Shanghai Enterprise Service Cloud.

Investment and Operations Guidelines

Foreign-invested Enterprises

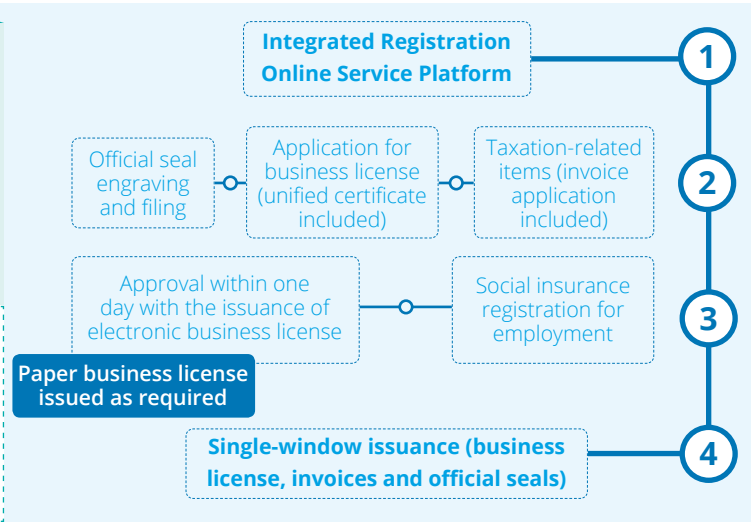
Establishment of Foreign-invested Enterprises

Since January 1, 2020, foreign investors to establish enterprises in Shanghai, whether or not restricted by the “negative list”, can apply through the **Integrated Registration Online Service Platform**, and the registration will be completed directly by the market supervision authority in accordance with the access requirements. Applicants shall sign the commitment letter as required along with their applications.

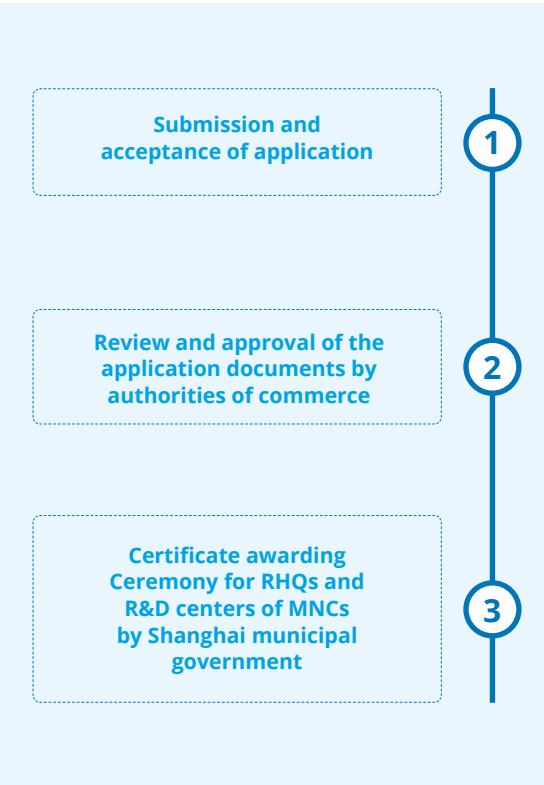


Scan the QR code to learn more about the establishment of foreign-invested enterprises in Shanghai

Procedures for the Establishment of Foreign-invested Enterprises



Procedures for Certifying RHQs and R&D Centers of MNCs




Certification of RHQs and R&D Centers of MNCs

Qualified MNC RHQ applicant is subject to the following conditions:

- A foreign-invested enterprise with independent legal personality;
- Total asset value of parent company ≥ USD 200 million;
- Registered capital ≥ USD 2 million; and
- Authorized by its parent company to function as an HQ for more than one country in a region.


An HQ which basically meets the above conditions and has made prominent contributions to local economic development will be taken into consideration.



Scan the QR code to learn more about certification of MNC RHQs in Shanghai

Qualified R&D center applicant is subject to the following conditions:

- A foreign-invested enterprise lawfully established in Shanghai;
- Total R&D investment ≥ USD 2 million; and
- Specified R&D fields and projects, fixed location, sufficient equipment, and other necessary conditions.

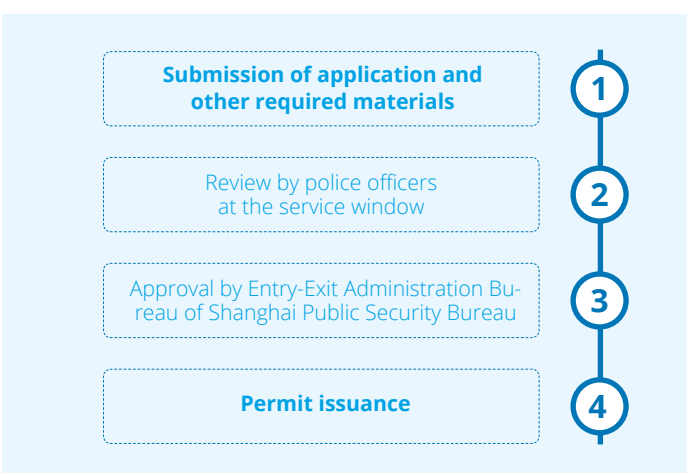


Scan the QR code to learn more about certification of foreign-invested R&D centers in Shanghai

Investment and Operations Guidelines

Foreigners

Issuance Procedures of Residence Permits for Foreigners



Residence Permits for Foreigners

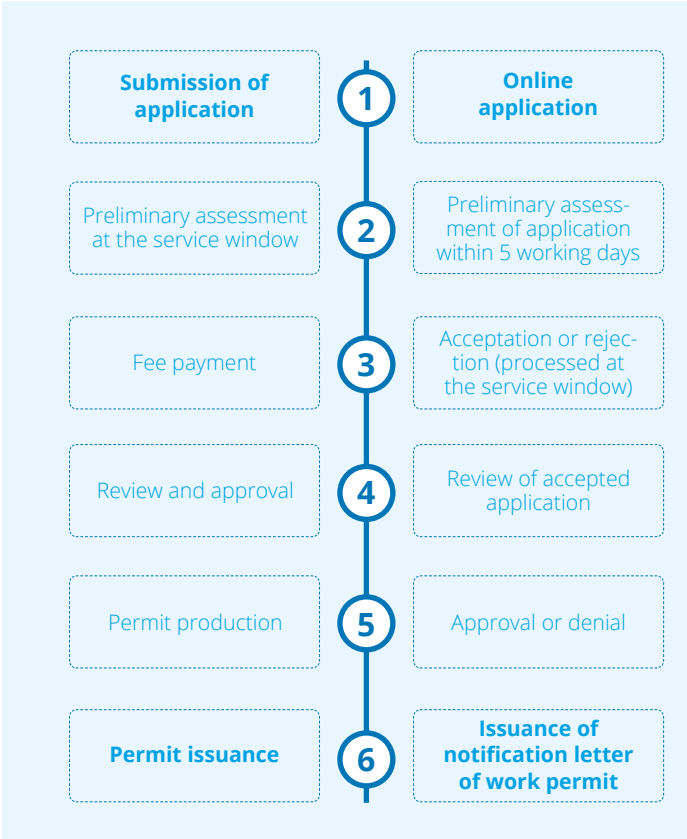
Foreigners are qualified to apply for **5-year residence permits** if they are:

- Foreign experts and researchers invited by key higher education institutions, scientific research institutes or well-known enterprises in China;
- Employees in the Lin-gang Special Area of SHFTZ; or
- High-end foreign professionals with a five-year tenure.
-



Scan the QR code to learn more about residence permits for foreigners in Shanghai

Issuance Procedures of Entry and Exit Permits for Chinese Citizens



Issuance Procedures of Work Permits for Foreign Employees

Exit and Entry Permits for Chinese Citizens & Work Permits for Foreign Employees

Chinese citizens are qualified to apply for **entry and exit permits** if they are:

- Chinese citizens with foreign passports (residents from Hong Kong, Macau and Taiwan excluded); or
- Hong Kong and Macau residents who need to return home but whose entry and exit permits were lost, damaged or expired.



Scan the QR code to learn more about entry and exit permits for Chinese citizens

Foreign employees are qualified to apply for **work permits** if they are:

- Employed by lawfully established institutions in China.



Scan the QR code to learn more about work permits for foreign employees

Overview of City Layout

Leading Role of the Central Area

The Bund-Lujiazui-North Bund, Expo Area-Qiantan Area-Xuhui West Bund, Yangpu Waterfront, Suzhou Creek Waterfront Economic Development Belt, and Minhang District

Shanghai is working to comprehensively enhance the functions of the central area. This has augmented its capability in gathering and allocating domestic and international high-end resources and factors, enabling the city to provide better services while benefiting neighboring areas.

The Lin-gang Special Area and Zhangjiang Science City as major bases in the east, along with the Pudong transportation hub, have become new engines for Shanghai's future development. The Hongqiao Central Business District and the Demonstration Zone for Integrated Development of the YRD Region as cores in the west have further promoted integrated high-quality development of the YRD region.

Lin-gang Special Area of SHFTZ, Zhangjiang Science City, Demonstration Zone for Integrated Ecological and Green Development of the YRD Region, and Hongqiao Central Business District

Coordinated Development of Pudong and Hongqiao

Booming Growth of New Towns

Jiading New Town, Qingpu New Town, Songjiang New Town, Fengxian New Town, and Nanhui New Town

The five new towns are making dedicated efforts to build their own distinctive industry system, transportation system and environment, thus forming a development landscape of "one unique feature per town" and improving Shanghai's entire development layout.

The two districts have utilized the national construction of railways along the sea and river to gain momentum for growth and upgrade the functional layouts in the northern coastal development area of Hangzhou Bay and the Yangtze River estuary.

Baoshan District and Jinshan District

Transformation of Baoshan and Jinshan Districts

World-Class Eco-Island

Chongming District

Chongming District is building itself into a world-class eco-island by strengthening the coordinated development of Chongming, Changxing and Hengsha Islands, and implementing the growth strategies of "plus eco" and "eco plus". These endeavors have made this area a pioneer for ecological and green development in Shanghai and a model for eco-friendly development along the Yangtze River Economic Belt.



Legend

- | | | | |
|------------------|-----------|-------------------------|------------------------------------|
| Central Downtown | Key Area | Sub-center | Waters |
| New Town | Core Town | Neighboring City/County | Municipal or Provincial Boundaries |

Key Investment Areas

Hongqiao International Central Business District

As the core area of the Hongqiao International Hub for Opening-up, Hongqiao International Central Business District (CBD) covers parts of Minhang, Changning, Qingpu and Jiading Districts with a total planning area of 151.4 km². It has preliminarily formed a framework of integrated and ecologically-friendly industry and urban development which is bolstered by full-fledged support facilities and boasts distinctive regional characteristics.

Since the approval of the *Overall Plan for the Development of the Hongqiao International Hub for Opening-up* by the State Council of China in February 2021, Hongqiao CBD has made remarkable progress in building itself into a high-quality international new urban area, and an open and sharing transportation hub with improved core competencies in supporting Shanghai as an international trade center, allocating global high-end resources, and driving coordinated regional development.

In 2021, the CBD's tax revenue reached RMB 34.6 billion, up 29.1% year on year, fixed asset investment totaled RMB 50.62 billion, and sales of goods reached RMB 454.13 billion, among which retail sales of consumer goods was RMB 53.46 billion; the number of newly registered corporate enterprises increased 45% from the previous year, with 6 new RHQs of MNCs settling down, accounting for 10.7% of the whole city's newly introduced MNC RHQs; domestic and international trade realized a double-digit growth; and the cargo throughput of Hongqiao Airport was up 13% year on year.

Strategic Positioning

- 1
- A top-notch international CBD: Building an international CBD with integrated high-end business, exhibition and transportation functions, and a law-based, market-oriented and globally recognized business environment, to develop modern service industries and lead the YRD region to better participate in international co-operation and competition with coordinated opening-up.
- 2
- A new platform of international trade center with a strong resource-allocating capacity: Tapping into the CIIIE and the Hongqiao International Economic Forum to build entry-exit distribution centers for resources and factors which connect to the YRD region, the rest of China and even the Asia-Pacific region, and facilitate the flow of goods, information and capital to enhance the capacity of global resources allocation.
- 3
- A multi-dimensional transportation junction with improved management: Building a widely accessible comprehensive transportation portal with enhanced rail transit connectivity to Pudong International Airport and the YRD region, coordinated air transport mechanism with Hongqiao International Airport as its core, and expanded gathering, allocating and transporting functions.
- 4
- A bridgehead that connects the YRD region to global markets: Strengthening the development of major functional platforms that promote free flow and sharing of factors and public resources to provide high-end services in business, trade, transportation and other fields for the YRD region to go global.

Resource Advantages

Upgraded Transportation Hub

- Relying on two functional projects of [Shanghai Hongqiao International Airport](#) and [Hongqiao High-speed Railway Station](#), the CBD basically offers a [one-hour commute](#) to main cities in the YRD region;
- During the 13th Five-Year Plan period, the total passenger throughput of Hongqiao Integrated Transportation Hub reached 1.84 billion, with an annual average passenger throughput of 368 million and a daily average of 1.03 million. In 2021, Hongqiao Hub's passenger throughput was up [17.4%](#) year on year.

High-end Business Cluster

- Over [70,000](#) enterprises and institutions have settled down in the CBD including over [400](#) equipped with headquarters functions;
- The proportions of registered enterprises in rental and business service, wholesale and retail industries in the CBD were [54.4](#) and [17.7](#) percentage points higher than Shanghai's average;
- The core and key areas have been preliminarily completed with [349](#) buildings topping out, accounting for 99% of the total in the CBD. Completed area reached [4.85 million m²](#), achieving a completion rate of 83%.

Professional Exhibition Brand

- Over [200](#) exhibition promotion agencies and related professional service enterprises have been introduced;
- The exhibition area has totaled [4.68 million m²](#) and over [4.7 million](#) visitors have been received.

Investment Highlights

During the 14th Five-Year Plan period, the CBD will enhance connection with the North Extension Belt and the South Extension Belt and form an overall layout of "one core and four areas".



Lin-gang Special Area of China (Shanghai) Pilot Free Trade Zone

The Lin-gang Special Area of SHFTZ is located south of Dazhi River and east of Jinhuigang River, and comprises Xiaoyangshan Island and southern part of Shanghai Pudong International Airport. It has a planned area of 873 km² and a start-up area of 119.5 km². The establishment of Lin-gang Special Area is one of the three new major tasks assigned to Shanghai by the CPC Central Committee during the first CIIIE in 2018. By the end of 2021, the Special Area had sealed more than 970 new cooperation agreements valued at over RMB 500 billion, and built a rule-based opening-up system enabling free investment, trade, capital, transportation, and mobility of human resources, and quick and convenient flow of information.

Strategic Positioning

- 1
- Keeping abreast of the most competitive free trade zones and trade ports recognized by the international community, and aligning with international trade rules, the Lin-gang Special Area aims to become a special economic area of global influence and competitiveness.
- 2
- By 2025, the Special Area will build a minimum of [10](#) top-notch science laboratories, introduce and nurture at least [100](#) high-caliber professionals, and add around [1,000](#) high-tech enterprises to improve the capability of nurturing original innovations.
- 3
- By 2025, a world-class, open and modern industry system will take shape in the Area, whose GDP will [quadruple](#) its 2018 size, with an average annual growth rate of about [25%](#) and a total of around [50](#) certified headquarters institutions.

Resource Advantages

Continuously Optimized Industry Supporting Facilities

- [5](#) functional platforms for sci-tech innovation including an intelligent manufacturing R&D and achievement transformation platform;
- Communities of top scientists and international joint laboratories;
- The Dishui Lake Financial Hub, home to the nation's first foreign-controlled Sino-foreign joint-ventures for wealth management.

Gradually Improved Infrastructure

- An [extensive road network](#) has taken shape;
- Lingang has launched a range of demonstration projects such as the "city brain". The Autonomous and Informationalized Vehicle Integrative Testing & Demonstration Zone is under construction.

Major Breakthroughs Made in the Reform and Opening-up

- Yangshan Free Trade Zone (Phase I and II) started operation;
- The integrated information management service platform of the Lin-gang Special Area provides a risk monitoring and prevention system.

Investment Highlights

Advanced Manufacturing



Modern Services



Demonstration Zone for Integrated Ecological and Green Development of the YRD Region

The Demonstration Zone for Integrated Ecological and Green Development of the YRD Region covers 2,413 km² in Qingpu District (Shanghai), Wujiang District (Suzhou, Jiangsu Province), and Jiashan County (Jiaxing City, Zhejiang Province). There is also a pilot area of 660 km² Demonstration Zone covering Jinze Town and Zhujiajiao Town (Qingpu District, Shanghai), Lili Town (Wujiang District, Suzhou), and Xitang Town and Yaozhuang Town (Jiashan County, Zhejiang). In 2021, new progress had been made in the Demonstration Zone, including 46 institutional innovations, major development in One Watertown Area and Three Innovation Centers, and 65 key projects in ecological protection, infrastructure connectivity, and industry innovation.

Strategic Positioning

1

At the opening ceremony of the first China International Import Expo (CIIE) on November 5, 2018, President Xi Jinping announced the integrated development of the YRD region as a national strategy. Since then the YRD region, one of the most economically dynamic, open and innovative regions of China, has taken an extraordinary position in the country's development.

2

The future development will focus on the pilot area, as exemplified by the Watertown Area, Qingpu Xicen Sci-Tech Innovation Center, Wujiang High-speed Railway Sci-Tech Innovation Center and Jiashan Xiangfudang Innovation Center.

3

A high-tech R&D center in line with the highest international standards will be built up by introducing universities and research institutes, developing innovative industries, and supporting the construction of the HUAWEI R&D Center.

Resource Advantages

Integrated Coordination Mechanisms

- Progress has been made in **12** infrastructure connectivity projects, including the construction of the demonstration segment of the Shanghai-Suzhou-Huzhou Railway and the extended section of Shanghai Metro Line 17, and the pre-construction of Nantong-Suzhou-Jiaxing-Ningbo Railway and Shanghai-Suzhou-Jiaxing Inter-city Railway;
- The approval process has been improved with entrusted and coordinated approval, and unified construction technology standards allow for **seamless cross-regional projects** in the Demonstration Zone.

Gathered New Momentum for Innovative Development

- The Demonstration Zone focuses on sci-tech innovations and industry coordination, and **17** innovation projects have been rolled out.
- Key corporations, such as HUAWEI and Innoscience, enjoy synergistic development in the Demonstration Zone, all contributing to improving and enhancing industry chains.
- The Demonstration Zone has facilitated the establishment of a raft of key R&D institutions, including the Yangtze River Delta Sustainable Development University Alliance and the Innovation College of Fudan University.

Investment Highlights

Focusing on low environmental damage, high technology, high added value and strong innovation capabilities, the Demonstration Zone is committed to developing new economies and new industry formats, and further creating an industry system featuring the following economic models:

- Digital Economy:** Encouraging the development of emerging industries, such as AI, cloud computing, block-chain, and smart sensors;
- Innovation-driven Economy:** Focusing on eco-friendly intelligent manufacturing, cutting-edge new materials, life science and healthcare, and energy conservation and environmental protection;
- Headquarters Economy:** Embracing the branches of MNCs and the headquarters of SOEs and privately-owned companies, and introducing R&D centers and engineering technology centers of well-known enterprises at home and abroad;
- Service Economy:** Nurturing new models in the modern logistics industry such as intelligent logistics, and promoting the development of specialized finance such as tech-fin;
- Lakeside Economy:** Supporting design industries such as industrial design and emerging industries such as high-tech film & television creation and production.

District-specific Investment Guide

Pudong New Area

Overview

Lying in the east of Shanghai with an area of 1,210 km², Pudong New Area is located on the eastern bank of the Huangpu River and at the estuary of the Yangtze River. Pudong is a pioneer to spearhead China's policies of opening-up to the outside world, and is home to China's first pilot free trade zone. Pudong is one of the areas in China that have attracted the largest foreign investment with the best ROI and the most headquarters of foreign companies. In 2021, Pudong's actual use of foreign investment was up to USD 10.7 billion, accounting for 47.5% of Shanghai's total. By the end of 2021, a total of 389 RHQs of MNCs were recognized in Pudong, taking up 47% of the city's total. During the 14th Five-Year Plan period, Pudong will fully tap into its geographical advantages to build three world-class industry clusters in ICs, biopharmaceuticals and AI, and lead the development of advanced manufacturing clusters and modern service industries by focusing on six key industries and six major service sectors.

Investment Highlights

Three Core Industries



ICs



Biopharmaceuticals



AI

Six Key Industries



Self-developed microchips



Intelligent manufacturing



Vehicles of the future



Innovative drugs



Aerospace



Big data

Policy Support

High-level Opening-up

- The rules and regulations formulated by the Shanghai Municipal People's Congress and its Standing Committee in compliance with the *Constitution of the People's Republic of China* and other basic laws and administrative regulations, can be implemented locally specific to Pudong's practices of reform and innovation.

Headquarters Economy

- Encouraging headquarters to enhance their capacities and increase capital investment in Pudong
- Attracting more headquarters of both domestic and foreign companies and international functional institutions to gather in Pudong
- Granting incentives to headquarters which make economic contributions to Pudong either by settling down, increasing investment, or doing business

Strategic Emerging Industries

- Giving rewards to high-tech enterprises which make economic contributions to Pudong in strategic emerging industries, including new-generation IT, high-end equipment, new materials, biology, NEVs, renewable energy, energy conservation & environmental protection, digital creativity and relevant services, or traditional advanced industries such as the automotive and shipping industries

Professional Services

- Providing rewards for professional service providers which make economic contributions to Pudong in areas such as legal services, accounting, intellectual property, human resources, consulting and design

Talent Development

- Allowing fresh foreign graduates of both domestic and foreign universities to directly apply for work permits; opening a new channel for high-caliber foreign professionals to apply for permanent residence and household registration in Shanghai; and setting up China's first Administration of Overseas Talents, Pudong International Talent Port, and a one-stop online portal tailored for foreigners working in China
- Establishing in SHFTZ China's first fast-service channel for recommendation-based permanent residence application for high-level overseas professionals, and facilitating the application of Port Visa for foreign workers
- Launching a pilot program to facilitate remuneration-related foreign currency conversion for foreign professionals, and providing them with talent apartments and housing subsidies

Business-supporting Facilities

Lujiiazui Finance and Trade Zone: A pioneer in the opening-up of China's financial sector with sound financial ecosystem
Key Buildings: Shanghai Tower, Shanghai World Financial Center, Shanghai Jinmao Tower, Shanghai International Finance Center

Zhangjiang Science City: Home to 40% of Shanghai's foreign-funded R&D institutions and 48% of the city's listed companies on the SSE STAR Market, with the number of valid invention patents per 10,000 people ranking among the top in Shanghai
Key Zones: Zhangjiang Headquarters Park, Zhangjiang Robot Valley, Zhangjiang Biotech and Pharmaceutical Industrial Base, Integrated Circuit Design Industrial Park, International Medical Zone

Jinqiao Economic and Technological Development Zone: The first state-level export-oriented processing development zone approved by the State Council of China, contributing 1/4 of the industrial output of Pudong New Area with a focus on development of the key industries and producer services
Key Sites: City of Elite, Jinding Area, Jinmin Park, Jinqiao Intelligent Valley

China (Shanghai) Pilot Free Trade Zone: One of the Global Free Zones of the Year 2021^[1] which has gathered nearly 30,000 companies from 145 countries and territories, with its daily average imports and exports valued at RMB 2.7 billion
Key Zones: Waigaoqiao Free Trade Zone, Waigaoqiao Bonded Logistics Park, Yangshan Special Comprehensive Bonded Zone, Pudong Airport Comprehensive Free Trade Zone

International Tourism Resort: Consisting of five parts dedicated to urban life, urban leisure & tourism, Chinese culture, urban ecology and international cultural exchanges respectively, among which the southern part is still under development, with a total construction area of about 2.2 million m²
Key Buildings: Shendi Center, Shanghai Disneyland Hotel, Shanghai Village

[1] Global Free Zones of the Year 2021 published by FDI Intelligence, a specialist division from the Financial Times Ltd.

Major Area: Zhangjiang Science City

Overview

Zhangjiang Science City, located in the middle of Pudong New Area, is home to a crowd of national laboratories, university-based research institutions and world's top talent. It has attracted more than 22,000 enterprises, over 150 national and municipal R&D institutes, 58 RHQs of MNCs, and nearly 20 universities, colleges and scientific research institutions, forming a talent pool of 400,000+. During the 14th Five-Year Plan period, Zhangjiang Science City is planned to be expanded to an area of about 220 km², and its optimized layout of "One Center and Two Cores" will be developed, along with multiple industry clusters, life communities and ecological corridors.

Features and Advantages

A Clustering of Global High-caliber Talent	Strengthened Sci-Tech Innovation Capabilities	An Optimized Ecosystem for Innovation and Entrepreneurship
<ul style="list-style-type: none">Attracting Nobel laureates, academicians from the Chinese Academy of Sciences and Chinese Academy of Engineering, as well as high-caliber foreign talented minds including academiciansPudong International Talent Hub was put into operation.	<ul style="list-style-type: none">Shanghai Synchrotron Radiation Facility (Phase II) has set a new world record for peak pulse power.The COVID-19 Virus Research Alliance pioneered globally in identifying a key drug target.	<ul style="list-style-type: none">A complete system of innovation and entrepreneurship platforms has been formed, comprised of 100 maker-spaces, entrepreneurship nurseries, incubators and accelerators that accommodate over 2,500 enterprises under incubation.

Investment Highlights

Zhangjiang Science City plans to make a "3 + 3 + X" overall industry layout.

3

3 Key Fields

- ICs
- Biopharmaceuticals
- AI

3

3 Major Integration Industries

- Intelligent inter-active technology
- IT services
- Robotic and intelligent equipment

X

Incubation of "X" Innovations

- Quantum information
- Brain-inspired intelligence
- Gene technology
- Aviation and aerospace
- Cutting-edge new materials
- Energy and environment

Major Area: Lujiazui Finance and Trade Zone

Overview

The Lujiazui Finance and Trade Zone is a core area in Shanghai's development into an international financial center with a GDP of more than RMB 570 billion. Lujiazui has gathered over 44,000 enterprises, among which there are 600+ HQ-agencies including 134 RHQs of MNCs, more than 340 Fortune 500 companies, and over 200 domestic law firms.

Features and Advantages

- Concentrated factor markets:** 12 national financial factor markets including stocks, bonds, futures, insurance and trusts
- Numerous financial institutions:** More than 6,000 domestic and foreign financial institutions, of which 917 are licensed
- A strong talent pool:** Nearly 300,000 financial professionals, of which over 1/3 have overseas educational backgrounds
- First-class business facilities:** 15 million m² of office spaces, of which class-A office building space exceeds 7 million m²

Investment Highlights

Financial services	Shipping services	Modern commerce and trade	Professional services
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Major Area: Expo Area-Qiantan Area

Overview

The Expo Area-Qiantan Area, named after the Expo 2010 and located on the eastern bank of the Huangpu River with a total area of 9.93 km², serves as an important platform for international meetings and activities.

Features and Advantages

- Modern office buildings:** A total area of 3.5 million m² of high-end office buildings, commercial complexes, residential blocks, hotels, and cultural and sports facilities
- Full-fledged life supporting facilities:** Raffles Hospital, TaiKoo Li and other landmark facilities put into use
- Clustered foreign-invested giants:** A concentration of foreign-funded industry leaders including Bayer, United Technologies, Merck, and BD Biosciences

Investment Highlights

Business services	Residential and lifestyle services	Professional services
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Huangpu District

Overview

Huangpu District, located on the west bank of the Huangpu River with an area of 20.52 km², is the core of downtown Shanghai, hailed as "heart, window and name card" of the city. In the past five years, Huangpu enjoyed robust economic development, with its GDP and economic density ranking among the top and the first place respectively among all districts of the city. In 2021, Huangpu had a contractual foreign investment of nearly USD 1.65 billion, up by 4.92% over the previous year, a total commodity sales of over RMB 930 billion, the largest number of "first stores", reaching 222 in total, and 210 company headquarters including 58 RHQs of MNCs. During the 14th Five-Year Plan period, Huangpu District will make full use of its economic and cultural advantages to enhance its core functions, preserve the Shanghai-style culture and promote quality urban lifestyles, in support of Shanghai's development into a global metropolis.

Investment Highlights

The "3 + 3 + X" system for developing high-end service industries will be further improved.

Three hundred-billion-level industries	Financial services	Commerce and trade services	Professional services
Three ten-billion-level industries	Cultural tourism services	Sci-tech innovation services	Healthcare services
X Promising industries	Digital economy	Online economy	Scenario economy

Policy Support

Headquarters Economy
- Rewards will be granted to headquarters-agencies with an annual turnover of over RMB 500 million. For the portion from RMB 500 million to RMB 1 billion, a lump-sum reward of RMB 2 million will be given; from RMB 1 billion to RMB 1.5 billion, a one-time reward of RMB 1.2 million; from RMB 1.5 billion and above, a lump sum of RMB 800,000.

Brand Development

- Support will be provided to qualified independent brand enterprises, public service platforms and branding projects in the form of lump-sum rewards, project funding and government purchase of services.

Professional Services

- Talent apartments at various levels will be provided to high-end service professionals.

Fintech

- A lump-sum reward of up to RMB 2 million will be given to financial institutions for setting up fintech R&D centers.

Cultural Tourism Services

- Rent subsidy of up to RMB 1 million will be given to key cultural tourism enterprises, and a maximum of RMB 3 million will be subsidized for construction projects of smart culture and tourism venues.

Healthcare Services

- A one-time subsidy of up to RMB 3 million will be given to enterprises obtaining production and marketing approvals for new drugs.

Foreign-invested R&D

- Eligible foreign-funded R&D centers will be provided with rewards for certification and achievement transformation, funding for first release and innovation activities, and professional service subsidies, as well as supporting services.

Business-supporting Facilities

A new layout of "one zone, two cores and three areas"

Bund Financial Agglomeration Zone

Key Buildings: Bund Finance Center (BFC), Gold Bund International Plaza, Jiushi Tower, Bund Huarong Building, Bund Center

East Nanjing Road-People's Square

Key Buildings: Henderson Metropolitan, Hongyi Plaza, World Trade Center, Headquarters Building

Middle Huaihai Road-Xintiandi Cluster

Key Buildings: Corporate Avenue, Lippo Plaza, Shanghai Times Square, Hong Kong Plaza, Shanghai Central Plaza, Shui On Plaza

Dapuqiao-Sinan Road Block

Key Buildings: Huangpu Central Park, Sun Moon Light Center Office Building

Expo Puxi Park

Key Buildings: One East Plaza, Gopher Center, Riverside Expo Mansion

The Old Town

Key Buildings: Yueyuan Shopping Mall, Jinyu Shopping Mall, City God Temple No.1 Shopping Center

Major Area: Bund Financial Agglomeration Zone

Overview

Located in the heartland of Huangpu District with an area of 2.6 km², the Bund Financial Agglomeration Zone is one of the core functional areas of Shanghai as an international financial center.

Features and Advantages

- Clustering of financial functions:** 6 national financial factor markets have been established, contributing 3/4 and 1/6 of the city's total transaction volume and added value of the financial industry, and more than 40% of Huangpu's GDP.
- Abundant office buildings:** A multitude of office buildings are ready for enterprises, whose capacity has been further enhanced by functional replacement and transformation of old buildings, with a total of 120,000 m² renovated and upgraded.

Investment Highlights

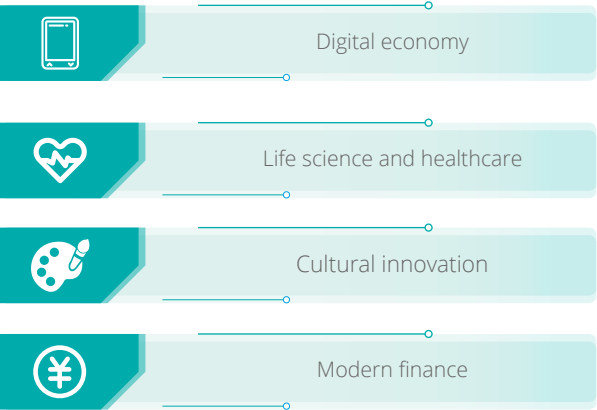
Assets management
Fintech

Xuhui District

Overview

Xuhui District, with a total area of 54.93 km², is a place where Eastern and Western cultures meet. The District is abundant in all types of resources, particularly with plentiful international education and healthcare facilities. It has hosted 4 consecutive sessions of World Artificial Intelligence Conference (WAIC) and is home to over 10 universities like Shanghai Jiao Tong University, over 150 high-level scientific research institutions including Shanghai Qi Zhi Institute and 1/4 of Class III Grade A hospitals in Shanghai. 108 academicians of the Chinese Academy of Sciences and the Chinese Academy of Engineering as well as 1/4 of national science and technology awards winners in Shanghai are living or working here. During the 14th Five-Year Plan period, Xuhui is committed to upgrading towards an innovation-driven urban district, a highland of industries, a hub of excellence and openness, and a model of cultural development and urban governance.

Investment Highlights



Policy Support

Headquarters Economy	- Newly introduced or newly certified MNC RHQs are entitled to a subsidy for establishment, capped at RMB 5 million.
Sci-Tech Innovation	- Newly introduced or newly certified national-level, municipal-level or district-level corporate technical centers are entitled to a one-off reward, capped at RMB 1 million.
Talent Development	- Convenient medical services and assistance for children education are available for executives of headquarters-type institutions.
Stronger and Better Service Economy	- Enterprises in key areas such as professional services and whose revenue has reached a certain scale are eligible for a one-off reward, capped at RMB 2 million.

Business-supporting Facilities



Major Area: West Bund

Overview

West Bund, with a planned area of 7.31 km², has achieved further development based on the “One Port, One Valley, One City, One Warehouse and One Bay” layout, with “AA” (Art & AI) as leading forces.

Features and Advantages

- Spaces enriching industries:** Promoting the development of industry clusters of science and technology, culture, finance, and life science and healthcare leveraging arenas such as Media Port and AI Valley
- Technology empowering development:** Achieving wide application of AI in transportation, education, healthcare and other areas backed by scientific research institutions such as Shanghai Artificial Intelligence Innovation Center and the Global University Artificial Intelligence Academic Alliance

Changning District

Overview

Changning District, which covers an area of 37.18 km² and locates in close adjacency to the Hongqiao Integrated Transportation Hub, is home to Shanghai's first CBD for foreign enterprises and is a major contributor to Shanghai as an international trade center. As one of the most international downtown areas with the most mature commerce and trade in the city, Changning currently hosts about 1/3 of consulates, about 1/5 of registered expats, more than 6,600 foreign-invested enterprises, and 76 MNC RHQs in Shanghai. During the 14th Five-Year Plan period, the District will focus on developing the airport economy, headquarters economy as well as digital economy and promoting the development of intelligent transportation and other industries, building itself into a headquarters highland, a national demonstration zone for the airport economy and a model area for the digital economy transformation.

Investment Highlights



Policy Support

Driving the Headquarters Economy	- Apart from the municipal policies for MNC RHQs, newly introduced or upgraded MNC RHQs or HQ-agencies are entitled to a one-off subsidy of RMB 2 million; enterprises that rent or purchase office buildings for their own use in Changning are eligible for a rental subsidy capped at RMB 4.5 million or a purchase allowance capped at RMB 10 million; enterprises with paid-in foreign investment reaching RMB 30 million are eligible for a one-time reward of RMB 1 million.
Loosening Access Restrictions	- Efforts have been made to seek institutional innovation in the development of a cross-industry approval system and new procedures for “Internet +” living services and other related industries in terms of operation qualification, administrative permit and business license, so as to loosen the restrictions on administrative approval and lower the market access threshold.
Introducing Key Enterprises	- A lump sum subsidy of RMB 200,000 will be given to newly approved or newly moved-in hi-tech enterprises. National and regional aviation factors trading platforms newly introduced by aviation service enterprises are entitled to a one-off grant of RMB 1 million and RMB 500,000 respectively. A subsidy, capped at RMB 30 million, will be given to newly introduced key enterprises engaged in financial services and fintech services.
Attracting Outstanding Talent	- Identified senior management members are eligible for a housing allowance capped at RMB 500,000. Exceptional professionals will receive a rental subsidy of RMB 1,600 per month for at most 24 months.
Supporting Corporate Innovations	- A subsidy of RMB 500,000 will be granted to enterprises introducing technology absorption and innovation projects.

Business-supporting Facilities



Jing'an District

Overview

Located in downtown Shanghai with an area of 37 km², Jing'an District serves as an important window for Shanghai to the outside world. Boasting a developed office building economy, Jing'an is home to a total of over 80 buildings with tax revenue of more than RMB 100 million and 100 RHQs of MNCs. Jing'an also has one of the highest urban capacity CBDs in Shanghai – West Nanjing Road Commercial Zone. During the 14th Five-Year Plan period, Jing'an will strengthen the leading role of the “three clusters”, namely the high-end service cluster along West Nanjing Road, business cluster along the Suzhou Creek and innovation and creativity cluster flanking the Middle Ring Road, with a focus on the four core function zones of Nanjing Road, Suzhou Creek, Daning Area and Shibei Area.

Investment Highlights

Focusing on six key industries and cultivating new industries and models

Six Key Industries

- Commerce and trade services
- Financial services
- Professional services
- Data intelligence
- Cultural creativity
- Life science and healthcare

New Industries

- New infrastructure
- Digital economy
- Green economy

Business-supporting Facilities



High-end Service Cluster Along West Nanjing Road

Key Buildings: Plaza 66, Westgate Mall, CITIC Square, Ocean Plaza, Jing'an Kerry Center, JC Plaza, Zhangyuan, MOHO, Hehua Center, Huarun Center

Business Cluster Along the Suzhou Creek

Key Buildings: Jing'an International Center, COFCO Plaza, Financial Street Rongtai Center, Kerry Everbright City, Joy Center, Suhe Center, Longsheng Fuxinhui, Shanghai Skyline Tower

Innovation and Creativity Cluster Flanking the Middle Ring Road

Key Buildings: Daning Music Plaza, Daning Business Center, Wanxiang Daning Center, Shanghai Greenland Central Plaza, Yunzhongxin, Yunmenghui, Yunzhihe, Shibei Xi'an No.1, Junengwan Innovation Community, Jing'an Shibei International Sci-Tech Innovation Community

Policy Support

Global Service Provider Plan	- Supporting establishment of major functional programs and international business organizations; enlarging capacity and scale of global service providers; helping enterprises recognized on authoritative lists; hosting international exhibitions and conventions; and clustering high-end talent with talent recruitment services
Headquarters Economy	- A one-off subsidy of up to RMB 3 million and RMB 6 million respectively to newly introduced higher-capacity RHQs covering Asia-Pacific and global operations
Industry Guidance Fund	- An industry fund of RMB 3 billion to guide social capital investing in the key industries represented by commerce and trade services, and emerging industries including digital economy in Jing'an
Talent Development	- A subsidy of up to RMB 500,000 to introduced talented professionals for house purchases - A rent subsidy of RMB 3,000 each person per month to national high-level professionals - “Family doctors 24/7, one on one” service for excellent professionals
Film and E-sports Industries	- A one-off subsidy of up to RMB 10 million for eligible construction projects of film and e-sports industry parks and functional technological service platforms in Jing'an - A one-off subsidy of up to RMB 10 million for influential or elected major e-sports events

Key Area: Suzhou Creek Waterfront Economic Development Belt

Overview

The Suzhou Creek winds 50 km across Shanghai (about 21 km in the downtown area and 29 km in suburbs), covering a waterfront belt of 139 km² nourishing the city.

Features and Advantages

- **Multi-functional urban complex:** Positioned to be a demonstration zone favorable for vibrant lifestyles and leisure activities and meeting the needs of start-ups
- **Promising waterfront economic belt:** Listed as future core of the Huangpu River and Suzhou Creek Area in the *Shanghai Master Plan (2017-2035)* and *Shanghai's 14th Five-Year Plan*, only 1 km away from downtown People's Square, boasting significant business competitiveness

Putuo District

Overview

Putuo District, with an area of 55.53 km², ranks No.1 among all downtown districts in Shanghai in terms of available land, total volume of buildings to be developed and Suzhou Creek frontage. During the 14th Five-Year Plan period, Putuo will dedicate itself to building an ecologically livable zone along the Suzhou Creek, and developing into an international innovation cooperation center, a headquarters cluster of innovative enterprises involved in the integrated development of the YRD region, and a new growth pole of Shanghai's Sci-Tech Innovation Center initiative.

Investment Highlights

Four Key Industries


- Intelligent software
- R&D services

- Techfin
- Life science and healthcare

Modern Service Industries

- Modern commerce and trade
- Professional services

Business-supporting Facilities



Major Buildings

Key Buildings: Shanghai Global Harbor, Pinzun International Plaza, TOP Plaza, CITIC Pacific Center, Upper West Shanghai, Guoco Changfeng City, Guosheng Financial Center

China-Israel (Shanghai) Innovation Park

Key Industries: AI and robotics, healthcare and life science, Internet and information technology

Shanghai Universal Software Park & Huada Science and Technology Park

Key Industries: Big data and Internet +, intelligent manufacturing and robotics, animated cartoon & games, film & TV, techfin

Policy Support

Headquarters Economy	- A one-off subsidy of up to RMB 2 million to newly certified MNC RHQs which have an investment nature or undertake management functions
Sci-Tech Innovation	- A subsidy of up to RMB 1.5 million from the District to enterprises recognized as Shanghai Hi-tech “Little Giants” (under development) - A subsidy of up to RMB 1 million to those recognized as innovation “Little Giants” at the district level
Talent Development	- A grant of up to RMB 1 million to talent who start a business - A reward of up to RMB 500,000 to human resource service agencies, consulting agencies and venture capital investment agencies for talent recommendation
Intelligent Software	- A subsidy of up to RMB 5 million for enterprise establishment - Rental allowance of up to RMB 3 million for decreasing corporate operation cost - Financial support of up to RMB 5 million for key technology breakthroughs
R&D Services	- A grant of up to RMB 5 million to outstanding enterprises which launch branches in the District
Fintech	- A subsidy of up to RMB 30 million for enterprise settlement - A subsidy of up to RMB 10 million for office space purchasing
Life Science and Healthcare	- A grant of up to RMB 5 million for enterprise establishment - A subsidy of up to RMB 3 million for office space purchasing or renting

Hongkou District

Overview

Located in the northeast of downtown Shanghai, the 23.48-km² Hongkou District is a core functional zone of Shanghai's central business district, and is one of the key development areas along the Huangpu River. During the 13th Five-Year Plan period, GDP of Hongkou District topped RMB 100 billion. In 2021, the District's GDP was about RMB 121.48 billion, and its paid-in foreign capital exceeded USD 1.3 billion, ranking third in Shanghai. The District added and renovated 750,000 m² of high-end commercial buildings, with Raffles City the Bund and Ruihong Tiandi-Hall of the Sun becoming new commercial landmarks. During the 14th Five-Year Plan period, Hongkou will focus on the strategic goal of building Shanghai North Bund and Pujiang Golden Triangle. With North Bund as the leading force, innovation as the backing force, and opening-up as the driving force, the District is striving to build itself as a new role model of modern urban development in line with international standards.

Investment Highlights

"2 + 4 + X" Industry System:

- Two Leading Industries**
 - Financial services
 - Shipping services
- Four Major Industries**
 - Commerce and trade
 - Professional services
 - Information services
 - Cultural creativity
- X Specialized Industries**

Policy Support

Headquarters	<ul style="list-style-type: none">Headquarters certified at the national or municipal level are entitled to a subsidy of up to RMB 30 million.Headquarters certified at the district level are eligible for a reward up to RMB 1 million.
Talent	<ul style="list-style-type: none">Qualified returnees from overseas study are entitled to a rental subsidy of up to RMB 15,000 within 6 months.
Sci-Tech Innovation	<ul style="list-style-type: none">Industry-university-research collaboration programs will be granted a reward up to RMB 100,000; high-tech business incubators up to RMB 1 million; and R&D centers up to RMB 1 million.
Financial Services	<ul style="list-style-type: none">Newly certified financial service enterprises and functional institutions will be granted one-time investment rewards, office space purchasing or renting subsidies, etc.
Shipping Services	<ul style="list-style-type: none">Newly introduced shipping service companies and functional institutions will be granted investment rewards, rental subsidies, etc.Subsidies will also be awarded to forums and activities which aim to enhance the shipping service function of the North Bund.
Commerce and Trade	<ul style="list-style-type: none">Newly introduced commercial and trade companies and functional institutions will be granted investment rewards, rental subsidies, etc.Subsidies will also be awarded to excellent brands and characteristic activities that help make Shanghai an international consumption center.

Commercial Facility



Major Area: North Bund Shipping and Finance Center

Overview

The North Bund Shipping and Finance Center is located in the south of Hongkou District, and covers about 4 km², of which its planned construction area expects to reach 8.4 km². The area aims to cultivate an overall industry pattern featuring "one CBD with two supporting zones" and "integration of old and new", building itself as a core functional zone of international financial and shipping services.

Features and Advantages

- Premium location advantage:** North Bund is the only golden zone in central Shanghai that can be planned as a whole and developed in depth. It will speed up establishing itself as "a meeting room for the world" where international conferences and activities are held.
- Specialized industry clusters:** As an important functional zone in Shanghai's initiative to be a financial and shipping center, North Bund has attracted about 2,000 financial companies with a total AUM of nearly RMB 7 trillion, and over 4,700 shipping service companies and over 40 shipping functional institutions.

Investment Highlights



Yangpu District

District Overview

Yangpu District is located in the northeast of downtown Shanghai, with a total area of about 60.61 km². It is rich in science and education resources, home to 10 universities and colleges including Fudan University and Tongji University, and more than 100 research institutes. It is recognized as one of the first National Innovative Pilot Cities (Districts), a major base for Shanghai's Sci-Tech Innovation Center initiative and one of the first national demonstration entrepreneurial and innovative bases. It has attracted many Fortune Global 500 companies and leading enterprises such as Siemens, Continental, Nike, Henkel, Bilibili and Bytedance. There are now more than 8,000 technology enterprises and 1,100 certified high-tech enterprises in the District. In the 14th Five-Year Plan period, Yangpu will pursue people-centered urban development, and leverage its four advantages of strategic opportunities, university cluster, space carriers and vibrant entrepreneurship and innovations, to build a leading district centered on people and excellent in sci-tech innovation, social governance and ecological environment. Focused efforts will be made to build four functional areas, namely Yangpu Waterfront, Dachuangzhi Innovation and Development Demonstration Zone, Big Innovation Valley and Tongji University Ring Intelligent Industry City.

Investment Highlights

Focusing on developing a "5 + 5 + 2" industry system

- Five Leading Industries**
 - AI
 - Blockchain
 - Industrial internet
 - Location-based services
 - Digital culture
- Five Advanced Industries**
 - Modern design
 - Low-carbon development
 - Technology services
 - Fitness and health
 - NEVs and intelligent connected vehicles
- Two Basic Industries**
 - Commerce and trade services
 - Urban industry

Policy Support

- Headquarters Economy**
 - Newly introduced or newly established RHQ enterprises will be given a start-up subsidy of up to RMB 5 million according to their revenue scale; for RHQ enterprises renting office space in Yangpu District, a rental subsidy of up to RMB 5 million will be provided within 3 years.
 - For newly introduced or newly established R&D center enterprises, a rental subsidy of up to RMB 1 million will be provided within 3 years.
- High-tech Industries**
 - Innovative "Little Giant" enterprises will be funded by the District with RMB 1 million. The fund will be appropriated in two installments, i.e., after the project approval and after the acceptance, at a proportion of 50% each time.
- Techfin**
 - Newly introduced or established investment management enterprises will be given a subsidy of up to RMB 2 million for purchasing and renting office spaces for their own use.
- Online New Economy**
 - Newly introduced iconic and demonstrative enterprises which, for example, drive digital transformation and upgrading of various industries, or facilitate the R&D of new core technology of industrial chips, or newly introduced (newly identified) online new economy enterprise headquarters will be given a start-up subsidy and an office space subsidy, capped at RMB 15 million.

Business-supporting Facilities

- Yangpu Waterfront:**
Key Buildings: Everbright Anshi Center, Oriental Fisherman's Wharf, Poly Greenland Plaza, Unicom Tower, C&D International Tower, Shanjin Poly Financial Plaza, China Enterprise Riverside Wisdom Plaza, Riverside International Plaza
Key Zones: National University Science Park of University of Shanghai for Science and Technology, Science Park of Shanghai Ocean National University
- Dachuangzhi Innovation and Development Demonstration Zone:**
Key Buildings: The Springs Center, Hopson One, Innov Center
Key Zones: Shanghai Wujiachang High-tech Industrial Park, Knowledge and Innovation Community, Bay Valley Science and Technology Park, Shanghai Yangpu Science and Technology Entrepreneurship Center
- Big Innovation Valley:**
Key Zones: Chang Yang Campus, Internet Treasure Land, Fudan Software Park, City Concept Creative Park
- Tongji University Ring Intelligent Industry City:**
Key Zones: National University Science Park of Tongji University, National University Science Park of Fudan University, National University Science Park of Shanghai University of Finance and Economics

Major Area: Yangpu Waterfront

Overview

Yangpu Waterfront boasts the longest riverfront in downtown Shanghai, at about 15.5 km. It is the city's largest industrial heritage transformation site, and aims to become a people-centered urban development demonstration area.

Features and Advantages

- From "industrial rust belt" to "recreational demonstration belt":** A century-long industrial development has shaped Yangpu Waterfront into a unique urban fabric with a distinctive landscape. Adhering to the development concept of integrating "historical sense, intelligent technology, ecological protection and lifestyle", Yangpu strives to build a world-class waterfront open space full of vitality, characteristic ecology, comfort and convenience.
- Industry function highlights:** A large number of major projects have been introduced, such as Meituan Shanghai Headquarters, Simsi Technology, Perfect World, Dada Group, China Communications Group Shanghai Headquarters, And China Energy Conservation Shanghai Headquarters. A range of key commercial buildings have been built, adding about 900,000 m² of commercial office space.

Investment Highlights



Minhang District

Overview

Minhang District, with an area of nearly 373 km², is an overlapping functional area of the Hongqiao International Hub for Opening-up, the scientific innovation center in southern Shanghai and the integrated development of the YRD region. During the 14th Five-Year Plan period, Minhang will boost the manufacturing and service industries with the coordinated development of southern and northern zones, and facilitate the development of the District with two sub-centers of Hongqiao and Xinzhuang.

Investment Highlights

Modern Services



International trade



Modern finance



Cultural creativity



Sci-tech services

Advanced Manufacturing


High-end equipment


AI


New-generation IT


Biopharmaceuticals

Policy Support

Headquarters Economy	<ul style="list-style-type: none">- Newly introduced or certified RHQs and HQ-agencies of MNCs in Shanghai are eligible for a lump sum incentive of up to RMB 6 million and an office space purchasing (renting) subsidy of RMB 10 million.
Biopharmaceuticals	<ul style="list-style-type: none">- Municipal government-approved projects for core technological breakthroughs, key specialized service platform development and major product commercialization in the field of biopharmaceuticals, as well as key emerging strategic commercialization projects in Shanghai, are eligible for a grant at an amount equivalent to half of that provided by the municipal authority, capped at RMB 10 million.
International Commerce and Trade	<ul style="list-style-type: none">- A lump sum incentive of up to RMB 5 million will be given to newly introduced key international commerce and trade enterprises with business registration and tax registration in the District.
Sci-Tech Innovation	<ul style="list-style-type: none">- Incentives for major industry technological breakthroughs: A grant of RMB 0.8-1 million will be given to an evaluated and approved project who has core independent IPRs, and whose R&D spending is no less than RMB 5 million and cumulative sales is no less than RMB 10 million during the implementation period.

Business-supporting Facilities



Hongqiao International Central Business District (Minhang) Development Highlights: The CBD is home to Hongqiao Integrated Transportation Hub, a global super transportation pivot, and focuses on the development of headquarters business, modern finance, cultural creativity, and technology services.



Qibao Ecological Business Zone Development Highlights: With a priority on culture, internationality and ecology, it is one of the 25 modern service industry clusters in Shanghai. There are altogether 9 plots, hosting 6 high-quality business office projects such as China Resources and Vanke.



Xinzhuang Business Zone Development Highlights: With a planned floor area of 1.86 million m², it aims to become a cluster of the IC industry, combining the functions of headquarters offices, R&D and innovation, SOHO apartments, comprehensive business, conferences and forums, and high-end hotels.



South Business Zone Development Highlights: The Zone is committed to building itself into "Shanghai's Southwest Comprehensive Business Zone" characterized by new complex business models, and becoming a comprehensive zone of commerce, business, leisure, entertainment and residence.

Major Area: Hongqiao International CBD (Minhang)

Overview

Hongqiao CBD, which covers an area of 151 km², is devoted to developing into an international hub for opening-up and an international CBD and trade center. The Minhang section, located in the core of the CBD with an area of 48 km², serves as a key area for realizing Hongqiao CBD's development goals.

Investment Highlights

High-end business

Headquarters economy

Sci-tech innovation

Modern services

Jiading District

Overview

Jiading District, located in northwestern Shanghai with an area of 463 km², is an important comprehensive node of the YRD region on the Shanghai-Nanjing development axis. It has 12 sub-districts and towns and a permanent population of 1.83 million. The District enjoys distinctive location advantages and a multimodal transportation network, exerting unique influence as part of the central area of the YRD region. Jiading District is promoting high-quality economic development to help Shanghai build itself into a central point for China's domestic economic circulation and a strategic link connecting domestic and international markets. The District will benefit from the two new opportunities offered by the development of Hongqiao International Opening-up Hub as a national strategy and the new-round development of demonstration areas in Jiading New Town as a municipal strategy.

Investment Highlights

Strategic Emerging Industries

- High-end equipment
- Biology
- New-generation information technology
- New materials
- NEVs
- Energy conservation and environmental protection
- New energy
- Digital creativity

"3 + 1" Key Industries

- Electric, smart, intelligent-connected and shared automobiles
- High-performance healthcare equipment and precision medicine
- Intelligent sensors and IoT
- Online new economy

Policy Support

Headquarters Economy

- Certified privately-owned enterprise headquarters (headquarter-agencies) and trade-natured headquarters at both the municipal and district levels who pay taxes in Jiading District are eligible for a one-off reward, financial support, and subsidies for office space renting or purchasing.

Companies to Go Public

- Listed companies are eligible for a reward of up to RMB 5 million according to their business scales and contributions to the District.

Innovation and Entrepreneurship

- A district-level guiding fund of RMB 500 million and an angel entrepreneurship guiding fund of RMB 100 million are available for equity investment in sci-tech innovation projects.

Industry-University-Research Cooperation Projects

- Recognized projects which can promote the transformation of technological achievements are eligible for a subsidy of up to RMB 1 million.

High-performance Healthcare Equipment and Precision Medicine

- A support fund of up to RMB 20 million is available per project.

Intelligent Sensors and IoT

- A support fund of up to RMB 10 million is available per project.

Business-supporting Facilities



Science Town: A Platform for Innovative Industries
Key Zones: National High-tech Park, Shanghai Optoelectronics Industry Park, Jiading Overseas Chinese Scholars Pioneer Park, Juyuan New Area



Shanghai International Automobile City: A Demonstration Area of Integrated Urban and Industry Development
Key Zones: National Science and Technology Park of Tongji University Jiading Campus, Automobile Hydrogen Port, Jiading New Energy Port



North Hongqiao Integrated Business District
Key Zones: North Hongqiao Sci-Tech Innovation Center, North Hongqiao Star, Lingang Jiading Science and Technology City, Nanxiang Precision Medicine Industry Park

Major Area: Jiading New Town

Overview

Jiading New Town, one of the five new towns in Shanghai, is leveraging the opportunities brought by Shanghai's strategy of "booming growth of new towns" to initiate a new phase of development and industry layout design. Its planned area has been expanded from 122 km² to 162 km².

Features and Advantages

- **Gradually enhanced influence:** Jiading New Town, comprehensively responding to the national strategy of "three major tasks and one platform", has fully integrated itself into the development of Hongqiao International Hub for Opening-up, promoted its experience of innovation as part of the Demonstration Zone for Integrated Ecological and Green Development of the YRD Region, and accelerated to build a transportation hub with strong influence on neighboring areas.
- **Prominent function of nurturing sci-tech innovations:** By leveraging the important support areas for Shanghai's sci-tech innovation center initiative, Jiading New Town has made great progress in achieving core technology breakthroughs, pioneering sci-tech achievements application, and leading technical standards set-up. The New Town thereby has become a significant innovation hub where innovation factors aggregate and innovation results turn into products.

Investment Highlights

Electric, smart, intelligent-connected and shared automotive industry

Intelligent sensors and IoT

High-performance healthcare equipment and precision medicine

Online new economy

Songjiang District

Overview

Songjiang District is located in the southwest of Shanghai with a total area of 604 km². As the cradle for the G60 S&T Innovation Valley of Yangtze River Delta, it is home to a national economic and technological development zone, a national comprehensive bonded zone, Sheshan National Tourist Resort and the largest university town in China. During the 14th Five-Year Plan period, the District will accelerate the construction of the G60 S&T Innovation Valley, the Songjiang New Town and the Songjiang Hub, and build itself into a high-quality, modernized area revolving around “innovation, culture and ecology” that people yearn for.

Investment Highlights

“6 + X” Strategic Emerging Industries

6

X

AI

New energy

Biopharmaceuticals

ICs

New materials

Intelligent security

Policy Support

Advanced Manufacturing	- Newly introduced key advanced manufacturing enterprises that rent production and office buildings for their own use in Songjiang are eligible for a rental subsidy of up to RMB 5 million, and an estate purchase allowance of up to RMB 10 million.
Foreign Investment Promotion	- Newly-introduced foreign investment projects and those that expand investment capital are eligible for a subsidy of 3% of the paid-in capital, capped at RMB 5 million.
Headquarters Economy	- A subsidy for establishment of up to RMB 10 million will be given to newly introduced RHQs or other types of HQs, R&D and design centers, settlement centers and operation centers of MNCs and domestic companies.
Financial Policies	- A reward of up to RMB 5 million will be given to enterprises that are publicly issued and listed on the Shanghai, Shenzhen and Hong Kong stock exchanges.
Talent Policies	- “1 + 10” incentive policies for attracting talent - Housing availability project for qualified professionals consisting of dedicated apartments, and house renting and purchasing subsidies

Business-supporting Facilities

G60 International Electronic Information Innovation Park

Industry Positioning: Electronic Information, bonded logistics, trade headquarters

G60 Biopharmaceutical Industry Base

Industry Positioning: Biopharmaceuticals, intelligent manufacturing, new materials

G60 Brain Intelligence Technology Innovation Base

Industry Positioning: Neuroscience, AI

Lingang Songjiang Science and Technology City

Industry Positioning: R&D and design, industrial internet

Major Area: Songjiang New Town

Overview

Songjiang New Town is one of the five New Towns identified in the master plan of Shanghai. Strategically capitalizing on the G60 S&T Innovation Valley and supported by the Songjiang Hub, the New Town aims to emerge as an area that opens to the Yangtze River Delta, faces the future, and brings modernization to people.

- *One Valley:* G60 S&T Innovation Valley
- *One Axis:* The axis for coordinated development of urban and rural areas
- *Two Cores:* The Songjiang Hub core area and the core functional area for integration of Songjiang New Town and Songjiang University Town

Features and Advantages

- **Digital Hub:** Benefitting from the national strategy of the G60 S&T Innovation Valley of Yangtze River Delta and Songjiang's economic development pattern which features the high-end industries as the lead, advanced manufacturing as the foundation, and modern services as support, to launch a large number of major projects worth over RMB 10 billion, and boost the development of Shanghai's industrial internet and smart city initiative
- **Songjiang Hub:** Building up an international hub featuring city-industry integration and city-station integration, to support the resource allocation and sci-tech innovation development of the nine cities that the G60 Valley reaches

Investment Highlights

New-generation information technology, biopharmaceuticals, new materials, AI, ICs, tourism, film and television

Qingpu District

Overview

Qingpu District, situated in the west of Shanghai and covering an area of 668.54 km², is one of the districts with the best natural ecology in the city and is renowned as “a glorious pearl in the upper reaches of the Huangpu River”. Qingpu is a national demonstration zone for the express industry transformation and also the permanent venue of the annually organized CIE. During the 14th Five-Year Plan period, Qingpu will step up efforts to contribute to building a new development pattern, driving the domestic economy and connecting it with international markets, thus leading the development of the YRD demonstration zone and further facilitating the implementation of the “One Core and Two Wings” strategy.

Investment Highlights

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Big digital

👛

Big commerce and trade

🏥

Big health

Policy Support

Headquarters Economy	- Certified headquarters can receive a subsidy of up to RMB 5 million for establishment and operation, which will be dispersed over three years based on designated proportions.
Technical Centers	- An incentive of RMB 200,000 will be granted to enterprises accredited as district-level technical centers.
Incentive Policies for Attracting Talent	- Excellent professionals are eligible for a housing allowance of RMB 5 million and unlimited incentives.
Financial Support for Newly Established Foreign-invested Companies or Those with Increased Investment	- Newly established foreign-invested companies specializing in advanced manufacturing and modern service industries, are entitled to grants of RMB 50,000–5 million based on the amount of registered capital, provided that the subscribed registered capital is at least USD 1 million.
Subsidies for Cross-border E-commerce	- Newly established companies specializing in cross-border e-commerce are entitled to a grant of 5% of their paid-in capital, provided that the registered capital reaches RMB 5 million. Nationally and globally leading companies are eligible for special preferential policies. Qualified enterprises are eligible for a subsidy equivalent to 50% of their annual rent, capped at RMB 1 million, which will be dispersed over 3 years.

Business-supporting Facilities

Qingpu Industrial Zone

Key Industries: AI, high-end equipment, biopharmaceutical, fast moving consumer goods, new materials, producer services

West Hongqiao Business District

Key Buildings: National Exhibition and Convention Center (Shanghai), Hongqiao World Center, Zhongjian Jinxiu Plaza, Lanyun Cultural Center, Donglong Building

Zhaoxiang Commercial and Business Zone

Leading Projects: Outlets Plaza, Greenland Hongqiao Smart Port, Mega Mills, Hyatt House Shanghai New Hongqiao

Major Area: Qingpu New Town

Overview

Qingpu New Town is located in the center of Qingpu District and home to the district government. It is making focused efforts to develop modern services and the intelligent manufacturing economy while upgrading high-end service capacities, with a view to building an independent comprehensive node town.

Features and Advantages

- **“A gateway to the world”:** Neighboring Hongqiao International Hub and connecting many cities in the YRD region, Qingpu New Town is well positioned for access to inland cities, the YRD region and even the whole world, and has the capacity to better serve the integrated development of the YRD region.
- **Resources agglomeration for sci-tech innovations:** The New Town is capable of gathering innovation and entrepreneurship factors and accelerating the development of the digital industry driven by the Beidou Innovation Base, Shixi Software Information Park, Artificial Intelligence Industrial Park and Huawei R&D Center.

Investment Highlights

Hydrogen energy

Digital industry

Logistics and express delivery

AI

Civil aviation

Healthcare

New materials

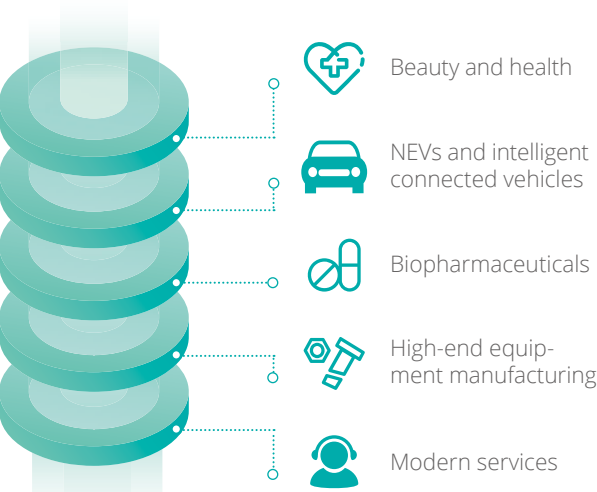
Exhibition, commerce and trade

Fengxian District

Overview

Located in the south of Shanghai with an area of 733.38 km², Fengxian District is an important gateway to the west of the Lin-gang Special Area of SHFTZ, a center in southern Shanghai and a dynamic new town in the YRD region. It is the only district to enjoy both the dividends of the Lin-gang Special Area and the Zhangjiang National Innovation Demonstration Zone, which has led to vigorous growth. Bolstered by the platforms of Oriental Beauty Valley and Future Space, the economy of Fengxian is driven by the beauty and health industry and the manufacturing of intelligent connected NEVs. During the 14th Five-Year Plan period, Fengxian will focus on high-quality development, promote the agglomeration of distinctive industries, enhance sci-tech innovation capacities, and continue to open up and cooperate, to pursue modernization and to become a more attractive and advanced district.

Investment Highlights



Policy Support

Industry Support	- Certified enterprise headquarters at the district level are eligible for a reward of RMB 2.5 million according to their contributions to the District.
Incentives for Attracting Talent	- Qualified professionals whose annual income before tax surpasses RMB 350,000 are granted 1-4% subsidy capped at RMB 500,000.
Financial Support	- Enterprises which are successfully listed on the main board and the SSE STAR Market are entitled for an award of up to RMB 5 million.
Sci-Tech Innovation	- Recognized technological transformation projects at the district level are eligible for a subsidy of up to RMB 500,000.
Entrepreneurship Incubators	- Startups which set up shared platforms are entitled for a subsidy capped at RMB 300,000 for a single project.

Business-supporting Facilities



Major Area: Fengxian New Town

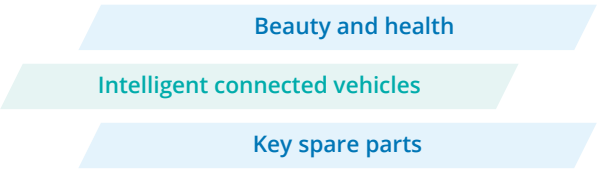
Overview

With a total area of 67.91 km², Fengxian New Town is located in the central-south of Fengxian District. It is focused on the “Five Types of Economy” (innovation economy, service economy, headquarters economy, open economy and flux economy) and the framework of “Town of Innovation, Parks, Digitalization and Consumption, and Capital of Culture and Creativity”.

Features and Advantages

- **High brand presence:** Grounded in the Oriental Beauty Valley, Fengxian New Town boasts high brand presence in cosmetics and biopharmaceuticals. It will continue to explore and innovate in the complete beauty and health industry chain.
- **Fast agglomeration of quality resources:** A series of advanced public services facilities have come into use to attract talent, such as Metro Line 5, BRT Fengpu Express Line, Urban Museum, Nine Trees Future Art Center.

Investment Highlights

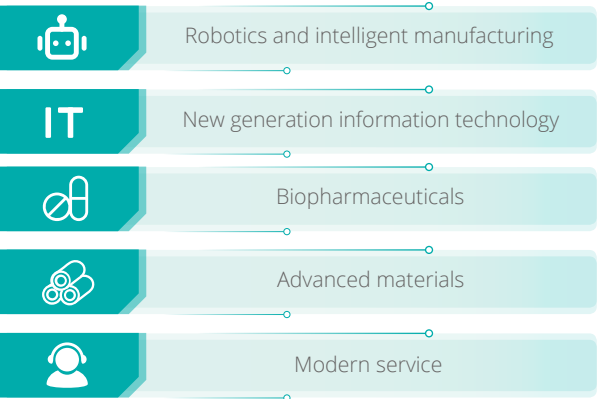


Baoshan District

Overview

Baoshan District is located in northern Shanghai with an area of 300.6 km². Nestled at the juncture of Yangtze River, Huangpu River and Wusong River, it is awarded titles as “the Gateway of Suzhou and Wusong” and “Shanghai’s Waterway Hub”. In 2021, it had a fixed assets investment of more than RMB 65 billion, ranking third in Shanghai. In recent years, Baoshan has gathered a large variety of innovation factors such as sci-tech innovation carriers, by establishing a close co-operation with leading enterprises and prestigious institutions of higher learning. 380 high-tech enterprises were newly certified in 2021. During the 14th Five-Year Plan period, Baoshan District will step up its effort to build a sci-tech innovation hub featuring dynamic innovation main bodies, a large pool of innovation talent, outstanding innovative functions and superior innovative ecosystem. Overall, Baoshan aims to build a well-functioned sub-center of Shanghai which integrates industry development and urban functions.

Investment Highlights



Policy Support

Strategic Emerging Industries	- Newly introduced projects in strategic emerging industries which bear significant spearheading role are eligible for a grant equivalent to 20% of the project fixed asset investment, capped at RMB 50 million.
Technological Transformation	- Qualified technological transformation projects are eligible for a grant equivalent to 20% of the project fixed asset investment, capped at RMB 40 million.
Foreign-invested Projects	- Newly introduced foreign-invested projects and those that expand investment capital, are eligible for a subsidy of 5% of the paid-in capital, capped at RMB 5 million per project, provided that foreign capital in the registered capital reaches RMB 6 million or above and is paid up in one year; - Foreign-invested R&D institution certified at the municipal level are eligible for a one-off establishment subsidy, capped at RMB 3 million.
Talent Attraction	- A housing allowance will be provided to newly-introduced high-level professionals, capped at RMB 2 million; - Specialized subsidies will be provided for those eligible foreign students and foreign professionals to assist their employment and self-employment.
Advanced Manufacturing	- Key enterprises in advanced manufacturing which achieve a designated amount in main business revenue for the first time will be granted a lump-sum reward of RMB 200,000-500,000.
Headquarters Economy	- Newly introduced headquarters are eligible for a start-up support of up to RMB 10 million, a subsidy equivalent to 60% of annual office rents, capped at RMB 5 million, and a subsidy of up to RMB 10 million for office purchasing.

Business-supporting Facilities



Jinshan District

Overview

Jinshan District is located in the southwest of Shanghai, and spans an area of 613 km². It neighbours the East China Sea in the east, the Hangzhou Bay in the south, and Zhejiang Province in the west. Situated in the center of the YRD region, the most economically dynamic Chinese city cluster, the District enjoys a distinctive geographical advantage that helps it to better synchronize the development of and accept the influence from Shanghai downtown and Zhejiang Province. It only takes about one hour's drive from Jinshan to 16 major node cities of the YRD region. The District with a 23.9 km coastline administers 1 subdistrict, 9 towns, and 2 industrial zones, and has a population of about 820,000. In the next five years, Jinshan District will extensively implement the strategy of Transformation of Baoshan and Jinshan Districts, and develop into a significant platform for "Shanghai Manufacturing Brand", a pioneering area for supporting rural development, and a bridgehead for higher-quality integrated development in the YRD region. Meanwhile, the District is accelerating to build itself into a vibrant, eco-friendly and livable bay area characterized by open, innovative, smart and low-carbon development.

Investment Highlights

"1 + 4 + X + Y" New Industry System

- 1: High-end and eco-friendly chemical industry
- 4: New materials
Life science and healthcare
Smart devices
Information technology
- X: Specialized industries, including biopharmaceuticals, unmanned aerial vehicles, carbon fiber composite materials, and new displays
- Y: Producer services, including digital services, integrated services, innovative services, and the headquarters economy

Policy Support

Headquarters Economy	- MNC RHQs or HQ-agencies relocated to or established in the District in 2022 are eligible for a lump sum reward of RMB 1 million by Jinshan in addition to the subsidy granted in accordance with the Administrative Measures for Developing and Using Special Funds for Regional Headquarters of Multinational Corporations in Shanghai. Foreign-invested R&D centers set up in 2022, including those established within foreign-funded enterprises, are entitled to a one-off reward of RMB 500,000 from the District.
Foreign Investment Promotion	- Qualified projects that expand investment capital and production from newly-introduced and existing foreign-invested manufacturers whose actual investment in the year reaches USD 10 million are eligible for a subsidy of 2% of the paid-in capital, capped at RMB 3 million for a single project.
Unmanned Aerial Vehicles	- Airworthiness assessment institutes are eligible for a subsidy of up to RMB 10 million for property purchase and construction; - Research institutes specializing in low-flying unmanned aerial vehicles are eligible for a subsidy equivalent to 20% of their investment, capped at RMB 10 million.
Biopharmaceuticals	- The R&D and innovation of new medicines are supported. Innovative medicines included into major national or municipal sci-tech projects are entitled to a subsidy of up to RMB 10 million. Outstanding enterprises which obtain medicine registration approval documents or conduct clinical trials are eligible for a subsidy of RMB 500,000-2 million.
Carbon Fiber	- Carbon fiber composite projects that have achieved breakthroughs in key areas of production equipment, process or technology are entitled to a subsidy equivalent to 5%-10% of actual investment, capped at RMB 3 million, upon recognition.
New Displays	- Research institutes specializing in new displays are eligible for a subsidy equivalent to 20% of their investment, capped at RMB 10 million; - The vertical integration and upgrading of industry chains in the new display industry are supported. Recognized projects which connect upstream and downstream players in key equipment, materials, and scenario-based applications, are eligible for a subsidy equivalent to 5%-10% of their investment, capped at RMB 3 million.

Business-supporting Facilities

Commercial Buildings
Key Buildings: Binhai Residence, Commerce and Industry Office Building, Sizhi Plaza, Guangming Dulehui Office Building, Wanda SOHO, Helong Office Building, Shanxin Office Building, Shanxin City Plaza Business Center, Jinshanwei Office Building

Shanghai Bay High-tech Industry Development Zone
Industry Positioning: Three industry clusters – life science and healthcare, intelligent manufacturing, and new-generation information technology; three specialized industries – biopharmaceuticals, unmanned aerial vehicles, and new displays

Shanghai Carbon Valley Green Bay Industry Park
Industry Positioning: New materials, biopharmaceuticals, energy conservation & environmental protection, and related producer services

Fengjing Industrial Zone
Industry Positioning: Automobiles and key spare parts, new energy, yellow rice wine production and food processing, new textile and clothing, and related producer services

Zhujiang Industrial Park
Industry Positioning: Precision instruments, electronic equipment, new materials, equipment for energy conservation and environmental protection

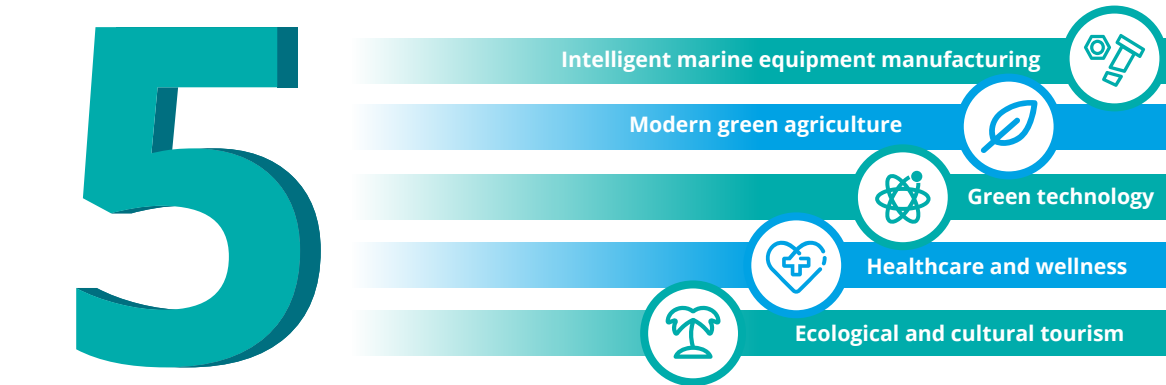
Chongming District

Overview

Chongming District, located on the western coast of the Pacific Ocean with an area of 1,413 km², includes about 1/4 forest, 1/3 basic farmland and 2 core headwaters of Shanghai, making it a key strategic area for Shanghai's sustainable development in the 21st century. The District is situated at the intersection of the Yangtze River Economic Belt and the coastal corridor. It boasts convenient land and water transportation and is close to SHFTZ which greatly influences and fosters development of the entire region. During the 14th Five-Year Plan period, Chongming will be committed to building itself into a world-class eco-island, as an effort to become an ecological model of Shanghai in its development to a socialist international metropolis, a good example in eco-friendly development for the world-class YRD city cluster and the Yangtze River Economic Belt, and a national pioneer in promoting ecological progress.

Investment Highlights

Five New Ecological Industries



Policy Support

Corporate Innovation	- Identified municipal or higher-level strategic alliances (industry clusters) for technological innovation and pioneering innovation projects are eligible for a grant from the district government equivalent to the fiscal subsidies from municipal or above-level authorities, capped at RMB 1 million.
Entrepreneurship Platforms	- One-off funding of RMB 1 million will be provided for a national-level maker-space that is newly-recognized and registered (including tech incubators and innovative incubators), and RMB 500,000 for a municipal-level one.
High-tech Companies	- High-tech companies that are recognized as a Shanghai Little Tech Giant (including those under development) are eligible for a grant from the district government equivalent to the supportive subsidy from Shanghai Municipal Science and Technology Commission, capped at RMB 1.5 million.
Listed Companies	- Enterprises that settle in the Smart Island Data Industry Park after IPOs or backdoor public listings on the domestic market for the first time are eligible for a subsidy of up to RMB 6 million.
Green Agriculture	- Entities that promote order-based agriculture through regional public brands and achieve sales of RMB 5 million or above for Chongming's high quality, inexpensive agricultural products are eligible for RMB 200,000 subsidy.
Tourism Industry	- Tourism projects that are in alignment with Chongming's tourism development direction and have a total investment of no less than RMB 3 million in fixed assets are eligible for a subsidy equivalent to 10% of their investment, capped at RMB 3 million.

Business-supporting Facilities

Chongming Industrial Park
Industry Positioning: Auto parts, headquarters economy, cultural creativity

Chongming Modern Agriculture Park
Industry Positioning: Agricultural park empowered by science and technology

Shanghai Changxing Marine Equipment Industry Park
Industry Positioning: An international highland of the marine industry, an international playground for innovative enterprises

Shanghai Wisdom Island Data Industry Park
Industry Positioning: A data industry park

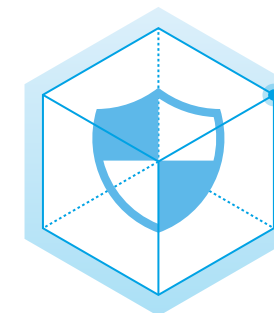
Shanghai Fusheng Economic Development Zone
Industry Positioning: A key area for advanced manufacturing

Chapter IV

Investment Protection

Investment Protection Areas

Key Protected Aspects



Free Flow of Fund

- Ensuring free flow of foreign investors' investment, profits, capital gains, income from disposal of assets, intellectual property licensing, compensation and liquidation, as well as the income of foreign workers and those from Hong Kong, Macao and Taiwan, and other lawful income in China.

Technological Cooperation

- Encouraging technological cooperation, underpinned by sound legal protection, that allows foreign investors and foreign-funded enterprises to partner with various market entities and scientific research entities in Shanghai based on voluntary principles and business rules.

Government Procurement

- Ensuring fair participation of foreign-funded enterprises in government procurement. There will be no restriction on suppliers' form of ownership, organizational form, equity structure, investors' country of origin, and product or service brands, and no discrimination or discriminatory treatment between the products and services produced and provided by foreign-funded enterprises in China and those of domestic enterprises.

Expropriation Protection

- Exempting foreign investors' investment from being expropriated. Where expropriation is necessary under special circumstances, it shall be carried out in a non-discriminatory manner and timely compensation shall be made according to the market value of the expropriated investment.
- Returning in time the requisitioned assets after use in response to natural disasters, public health events and other emergencies, and making compensation in case of damage or loss.



Business Secrets

- Protecting the business secrets of foreign investors and foreign-funded enterprises that are made known in the course of business operations, even if it is necessary to share the information according to the law.
- Strengthening the judicial protection of trade secrets by people's courts at all levels by applying the rule of evidence to reduce right holders' burden of rights protection.

Urban Franchising Operations

- Allowing foreign-funded enterprises to engage in franchising activities related to municipal water and gas supply, and sewage and garbage treatment, as well as construction and operation projects of urban roads, highways, rail transits and other public transportation.

Equal Treatment

- Giving equal treatment to foreign-funded enterprises regarding policies and measures in support of enterprise development, such as government funds arrangement, land supply, tax reduction and exemption, qualification licensing, standard formulation, project application, professional title evaluation, and human resources.
- Granting foreign-invested enterprises equal opportunities to participate in government procurement, tendering and bidding, land transfer, property rights transactions and other activities via the municipal public resources trading platform.

Intellectual Property Rights

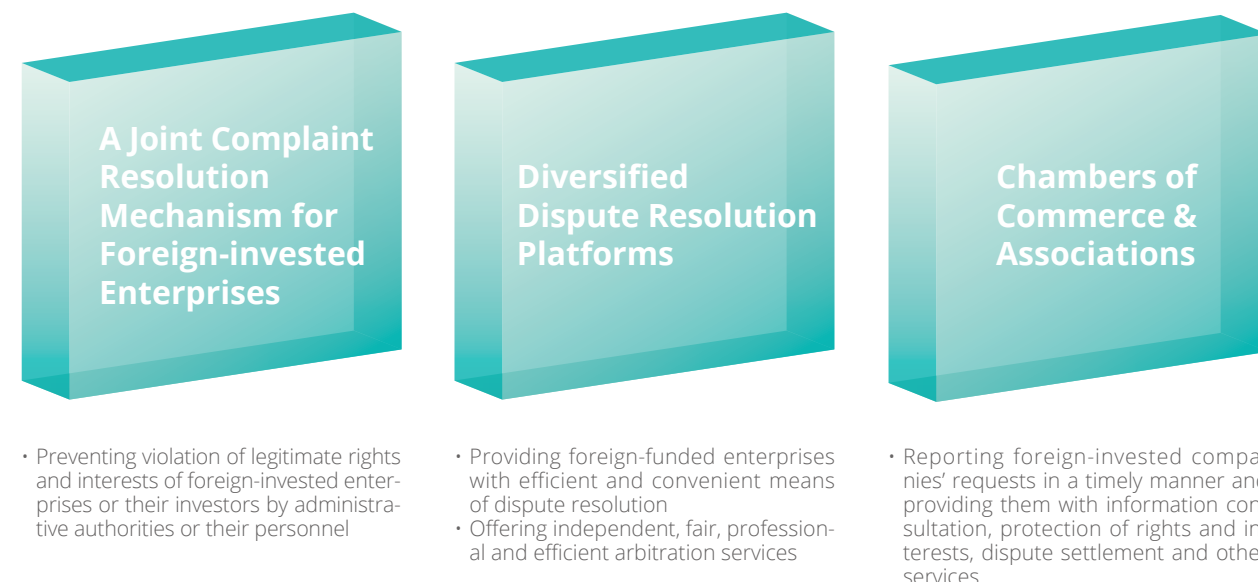
- Protecting the IPRs of foreign investors and foreign-funded enterprises, through cross-regional and cross-departmental coordinated and effective IPR protection mechanisms, constantly improved judicial and administrative IPR law enforcement, and strict legal punishment of IPR infringement.

Standards Setting

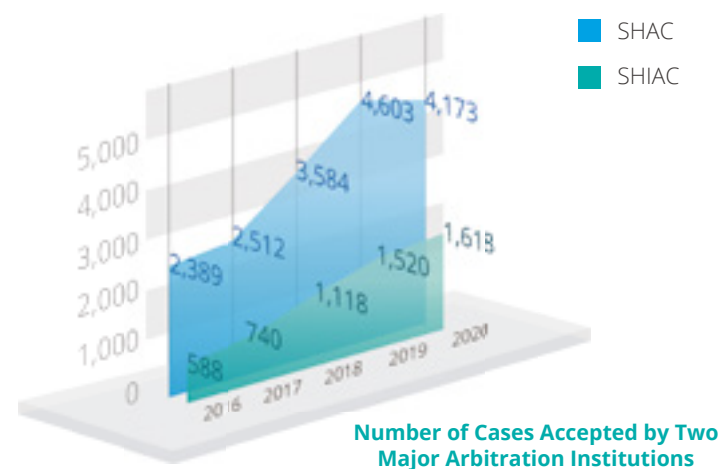
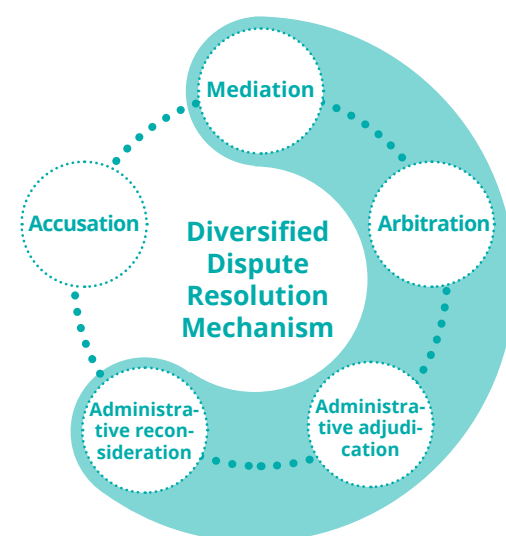
- Facilitating equal participation of foreign-funded enterprises in the drafting, formulation and revision of local standards, and providing convenience and guidance for translation of standards and international cooperation on standards setting.

Investment Protection Services

Ways to Protect Legitimate Rights and Interests of Foreign Investors



- The People's Mediation Office of Shanghai Federation of Industry and Commerce **deals with** over 2,000 IPR disputes and more than 4,000 disputes related to banks, securities and futures annually.
- In 2021, the number, total value and average value of arbitration cases handled by Shanghai International Economic and Trade Arbitration Commission (Shanghai International Arbitration Center, SHIAC) reached new highs, among which the average case value exceeded RMB 23 million.
- In 2021, districts in Shanghai successively established dedicated bureaus for **administrative reconsideration**.
- In 2021, a total of 3,113 **administrative adjudication** cases of patent dispute were handled in Shanghai.
- In 2021, the Center for Complaints of Foreign-invested Enterprises Shanghai accepted 43 complaints and coordination matters, with all of them settled.



Complaint Resolution Channels

In 2021, Shanghai issued the *Shanghai Measures for Foreign-invested Enterprise Complaint Resolution* to build the municipal joint complaint resolution mechanism and the "1 + 16 + 2" complaint resolution centers for foreign-invested enterprises.



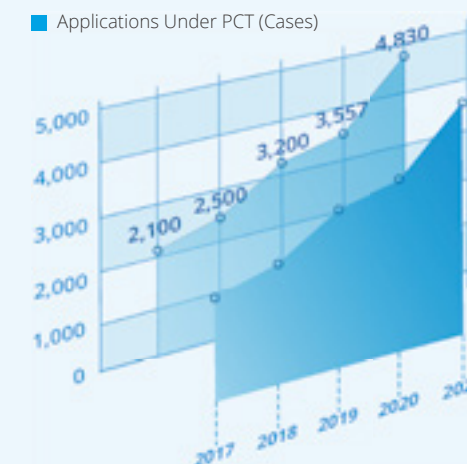
Procedures for Addressing Foreign-invested Enterprises' Complaints



IPR Protection

In recent years, Shanghai has issued a number of measures to protect IPRs, including *Regulations of Shanghai Municipality on Intellectual Property Rights Protection*, *14th Five-Year Plan on Intellectual Property Rights Protection and Application in Shanghai*, and *White Paper on Judicial Protection of Intellectual Property Rights by Courts in Shanghai*. In 2021, the number of Shanghai's international patent applications under the Patent Cooperation Treaty (PCT) reached 4,830, up by 35.75% year on year. Shanghai ranked No.8 of the Top 100 Science and Technology Clusters in the Global Innovation Index 2021 released by the World Intellectual Property Organization (WIPO). IPR protection has become an important part of investment protection in the city.

- Numerous third-party service agencies:** As of 2021, Shanghai had a total of **266** patent agencies, **1,778** licensed patent agents and **2,926** registered trademark agencies.
- High IPR case settlement rates:** In 2020, courts in Shanghai accepted various IPR cases with a settlement rate of **99.63%**; by the end of 2021, these courts had entrusted the WIPO Arbitration and Mediation Shanghai Service with a total of **41** cases, of which **24** were settled and **14** mediated.
- Strong protections for foreign-invested enterprises:** In 2020, Shanghai courts' top 10 cases of judicial protection for IPR and top 10 typical cases of improving IPR protection included **4** related to foreign-funded companies respectively.



Chapter V

Investment Promotion

Investment Policies

Overview of Investment Promotion Policies in Shanghai

Further Opening-up

- *Shanghai Regulations on Foreign Investment*
- *Measures for the Management of Foreign-invested Project Approval and Filing in Shanghai*
- *Implementation Plan on Piloting Innovative Business Environment Reforms in Shanghai*
- *Opinions of Shanghai Municipal People's Government on Further Promoting Foreign Investment in Shanghai*
- *Regulations of Shanghai Municipality on Optimizing Doing Business Environment*
- *Implementation Plan on Deepening the All-round Development of a World-leading Environment for Business in Shanghai*

Investment Promotion

- *Provisions of Shanghai Municipality on Encouraging Multinational Corporations to Establish Regional Headquarters*
- *Supplementary Circular of Measures for the Use and Management of Earmarked Funds for the Development of Regional Headquarters of Multinational Corporations in Shanghai*
- *Opinions of Shanghai Municipality on Encouraging Corporations to Establish Trade-oriented Headquarters*
- *Measures for Further Deepening the Reform of Cross-border Trade Business Environment in Shanghai Port*
- *Measures on Implementation of Opinions of the State Council on Further Improving the Utilization of Foreign Investment in Shanghai*
- *Detailed Rules for the Implementation of the Special Fund for Foreign Trade and Economic Development (Foreign Investment Attraction) in Shanghai*

Sci-Tech Innovation

- *Provisions of Shanghai Municipality on Encouraging the Establishment and Development of Foreign-Funded Research and Development Center*
- *Opinions of Shanghai Municipal People's Government on Further Supporting Foreign-funded R&D Centers to Participate in Shanghai's Development as a Science and Technology Innovation Center with Global Influence*
- *Regulations on Promoting the Development of Shanghai as a Science and Technology Innovation Center*
- *Opinions on Further Deepening the Reform of Science and Technology Institutions and Systems to Make Shanghai a Stronger Center for Nurturing Original Technological Innovations*
- *Implementation Plan of Shanghai Municipality on Deepening the Reform of Science and Technology Innovation Reward Institutions*
- *Opinions of Shanghai Municipal People's Government on Accelerating the Development of High-tech Enterprises in Shanghai*
- *Implementing Opinions of the General Office of Shanghai Municipal People's Government on Leveraging Capital Markets to Promote High-quality Development of Sci-Tech Innovation Enterprises*

Talent Support

- *Notice on Continuously Improving the Matters Related to Online Approval for Foreigner's Work Permit in China (Version 4.0) to Attract Foreign Talents*
- *Implementing Opinions on Deepening the Reform of Talent Development Institutions and Systems to Accelerate the Development of Shanghai as a Science and Technology Innovation Center with International Influence (30 Talent Development Measures)*
- *Measures for the Management of Foreigner's Residence Permit in Shanghai*
- *Circular on Fulfilling the Work of Supporting Eligible Foreign Graduates to Work in Shanghai*

Only part of foreign investment policies issued by Shanghai authorities are listed in this page for your reference. You can refer to pages 69–70 for details of some exemplary policies (marked in blue font).



Scan the QR code to search for more foreign investment policies in Shanghai

Highlights of Investment Promotion Policies in Shanghai

1. Shanghai Regulations on Foreign Investment

On November 1, 2020, the *Shanghai Regulations on Foreign Investment* which emphasizes services and support throughout the entire investment life cycle officially came into effect. These are the first regulations on foreign investment issued by a provincial people's congress after enforcement of the *Foreign Investment Law of the People's Republic of China*, aiming to optimize the business environment for foreign investors and foreign-invested companies.

Policy Highlights

- **Expanding opening-up and clarifying regulations on market access:** Extensively implementing the administrative system of pre-establishment national treatment with a negative list on foreign investment, and ensuring national treatment and equal access to policies in support of corporate development for foreign-invested companies;
- **Improving the service system for investment promotion and focusing on attracting higher-quality foreign investment:** Establishing and developing the service system for foreign investment promotion, increasing efforts to guide foreign investment with preferential policies, and encouraging multinational companies to establish regional headquarters and R&D centers by rolling out talent, financial and trade facilitation policies;
- **Strengthening equal protection of rights and interests throughout the entire corporate life cycle:** Clarifying foreign-invested companies' complaint mechanisms and dispute resolution procedures, and providing equal protection of capital flows, IPRs and business secrets for foreign-invested companies.

2. Measures for the Management of Foreign-invested Project Approval and Filing in Shanghai

On March 1, 2022, the *Measures for the Management of Foreign-invested Project Approval and Filing* in Shanghai was official implemented to further promote and facilitate foreign investment, and standardize foreign-invested project approval and filing.

Policy Highlights

- **Defining clearly the scope of administration to cope with new laws and regulations:** Implementing the negative list for foreign investment access and restrictions;
- **Implementing the national treatment administrative system to guarantee investment autonomy:** Forbidding access restriction on foreign investment other than sectors specified on the negative list;
- **Streamlining most approval documents and carrying out the notification-based filing process:** Compiling guidance of required documents and processes for specific industries;
- **Highlighting efficient collaborative management and high level administrative services:** Most foreign-invested project approval and filing can be processed via the Government Online-Offline Shanghai Portal.

3. Implementation Plan on Piloting Innovative Business Environment Reforms in Shanghai

On December 27, 2021, the *Implementation Plan on Piloting Innovative Business Environment Reforms* took effect, marking the official 5.0 version of Shanghai's business environment reforms. Guided by the Plan, Shanghai will continue to enhance the international competitiveness of its business environment to set an example for the rest of China.

Policy Highlights

- **Optimizing systematic policy planning and reform:** Launching systematic policy plans and reform measures in market environment, investment environment, foreign-related business environment and innovation environment to improve the overall business environment;
- **Promoting strategic regional innovation and cross-region cooperation:** Requiring higher-level reforms and innovations from strategic functional zones, including Pudong New Area, Lin-gang Special Area, Demonstration Zone for Integrated Development of the YRD Region and Hongqiao International Central Business District, while promoting the in-depth cooperation between the YRD Region and the six pilot cities to jointly build a top demonstration area for first-class business environment;
- **Accelerating the digital transformation of business environment:** Making government approval procedures and governance services more intelligent and precise, so as to further improve the convenience of business environment, and deliver practical benefits to enterprises;
- **Optimizing mid-procedure and post-supervision:** Applying advanced technologies and innovative supervision concepts to build a scientific and efficient supervision system that does not disturb businesses' daily operation.

4. Provisions of Shanghai Municipality on Encouraging Multinational Corporations to Establish Regional Headquarters

On September 1, 2019, the revised version of *Provisions of Shanghai Municipality on Encouraging Multinational Corporations to Establish Regional Headquarters* came into effect. It further provides incentives for MNCs to establish RHQs and HQ-agencies in Shanghai, and supports business agglomeration, function expansion, and function upgrading of Shanghai-based RHQs and HQ-agencies.

Policy Highlights

- **Relaxing the certification criteria for MNCs:** Broadening the policy application scope to include HQ-agencies, removing restrictions on the incorporation form and business scope of RHQs, and adjusting the certification requirements to attract more MNC RHQs and functional institutions to gather in Shanghai;
- **Introducing institutional innovation achievements and increasing policy incentives:** Providing qualified MNC RHQs with financial support, including establishment, rent, operation and capacity improvement subsidies and rewards (see specific application requirements in the *Measures for the Use and Management of Earmarked Funds for the Development of Regional Headquarters of Multinational Corporations in Shanghai*); and granting RHQs and HQ-agencies favorable policies on capital management, entry and exit procedures, talent attraction and customs clearance;
- **Incorporating "district government support" provisions for the first time:** Encouraging district governments, based on their local conditions, to create a favorable business environment for the headquarters economy.

5. Provisions of Shanghai Municipality on Encouraging the Establishment and Development of Foreign-Funded Research and Development Centers

On December 1, 2020, the *Provisions of Shanghai Municipality on Encouraging the Establishment and Development of Foreign-Funded Research and Development Centers* was officially implemented, focusing on enhancing Shanghai's capability to allocate global resources and its function as a sci-tech innovation hub, and encouraging foreign investors and investors from Hong Kong, Macau and Taiwan to set up R&D centers in Shanghai.

Policy Highlights

- **Broader application scope:** Applying to the establishment and development of a variety of R&D centers and platforms, including foreign-funded R&D centers, global R&D centers and foreign-funded open innovation platforms, to accommodate to the trends in the development of foreign-funded R&D centers;
- **More comprehensive supporting measures:** Providing maximum convenience for cross-border R&D customs clearance, cross-border financial services, talent attraction and cultivation, entry, exit & stay, training subsidy and housing security, registration, R&D space guarantee, industry-university-research cooperation, involvement in government projects, etc;
- **Greater variety of financial support:** Proving eligible global R&D centers with start-up, rent and tax subsidies, as well as district-level preferential subsidy policies. For example, a foreign-funded global R&D center with over 100 researchers or a foreign-invested R&D center with independent legal personality, which is accredited after October 10, 2017, will get a start-up subsidy of RMB 5 million; an eligible foreign-invested R&D center that rents, purchases or builds an office space for its own use is entitled to a three-year subsidy (see specific application requirements in the *Measures for the Use and Management of Earmarked Funds for the Development of Regional Headquarters of Multinational Corporations in Shanghai*).

6. Notice on Continuously Improving the Matters Related to Online Approval for Foreigner's Work Permit in China (Version 4.0) to Attract Foreign Talents

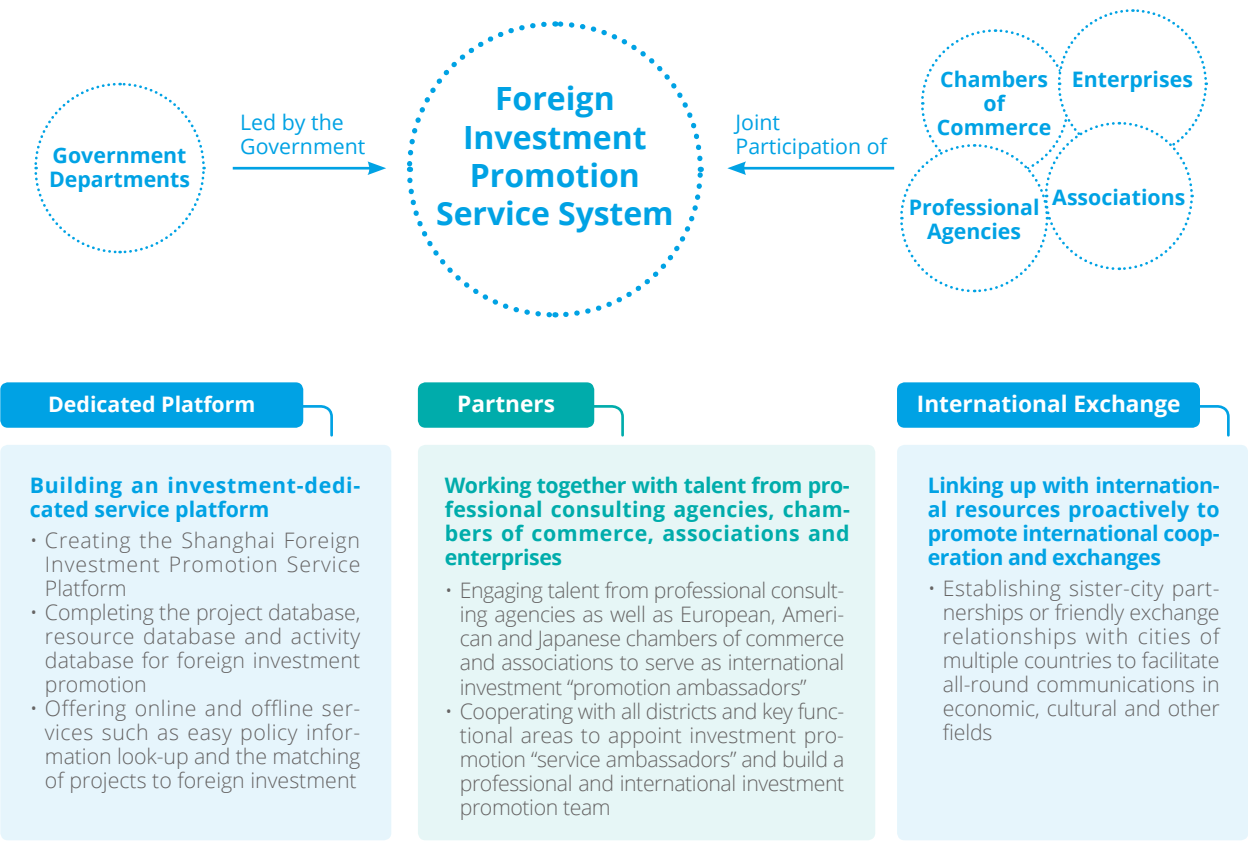
On March 1, 2021, the policy on *Online Approval for Foreigner's Work Permit in China (Version 4.0)* came into force, providing more convenience for employers to engage foreign talents to work in China.

Policy Highlights

- **Relaxed limits on foreign professionals:** Further broadening the criteria in terms of age, academic degree and work experience and simplifying the documents and procedures required;
- **Strengthened efforts to attract foreign skilled personnel:** Foreign talents with different types of vocational qualifications are divided into three categories with different favorable measures. The limit on age is extended to 70.

Foreign Investment Promotion System

In order to enhance confidence in foreign investors for long-term investment, Shanghai has proactively improved its investment service system by setting up a foreign investment promotion service system consisting of professional agencies, chambers of commerce, associations, and enterprises and led by government departments. It aims to provide all-round and accurate investment promotion services for foreign investors and foreign-invested companies.





Shanghai Municipal Commission of Commerce

Address: No. 7 Building, 300 Expo Village Road, Shanghai, China
Website: <https://en.swww.sh.gov.cn/>



Scan the QR code to learn more information

Shanghai Municipal Commission of Commerce, as a component of the Shanghai Municipal People’s Government, is responsible for Shanghai’s foreign trade, foreign investment, foreign economic cooperation, and port services. Specifically, its mandates include: Preparing development plans and strategies for building Shanghai as an international trade center, advancing the development of the modern market system, the commercial and trade industry and the life services industry, leading the promotion of e-commerce development, and guiding structural adjustment of imported and exported goods; and organizing major foreign affairs in economic and trade, guiding and coordinating foreign investment promotion and approval and filing management of foreign-invested enterprises including their set-up and alteration, and providing policy consultation and other coordination services for foreign-invested enterprises.

Major Responsibilities Concerning Foreign Investment

- Providing policy advice
- Assisting to arrange meetings between senior leaders of foreign entities and Shanghai government officials
- Administrating and serving foreign-funded companies
- Coordinating with relevant government departments and facilitating project implementation
- Handling complaints from foreign-invested enterprises

Foreign Investment Promotion Platform



Shanghai Foreign Investment Development Board
Shanghai Overseas Investment Development Board

Tel: 0086-21-62368800 Fax: 0086-21-62368026
Email: investshanghai@investsh.org.cn
WeChat Public Account: Invest Shanghai
Website: <https://www.investsh.org.cn/>
Facebook: Invest Shanghai
Twitter: Invest Shanghai

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 and is affiliated with the Shanghai Municipal Commission of Commerce with the aim to promote foreign investment in Shanghai and Shanghai’s investment abroad. Over the past two decades, in close collaboration with investment promotion departments in each district, development zone and key area, overseas investment promotion agencies and professional service agencies in Shanghai, INVEST SHANGHAI has been dedicated to providing domestic and overseas investors with services such as investment consultation, match-making and site selection to assist them to make the best investment decisions locally and globally.

Major Responsibilities

- To organize investment promotion activities and hold investment forums and other activities locally and globally in collaboration with domestic and foreign governmental agencies and professional service agencies
- To promote the “bringing in” of foreign investment and technologies, assist enterprises in solving problems encountered in projects, and provide advice on their decision-making
- To facilitate the “going global” of domestic enterprises, cultivate overseas investors, assist enterprises in Shanghai in exploring overseas markets and collecting overseas development dynamics, and provide customized services for potential outbound investors
- To publicize the brand of INVEST SHANGHAI by making promotional videos of foreign investment in Shanghai, updating the developments of foreign investment in Shanghai, and preparing *Shanghai Foreign Investment Guide* in multiple languages

“INVEST SHANGHAI” WeChat Account and Applet

“INVEST SHANGHAI” WeChat account and applet, public platforms of Shanghai Foreign Investment Development Board (Shanghai Overseas Investment Development Board), release policies and information of foreign investment utilization and outbound investment by Shanghai, and provide policy guides and professional consultation services for foreign investment in Shanghai and overseas investment from Shanghai to promote the development of the city’s outward-looking economy.



Scan the QR code to visit “INVEST SHANGHAI” WeChat account or applet for more information

Global Network

INVEST SHANGHAI, headquartered in Shanghai, has established offices in cities across the globe, set up the Shanghai Investment Promotion Partnership (SIPP) and launched the Shanghai Foreign Investment Promotion Platform, in a bid to build a global network to publicize and promote business environment in Shanghai in an all-round way.

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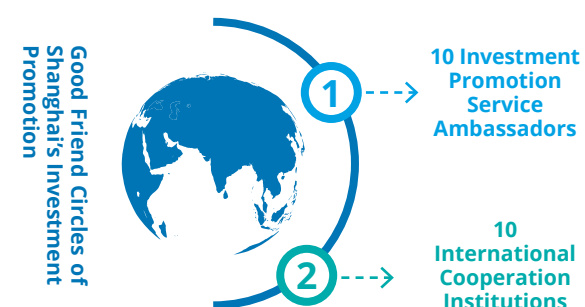
Göteborg Office, Sweden

E-mail: gothenburg@investsh.org.cn

International Partners

Shanghai has established a professional service institution network to promptly notify enterprises of governmental changes and help them correctly understand the latest policies; strengthen the ties between the government and foreign-invested enterprises; provide effective protection for foreign investment; and further promote foreign investment through all directions, development stages and channels.

In 2020, Shanghai granted certificates and awards to **the first batch of international investment promotion service ambassadors and international cooperation institutions.**



Coming from different enterprises, associations and chambers of commerce, the 10 ambassadors are investment promotion leaders with social influence and industry appeal in China and beyond, such as Dr. Stephan Kothrade, President of BASF Asia Pacific, and Drago Napotnik, Representative of Conway Data China and Southeast Asia. Based on their experience, they provide detailed consulting services for foreign companies that are interested in settling down in Shanghai.

The institutions are 10 top international professional investment promotion agencies including Deloitte China, Fangda Partners, Colliers International, J.P. Morgan Asset Management (China), Silicon Valley Bank and Nomura Securities. Leveraging their global service capacities, these institutions help connect the investment promotion service networks at home and abroad.

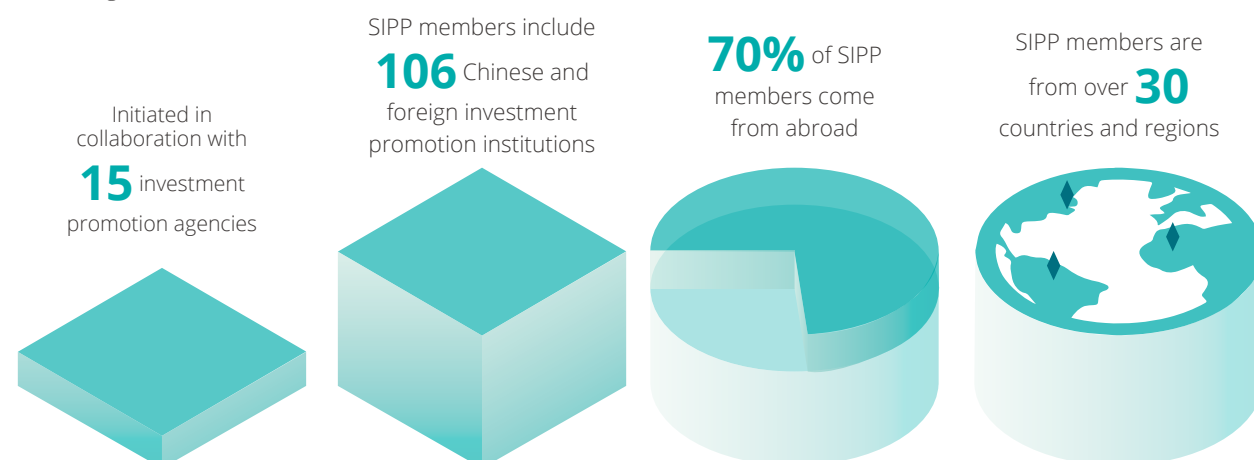
Shanghai Investment Promotion Partnership (SIPP)

The Shanghai Investment Promotion Partnership (SIPP) is a city-wide investment promotion exchange mechanism led by Shanghai Foreign Investment Development Board, together with 15 investment promotion agencies in Shanghai and composed of 106 Chinese and foreign investment promotion institutions. It is the first provincial-level alliance of investment promotion institutions in China. About 70% of SIPP members come from over 30 countries and regions outside of China.

SIPP, a platform for cooperation, exchange, service and win-win collaboration, is committed to strengthening the cooperation between domestic and foreign investment promotion organizations in Shanghai. It is focused on the needs, problems and projects of businesses and on effectively integrating resources. It aims to promote investment cooperation, information exchange, and corporate services and to promote the city itself, while facilitating and upgrading two-way investment promotion of Shanghai.

Part of Chinese and Foreign Members of SIPP

- | | | |
|--|--|--|
| • American Chamber of Commerce in Shanghai | • European Union Chamber of Commerce in China | • Swiss Center Shanghai |
| • Canadian Chamber of Commerce in Shanghai | • Delegation of German Industry & Commerce Shanghai | • Polish Investment and Trade Agency China Representative Office in Shanghai |
| • Australian Trade and Investment Commission | • Department for International Trade | • Shanghai Branch of the Trade Mission of the Russian Federation in China |
| • Commercial Office of New Zealand Consulate | • London & Partners | • Invest in Sweden Agency |
| • JETRO SHANGHAI | • IDA Ireland | • Innovation Norway China |
| • Enterprise Singapore | • French Chamber of Commerce and Industry in China | • Brazil-China Chamber of Commerce & Industry |
| • Thai Chamber of Commerce in China | • Netherlands Foreign Investment Agency (NFIA) China | • Brazil-China Chamber of Commerce |
| • Hong Kong Trade Development Council Shanghai | • AICEP Portugal Global | |



Investment Promotion Activities

"Embracing the CIIE, Sharing a Future" – Shanghai City Promotion Convention

In 2019, the first "Shanghai City Promotion Convention" was held with "The City" as the theme. It has since become a regular event, convened annually during the CIIE with the slogan of "Embracing the CIIE, Sharing a Future".

Each session of Shanghai City Promotion Convention conveys to the world the resounding message that Shanghai will unwaveringly keep opening up and welcome all enterprises and talent. In 2021 the Convention focused on bringing out Shanghai's soft power, showcasing the city's business and living environments created for investors across the world in the keynote introduction from municipal officials, and inviting representatives from major international organizations and investment promotion institutions to share their experience and expectation about doing business in Shanghai.

- Keynote introduction from municipal officials, offline and online
- 19 projects signed up on the site of the Convention with aggregate investment reaching RMB 17.8 billion
- Signed projects in key fields, including biopharmaceuticals, ICs, AI, high-end equipment, advanced materials and healthcare

In addition, "2021 Investment Promotion and Matchmaking Conference for the 4th China International Import Expo" was held in Minhang District before the opening of the CIIE, with distinguished guests presented at the invitation, such as deputy consuls or trade officers from 8 countries and regions, heads of investment promotion institutions of more than 10 countries, and over 200 representatives from MNCs with subsidiaries in Shanghai, exhibitors of the CIIE and professional service providers.

Featured Introduction for Five New Towns

Through investment promotion activities held online and offline, such as "New Towns in Eyes of Foreign-funded Enterprises" and the "Shanghai on the Cloud", Shanghai has strengthened its efforts to promote the investment environment of new towns, supported by Shanghai Foreign Investment Promotion Service Platform and domestic and overseas new media platforms.

Featured Promotion: Focus on the 14th Five-Year Plan and Invest in Five New Towns

In 2021, Shanghai rolled out a series of featured promotions designated for Jiading, Songjiang, Qingpu, Fengxian and Nanhui New Towns, attended by representatives from consulates of more than 20 countries, including the US, the UK, Italy and Japan, more than 50 foreign investment promotion institutions and over 200 MNCs, and attracting over 300 audience offline and more than 400,000 audience online in each activity.

Exemplary Investment Promotion Activities

- **Huangpu District:** 2021 Huangpu District Foreign Investment Promotion Conference, with the White Paper on Environment for Foreign Investment in Huangpu District and foreign investment-related policies issued
- **Xuhui District:** 2022 Xuhui District Foreign Investment Promotion Conference, with a newly established investment promotion department inaugurated and the title "Partner for Investment Promotion" conferred
- **Putuo District:** Docking Expo 2021 Life Science & Healthcare Industry of Putuo District Promotion Conference, with the Biopharmaceutical Product Registration Guidance Service Workstation inaugurated and joined by industry associations and enterprises
- **Changning District:** Roundtable Conference for Regional Headquarters of MNCs, sharing the strategic opportunity offered by the development of Hongqiao International Hub for Opening-up and Shanghai's digital transformation
- **Fengxian District:** 2022 Global Talent Recruitment Online Promotion Conference, sharing goodwill with teams and talent across the world, and announcing groundbreaking talent policies

Investment Promoting Measures by Five New Cities:

Nanhui: Establishing service stops of Shanghai Foreign Investment Promotion Center and 12366 Shanghai International Tax Service Center under the State Tax Administration

Jiading: Promoting the infrastructure and facilities for the hydrogen energy industry in the International Smart Auto Hub to attract new energy vehicle enterprises

Fengxian: Focusing on introducing the Oriental Beauty Valley and the Digital Jianghai project to enterprises in the healthcare industry and medical beauty industry

Qingpu: Attracting digital economy enterprises and smart logistics companies with the Yangtze River Delta Digital Trunk project

Songjiang: Developing the G60 S&T Innovation Valley to attract new material and high-end equipment enterprises

MNCs for Diversified Communication

- **Certificating Ceremony for MNC's Regional Headquarters and R&D Centers 2021:** Awarding certificates for 30 MNC RHQs and 10 foreign-invested R&D centers, with many industry leaders invited.
- **Signing Ceremony for Projects with Foreign Investment 2021:** Simultaneous signing of 122 foreign-invested projects, with a total investment of USD 17.65 billion. Among those projects, 12 are invested by Fortune Global 500 companies.
- **Roundtable Mechanism for Government-Enterprise Cooperation:** Shanghai convened several roundtable conferences for government and enterprise cooperation in 2021 targeting different industries such as high-end consumption, medicine and ICs, or different countries and regions including France, Italy, South Korea, Singapore, German, the UK and Hong Kong.

Appendix

Appendix I: Contact Information of Government Agencies for Commerce and Investment Promotion in All Districts

Pudong New Area Commission of Commerce

Website: english.pudong.gov.cn
Tel: 86-21-68546514
Address: 2 Hehuan Road

Huangpu District Commission of Commerce

Website: english.shhuangpu.gov.cn
Tel: 86-21-33134800 transferred to the Commission of Commerce
Address: 300 East Yan'an Road
[Huangpu District Financial Service Office](#)
Tel: 86-21-33134800
Address: F6, West of Building 1, 300 East Yan'an Road

Jing'an District Commission of Commerce

Website: english.jingan.gov.cn
Tel: 86-21-64178239
Address: 915 Julu Road
[Jing'an District Investment Promotion Office](#)
Tel: 86-21-33372300
Address: 915 Julu Road

Xuhui District Commission of Commerce

Website: www.xuhui.gov.cn
Tel: 86-21-64872222
Address: F12, Building 1, 336 North Caoxi Road
[Xuhui District Business Service Center](#)
Tel: 86-21-64870106
Address: F8, Building 1, 336 North Caoxi Road

Changning District Commission of Commerce

Website: www.shcn.gov.cn/english
Tel: 86-21-22050817, 86-21-22050867
Address: F8, 599 Changning Road
[Changning District Investment Promotion Office](#)
[Changning District Investment Service Center](#)
Tel: 86-21-62118851
Address: F7, 555 Loushanguan Road

Putuo District Commission of Commerce

Website: english.shpt.gov.cn
Tel: 86-21-52564588-7081
Address: F10, Building 2, 1321 Tongchuan Road

Investment Promotion Division of Administrative Committee of Hongqiao International Central Business District

Website: www.shhqcbd.gov.cn
Tel: 86-21-34738030
Address: F3, Building F, 719 Shengui Road

Putuo District Investment Promotion Office

Tel: 86-21-52820889, 86-21-52820851
Address: F5, 602 Tongpu Road

Hongkou District Commission of Commerce

Website: www.shhk.gov.cn/English
Tel: 86-21-25658332
Address: Room 1305, 518 Feihong Road
[Hongkou District Investment Promotion Office](#)
Tel: 86-21-65953818
Address: F23, 908 Dongdaming Road

Yangpu District Commission of Commerce

Website: english.shyp.gov.cn
Tel: 86-21-65148753
Address: F20-21, Building 2, 800 Huimin Road
[Yangpu District Investment Promotion Office](#)
Tel: 86-21-55805520
Address: 690 Longchang Road

Minhang District Commission of Economy

Website: english.shmh.gov.cn
Tel: 86-21-64122886
Address: F3, 6558 Humin Road
[Minhang District Investment Promotion Center](#)
Tel: 86-21-54438001
Address: F5, Building 1, 4855 Dushi Road

Jiading District Commission of Economy

Website: english.jiading.gov.cn
Tel: 86-21-69981822
Address: 111 South Bole Road
[Jiading District Investment Promotion Service Center](#)
Tel: 86-21-59991069
Address: 111 South Bole Road

Baoshan District Commission of Commerce

Website: www.shbsq.gov.cn/shbs/en
Tel: 86-21-56178991, 86-21-56176506
Address: 245 Taihe Road
[Baoshan District Investment Promotion Leading Group Office](#)

Baoshan District Investment Promotion Service Center

Tel: 86-21-26096030
Address: F29, Building 9, 803 Shuangcheng Road

Jinshan District Commission of Economy

Website: en.jinshan.gov.cn
Tel: 86-21-57921161
Address: Room 1349, 2000 Jinshan Avenue
[Jinshan District Investment Promotion Office](#)
Tel: 86-21-57922898
Address: F15, 555 Longshan Road

Songjiang District Commission of Economy

Website: english.songjiang.gov.cn
Tel: 86-21-37722775
Address: 3456 North Renmin Road
[Songjiang District Investment Promotion Service Center](#)
Tel: 86-21-37739359
Address: 1 Yuanzhong Road

Qingpu District Commission of Commerce

Website: www.shqp.gov.cn/english/
Tel: 86-21-59732890-19228
Address: 100 Gongyuan Road

Fengxian District Commission of Economy

Website: www.fengxian.gov.cn
Tel: 86-21-57419432
Address: 443 Jianghai Road, Nanqiao Town
[Fengxian District Investment Promotion Office](#)
Tel: 86-21-67137517
Address: F9, SME Union Building, 1529 South Wangyuan Road

Chongming District Commission of Economy

Website: shcm.gov.cn/www/
Tel: 86-21-59611993
Address: F5, Building 2, 8188 Chongming Avenue, Chengqiao Town
[Chongming District Eco-Industry Promotion Office](#)
Tel: 86-21-59620053
Address: F7, Building 2, 8188 Chongming Avenue, Chengqiao Town

Investment Promotion Service Center of Lingang Special Area

Website: en.lgxc.gov.cn
Tel: 86-21-58285050
Address: F7/8, Complex Building, 200 Shengang Avenue

Executive Committee of the Demonstration Zone for Integrated Ecological and Green Development of the YRD Region

Tel: 86-21-39255137
Address: 66 Shajiadai Road

Appendix II: Utility Prices

Water (water supply and drainage services provided by Shanghai municipal water utilities)

Type of Users		Annual Household Usage (m³)	Water Price (RMB/m³)	Sewage Treatment Rate (RMB/m³)
Household	Tier-1	0-220	1.92	1.70
	Tier-2	221-300	3.30	1.70
	Tier-3	>300	4.30	1.70
Non-household (charged at the household price)			2.12	1.70

Notes: 1. Sewage treatment fee= water usage × sewage treatment rate × 0.9
2. If water supply and drainage services are provided by district-administered water utilities, please consult the local price administration or water authority for corresponding prices.

Electricity

Type of Users	Tier	Annual Household Usage (kWh)	Price (RMB/kWh)		
			Fixed Rate	Time-of-Use Rate	
Household	Tier-1	0-3,120	0.617	Peak	0.617
				Off-peak	0.307
	Tier-2	3,121-4,800	0.667	Peak	0.677
				Off-peak	0.337
	Tier-3	>4,800	0.917	Peak	0.977
				Off-peak	0.487
Non-household (charged at the household price)	<1 kV		0.641	—	
	10 kV		0.636	—	

Natural Gas (supplied by Shanghai municipal gas utilities)

Type of Users		Annual Household Usage (m³)	Price (RMB/m³)
Household	Tier-1	0-310	3.00
	Tier-2	311-520	3.30
	Tier-3	>520	4.20
Non-household (charged at the household price)			3.05

Appendix III: Previous Documents on Foreign Investment in Shanghai

Shanghai Foreign Investment Guide



White Paper on Environment for Foreign Investment in Shanghai



Scan the QR code to read the previous versions of the *Shanghai Foreign Investment Guide* and the *White Paper on Environment for Foreign Investment in Shanghai*

Afterword

The *Shanghai Foreign Investment Guide* is published annually by Shanghai Foreign Investment Development Board to provide comprehensive information on the advantageous investment environment and opportunities available to foreign investors in Shanghai, enable their informed decision-making regarding investment and operation in the city, and help them find investment areas that fit into their development needs. Based on the information and data related to the economic and industry development of Shanghai, the annual Investment Guide aims to demonstrate the overall investment environment and policies, highlighted investment areas and their spatial distribution in Shanghai as well as the city's comprehensive investment services. This Investment Guide is a joint project made possible with the strong support and great contribution from various government departments in Shanghai, including Shanghai Municipal Commission of Commerce, Shanghai Municipal Development and Reform Commission, Shanghai Municipal Commission of Economy and Informatization, and authorities of commerce and investment promotion in all districts. We

are grateful for their admirable efforts to collect and provide information and data during the preparation of this Investment Guide. Our special appreciation also extends to **Deloitte China** ("Deloitte"). Engaged by Shanghai Foreign Investment Development Board, Deloitte has developed this brand new Investment Guide featuring a professional, objective and all-round analysis. Professionally improved in style and layout, the 2022 edition is more readable and visually attractive, better meeting the needs of foreign investors. To benefit more investors with fact-based information on the foreign investment environment in Shanghai, this year's Investment Guide, available in both Chinese and English versions, provides an all-round overview of the investment environment in Shanghai with regards to the city's open industry ecosystem, as well as professional services, favorable protection and proactive promotion for investment activities, in a bid to facilitate investors' business operation in Shanghai. Comments and suggestions will be greatly appreciated.



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