



GOING GLOBAL

Shanghai Service Trade
Demonstration Base

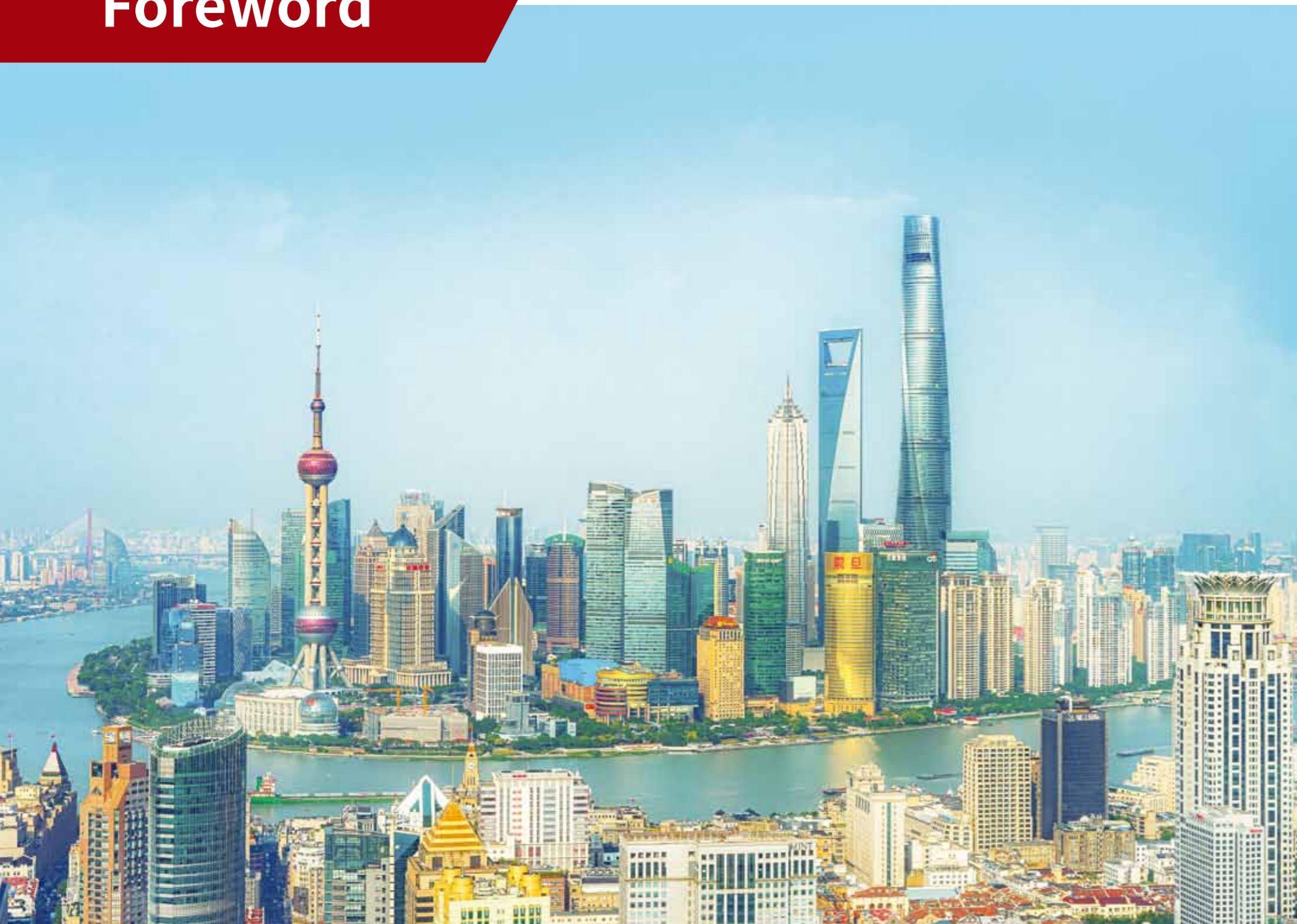
Compiled by

Shanghai Municipal Commission of Commerce
The *World Market* Editorial Department

GOING GLOBAL Shanghai Service Trade Demonstration Base

Compiled by
Shanghai Municipal Commission of Commerce
The *World Market* Editorial Department

Foreword



In order to accelerate the creation of new competitive advantages in service trade and promote the coordinated development of key sectors and key regions of service trade, Shanghai launches a number of service trade demonstration bases in light of the development status of local service trade, thus providing a strong guarantee for the balanced development of key service sectors and the aggregation of information, factors and resources in key regions.

Over the years, Shanghai Service Trade Demonstration Bases have begun to show agglomeration effects spreading over the surrounding areas, promoting coordinated development of the service industry and service trade. With the industrial agglomeration within their jurisdictions as the starting point, the demonstration bases have effectively promoted the development of industries in the regions and incubated and cultivated a number of key enterprises in featured service sectors through public services, brand-building functions and policy support. In addition, Shanghai Service Trade Demonstration Bases bring about new competitive edges in Shanghai's service industry and optimize the business environment for service trade enterprises, thus supporting them in exploring overseas markets, connecting with financial services with trade facilitation and implementation of supporting measures.

In order to effectively enhance the overseas influence of Shanghai Service Trade Demonstration Bases, and provide opportunities and platforms for promoting the export of Shanghai's services in various sectors, our commission has comprehensively planned and compiled the *Going Global: Shanghai Service Trade Demonstration Base* and supported Shanghai Electronic Commerce Promotion Center (Trade Point Shanghai) in drafting and editing the booklet. The booklet aims to further encourage enterprises committed to trade in services in the demonstration bases to expand their overseas market and support Shanghai's service trade to develop globally. For promotional and service purposes, the booklet provides an overview of the development status, characteristics and future prospects of Shanghai services trade demonstration bases. It highlights the key significance of the demonstration bases to the development of Shanghai's service trade, and fully reflects the development characteristics of service trade demonstration bases in various sectors. With the aim of presenting unique concept framework, service capacity, cooperation and exchange opportunities of Shanghai service trade demonstration bases to the global market, the booklet is to support enterprises in the demonstration bases in "going global".

Shanghai Municipal Commission of Commerce
December 2021

Contents

GOING GLOBAL Shanghai
Service Trade Demonstration Base



Service Trade Demonstration Base

National Service Trade Demonstration Base

Shanghai Pudong Software Park (Digital Services Export Base) ...	4
National Base for International Cultural Trade (Shanghai)	10
National Cultural Export Base (Xuhui)	14
Shanghai Cangcheng Film and TV Cultural Park	18

Shanghai Municipal Service Trade Demonstration Base

Shibei High-tech Park	20
-----------------------------	----

Zhangjiang Biomedicine Base	23
Huigu White Cat Science Park	27
Shixi Software Information Park	30
Shanghai Knowledge and Innovation Community Development	34
West Hongqiao Business District	37
Lujiazui Financial & Trade Zone (Lujiazui Financial City)	38
Shanghai Zizhu Hi-Tech Park	39
Shanghai Hongqiao Linkong Economic Demonstration Zone	44
Harbour City Group's Azure Innovation Park	47

Contents

Enterprises

Shanghai Pudong Software Park (Digital Services Export Base)

SAP GREATER CHINA	50
Shanghai MaiSCRM Information Technology Co., Ltd. (MaiSCRM)	53

National Base for International Cultural Trade (Shanghai)

Hode (Shanghai) Vocational Skill Training Co., Ltd.	54
LDH (Shanghai) Culture & Art Co., Ltd.	56
Shanghai Wild Monkey Culture Co. Ltd.	57
Shanghai Manzai Culture Communication Co., Ltd.	58

National Cultural Export Base (Xuhui)

Shanghai miHoYo Technology Co., Ltd.	60
Tencent Pictures	62

Shanghai Cangcheng Film and TV Cultural Park

Shanghai Linmon Picture Media Co., Ltd.	64
GCOO Entertainment	65
Croton Media	66
Shanghai Youhug Media Co., Ltd.	67

Shibei High-tech Park

Baozun Inc.	68
Shanghai Ymatou Network Technology Co., Ltd.	69
UHDVision	71

Zhangjiang Biomedicine Base

Shanghai Haoyuan Chemexpress Co., Ltd.	73
Ruizhi Pharmaceutical Technology Co., Ltd.	75



Shanghai Knowledge and Innovation Community Development

eBaoTech (Shanghai) Co., Ltd.	77
------------------------------------	----

West Hongqiao Business District

National Exhibition & Convention Center Office	78
China Foreign Trade Macalline Exhibition	79
Shanghai Giant Exhibition Co., Ltd.	80
Shanghai International Exhibition Co., Ltd.	81
Informa Asia	82
Greenland Hannover Joint Venture Company	83

Lujiazui Financial & Trade Zone (Lujiazui Financial City)

Mazars in China	84
GL events	86

Shanghai Hongqiao Linkong Economic Demonstration Zone

Shanghai Buy Quickly E-Commerce Co., Ltd.	90
Trip.com Group	91

1

CHAPTER ONE



Service Trade Demonstration Base

National Service Trade Demonstration Base
Shanghai Municipal Service Trade Demonstration Base

National Service Trade Demonstration Base



Shanghai Pudong Software Park

(*Digital Services Export Base*)

上海浦东软件园

Overview

Shanghai Pudong Software Park is a joint initiative of the former Ministry of Machinery and Electronics Industry (later the Ministry of Information Industry and now the Ministry of Industry and Information Technology) and the Shanghai Municipal People's Government. The project began in 1991 and the Park was officially opened in March 2000. In July 2001, the former State Planning Commission and the Ministry of Information Industry recognized Shanghai Pudong Software Park as a "national software industry base". In November 2003, the National Development and Reform Commission, the Ministry of Commerce and the Ministry of Information Industry jointly recognized Shanghai Pudong Software Park

as a "national software export base". The Park was recognized by the Ministry of Industry and Information Technology and the Torch Hi-tech Industry Development Center of the Ministry of Science and Technology as a "national new-type industrialization demonstration base" in 2012 and a "national technology business incubator" in 2013. It was recognized as a "national digital services export base" by the Ministry of Commerce, the Cyberspace Administration of China, and the Ministry of Industry and Information Technology.

As a ministry-city joint initiative, Shanghai Pudong Software Park carries the mission of leading the development of China's software industry as a pilot project. Firmly committed to "high standards, active services, and creating new



value", the Park aims to meet the needs of businesses, create a growth-friendly industry environment, and become the best business incubator in Asia and the most influential software and information services industry park of China as well as a national software industry base, a national software export base, and a national new-type industrialization demonstration base, a national digital services export base, a national high-tech business incubator, a national youth innovation and entrepreneurship demonstration park.

Shanghai Pudong Software Park has different forms of space for offices, residence, and commerce. At present, it has five major campuses: GuoShoujing Campus, ZuChongzhi Campus, Sanlin World Expo Campus, New Sanlin Campus, and Kunshan Campus, with a planned land area of 970,000 square meters, and the planned building area is more than 1 million square meters. The Park's spatial planning was done by an international architectural agency, and the final outcome boasts a reasonable layout and a complete range of functions, in addition to excellent building quality, which meet the needs of software and information services companies and their

employees in the Park very well.

Business and Industrial Development in the Park

In order to create a sound industrial development environment, Shanghai Pudong Software Park, as a "Digital Service Export Base", strives to attract high-caliber software and information services companies at home and abroad while aiming to build complete industry chains by introducing and nurturing digital services R&D and application businesses. The Park also encourages businesses operating in the park to increase investment in independent innovation capabilities, which gives rise to a large number of large-scale digital service companies equipped with core technologies and strong competitiveness. The Park has developed a relatively complete digital service industrial ecosystem with seven industry clusters: integrated circuits, mobile internet, artificial intelligence, fin-tech, digital culture, intelligent manufacturing, and information security, and a hub of digital content, digital services, copyright management, offshore financial services,

cross-border e-commerce and other digital service export businesses supported mainly by cloud computing, big data and IoT, showing a strong comprehensive ability to export digital services and play a demonstration and leading role in China's digital services industry.

As of December 31, 2020, there are about 1,600 companies and supporting service bodies in the five major campuses of the Park, of which about 600 are industrial enterprises. Currently, about 45,000 people are working in the park. In 2020, companies and individuals in the Park registered about 2,000 intellectual property rights (including patents, software copyrights, and copyrights). The total revenue of companies in the Park in 2020 came to 79.74 billion CNY, the total profit was about 11.05 billion CNY, the total tax paid was about 4.87 billion CNY, and the total investment in research and development was about 16.14 billion CNY.

Both the quality and scale of digital services export have improved. Exporting companies in the Park are engaged in digital technology R&D, design, and production, and deliver products and services through the Internet and other cutting-

edge information technologies. More than 500 companies are engaged in digital services in the Park, accounting for more than 80% of the total, and the total number of employees engaged in digital services in these companies exceeds 36,000. About 30 companies are engaged in the export of digital services in the Park, and their total export in 2020 exceeded 6.5 billion CNY, up 35.4% year on year.

Capabilities have significantly improved for high-quality development. In 2020, the Park delivered on its promise to build a sound and growth-friendly industrial environment, and both bring in and nurture high-caliber digital service businesses. Digital businesses in the Park are running independently, and the quality of development has improved significantly. Of all businesses in the park, 137 have passed the high-tech enterprise certification, up 33.0% year-on-year; 49 have gone public, up 4.3% year-on-year; 15,296 intellectual property rights have been registered by businesses in the Park, up 21.7% year-on-year; and the innovation base continues to grow.

Innovation resources and momentum have continued to grow. New technological products developed and delivered



by businesses in the park span many fields, and a group of competitive enterprises have won awards and became industry leaders by virtue of innovative products. For instance, Data Grand released the only RPA robot compatible with all operating systems; for its IDX data center, SDS was named the 2019 CEIA: Best Data Center Service Provider for the Financial Sector, and Goodix won 2020 Edison Awards for its in-ear detection and touch control 2-in-1 solution. In addition, in 2020, 12 products from 9 businesses in the Park were sponsored by the Shanghai High-tech Achievement Industrialization Project. The Park aims at cross-sector integration, collaborative innovation, nurturing innovative enterprises, and building a vibrant innovation community.

Features

Shanghai Pudong Software Park is always committed to the development of the software industry. Since the planning stage, the Park has looked seriously into its own strengths in product development as well as industry trends, and on this basis mapped out its development path, and investment and operation strategies. Along the way, the Park has leveraged and expanded its advantages in terms of brand effect, location, industrial development, services, and operation to achieve high-quality development.

Shanghai Pudong Software Park is always committed to the development of the software industry. Since the planning stage, the Park has looked seriously into its own strengths in product development as well as industry trends, and on this basis mapped



out its development path, and investment and operation strategies. Along the way, the Park has leveraged and expanded its advantages in terms of brand effect, location, industrial development, services, and operation to achieve high-quality development.

Brand effect: Shanghai Pudong Software Park is one of China's earliest software parks. It has accumulated a great abundance of practical experience and acquired first-runner advantages in terms of spatial and product planning, park environment creation, overall services development, and support for business startup and growth. It has long been regarded as the signpost of software park development and has stood firmly at the forefront of industry development, innovation and transformation. The Park has witnessed fast and steady growth in terms of businesses it accommodates, the number of their employees, their total output value, and the tax they pay. The Park has also registered the highest output per unit among Chinese software parks. For these achievements, the Park has won high praise and recognition from China's central government ministries, local governments, the industry and the entire society. It has created strong brand awareness, and its industry influence has continued to grow.

Location: The core area of Shanghai Pudong Software Park (consisting of the ZuChongzhi Campus and the GuoShoujing Campus) is located in the northern section of Zhangjiang Science City (formerly known as Zhangjiang Hi-tech Park), where municipal utilities and public facilities are adequate. Metro Line 2 runs through this area along ZuChongzhi Road from east to west, with the ZuChongzhi Campus very close to the Jinke Road Station and the GuoShoujing Campus 8 minutes' walk away. There has emerged a rather mature and convenient circle of commercial and recreational facilities in this area, including Huizhi Life Center and Chamtime Plaza above the Jinke Road Station. There is also a full range of education institutions and campuses nearby, such as Zhangjiang High-tech Experimental Primary School, Zhangjiang Group Junior Middle School, the Second High School Affiliated to China Normal University, Fudan University, Shanghai Jiao Tong University, Shanghai Tech University of Science and Technology, Shanghai University of Traditional Chinese Medicine. Three other campuses, the Kunshan Campus, the Sanlin World Expo Campus, and the New Sanlin Campus, are located in areas where there is great potential for industrial development, and they can meet the needs of entire industry chain development by supporting the core area.

Industrial development: Shanghai Pudong Software Park has taken proactive steps to attract leading technology



companies, while nurturing innovative startups, and has formed seven advanced industrial clusters in integrated circuits, mobile internet, digital culture, artificial intelligence, financial technology, information security, and smart manufacturing. At the same time, the Park has both cultivated and brought on board emerging high-tech companies in quantum computing, industrial software, chip design, machine vision, and IoT. The Park now houses many leading Chinese and international companies such as SAP, Qualcomm, Xilinx, Citisoft, Kingstar, Texas Instruments, Oriental Cable, E&P International, Data Grand, and Qiniu Cloud. Since its opening in 2000, the Park has gathered about 3,450 software and information service companies, with more than 40,000 tech-savvy employees. Their total operating income has exceeded 600 billion CNY and the tax they've paid exceeds 40 billion CNY.

Services: Shanghai Pudong Software Park attaches importance to services and support for enterprises in the Park. Committed to "high standards, active service and creating new value", it aims and manages to provide whole life-cycle services

for businesses from first contact, settling in the Park to leaving the Park. Services mainly fall into five categories: technical support and communication; employee training and personnel exchange; consulting and promotion; startup incubation and financing; and basic services. The Park has developed two service brands: Huizhi (Smart) TEK and Lohuohui (Happy Life), which focus on industry information sharing and daily life services for young IT engineers. The Park has sufficient service capabilities to realize one-stop response and meet the diverse needs of businesses and employees, which helps enhance the cohesion between the Park and businesses in the Park, and its services can create additional value for the Park and its businesses.

Operation: Shanghai Pudong Software Park has outstanding product and spatial planning capabilities. Since the planning stage, the Park has carefully studied product and industry trends and developed its forward-looking strategies, development path, and operation and investment policies accordingly. The Park has also excellent abilities to cultivate emerging industries and industry leaders. Since 2008,

the Park has implemented a technology investment strategy and built a technology incubation chain from entrepreneurial nurseries, incubators, accelerators to equity investment, and successfully nurtured many "unicorn" companies each of which is worth hundreds of millions of US dollars, such as Hujiang.com, Himalaya, 2345, Fruitday, Ymatou, Qiniu Cloud, and Hippo Animation. In recent years, the Park has adopted "Internet thinking" in park operation, and developed an operation management platform, a public service platform, a cloud computing platform, and the data service bus (three platforms and one bus), which form a full-range smart service system, and empower smart operations of the Park.

Digital service exports

The export of digital services has grown steadily. In the first half of 2021, the accumulative export of businesses in the Park reached somewhere around 160 million U.S. dollars, a year-on-year increase of 76%, far exceeding the level before the COVID-19 outbreak. Digital service companies in the Park are

primarily concentrated in the fields of integrated circuits, artificial intelligence, mobile internet solutions, financial technology, and smart manufacturing, and their export destination countries mainly include the United States, Japan, Singapore, the United Kingdom, France, Germany, South Korea, and Sweden. As export companies in the Park are mainly concentrated in the fields of mobile internet, financial technology, digital culture, and integrated circuits, their growth has driven the fusion of cloud computing, IoT, big data, artificial intelligence, blockchain and international trading, leading to a data-driven, digitalized, networked, and smart development model that embraces business and industry growth on an integrated platform.

The level of international cooperation has risen remarkably. SAP attaches importance to both international and domestic markets. Its customer base now covers more than 90% of Forbes' Global 2000 companies and serves over 15,000 Chinese companies. CLPS is committed to globalization and join hands with Tongdun International to explore opportunities in the Southeast Asian financial markets. Citisoft has expanded its business presence in the Nordic countries, and collaborates with the British fin-tech company Sharegain to develop fully automated securities lending solutions for asset management companies. T2Mobile has extended its overseas operations and services to Europe, North America and Africa. China UnionPay actively cooperates with the industry to accelerate digital transformation and innovative development, launching UnionPay PaybyLink to provide overseas businesses with a minimalist digital sales solution.

Exchanges and cooperation with overseas organizations have increased. The Park has proactively engaged with overseas industry associations and societies such as the Japan Information Engineering Trade Center (JIET) and the German Association for Small and Medium-sized Businesses (BVMW), and conducts discussions on joint market development, talent training, technology transfer, and project cooperation. These efforts pave the way for service export companies to tap overseas markets. ■

Contact Information:

☎ +86-021-61821818

🌐 <http://www.spsp.com.cn/Park.html>

📍 9th Floor, No. 2 Boyun Road, Pudong New Area, Shanghai

🌐 hispsp



National Base for International Cultural Trade
(*Shanghai*)
国家对外文化贸易基地 (上海)

Overview

Shanghai Oriental Huiwen International Cultural Service Trading Co., Ltd mainly operates the National Base for International Cultural Trade (Shanghai). The base is established based on the needs of cultural export-oriented enterprises and the characteristics of trade. It draws lessons from China's successful practical experience and cases of goods trade, actively explores and practices to break through the bottleneck restricting the development of cultural trade, looking for new models and methods for the rapid and healthy development of cultural trade, and striving to open up new ways for Chinese culture

to "go global". It vigorously promotes domestic cultural enterprises, products, and services to go global, enhances the popularity and influence of Chinese cultural enterprises and products in the international market, further accelerates industrial agglomeration, and continuously increases the total amount of cultural trade and the momentum of going global. As early as during the Expo 2010 Shanghai China, the predecessor of the base provided services for more than 20,000 cultural performances at the Expo by establishing an integrated service platform for choreography, technology, and leasing, and won the Shanghai World Expo Advanced Collective award issued

by the State Council of the Central Committee of the Communist Party of China. In 2012, it took the lead in building an international art trading center and bonded warehouse, which has become an important channel and service platform for connecting domestic and international art trading markets and gathering Chinese and foreign art institutions since it was put into operation. The base has actively explored convenient paths for cultural products and services to go abroad, providing supporting services for famous programs such as The Voice of China.

It implemented the three opening-up policies of culture in the Free Trade Zone (FTZ) and won the Enterprise Innovation Case Award on the first anniversary of the establishment of the FTZ, becoming one of the first successful cases to be publicly promoted to the society. The base adopts the way of "enterprises' supporting each other in expanding overseas operation", organizes domestic enterprises to participate in important exhibitions at home and abroad, promoting cultural products and services to go global in an all-round way. In 2014, the base innovated and held a bonded exhibition for overseas books in the FTZ and the first FTZ Cultural Licensing Fair in the same month. On the opening day of the fair, the base held an inaugurating ceremony of the National Base for Copyright Trade.

The base has been striving to practice China's cultural development and cultural trade expansion with its construction and practice. It has been carrying out international cultural trade promotion, cultural exchange, expanding foreign publicity, and

helping enterprises export cultural products and projects since its initial establishment, facilitating international project cooperation and bilateral and multilateral cultural trade during the construction, and currently exploring how to effectively export cultural capital, and expanding and innovating the ways, modes, markets, and scale of China's cultural going global and cultural trade development through capital matchmaking and international mergers and acquisitions.

Mission

The base will accelerate the development of the intersection of culture and finance, science and technology, investment, manufacturing, modern service industry, education, and other industrial sectors, participate in the expansion of international markets, cooperation and competition. Relying on the encouragement and support policies of the state and with the promotion of policy opening and system innovation, the base will make full use of trade facilitation, foreign exchange control, financial opening, investment convenience, service trade, and many other aspects of innovation. The base aims to continue to create a more open and favorable environment and opportunities and seek new directions of exploration, practice, and breakthrough for the cultural industry and cultural trade, and continue to develop new situations and achieve new results in the development and cooperation of cultural industry, cultural trade, and service trade industry. The base will be built and promoted to lead the



development of national cultural service trade and going global and become one of the important platforms for Chinese culture to go global and to the international market.

Service Trade Promotion Activities

1. Hong Kong International Film & TV Market (FILMART)

National Base for International Cultural Trade and National Base for Copyright Trade (Shanghai) uphold the planning and objectives of promoting cultural trade and building a platform for international cultural trade and has organized a delegation to participate in the Hong Kong International Film & TV Market for 12 consecutive years until 2021.

2. Guochao Music Carnival

From May 1 to 4, 2021, as a strategic partner, the National Base for International Cultural Trade (Shanghai) joined hands with the "Guochao Music Carnival" to showcase the new charm of guochao (a trend steeped in Chinese tradition and culture) to young people by gathering many Chinese emerging music original brands with music as the carrier.

3. HEYJOY CDC Toyshow

From May 29 to 30, 2021, the Heyjoy CDC Toyshow, directed by the National Base for International Cultural Trade (Shanghai) and co-organized by HEYJOY Culture, and Chengdu Public Transport Media Co., Ltd., was held.

4. Cooperation and exchange meeting with top art institutions in UAE

On May 18, 2021, the National Base for International Cultural Trade (Shanghai) and Louvre Abu Dhabi Museum held the first discussion for deepening international cultural and exchange cooperation.

5. The new cross-border e-commerce retail platform JMK at the May 5th Shopping Festival - Quality Life Live Week

On May 29, 2021, "A Day in the Life of a Shanghai Goddess", a theme event of the May 5th Shopping Festival - Quality Life Live Week, was opened at Xujiahui T20. The new cross-border e-commerce retail platform JMK, jointly built by National Base for Copyright Trade and National Base for International Cultural Trade (Shanghai), was presented at the event.

6. Shanghai Ocean Wave

From June 12 to 13, 2021, as a strategic partner, the National Base for International Cultural Trade (Shanghai) joined hands with the Ocean Wave Music Carnival to showcase the new charm of guochao (a trend steeped in Chinese tradition and culture) by gathering many Chinese emerging music original brands with music as a link.

7. Pixel World @ the British Library

From July 10 to August 28, 2021, under the guidance of the National Base for International Cultural Trade and the

National Base for Copyright Trade (Shanghai), the Pixel World @ the British Library organized by Museum Box was held at the World Expo Museum.

8. Red Heritage & Culture Empowerment Exhibition Area of CCG EXPO2021

From July 15 to 18, 2021, the "Red Heritage, Culture Empowerment" exhibition hosted by the National Base for International Cultural Trade (Shanghai) was unveiled at the 17th China International Cartoon and Game Expo (CCG EXPO2021), featuring the creative works of POA gallery, Jiushi Culture Communication, and the award-winning "Red Power, City Glory" 2nd Shanghai Red Culture Creative Competition.

9. International Game Business Conference 2021

On July 28, 2021, under the guidance of the China Audio-video and Digital Publishing Association and Shanghai Hongqiao CBD Management Committee, the International Game Business Conference 2021 co-organized by the Game Publishing Committee (GPC), National Base for International Cultural Trade (Shanghai) and Shanghai Cultural and Creative Industry Promotion Association was held in Hongqiao International CBD. The summit forum opened a dialogue on the theme of "Innovative Exploration of the Road to Globalization of Chinese Games".

10. "Into Expo 2020 Dubai" China Road Show Online Conference

On September 8, 2021, the National Base for Cultural Trade (Shanghai) and Expo 2020 Dubai held their first online

meeting to further develop two-way cultural exchange activities during and after Expo 2020 Dubai.

11. 2021 Shanghai International Game Industry Trade Fair—EU-China Game & E-Sports Industry Connect

On September 24, 2021, the 2021 Shanghai International Game Industry Trade Fair—EU-China Game & E-Sports Industry Connect was held. The event was jointly organized by the People's Government of Jiangqiao Town, Jiading District, Shanghai, the National Base for International Cultural Trade (Shanghai), the China-Britain Business Council (CBBC), and the EU SME Centre.

12. 2021 London Craft Week "Amazing China: A Video Exhibition on Chinese Arts & Crafts"

From October 4 to October 10, 2021, the "Amazing China: A Video Exhibition on Chinese Arts & Crafts" hosted by the National Base for International Cultural Trade (Shanghai) was held. This exhibition selected 36 works from 16 provinces, municipalities, and autonomous regions, covering 21 types of handicrafts. The exhibition mainly presents the production and demonstration, formation and characteristics of traditional handicrafts, and the journey and experience sharing of handicraftsmen in the form of videos.

Awards

- In July 2019, it was awarded the Shanghai Cultural and Creative Industry Demonstration Park;
- 2019-2020 National Key Projects for Cultural Export;
- In September 2019, it was awarded the Shanghai International Service Trade Demonstration Base by the Shanghai Municipal Commission of Commerce. ■

Contact Information:

- ☎ +86-021-58697777
- 🌐 <http://www.soict.com.cn/>
- ✉ marketing@soict.com.cn
- 📍 33rd Floor, No. 2 Maji Road, China (Shanghai) Pilot Free Trade Zone
- 🌱 culturetrade



National Cultural Export Base (Xuhui)

国家文化出口基地 (徐汇)

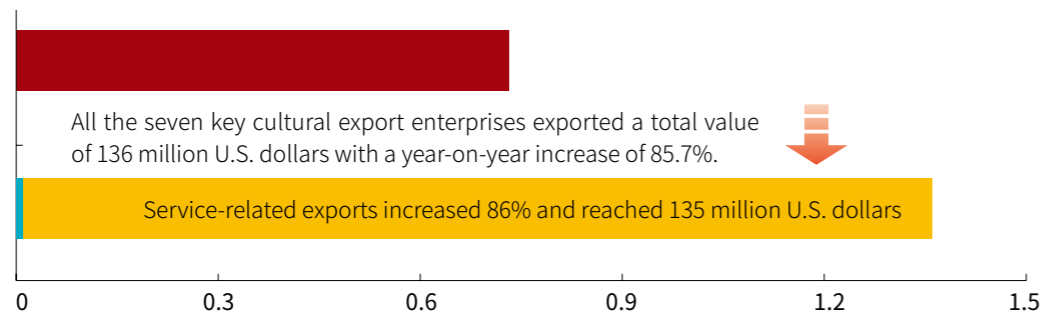


Overview

Since the establishment of the Base, the cultural and creative industries develop rapidly and the scale of cultural exports keeps expanding, which continuously enhances the international reputation and influence of cultural products and services. The National Cultural Export Base (Xuhui) has attracted 7 key national cultural export-oriented enterprises, including Giant Network, miHoYo, and SMG Pictures. The Base undertook Key National Cultural Export Projects (2019-2020), including overseas publishing and distribution of translated Chinese culture books,

and overseas tours/distribution of Battle of Balls, Madame White Snake and Dream.

All the seven key cultural export enterprises exported a total value of 136 million U.S. dollars with year-on-year increase of 85.7%. Service-related exports increased 86% and reached 135 million U.S. dollars. In 2020, due to the COVID-19 and the changing macroeconomic environment home and abroad, cultural trade shows a trend of being increasingly centralized, digital, integrated, and convenient



Continuous Development of Art Media Industry

In November 2020, despite the COVID-19, the second Shanghai International Artwork Trade Month was successfully held with more than 40 art institutions across the city presenting over a hundred art trade-related activities. This Trade Month aims to bring global art in “Shanghai Time” at the “Shanghai Landmark” of Art Tower, and thus introducing the “Shanghai Platform” for the artwork trade. During the Trade Month, with the excellent “GOVERNMENT ONLINE-OFFLINE SHANGHAI” administrative services of Xuhui District, the Shanghai International Art Exchange Center streamlined 7 service flows into three service windows, namely culture and tourism project application, administrative services, and supporting services. At the same time, it cooperates with Alibaba to launch the Smart Artwork Display and Trading Platform, incorporating online registration, display, transaction, and project landing into one platform. Upon the three-year Cooperation Agreement on Pilot Comprehensive Reform of Social Cultural Relics Management between National Cultural Heritage Administration and Shanghai Municipal Government, the first Shanghai International Cultural Relics Exchange Center was established in XuhuiBinjiang (the waterfront in Xuhui), further expanding the policy advantages of art transactions of the West Bund, Shanghai’s landmark for the global artwork industry. The scope of West Bund art bonded services has been further expanded, and the influence of the “West Bund Brand” has continued to increase. Besides, at the beginning of December 2020 Shanghai Symphony Orchestra finished their recording of their second album for Deutsche Grammophon, The Song OF the Earth, which pairs Mahler’s and Ye Xiaogang’s symphonic song-cycles based on the same Chinese poems. It was globally released in 2021, the 110th anniversary of Mahler’s passing as the only recording of Mahler’s piece by Deutsche Grammophon in the “Year of Mahler”.

Active Implementation of the National Strategy to Promote Chinese Culture’s Going Global

The Integrated Operations Platform (North America region) for Chinese culture’s “Going Global”, established by Shanghai Wings Media Co., Ltd., a key enterprise in the Base, has been a comprehensive operations platform bringing Chinese culture abroad through all-media broadcasting and offline cultural exchange activities. The platform covers a population of more than 330 million in North America. From TV broadcasts to offline activities, the platform uses different forms and various channels to present Shanghai and China in all aspects, further increasing China’s global cultural influence. Seizing the strategic opportunity of Chinese culture’s “going global”, Shanghai Century Publishing

Group and Shanghai Jiao Tong University Press are committed to the internationalization of the publishing industry in a professional, systematic, and synchronized manner. They strive to present the great achievements of China since the reform and opening up in a more realistic, holistic and comprehensive way to the international community from the perspectives of national stance and strategy. In September 2020, as part of the effort to expand global influence of Chinese culture, Shanghai Jiao Tong University Press and World Scientific Publishing Company jointly established the Maritime Silk Road Publishing Center, Maritime Silk Road Library and Copyright Trade platform focusing on book publishing, copyright trading and international forums/book fairs so as to promote the in-depth integration and the coordinated development among China, Singapore and other maritime Silk Road countries in the publishing, cultural, academic and educational communities.

Vigorous Development of Animation and Game Industry

Focusing on the fields of animation online games and online audio-visual, Tencent, Oriental Pearl Group, Giant Networks, Yoozoo, Taomee and other industry leaders have made vigorous development. Among them, miHoYo, Whaley, Yuanju Networks, and Cooee are actively exploring ACG (Animation, Cartoon and Game) and the commercial application of VR; TianCity and Sky Profit are actively building game operation service platforms. Yoozoo has continued to make breakthroughs in the distribution of its leading product categories, distributing games in more than 150 countries and regions, and has nearly 1 billion registered users worldwide. Yoozoo also formulate different overseas strategies based on regional differences and set up multiple local offices to better understand local needs, and strive to connect world players and top global partners with games. At present, Yoozoo has overseas offices in the United States, Germany, India, South Korea, Japan, Singapore, Thailand and Turkey, securing its footing





in eight regional markets in Asia Pacific, Europe and the United States.

Innovative Practices and Achievements

The construction of the functional vehicle of cultural trade begins to take shape.

As the "home to Shanghai-style (Haipai) culture", the Base focuses on four cultural functional areas, namely, Xuhui waterfront, Hengshan Road-Fuxing Road Historical Scenery Conservation Area, Xujiahui District and Caohejing Hi-Tech Park as a cultural export-oriented influential vehicle to build up its new competitive advantages in cultural trade.

Continuous improvement of supporting policies is vital for cultural trade.

In order to promote the rapid and healthy development of cultural trade, the Implementation Plan of the Construction of Xuhui District Intellectual Property Operation Service System (2019-2021) was issued to provide all-round support for the development of cultural trade, and to establish intellectual property supporting mechanisms in key industries such as cultural creativity system.

The number of independent intellectual property rights has increased year by year.

At the end of 2020, the trademark activity of the whole district ranked first in Shanghai with the number of invention patents per 10,000 people was 119.69, ranking first in Shanghai. The average number of trademarks and patents owned by enterprises in the Base is higher than the average of the whole district. Over the years, enterprises' awareness of intellectual property rights has increased significantly, and overseas cooperation in intellectual property rights has continued to expand and deepen.

Future Prospects

Innovation leads new ideas for cultural trade.

The Base keeps focusing on cultural services, and strengthens institutional innovation, policy innovation and service innovation. Relying on the existing open platforms and drawing on the experience of FTZ and other pilot projects on service trade innovation and development, the Base is to further its effort on institutional mechanism to achieve greater breakthroughs, and to explore more targeted, pragmatic and effective policy measures,

especially the export-facilitating policies for cultural sub-sectors, thus giving full play to the multiplying effect of policies of various departments and fields. Besides, the Base will optimize its professional cultural trade service platform to provide high-quality "one-stop" professional services such as country profile studies, language support, trade facilitation, intellectual property information, and legal consultation to the enterprises engaged in cultural trade in the Base.

Digital empowers new forms of cultural trade.

In the context of the digital age, the Base actively seizes new opportunities brought about by digitalization to strengthen the in-depth integration of culture and digital technology, and promote the creative transformation and innovative inheritance of cultural values in cultural products and services. Applying new technologies such as big data, cloud computing, Internet of Things and artificial intelligence to the structural transformation of traditional cultural industries such as performing arts, film and television, artwork, and book publishing, the Base strives to foster new business models and new growth points for cultural trade.

The Base will vigorously develop the digital cultural industry with creative design as the core, and explore business model

innovation. Besides, the Base aims to deepen the integration of information technology and the Internet with emerging cultural industries such as animation and games to spur innovation of content, production and marketing, thus injecting new vitality into cultural trade with network's strong spreading power.

Concerted efforts promote new models of cultural trade.

Seizing the opportunities during the Artwork Trade Month, the Base is set to foster an art industry ecosystem and optimize the structure of cultural trade. With the Art Tower on the West Bund as the focal point, the Base is to introduce the "Shanghai landmark" for art trading, joining efforts from high-quality art institutions to create a whole industry chain for art trading. Making the most of the spillover effect of the Trade Month, the Base aims to promote the comprehensive reform of social cultural relics management, thus releasing the full potential of Shanghai International Art Exchange Centre and Shanghai International Cultural Relics and Art Exchange Centre. Furthermore, relying on CCTV Copyright Trading Center, the Base strives to strengthen the "one-stop" comprehensive services of Shanghai West Bund Service Station on Copyright and attract more international first-tier art institutions. Thus, an art industry ecosystem is set to establish integrating art industry, innovation, capital and services.

Integration of culture and tourism stimulates new ways of cultural trade

The Base is to further promote the integration of culture and tourism and the development of the entire cultural and tourism consumption sectors, thus exploring new growth points and new business models that combine the cultural tourism with service trade. The Base aims to explore tourism from cultural perspectives, enlarge cultural influence with tourism so as to establish a "Chinese model" for the coordinated development of culture and tourism. The base will explore cross-industry cooperation and apply new technologies such as holographic imaging, AR and VR, adopt cloud conferences, cloud exhibitions and cloud live broadcastings to cultural and tourism industry. With the "technology +" innovative experience and consumption scenarios, the Base is set to expand overseas markets, and cultivate online consumption and smart consumption in a diversified and systematic way. ■

Contact Information:

- ☎ 64389215
- ✉ wzgk@xh.sh.cn
- 📍 Room 1219, Building 1, No. 336 North Caoxi Road, Xuhui District, Shanghai

Shanghai Cangcheng Film and TV Cultural Park

上海仓城影视文化产业园

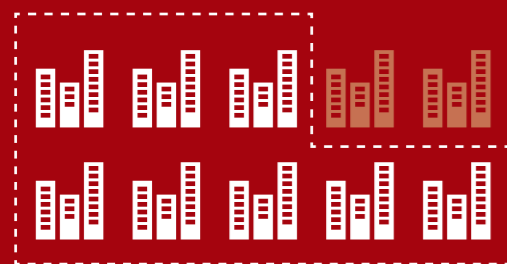
Overview

Established on March 17, 2009, Shanghai Cangcheng Film and TV Cultural Park is the first municipal-level film and TV cultural park in Shanghai.

After 12 years of development, more than 4,700 film and TV companies have settled in the park, gathering film and TV cultural resources of more than 70 listed companies and affiliated companies, such as Huace Group, Zhong Shi Ru Yi, Linmon Pictures and Youhug Media, as well as many well-known domestic directors, producers, artists and other studios. The Park takes film and TV shooting as its foot holder and the plan of, Shanghai Hi-Tech Films and Televisions City (also known as the “Songjiang Hub”) as its business context. Relying on the strong influence and outstanding location advantages of Shanghai, the Park actively adopts supporting policies on the film and TV culture industry to fully concentrate film and TV cultural resources at home and abroad. Up to now, the Park has generated accumulated tax revenue of more than 10 billion CNY. The annual gross output of films of the Park accounts for 1/3 that of the country while in terms

of TV dramas, the annual output of the Park accounts for 1/3 of the country’s total output, and the Park contributes 1/3 to China’s total output of celebrity studios.

With the continuous optimization of the Park’s business environment and the rapid development of cultural and creative industries, the government is stepping up its support for the key projects, which leads to the rapid growth of the Park’s output and the expansion of its cultural exports. Since its establishment in 2009, the total revenue of the Park reaches 130 billion CNY. From 2015 to 2018, the output of the park showed a rising trend. In 2019, before the COVID-19, the park paid 1.654 billion CNY in taxes. There are 45 companies with an annual tax payment of more than 10 million CNY, and 65 companies paid 5-10 million CNY in annual taxes. There are more than 90 enterprises engaged in cultural export in the Park, of which two have been awarded as 2019-2020 National Key Enterprises of Cultural Exports. The Park realized a total cultural export in the period of 2019-2020 of 136 million U.S. dollars, ranking among the top film & TV cultural parks nationwide.



There are more than **90** enterprises engaged in cultural export in the Park, of which two have been awarded as 2019-2020 National Key Enterprises of Cultural Exports.



The Park realized a total cultural export in the period of 2019-2020 of **136 million U.S. dollars**, ranking among the top film & TV cultural parks nationwide.



There are currently two film & TV bases in the Park. One is Yancang film & TV base with more than 10 studios with full real interior scenes and over 80 acres of outdoor shooting locations. It can accommodate more than 10 crews’ filming at the same time. Scenes of many famous movies such as A Chinese Fairy Tale, The Stand-In, Yip Man and The Flowers of War and TV series including Borrow Gun, The Republic of China of the Past were shot in Yancang.

The other is Shanghai Cangcheng Image-Maker TV & Film Cultural Park, the only domestic film & TV base that is not open to the public. There are a large number of rebuilds of the architectures of the Ming and Qing dynasties in the park. Their exquisite, delicate movie set which allows multi-perspective filming greatly facilitates the shooting of various films and TV dramas. Many well-known movies and TV series were shot here, including Bodyguards and Assassins, Yip Man and Lust or Love. There are five to six TV series and movies shooting in the park at the same time every day, and the annual output can reach more than 30 productions. ■



Contact Information:

- ☎ +86-021-33521187/15158815029
- 📍 No. 212, Lane 425, Fuyong Road, Yongfeng Street, Songjiang District, Shanghai
- 🌐 shccys

Shanghai Municipal Service Trade Demonstration Base

Shibei High-tech Park

市北高新技术服务业园区



Overview

With a total planned area of 3.31 square kilometers, Shanghai Shibei (north of Shanghai) High-tech Park is the core component of the innovation and creativity agglomeration belt of two wings in Central in the "one axis, three belts" strategy of Jing'an District, and also the frontier of Jing'an District to align with the strategy of building Shanghai into a global science and innovation center. As one of the demonstration areas of transformation and upgrading of the Yangtze River Economic Belt, Shanghai's first Cloud Computing Industry Base, Big Data Base, as well as the first batch of Shanghai Ultra-High-Definition Video Industry Demonstration Base, the Park has realized the profound transformation from "traditional

industry" to "the trailblazer in developing producer services in Shanghai", and to "quality development featuring data intelligence".

As one of Shanghai Service Trade Demonstration Bases, Shibei High-tech Park has shown increasingly significant scale effect. By the end of the 13th Five-Year Plan period, the functional zones had more than 2,800 registered enterprises and 1,470 local enterprises. In 2019, the total revenue of enterprises in functional zones exceeded 200 billion CNY and the total tax revenue reached 9.5 billion CNY. There are more than 400 featured service enterprises in the base, with a total import and export volume of 300 million USD and export volume of 80 million USD. The base also features 200 service trading



enterprises, employing 12,000 people.

Centering on the effort of becoming the core carrier of Shanghai National Comprehensive Big Data Pilot Zone, the Park has proposed the strategic goal of "building the center of China's big data Industry", and will accelerate the effort of establishing "Shanghai Digital Economy Pilot Zone" with the following five highlights.

Highlights

High Brand Awareness

Shibei High-tech Park is part of the overall planning of Shanghai Municipality and its "3 + 5 + X" key development area. It is also awarded by Shanghai Municipal Commission of Economy and Informatization as one of the "well-known demonstration park leaders" among all the specialized industrial park and new industrial space in Shanghai. Shibei is the only park to receive this award in the northern region within the Middle Ring area of Shanghai Puxi (downtown Shanghai). More than 400 enterprises in the fields of big data, artificial intelligence and block chain are settled in Shibei, among which more than 170 are categorized in core big data industry enterprises by Shanghai Municipal Commission of Economy and Informatization, accounting for 1/3 of Shanghai's total.

High Economic Density

Shibei High-tech Park covers an area of only 3.31 square kilometers, but is one of the few 100-billion-CNY-revenue-level parks in Shanghai with total revenue of more than 200 billion CNY. In particular, the tax revenue intensity (tax revenue generated per unit of land-use) ranks second only to

Waigaoqiao among all the development zones in Shanghai. In addition to those companies specialized in data intelligence, Shibei also attracts regional headquarters of 21 multinational companies, 1/4 of the total MNCs in Jing'an District. In addition, there are more than 60 state-owned enterprises, listed companies and private headquarters enterprises registered here. During the 13th Five-Year Plan period, the total revenue of the park increased from 185.3 billion CNY in 2016 to 206.5 billion CNY in 2019, with an average annual growth of 5.7%. Total tax revenue rose from 6 billion CNY in 2016 to a maximum of 9.5 billion CNY, with an average annual increase of 19 percent.

Industrial Cluster

Shibei High-tech Park has attracted large data centers in Shanghai, Shanghai big data trading co., LTD., Shanghai Big Data Center, Shanghai Information Investment, Inc., Amazon AWS Innovation Center and other international and domestic top big data platforms of innovation resources, which foster a "Five Ones" industrial development pattern in big data industry incorporating "innovation fund + base + trading center + industry alliance + research center". Besides, the Park gathers a number of national and municipal functional platforms such as the National Engineering Laboratory of Big Data Circulation and Trading Technology, Shanghai Big Data Center, and the Data Trading Center and has cultivated a number of representative enterprises such as Data Port, Inspur, Casco, Weining Health and Zhendao Information. Relying on these industry leaders, it has established nearly 20 enterprise-level R&D platforms for big data application scenarios, such as Inspur Cloud Industrial Internet platform, Shanghai Rail

Transit Unmanned Driving Technology Research Center and SaaS intelligent cloud platform. In addition, the Park successively held summits and entrepreneurship competitions, including Jing'an International Big Data Forum SODA Open Data Innovation and Application Contest and the first Big Bata Skilled Labor Contest to continuously improve the brand awareness and industrial influence, and expand the "circle of friends" of enterprises.

Excellent Industrial Amenities

In order to adapt to the needs of more leading high-tech headquarters enterprises for high-quality industrial space, Shibei High-tech Park has launched five new industrial zones. Including but not limited to Shibei Cloud Cube, Shibei Zihui Garden and Shibei One Center. As the upgraded version of Shibei High-tech Headquarters Economic Park, Shibei provides dozens of 5-story stand-alone offices with an area of 3000-5000 square meters each. Shibei One Center, in particular, which was put into use in June 2020, realized a selling rate of 65% in only 6 months. More than ten well-known enterprises, such as China Express, Shanghai Credit Investment, Jindao Information, Kuehne+Nagel are gathered together. Despite the continuous sluggish global economy, Shibei One Center becomes the high light Shanghai commercial and office building rental and sale

Market.

Comprehensive Facilitation Policies

Companies registered in the Shibei High-tech Park can not only fully enjoy the benefits from the Jing'an District National Service Industry Comprehensive Reform Pilot Program, the Implementation Plan of Global Service Provider Plan, and Zhangjiang National Indigenous Innovation Demonstration Zone Special Fund by the Municipal Office of Science and Innovation, Jing'an District has also issued a special development fund which is the only one in Shanghai suitable for recognized big data companies and big data industry. Meanwhile, the Park provides 2,669 sets of high-configured, intelligent and well-decorated rental housing to solve the housing problem in the center of Shanghai, thus providing the best business environment for the enterprises and top talents in the Park. ■

Contact Information:

- ☎ 86-021-66300333
- 🌐 <http://www.shibeiht.com/index.html>
- 📍 1st Floor, No. 262, JiangchangSan Road, Shanghai
- 🏢 SBGXSH



Zhangjiang Biomedicine Base

张江生物医药基地

Background

Biomedicine industry is the main direction of China's emerging strategic industry, and it is also the leading industry that Zhangjiang has focused on since its establishment in 1992. As the core area for the development of biomedicine industry in Shanghai, after nearly three decades of accumulation, Zhangjiang Science City has rapidly realized the development from global agglomeration to one of innovation leaders, becoming a biotechnology and pharmaceutical industry innovation cluster with global attention. With the most cutting-edge scientific and technological R&D institutions, the most active innovative and entrepreneurial momentum, the strongest technological and financial support and the most effective service system, it has created a good innovation ecosystem, and become one of the landmark science and technology parks with high concentration of R&D resources, rapid emergence of innovative achievements and pioneering breakthroughs in technologies and models. Thus,

Zhangjiang Science City is becoming a frontier in China's biomedical R&D and innovation to quickly break through bottlenecks and integrate into the world, which highlights Zhangjiang's accelerating its effort of becoming the core pillar of the scientific and technological innovation center with global influence. Zhangjiang Science City has become an important node linking global biomedical innovation.

Strengths and Core Advantages

Development of Zhangjiang Biomedical R&D Service Trade

Relying on the first-class R&D resources, perfect innovation system and the agglomeration effect of medium and high-end professionals in the park, Zhangjiang continues to improve the industrial chain of new drug R&D services. At present, it has covered drug target research, compound synthesis and screening, pharmacokinetics, extraction and process R&D, API research,



preclinical pharmacology and toxicology research, clinical research, policy and regulation consultation and drug certificate approval, which enables it to provide one-stop new drug R&D services for pharmaceutical enterprises at home and abroad. In 2020, nearly 80 service outsourcing enterprises have been gathered, with a total revenue of more than 39 billion CNY and more than 55000 employees. More than 100 professional and technical service platforms have been built covering key links of the industrial chain, including 36 public service platforms for science and technology in Shanghai. On the one hand, based on the actual needs of new drug R&D, it provides enterprises with a series of services such as large-scale instrument and equipment sharing, testing and consulting, on the other hand, they promote industrial alliance and sustainable

development from the realization of R&D advantageous resource allocation. Zhangjiang has become a biomedical service outsourcing base with high brand awareness, strong agglomeration effect, good supporting services and a large number of Chinese and foreign customers in China and the Asia-Pacific region.

Achievements of Zhangjiang Biomedical R&D Service Trade

Pilot policies boost the rapid development of biomedical service trade.

As a national key high-tech development zone, Zhangjiang is always on the multiple national strategic missions. It has become a "test field" for exploring institutional innovation



to promote scientific and technological innovation reform. Through the pilot policy breakthroughs, Zhangjiang has insured the improvement of the service trade level.

First, implementation of international R&D customs clearance facilitation measures improves customs clearance efficiency and saves transaction costs for R&D service trade enterprises. After the completion of Zhangjiang Cross-border Scientific and Technological Innovation Center, the imported goods can be directly transported to Zhangjiang Cross-border Scientific and Technological Innovation Center through the fast channel after arriving at the airport for distribution and tally, and realize one-stop customs clearance. In addition, it can provide personalized services such as cold chain and constant temperature for special items used by biomedical R&D to meet the needs of special customs clearance of biomedicine. The customs clearance time can be counted by hour. The facilitation measures greatly improve the customs clearance efficiency.

Second, the green channel of intellectual property protection provides protection for IP-intensive R&D service trade enterprises. The China National Intellectual Property Administration took the lead in setting up a "green channel" in Zhangjiang and identified Zhangjiang as the first batch of National Patent Navigation Industry Development Experimental Zones and National Intellectual Property Pilot Park. The Pudong Intellectual Property Protection Service Center established in Zhangjiang has become the first branch centers of the national overseas intellectual property dispute response guidance center in China to integrate regional intellectual property think tank resources, provide guidance and assistance for R&D service trade enterprises in building intellectual property identification and protection.

Third, Zhangjiang deepens MAH pilot efforts to facilitate the transformation of R&D achievements. Build a number of CMO/CDMO drug industrialization bases and medical equipment OEM bases in combination with the drug

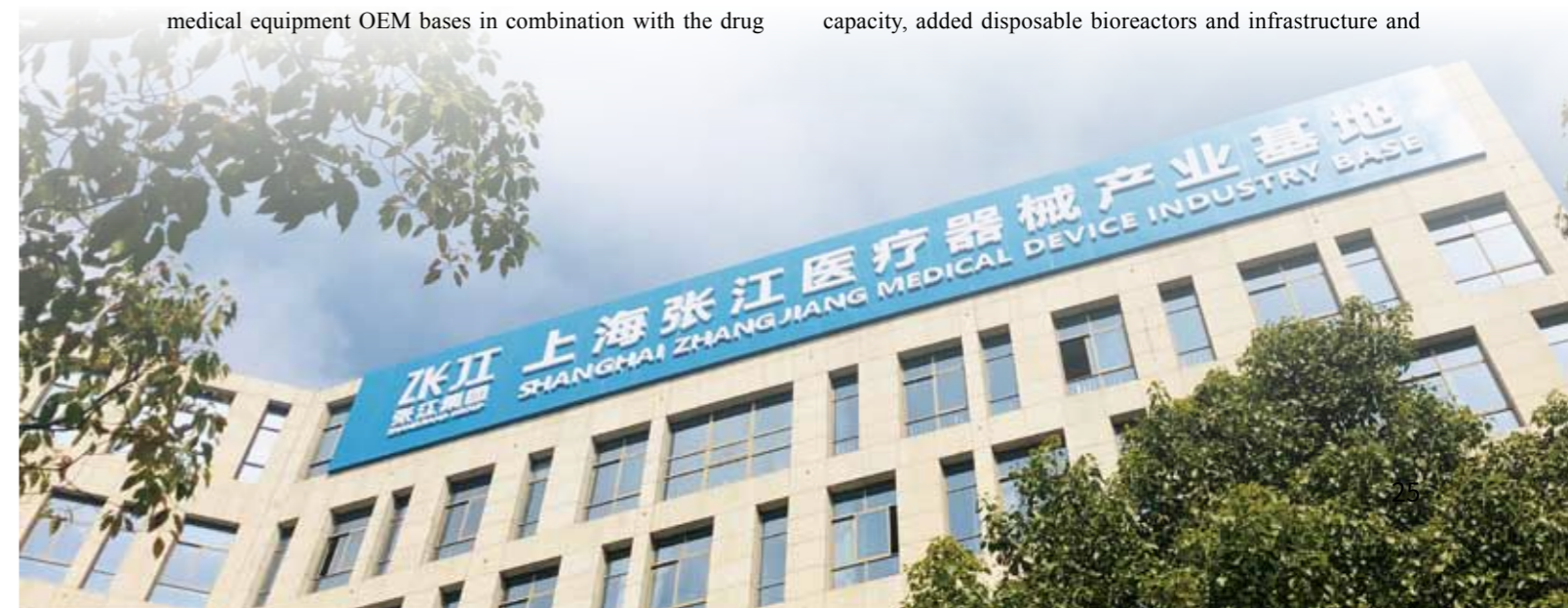
marketing authorization holder system and medical equipment registrant system, such as a biopharmaceutical contract production base built by the demonstration base and BoehringerIngelheim, so as to help small and medium-sized R&D enterprises realize the optimal allocation of production, land, capital and other factors, orderly promote the resource integration and rapid development of Zhangjiang biomedicine industry.

Zhangjiang biomedical service trade has become an important part of science and innovation ecology.

Zhangjiang biomedical service trade features cluster development. A number of international and knowledge-intensive service trade enterprises taking hold in local community, are important links to form a good science and innovation ecology.

First, Zhangjiang continuously improves the R&D outsourcing and service industry chain. Through key introduction and training, a number of platform-based R&D service institutions have been gathered, such as the National Center for Drug Screening, National Center for Safety Evaluation of New Drugs, Chinese National Human Genome Center, National Engineering Center for Biochip at Shanghai, so as to accelerate their integration with international standards and realize the whole life cycle innovation integration from the R&D project screening, project operation management to clinical research, and provides one-stop platform services for new drug R&D.

Second, Zhangjiang consolidates the first mover advantage of CRO and accelerates the upgrading of CMO capacity. In recent years, R&D service trade enterprises such as Frontage Laboratories and Shanghai ChemPartner have opened their innovation laboratories or innovation centers in Zhangjiang, building Zhangjiang into its global R&D center and global operation center, providing a full chain of technical services and support for the research and development of various innovative drugs. BoehringerIngelheim expanded its CMO production capacity, added disposable bioreactors and infrastructure and



equipment required for GMP production, and provided customers with commercial production services of antibody drugs. The completion of these projects will help Zhangjiang build a biomedical service trade center with international influence.

Third, innovative service enterprises actively participate in scientific research and tackle the key research project. In 2020, in the shock of the global COVID-19, innovative enterprises in Zhang Jiang were actively involved in coping with the epidemic and speeding up scientific research. Not only did the Liferiver Bio-Tech Corp., Shanghai BioGerm and other enterprises first developed and approved the virus detection reagent products, but also a number of technical services enterprises were born, such as Shanghai Medicore, Rendu Biotechnology, Shanghai Outdo Biotech. A number of professional pharmaceutical R&D service trade enterprises such as Medicilon, Shanghai ChemPartner, dMed, Pharmalegacy and Shanghai Model Organisms have participated in the cooperative research of relevant drugs at home and abroad, highlighting the hardcore strength of Zhangjiang innovative R&D service trade enterprises.

Open innovation and shared development empower R&D service trade enterprises.

The development of Zhangjiang biomedicine industry shows diversified development in new models, new fields and new mechanisms. The new model of open innovation and shared development empowers the development of start-ups in R&D service trade.

First, a number of world-class innovation centers have been introduced and built, including JLABS@ Shanghai, Roche Innovation Center (Shanghai), Merck Innovation Center (Shanghai), Siemens Healthineers, Hengrui Innovation Center, creating the cross-border integration and vertical ecology covering the whole life cycle of the industry including incubation support, industry acceleration, technology and finance support, market expansion, scenario application, talent service and intellectual property services, and helping the growth of start-up technology service enterprises.

Second, Zhangjiang is to "share" pilot test and industrialize services to promote the implementation and transformation of the achievements. At the end of 2020, the pilot research module of Shanghai biomedical industry technology functional platform, the first domestic full industry chain innovation service platform with international influence, was officially put into operation in Zhangjiang. The module covers flexible and mobile antibody drug pilot test lines based on animal

cell sources and innovative drug preparation pilot test service lines. The technical level ranks in the forefront of China. In addition, with a large number of innovative drugs entering phase III clinical practice, Zhangjiang innovative drug industry base also launched a "shared pharmaceutical platform" represented by Shanghai Tianci International Pharmaceuticals, enabling innovative R&D with industrialized services as the starting point.

Increased capital support further explores new modes of diversified cooperation in service trade.

CRO companies reaching certain scale are capable to raise funds in the capital market and provide financial support for new drug R&D enterprises by establishing new drug R&D investment fund, so as to obtain the investment revenue after product launch, thus breaking the boundary between service and investment. For example, Sundia, an enterprise in the demonstration base, directly incubates new drugs by adopting the new industrialization mode of "IP + CRO + VC" for the first time in China. With the operation mode of "CRO + project incubation + innovative R&D + EFS (service for equity)", the Viva biomedical international incubation base initiated by Viva Biotech has successfully incubated dozens of new drug R&D enterprises in recent years. Viva Biotech has not only obtained stable service orders, but also achieved a gratifying return on investment.

Awards

Zhangjiang has been awarded as National Pharmaceutical Export Innovation Base, Shanghai Pharmaceutical R&D Outsourcing Base, National Biological Industrial Base, National Science and Technology Commercial Innovation Base, Shanghai Zhangjiang Biomedical Service Outsourcing Professional Park, China Top 50 Industrial Cluster Brands, National New Industrialization Industry Demonstration Base (Biomedicine), National Patent Navigation Industry Development Experimental Zone (Biotechnological Pharmacy and Medical Equipments), Shanghai New Drug Manufacturing Service Industry Innovation Base and the first batch of Shanghai International Service Trade (Healthcare) Demonstration Bases. ■

Contact Information:

☎ +86-021-58559988

📍 Zhangjiang Medicine Valley, Cailun Road, Zhangjiang Hi-Tech, Pudong New Area, Shanghai

Huigu White Cat Science Park

慧谷白猫科技园



Overview

Shanghai HuiguWhite Cat Science Park is a high-tech park with software development as its focus. The park covers an area of 13000 square meters. The mission of the park is to integrate academic exchanges, technological innovation, product development, talent cultivation, and policy support and capital operation. With the government's industrial facilitation policy as the guidance and accessible technology platforms as the foundation, the Part is to attract domestic and foreign high-tech enterprises and software enterprises to Changning. Meanwhile it actively cultivates large and medium-sized software enterprises with development potential, and fully supports the rapid development of the enterprise. The Park is also one of the Changning sub-division of Zhangjiang Hi-Tech Zone and one of the seven Municipal Software Industrial Parks, Shanghai Urban Industrial Park and Shanghai Cultural and Creative Industry Demonstration Zone.

The park provides all-round and in-depth value-added services for registered enterprises, including one-

stop registration, bookkeeping and HR services, policy implementation, project applications, and legal, investment and financing matchmaking services.

As a Municipal Software Park and Shanghai Software Export (Innovation) Park, Shanghai Huigu White Cat Park centers on software outsourcing and services in the related fields.

HuiguWhite Cat Park focuses on guiding enterprises to understand government policies, helping them in transformation and business model innovation. With the resources from local

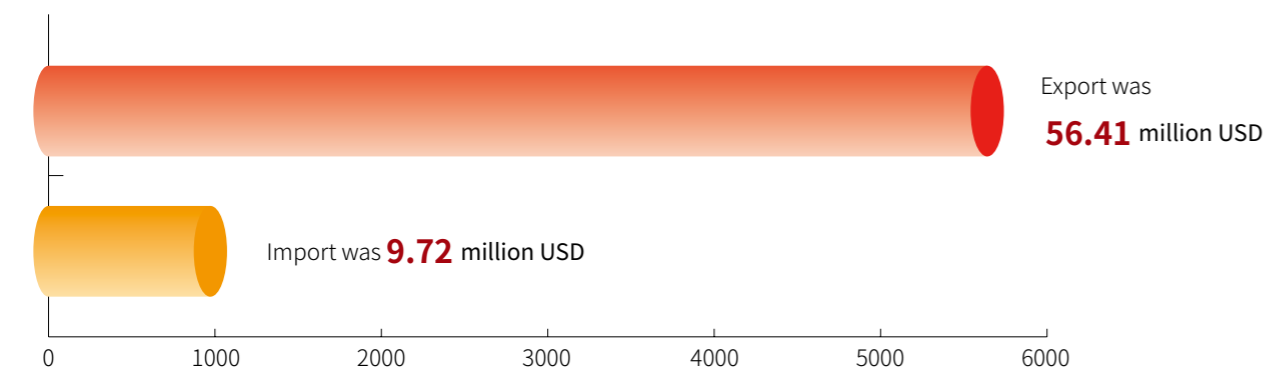




government and public platforms, it takes service trade as the main scope, and helps the enterprises bring out their own technical advantages and broaden their business channels.

At present, there are 9 service trading enterprises in the Park. In 2019, the total service export was 56.41 million USD, and the service import was 9.72 million USD. The registered enterprises grow steadily over the years with the trade volume increasing steadily for five consecutive years. Through the Park, enterprises have developed from the single model of software development outsourcing at the beginning to a diversified service trade pattern including comprehensive services, information data analysis and research and talent output.

The park aims to bring in enterprises in artificial intelligence and blockchain technology to optimize the industrial pattern in related industries, and strives to cultivate artificial intelligence and blockchain enterprises to be the mainstay in the global industrial chain with major breakthroughs driving the development of upstream and downstream enterprises. The park is to broaden investment channels and support enterprises in investment and financing facilitation. Besides, the Park is to introduce and cultivate local science and technology brands with international competitiveness, and enhance their cultural awareness, thus strengthening the awareness and capacity of offshore service outsourcing.



As guided by the Belt and Road Initiative, the park promotes overseas trade in services by strengthening exchanges and interactions among the existing enterprises in the Park and encouraging them to go beyond the Park to pair with enterprises at home and abroad.

In line with the economic outlook of innovation and development of Changning District, the Park is to further its services to small and medium-sized enterprises in the following areas,

Publicity Services

The park is to actively follow the enterprises' status quo including their latest R&D achievements and needs, so as to help enterprises introduce and promote their achievements with the support from public media, and broaden the channels to commercialize their products. The Park is also to support enterprises in matching research funds and bring in venture capital funds as part of its comprehensive services.

Training Services

Relying on the publicity resources of the Science and Technology Commissions at both municipal- and district-level, the park facilitates the implementation of national science and technology policies with lectures on taxation, processes of recognition as high-tech enterprises and introduction to the New Third Board (National Equities Exchange and Quotations).

The Park also organizes staff of the registered enterprises

to participate in software training to improve their technical skills and understand the trend of the industry.

Financing Services

Once the financing needs of enterprises are spotted, the Park will actively match the enterprises in need with banks and financial institutions and raise the level of publicity of the enterprises to reach those financial institutions.

Intra-Park Exchange Platforms

IT industry is the dominant sector in the Park. The Park introduces exchange platforms such as Entrepreneur Salon, Maker Salon and HR Manager Club, thus gradually fostering a model of experience exchanges and business cooperation based on complementarities among enterprises in the Park. Besides, the Park actively participates in project promotion and financing matchmaking activities of Shanghai Jiao Tong University's Science Park to encourage the enterprises in the park to expand their scope of exchanges.

Talent Services

The Park supports young talents in rental subsidy programs and organizes talent matchmaking activities which have attracted over 500 graduates from other provinces. The Park has applied for rent subsidy of 1.76 million yuan for 133 young talents from 57 companies.

The Park's services stick closely with the needs of enterprises and are aligned with their innovation highlights, leading to an average satisfaction rating of over 90% among all the registered enterprises. ■

Contact Information:

- +86-021-52896621
- <http://www.hgbm-sh.com.cn/>
- No. 641, Tianshan Road, Changning District, Shanghai
- sh-hgbm

Shixi Software Information Park

市西软件信息园



Overview

Shixi (west of Shanghai) Software Information Park was established on December 1, 2017. As one of the key strategic initiatives to optimize the layout of the software parks in Shanghai, Shixi Software Information Park will focus on a series of emerging sectors identified as key to Made in China 2025 such as integrated circuits, Internet of Things, industrial software and big data during the 14th Five-Year Plan period (2021-2025). This plays an important role in Shanghai's transformation into a scientific and technological innovation hub with global influence. As mapped out in the strategic planning of "One Core, Four Wings" (namely, one downtown digital hub connecting four specialized software information tech parks), Shixi Software Information Park aims to attract high-quality high-tech enterprises centering on SaaS platform, industrial Internet and supply chains in line with Huawei's business.

Located in Zhaoxiang Town, Qingpu District, Shixi Software Information Park plays a pivotal role in connecting the east and the west. As an important "engine" for Qingpu's

economic development, the Park is an important platform to accelerate Shanghai's initiative of "Four Centers" and the Yangtze River Delta Integration Plan. The core area of the Park is planned to cover about 1.5 square kilometers with functional areas such as an industrial zone, a collaboration development zone, and another planned industrial zone under construction.

As Shanghai Zhangjiang High-tech Development Zone (Qingpu Park), the Park is a municipal-level ecological park awarded as "Shanghai Comprehensive Information Service Industrial Base", and "Shanghai Service Trade Demonstration Base".

Since its establishment, the Park has attracted 480 enterprises with total output of about 10 billion CNY and tax revenue of about 600 million CNY. Among them are 12 high-tech enterprises, including 3 "little giant companies" (leading SMEs specializing in niche sectors with high market share, strong innovative capacity and core technologies as defined by the Ministry of Industry and Information Technology of PRC) and 3 "double-soft companies" (certified software companies with their own software products registered).

As an important part of Shanghai's "One Core, Four Wings" strategy, Shixi Software Information Park centers on software IT and high technologies, including sub-sectors such as AI, big data, integrated circuits, industrial software, cloud computing and 5G interconnection. As a key emerging driver of Shanghai's effort in becoming a science and technology innovation center with global influence, the Park pays attention to the urgent local demands to make up for the shortcomings of the industries. It focuses on the weaknesses of local high-tech industries, and strives to foster comprehensive software and IT industrial chain covering software R&D, production, sales and services, thus promoting the high-quality integration of the Yangtze River Delta and the Made in China 2025 plan.

Awards

Shixi Software Information Park was awarded the Shanghai Comprehensive Information Service Industrial Base by the Municipal Commission of Economy and Information Technology in August 2019.

In January 2021, it was awarded Shanghai Service Trade



Demonstration Base.

Core Advantages

Shixi Software Information Park actively exerts its three advantages to promote the construction of infrastructure facilities, the implementation of strategies and plans and investment attraction.

Location Advantages

In 2017, the Shanghai Municipal Commission of Economy and Informatization officially incorporated Shixi Software Information Park into Shanghai's "One Core, Four Wings" as an important part of Shanghai software IT industry development. With the focus on industrial software, Internet of Things and IT services, the Park is to continuously optimize the business environment, attract enterprises, and strive to foster the "digital artery" connecting Zhangjiang in the east and Zhaoxiang in the west.

Policy Advantages

In view of the key areas and the weak links in enterprise introduction and landing, the Park will actively implement the three major district-level policies, namely the Qingfeng Talent Policy, new fiscal policies supporting key enterprises and industries, and policies on headquarters economy.

The Park actively declares special subsidies for enterprises to promote the implementation of various policies on investment attraction.

Complementary Advantages

Shixi Software Information Park actively learns from other parks' mature investment models, service concept, and management methods. At the same time, the Park makes full use of the "fund + industry" financial service model, guiding the allocation of local government funds and releasing the synergies of market-based funds in the industry. The Park aims to attract enterprises along the supply chain with specialized funds to effectively aggregate business resources, thus fostering a healthy business ecosystem to support the development of high-quality enterprises in the park.

Key Industries

5G Interconnection

Huawei's Qingpu R&D Center project promotes the innovation and development of Shanghai's information industry in the fields of integrated circuits, software and IT services, Internet of Things, Internet of Vehicles, industrial Internet, and demonstration applications of smart city.



Integrated Circuit

Shanghai Precision Measurement Semiconductor Technology, Inc. (PMISH) strives to achieve technological breakthroughs and industrialization of semiconductor testing and process equipment, and has become a leading player in semiconductor metrology and inspection equipment taking advantage of its parent company, Jingce Electronics' leading position in the domestic market of flat panel display testing equipment.

Dosilicon is a local Fabless chip company with independent IP patent rights of 81 inventions. The 24nmNAND and 48nmNOR designed and developed by Dosilicon are among the leading flash memory chips in China and can be mass produced. Besides, it is currently the only local memory chip R&D and design company that can provide both NANDR/DRAM design process and product solutions.

HestiaPower is currently one of the few domestic companies that can mass-produce automotive-grade silicon carbide devices and modules, filling the domestic market gap in automotive-grade silicon carbide power products.

Software information

The Qingpu NetEase Industrial Park project focuses on attracting investment and incubating business in the fields of gaming, eSports, and virtual reality, thus fostering cluster effect with a number of upstream and downstream businesses along the industry chain to join. ClickPaaS is an innovative low-code application platform provider with its core team from first-tier Internet companies such as Alibaba and application software giants such as Oracle and SAP. The current valuation of ClickPaas is 1 billion CNY.



Industrial Software

Shanghai Yunshuo IoT mainly provides industrial microservices for metal processing and industrial App solutions. The company won the highest award Super AI Leader at the 2020 World Artificial Intelligence Conference. The company has collaborations with CSSC, CRRC, COMAC, Midea, Tianrun Industry and FAW.

SaaS

So far, 26 SaaS companies have settled in the park. Elitesland is a professional management consulting company that provides comprehensive solutions for enterprise informatization. It is a Platinum Partner of Oracle and a Gold Partner of SAP. Baiwang is a leading provider of smart finance and taxation solutions and e-invoicing services in China. It provides SaaS products and services in the fields of integrated

cloud finance and taxation, cloud-based financial supply chain, cloud-based financial inclusion, cloud-based electronic invoicing, and cloud-based 2C invoicing. TaxChina (Shanghai) is an "Internet + Smart Finance and Taxation Service" platform-based enterprise driven by technology. TaxChina Cloud SaaS platform is a comprehensive smart service platform integrating industry, accounting, taxation and finance. ■

Contact Information:

📍 12th Floor, Block B, No. 1-72, Lane 2855, Huqingping Road, Zhaoxiang Town, Qingpu District, Shanghai

🌐 gh_dfdf2c5ad7d8

Shanghai Knowledge and Innovation Community Development

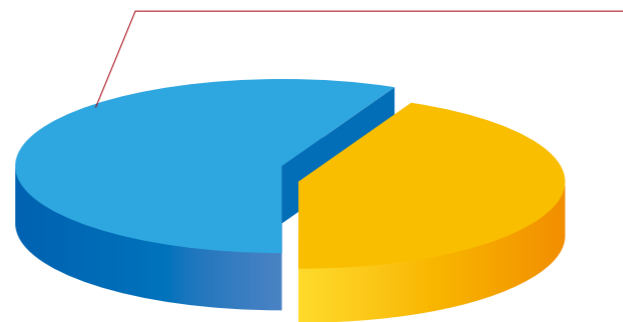
创智天地园区



Overview

Established in 2006, Shanghai Knowledge and Innovation Community Development is built upon the concept of "integrating campus, innovation park and public community" with Knowledge and Innovation Community (KIC) as its core. In 2014, the brand concept of "KIC" was officially put forward. As of the end of 2019, about 4,200 enterprises are registered in KIC, of which 57% are in the information services industry. With information services as the leading industry, the Park has attracted multinational companies such as IBM, VMware, Dell Technology, ENC and eBaoTech. Besides, KIC has further incubated several emerging industry leaders such as Agora, Ingram Micro, Sunmi Technology, thus forming a sustainable echelon of enterprises of various scales in leading industries. Among them, more than 100 companies focusing on artificial intelligence and blockchain have gathered in

As of the end of 2019, about **4,200** enterprises are registered in KIC, of which **57%** are in the information services industry.



KIC. Agora, one of the incubated companies was listed overseas in 2020, becoming the world's first real-time Internet listed startup. Angelalign was listed in Hong Kong in 2021, becoming China's first invisible orthodontic listed company. Zhida Technology participated in the development of China's leading electric heavy-duty truck autonomous operation service platform, which is expected to reduce the transportation costs by 60%. The incubated company MemVerge won the 2020 Gold Stevie® Award, showing strong growth.

There are 18 listed companies in the development (including listed HQ companies), 72 high-tech companies (accounting for 11.1% of KIC), and about 70 crowd-creation platforms and incubators with different industrial functions and different business models gathering here, with more than 15 thousands of knowledge workers working, studying and living here.

There are **18** listed companies in the development (including listed HQ companies), **72** high-tech companies (accounting for **11.1%** of KIC), and about **70** crowd-creation platforms and incubators with different industrial functions and different business models gathering here



At the end of 2018, KIC successfully declared to be “Shanghai Service Trade Demonstration Base”. In 2021, with the support of Shanghai municipal government and Yangpu District government, KIC will make every effort to foster a digitalized ecosystem supporting innovation and business startups, thus becoming a digital transformation demonstration zone in Shanghai.

Core Advantages

High-end Talent Agglomeration

KIC is one of the most representative science parks in Shanghai. It is located in Wujiaochang-Jiangwan subcenter in Yangpu District, which is home to over 10 neighboring universities and colleges, including Fudan University, Tongji University, Shanghai University of Finance and Economics and Naval Medical University and more than ten scientific research institutes. Over the years, KIC has always adhered to the “integration of three functional areas”, namely campuses, science and technology parks and public communities, transforming rich human capitals into prowess in technological innovation and business development. Relying on various local talent policies, well-developed commercial facilities and perfect living facilities, KIC strives to retain talents and facilitate talent mobility within the region.

Sufficient Supporting Facilities

KIC’s total area is approximately 8.2 square kilometers, including 3.6 square kilometers of the core area and 4.6 square kilometers of the expansion area. The total planned area is 4.58 million square meters, providing sufficient space for continuous business expansion of the enterprises in the development.

International Business Cluster

With the goal of fostering a world-class business environment, KIC strives to build a highland for attracting international talents and multinational companies. AECOM has set up AECOM China Management Headquarter. eBaoTech established its Multinational R&D Center. At the same time, KIC actively promote domestic leading projects to the global market. Relying on incubation platforms such as Bay Area Accelerator Program, KIC has attracted international platforms including the MIT Industrial Liaison Program (ILP) and the Bay Area Council to facilitate the companies.

Friendly Business Environment

KIC insists on optimizing the “soft environment” and pays attention to improve services for the registered enterprises. At the same time, it also makes continuous efforts to improve the

“physical environment”. Launched in 2021, the KIC Digital Innovation Practice Area project centers on four aspects, namely open application scenarios, enhanced urban function, innovative ecosystem, and industrial breakthroughs. It will facilitate the digital transformation of the registered enterprises, promote the digitalization of public space and launch auxiliary data system, thus cultivating a better ecology for the digital industry.

Business Environment

KIC effectively integrates more than 70 platforms in the development, actively supports companies’ growth and promotes in-depth cooperation among companies, thus forming increasingly diversified business ecology. For example, the Wujiaochang Innovation and Entrepreneurship Institute launched a series of training courses called “Light of Huangpu River” on reform and listing for 100 small and medium-sized enterprises, benefiting many high-quality enterprises. Among them, UCloud went public with the support of KIC. Besides, business support services further promote the mutual empowerment of enterprises in the development. With KIC’s services, Sunmi connects with Fanjin, and assists Fanjin’s physical store operations its intelligent commercial devices and technology. Similarly, Agora supports medical institutions on tele-medicine services with its real-time communication technology.

In addition, KIC has created a database on its dominating industries, actively empowering companies in information services. KIC also actively organize various industrial activities in its leading industries to help companies along the supply chain to connect.

Awards

- Shanghai Top Software Park (Leader)
- Shanghai Top Software Park (Featured)
- Shanghai Copyright Demonstration Park (Base)
- Shanghai Information Service Industry Base
- Shanghai Service Innovation Development Demonstration Zone
- KIC obtained the qualification to establish a national cultural industry demonstration park ■

Contact Information:

- ☎ +86-021-61436108
- 📍 No. 461, Zhengli Road, Yangpu District
- 🌐 GreatKIC



West Hongqiao Business District

西虹桥商务区

Overview

West HBD is 19 square kilometers, including Xujing town in Qingpu, which is approximately 16.5 square kilometers. The town of Huaxin is 2.5 square kilometers. West HBD has a prime location, transportation, manufacturing capabilities, natural and man-made resources, as well as other advantages. We try our very best to build the regional symbol of Shanghai’s International Trade Center that is constituted upon ecological integrity.

Traffic Advantages

Hongqiao Integrated Transportation Hub

West HBD is a huge, modern, and integrated transportation hub in the metropolis that is outward-bound. With airline hangars, high-speed inter-city railways, buses and taxis, the area services multiple transportation modes in one efficient and convenient location.

Regional Traffic Network

G50, G15, Jiamin Elevated Highway, Songze’s elevated four exits all conveniently connect the Yangtze River Delta and Hongqiao integrated transportation center. All four major rail lines, namely Lines 2, 13, 17 and 25, make up of West HBD’s commercial area’s railway network. The Park is only five minutes to reach the Hongqiao transportation hub, twenty minutes to People’s Square, the centre of Shanghai.

West HBD not only provides regional development through channels for external connections and guaranteed exhibitions, but also mitigates the traffic pressure from the Yan An Elevated Road.

Strategic Positioning

Supporting the needs of urban planning, West HBD adopts

a “productive urban fusion” development strategy, adhering to the “ecological wisdom, high-quality” goal. Their “one core and three areas” idea integrates exhibition, work, and entertainment. West HBD will focus on the development of six leading industries: exhibition services, distribution services, economic headquarters, modern financial services, creative industries, and strategic emerging industries. The ultimate goal of West HBD is to construct a modern city formulated by science and technology.

Shanghai West Hongqiao Company has signed cooperation agreements with 10 leading companies in the exhibition industry, including Informa, DIGITAL EXPO, and CHINA FOREIGN TRADE MACALLINE EXHIBITION, to seek cooperation and development. It has gathered 164 exhibition companies and will vigorously introduce Headquarters of internationally renowned exhibition companies, professional exhibition organizations at home and abroad, and upstream and downstream supporting enterprises in the future. It will accelerate the formation of the entire industry chain including organizers, construction parties and supporting service providers, promote the linkage of exhibitions with industries such as commerce, tourism, and culture to form a strong foundation for the development of the exhibition industry. ■

Contact Information:

- 🌐 <http://www.westhongqiao.com>
- 📍 No. 1362 Huqingping Road, Qingpu District, Shanghai
- 🌐 gh_402dd04155e6



Lujiazui Financial & Trade Zone (Lujiazui Financial City)

上海陆家嘴金融贸易区（陆家嘴金融城）

Lujiazui Financial & Trade Zone (Lujiazui Financial City) is China's only national-level development zone with full finance and trade support. With an area of 31.78 square kilometers, it was established by the State Council in 1990 and became an important part of the China (Shanghai) Pilot Free Trade Zone in 2015.

After 30 years of reform, Lujiazui has grown into a world-class commercial center and top-notch international financial city. It has formed a "3+2" modern service industry ecosystem with finance, shipping and trade as the core, and professional service, cultural tourism, exhibition and other industries as the focus. Lujiazui has a total of 285 commercial buildings, among which 110 buildings generated tax revenues above RMB 100 million, including 4 buildings that registered tax contribution exceeding RMB 6 billion. There are more than 43,000 enterprises in Lujiazui, among which 126 are regional headquarters (accounting for 1/6 of

Shanghai's total), 907 are licensed financial institutions (accounting for more than half of Shanghai's total), and 12 are state-level factor markets and financial infrastructure institutions (accounting for more than half of Shanghai's total).

Now, Lujiazui Financial & Trade Zone has the most complete market system, the most open innovation environment, the most convenient business environment and the most abundant professional talents in China, providing the best platform for global investment, strategic allocation and resource integration. ■

Contact Information:

- ☎ 86-021-60893891
- 🌐 <https://www.pudong.gov.cn/ljzjrc/>
- 📍 No. 87, Tangqiao New Road, Shanghai
- 🌱 ljiazuijrc

Shanghai Zizhu Hi-Tech Park

上海紫竹高新技术产业开发区



Overview

As the only national high-tech park in China with private enterprises as the dominant force, Zizhu High-Tech Park always adheres to the development philosophy of "Ecology, Humanities and Technology" and realizes the "Three Areas Interaction" of the Park, surrounding campuses and the community through system and mechanism innovation. Thus, Zizhu is becoming a platinum industry service provider and leader of strategic emerging industries. The ranking of Zizhu High-Tech Park in the comprehensive evaluation of national high-tech parks increases year by year. At present, it ranks 11th among 169 national high-tech parks in China.

In the process of development, Zizhu High-Tech Park has obtained dozens of qualifications, including Overseas High-Level Talent Innovation and Entrepreneurship Base issued by the Organization Department of the Central Committee of the Communist Party of China, National Innovation Base for Invigorating Trade in Science and Technology (Biomedicine) awarded by the Ministry of Commerce and the Ministry of Science and Technology of the People's Republic of China, Shanghai National Biological Industry Base by the National Development and Reform Commission; and China (Shanghai)

Internet Audio-Visual Industry Base by National Radio and Television Administration etc.

Features

Private Enterprises as its Main Market Entity, and Market Operation Mechanism as Guiding Principles

As the only national high-tech park in China with private enterprises as the main market entity, Zizhu High-Tech Park has always adhered to the high-quality, sustainable and coordinated industrial and urban development philosophy of "Ecology, Humanities and Technology". Through system and mechanism innovation, Zizhu High-Tech Park has built a new organizational structure of "three combinations" of private enterprises, colleges and universities and urban and town governments. It maximizes the overall operation efficiency of social and economic resources, shows strong execution from decision-making to implementation, from planning to construction, thus achieving high-quality and effective results. In addition, Zizhu High-Tech Park gives full play to its advantages in system and mechanism to foster a good environment, and takes every effort to make innovations and breakthroughs in talent agglomeration, fiscal and tax support,



financial services and management innovation.

The Integration of Industry, University and Research Institute, and Three Areas Interaction

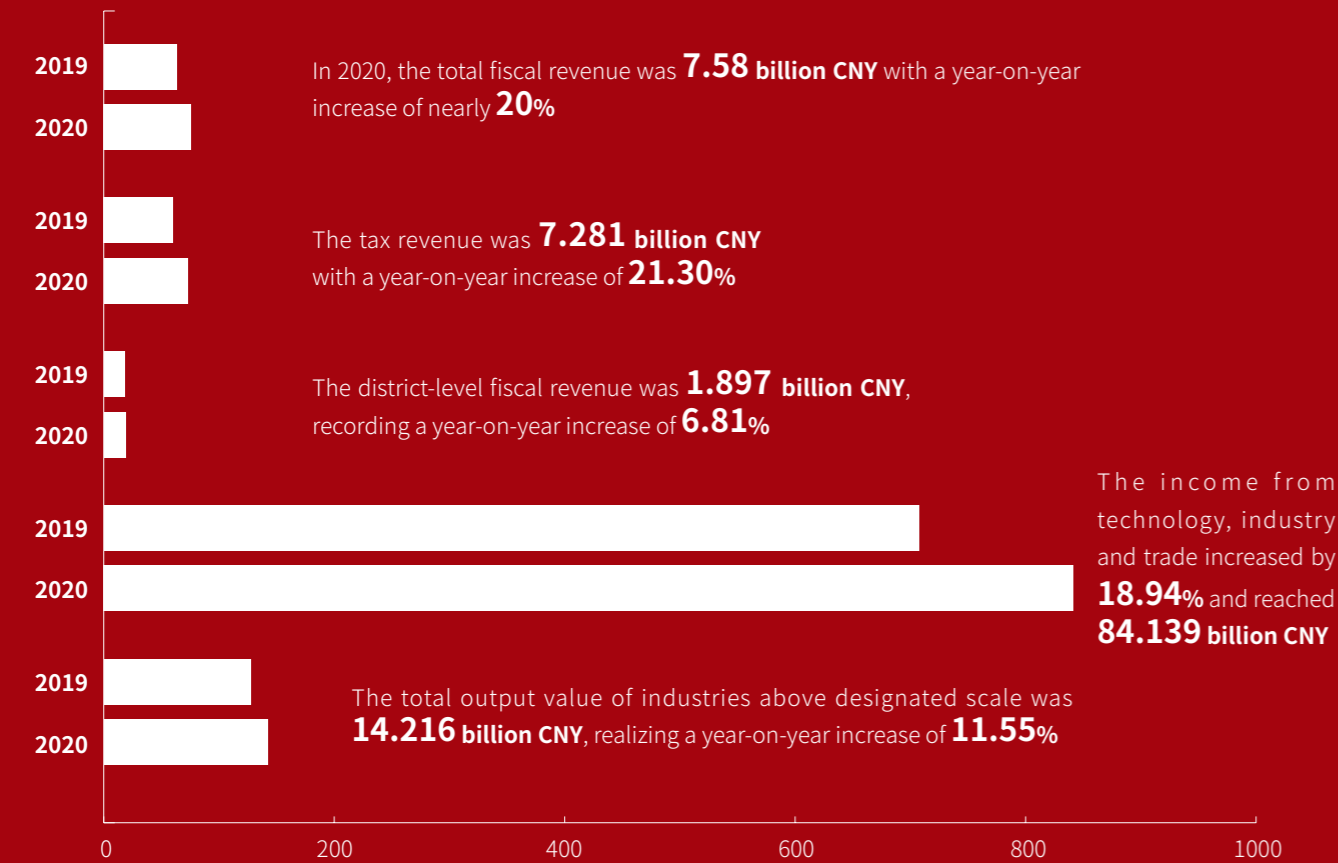
At the initial stage of the Park's establishment, Zizhu High-Tech Park introduced two key universities, Shanghai Jiao Tong University and East China Normal University. By establishing a resource-sharing mechanism named "Three Areas Interaction" among the Park, campus, and community, it promotes close cooperation among universities, scientific research institutes and enterprises, and actively promotes the construction of "industry, university and research institution" collaborative innovation mechanism. Shanghai Jiao Tong University and East China Normal University signed University and Enterprise Collaboration Agreement with the High-Tech Park to jointly promote the construction of a talent highland, the industrialization of scientific research achievements and "mass entrepreneurship and innovation".

Achievements

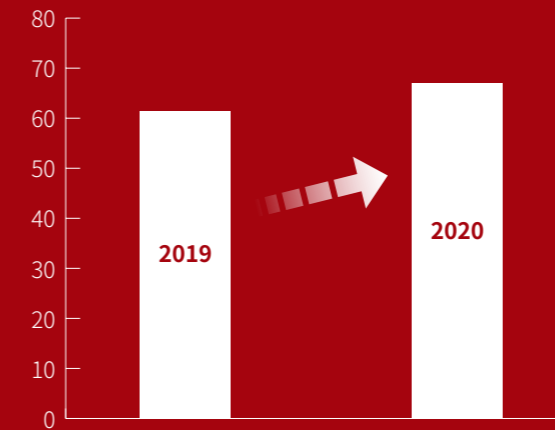
A Steadily Growing Economic Performance

In 2020, the total fiscal revenue was 7.58 billion CNY with a year-on-year increase of nearly 20%. The tax revenue was 7.281 billion CNY with a year-on-year increase of 21.30%, and the district-level fiscal revenue was 1.897 billion CNY, recording a year-on-year increase of 6.81%. The income from technology, industry and trade increased by 18.94% and reached 84.139 billion CNY while the total output value of industries above designated scale was 14.216 billion CNY, realizing a year-on-year increase of 11.55%. One enterprise in the Park went public and 93 hi-tech enterprises joined the Park in 2020.

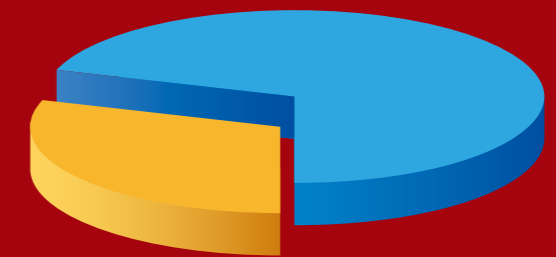
In 2020, the total import and export volume of the High-Tech Park reached US \$6.703 billion with a year-on-year increase of 9.15%. There are more than 50 service enterprises, with a total import and export volume of US \$4.5 billion,



In 2020, the total import and export volume of the High-Tech Park reached **US \$6.703 billion** with a year-on-year increase of **9.15%**.



There are more than **50** service enterprises, with a total import and export volume of **US \$4.5 billion**, accounting for about **70%** of the total.



accounting for about 70% of the total.

From January to September 2021, the financial revenue of the High-Tech Park reached 7.617 billion CNY, recording a year-on-year increase of 34.62%. Enterprises in the High-Tech Park achieved 78.368 billion CNY in technology, industry and trade revenue with a year-on-year increase of 34.59%.

By the end of September 2021, the High-Tech Park had a total of 5372 registered enterprises, attracting a cumulative domestic registered capital of 75 billion CNY and a foreign capital of 8.2 billion US dollars.

High-end Industrial Agglomeration

The High-Tech Park has formed an industrial structure



attracting a cumulative domestic registered capital of **75 billion CNY**



attracting a foreign capital of **8.2 billion US dollars**

with information software, digital visual and audio, life science, intelligent manufacturing, avionics, new energy, and new materials as the pillar industries. It has gathered a large number of internationally influential well-known enterprises and R&D institutions such as Intel, Microsoft, Coca Cola, Fiat Chrysler, Infosys, ExxonMobil, Western Digital, Toray, Yamaha, COMAC, CGN, CNNC, The National Center for Nano-science and Technology, Solar Energy Research Center and National Center for Animal Health. There are **7** multinational enterprises' headquarters and **14** internationally renowned R&D centers in the High-Tech Park, which boosts the global influence of the brand of National High-Tech Park.

Sound Academic Foundation

As part of Zizhu High-Tech Industrial Development Zone, Zizhu International Education Park has well-known colleges and departments at home and abroad, such as the USC-SJTU Institute of Cultural and Creative Industry, Asia Europe Business School (AEBS) co-organized by ECNU and Lyon Business School, Joint Research Institute of Transformation Science and Technology of ECNU-University of Haifa, Zizhu College. Zizhu International Education Park has cultivated more than 800 compound talents with international vision and professional intersection.

Combined with Shanghai Jiao Tong University and East China Normal University, the High-Tech Park has formed an industrial, academic and research agglomeration area in line with the world, and nearly 150,000 high-quality people study, get employed and live in the High-Tech Park.

Platinum industrialService Mechanismto Boost Innovation Capacity

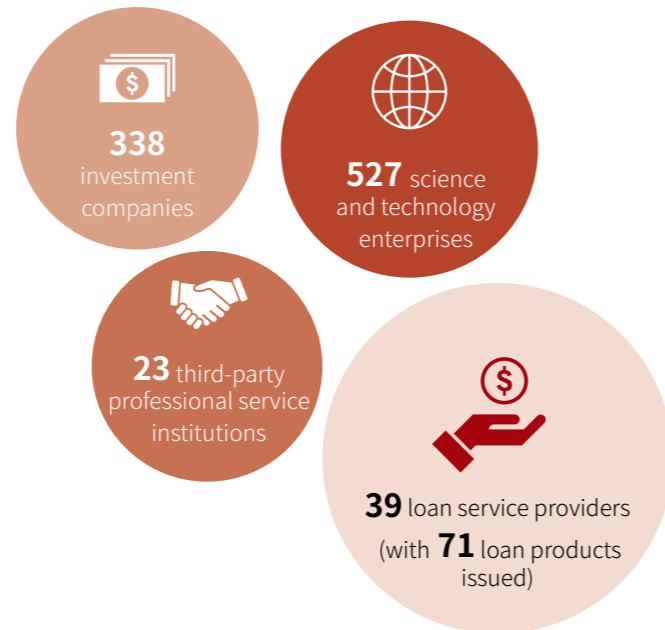
Mass Entrepreneurship and Innovation Services

An innovation and entrepreneurship ecosystem is fostered with Zizhu Entrepreneurship Incubator, Zizhu Entrepreneurship Center and Zizhu Xiaomiao Fund as the core carrier, in addition to a National Science and Technology Enterprise Incubator with area coverage of 12000 square meters. The park has cultivated and incubated more than 600 science and technology-based small, medium and micro enterprises. Based on Zizhu High-Tech Park and relying on the well-known universities and enterprise R&D headquarters, the Xiaomiao Fund with a total amount of 1 billion CNY is established to facilitate innovative and growing start-ups in five key sectors, namely artificial intelligence, big data, cloud computing, Internet of things and

intelligent manufacturing. It strives to build a characteristic post investment value-added service system to support start-ups' survival, developmentand going public eventually. Since its establishment three years ago, it has invested in more than 90 innovation and entrepreneurship projects.

Technology and financial services

There are 527 science and technology enterprises, 338 investment companies, 39 loan service providers (with 71 loan products issued) and 23 third-party professional service institutions settled in Zizhu'sScience and Technology Financial Innovation Service Information Platform, basically covering all kinds of well-known equity investment institutions, banking institutions and other capital and service providers in the market.



So far, the Platform has helped more than 90 science and technology enterprises complete nearly 8 billion CNY of equity financing and supported more than 140 enterprises to obtain more than 300 million CNY of debt financing from banks, of which more than 100 million CNY is directly guaranteed by the High-Tech Park.

Cultivation of High-Tech Enterprises

The High-Tech Park has actively carried out the recognition of high-tech enterprises and boosted the innovation vitality of enterprises. By the end of 2020, the number of high-tech enterprises in the High-Tech Park has a year-on-year increase of 58.1%. In addition, the High-Tech Park regularly

invites experts from the municipal accreditation office, intellectual property, finance and taxation experts to carry out knowledge sharing and trainings. On average, 8 series of sharing sessions, policy lectures, special training and other activities are held every year, with more than 300 participants.

Intellectual Property Services

With intellectual property trusteeship as the core, the High-Tech Park has gradually established a holistic andintellectual property service system covering the entire industrial chain to provide specific services, including intellectual property trusteeship, IP-based investment and financing, intellectual property knowledge sharing and intellectual property trainings. At present, the Park has signed intellectual property trusteeship agreements with more than 355 enterprises, becoming the intellectual property "housekeeper" for SMEs, and actively carries out intellectual property trusteeship services such as patent consultation, patent system construction, patent operation and right maintenance.

A Science and Innovation Talent Highland

As the Innovation and Entrepreneurship Base for Overseas High-level Talents recognized by the Organization Department of the CPC Central Committee, during the 13th Five Year Plan period, the High-Tech Park introduced **21** overseas high-level talents, **11** Shanghai municipal-level high-end talents and **39** leading talents in Minhang District. The proportion of R&D personnel in enterprises in the High-Tech Park exceeded **35%** on an annual basis, five times higher than the municipal average(7%). Remarkable results have been achieved in fostering a talent highland.

Innovative Capacity Services

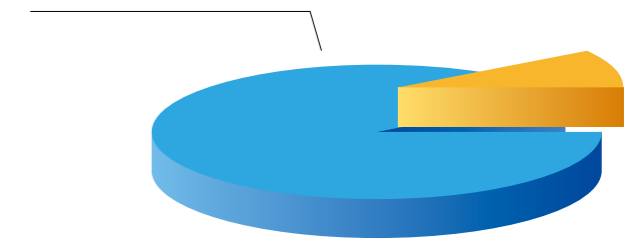
By the end of 2020, the High-Tech Park has 4 new R&D institutions and industrial technology research institutes, 2 key laboratories at or above the municipal level, and 6 engineering centers at or above the municipal level, providing a solid foundation and strong guarantee for the sustainable and high-quality development of the High-Tech Park and improving the capacity for innovation.

At the same time, the High-Tech Park has built a sharing platform for enterprise test (instrument) equipment and laboratories. The shared instruments, equipment and laboratories have been used more than 13000 times, serving more than 300 enterprises, generating a total income of about 190 million CNY for enterprises, and saving equipment procurement costs of more than 100 million CNY for rental enterprises.

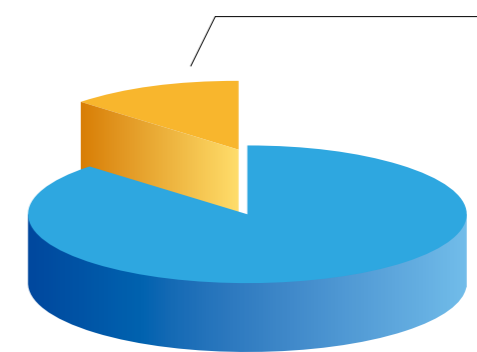
Achievements in Cultivating Science and Innovation Enterprises

Through the mechanisms such as the High-tech Enterprise Cultivation Pool, "Investment + Incubation" and the "investment and loan integration", the High-Tech Park has cultivated 9 listed enterprises. More than 10 enterprises are actively preparing to enter the domestic and foreign capital markets. Besides, the park has cultivated **5** unicornor potential unicorn enterprises and **20** municipal science and technology small giant enterprises. **47860** patents were applied, and **27407** patents were authorized. Invention patent applications accounted for **90.55%** and effective invention patents accounted for **12.94%** of the municipal total. The proportion of enterprise's R&D personnel exceeds **35%** on an annual basis, which is 5 times of the average market value. ■

Invention patent applications accounted for **90.55%**



Effective invention patents accounted for **12.94%** of the municipal total



Contact Information:

- ☎ 86-021-61212288-5106
- 🌐 <https://www.zizhupark.com>
- 📍 No.18, EastJiangchuan Road, Minhang District, Shanghai
- 📧 shzizhupark

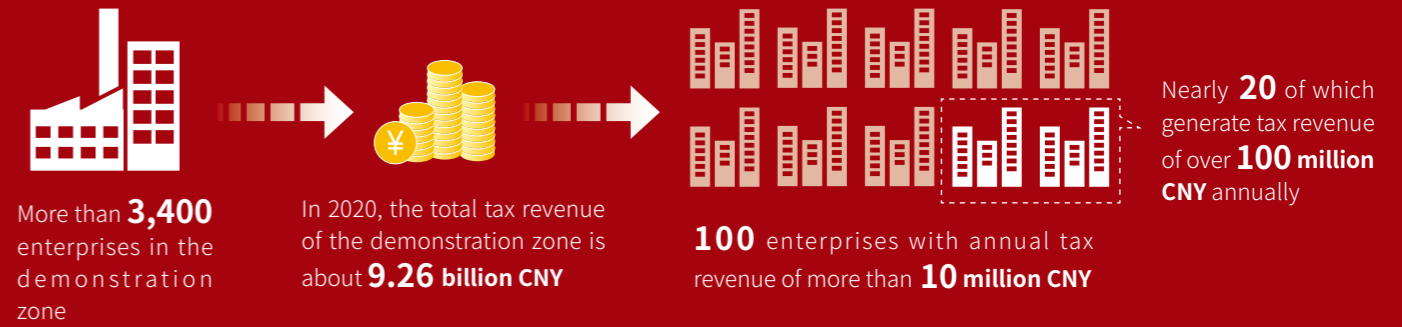


Shanghai Hongqiao Linkong Economic Demonstration Zone

上海虹桥临空经济示范区

Overview

Established in 2016, Shanghai Hongqiao Linkong Economic Demonstration Zone is currently one of the 17 national airport economic demonstration zones in China, and is also the first within the Yangtze River Delta and the only one in Shanghai. Compared with other demonstration zones, Hongqiao Linkong Economic Demonstration Zone starts early, has location advantages and is lean and mean. In May 2020, the demonstration zone was awarded Shanghai Service Trade Demonstration Base by Shanghai Municipal Commission of Commerce.



The goal of the demonstration zone is to build into an "international aviation hub, global aviation enterprise headquarters base, high-end airport service cluster, national business aviation operations base, and green low-carbon development zone."

Up to now, there are more than 3,400 enterprises in the demonstration zone. Among them are 100 enterprises with annual tax revenue of more than 10 million CNY, and nearly 20 of which generate tax revenue of over 100 million CNY annually. In 2020, the total tax revenue of the demonstration zone is about 9.26 billion CNY. Giving full play to its comprehensive advantages, the demonstration zone strives to promote structural transformation of the industry, and form an industrial cluster with modern services as its absolute advantage. So far, the three highlands of aviation economy, internet economy, and headquarters economy are

gradually emerging.

Aviation Economy

By the end of 2020, 138 key aviation service companies are settled in the demonstration zone, including a number of leading aviation companies such as Eastern Airlines, Hainan Airlines, Spring Airlines, and Shanghai Airport Group and their affiliations, covering business/civil aviation operations, air cargo operations, and repair and maintenance, air logistics management, training and other business types along the aviation industry chain. Functional institutions such as Shanghai International Aviation Arbitration Court, Shanghai Society of Aviation and Royal Aeronautical Society are successively settled as well. Business aviation operations companies such as Business Aviation Asia Ltd. Shanghai Office, Apex Air Co. Ltd., Metro Jet and Meridian Jet





have been attracted to the demonstration zone. Thus, the national business aviation operations base has begun to take shape, and the agglomeration effect has gradually shown. The Asian Business Aviation Conference and Exhibition (ABACE) has been held at Hongqiao Airport for many years and has become the largest and most influential business aviation exhibition in Asia.

Internet Economy

As of the end of 2020, 503 digital companies are settled in the demonstration zone, covering multiple "Internet +" sub-sectors such as tourism, fresh food, household services, automobiles, consumer finance, education, and real estate. So are many high-profile and influential "Internet+" companies such as Ctrip and iQiyi and a number of start-ups with great potential, such as Nor a Cloud and Theland New Cloud. The demonstration zone has become the cradle to innovation policies for emerging Internet industries, a hotbed of venture capital, and the first choice for established Internet companies and TNT complex. Hongqiao Airport Economic Demonstration Zone was awarded as the Shanghai Service Trade Demonstration Base. Ctrip Smart Mobility Park and Suhehui Global Sharing Economy Digital Trade Center were nominated as the first batch of bearer platforms for the global digital trade port in Hongqiao CBD. The resource advantages of the demonstration base as the hotbed for digital trade have gradually become prominent.

Headquarters Economy

The demonstration zone takes the northern headquarters office area as the foot-holder, attracting a number of regional headquarters of multinational companies such as Unilever, Synnex International, Bosch, and Johnson Controls. At present, a total of 31 company headquarters have settled here, of which 22 are regional headquarters recognized by Shanghai Municipal Commission of Commerce.

Features

After years of development, the demonstration area with a total area of 13.89 square kilometers has been built into the overall development blueprint of "one axis and two wings" with West Tianshan Road as the axis, and Linkong demonstration zone on the north, and the east wings of the Hongqiao area on the south. The development blueprint is continuously promoted with the functions of the zone is gradually improved.

As a national-level airport economic demonstration zone, Shanghai aviation service industry innovation pilot zone, and the only "Internet + household services" innovation pilot zone in Shanghai, the demonstration zone has always been at the forefront in terms of institutional supply and innovation. The demonstration zone continuously explores in the areas of regional coordination, industrial development and comprehensive supporting facilities, and upgrades its administrative and industrial services, thus further optimizing the business environment.

With a healthy environment for institutional innovation, the policy framework is improving. In terms of regulatory innovation, the demonstration zone has piloted "custom clearance before inspection and zero waiting", and has implemented new differentiated management models such as "release upon online examination of documents" and "immediate entry release".

The reform measures took root and the efficiency of government services has been significantly improved. During the "Thirteenth Five-Year Plan" period, the demonstration actively implemented the reform to delegate power, streamline administration, and optimize government services, made every effort to optimize the business environment, and facilitated enterprises in terms of business registration and overseas talent services.

Through precision services to business, the demonstration zone effectively maintains the registered companies' market confidence. The demonstration zone actively innovates and improves its business services, which leads to the significant raise in business client satisfaction and loyalty. ■

Contact Information:

- ☎ 86-021-52198275
- 📍 No. 518, North Fuquan Road, Xinjing Town, Changning District, Shanghai
- 🌐 hqlkjyq



Harbour City Group's Azure Innovation Park

临港新片区海洋创新园

Harbour City Group's Azure Innovation Park in Lin-gang Special Area was established in November 2007 and was successfully approved as a special industrial park in Shanghai on April 7, 2021. It has filled the gap of "Marine + Intelligent Manufacturing" special industrial park in Shanghai. After 13 years of industrial cultivation, Azure Innovation Park has developed into an important part of Global Science and Innovation Centre and Global Ocean Centre City in Shanghai, National Ocean Economy Innovation and Development Demonstration City in Pudong New Area, and National Ocean Economy Innovation and Development Demonstration City in Lin-gang Special Area. Azure Innovation Park has been honored as the first National Demonstration Base of Science and Technology for the Sea Industry, China Software City (Shanghai) Bearing Park, Shanghai May Day Labor Award, Shanghai Outstanding Academician Expert Workstation, etc.

Relying on Shanghai's "five types of economy" (namely

the innovation economy, the service economy, the headquarters economy, the open economy and the flow economy), the six hardcore industries in Pudong New Area and the "7+5+4" frontier industries in Lin-gang Special Area, Azure Innovation Park has accelerated the construction of the national "Marine + Intelligent Manufacturing" industrial highland, help Lin-gang Special Area towards the goal of special economic functional zone, and help Pudong New Area towards the goal of socialist modernization leading area. By 2035, the park will be built into a 100-billion-dollar park and a marine intelligent industry ecosystem with global influence. ■

Contact Information:

- ☎ +86-021-38072100
- 📍 Lane 218, HaijiLiu Road, Pudong New Area, Shanghai
- 🌐 lqmarinesciencepark

2

CHAPTER TWO



Enterprises

- Shanghai Pudong Software Park (Digital Services Export Base)
- National Base for International Cultural Trade (Shanghai)
- National Cultural Export Base (Xuhui)
- Shanghai Cangcheng Film and TV Cultural Park
- Shibei High-tech Park
- Zhangjiang Biomedicine Base
- Shanghai Knowledge and Innovation Community Development
- West Hongqiao Business District
- Lujiazui Financial & Trade Zone (Lujiazui Financial City)
- Shanghai Hongqiao Linkong Economic Demonstration Zone

Shanghai Pudong Software Park (Digital Services Export Base)



SAP GREATER CHINA

SAP 中国研究院

OVERVIEW

SAP was founded on April 1, 1972 and headquarters in Walldorf, Germany. It is listed in Frankfurt and New York. SAP has 103,876 employees worldwide from 156 countries as of June 30, 2021.

Approximately 80% of SAP's customers are SMEs. 94% of the world's 500 largest companies are SAP customers, generating 87% of total global commerce (\$46 trillion). There are over 22,700 SAP partner companies in over 140 countries. 99 of the 100 largest companies in the world are SAP S/4HANA customers.

In 2020, the total revenue of SAP reached 27.34 billion EUR, witnessing a year-on-year growth of 1%. Revenue generated in Cloud and Software sectors was 23.23 billion EUR with a year-on-year increase of 3%; among which, the Cloud revenue increased by 18% and reached 8.09 billion EUR.

SAP also actively engages in CSR efforts. It establishes partnership with 4 NGOs and supported 19 NPO & Social Enterprises. One of the key CSR programs of SAP is the "Leader Plan", a three-year digital skills development program for rural Chinese entrepreneurs in partnership with YouChange, an innovative social enterprise, supporting poverty alleviation and other public interest endeavors.

SAP GREATER CHINA operates in 14 locations in 12 cities across the region, namely Shanghai, Beijing, Dalian, Xi'an, Chengdu, Nanjing, Guangzhou, Shenzhen, Jinan, Wuhan, Hong Kong and Taipei. There are about 700 partners, over 24,000 certified consultants and 6,100 employees. Huawei, Lenovo, Inspur, Alibaba Cloud and Unisys (Taiwan) are SAP's global technology partner based in Greater China.

In terms of SA's research effort, SAP Research Centre was established in 1997. In 2003, SAP Labs China, the third largest Labs out of Germany, was established with about 3,000 software engineers and business architects. In addition, SAP GREATER CHINA introduces SAP University Alliances with over 300 member schools, covering over 1,000,000 teachers and students.

STRATEGY

SAP is committed to supporting every customer to become a best-run business, thus helping the world run better and improve people's lives. Best-run businesses are intelligent enterprises applying advanced technologies and best practices within agile, integrated business processes to become more resilient, successful, and sustainable.

MARKET POSITION

Enterprise Application Software and Cloud services are SAP's main business.

SAP is not only a market share leader in enterprise resource planning (ERP), analytics, supply chain management, human capital management, master data management, data integration as well as in experience management, but also a recognized database leader. Besides, SAP offers broadest portfolio of modular and suite solutions available on premise, in the cloud and hybrid.

In terms of Cloud services, Sap has a big Cloud user base of approximately 231 million users. Hyperscale cloud vendors such as Alibaba, Amazon, Google, and Microsoft choose SAP Cloud Platform. SAP provides the largest cloud portfolio with over 100 solutions for all lines-of-business (LoB) as well as software suites. SAP has 65 datacenters in 36 locations in 17 countries and 191 million users running on SAP Success Factors solutions.

SAP Digital Commerce for online SAP and partner offerings processes over 218,000 orders from 173 countries.

INNOVATION

SAP takes future-proofing the customers' business and building systems that provide a foundation for growth and innovation as its DNA. SAP has 20 SAP Labs worldwide, 17 Co-Innovation Labs and 9 SAP Innovation Center Networks with over 22,700 partner companies in 140 countries. In 2020, SAP's innovation effort supported about 300 external and internal startups. About 900 patents of SAP were granted and validated.

Besides, openSAP, an enterprise MOOC platform provided by SAP has over 1.2 million learners and more than 5.3 million enrollments.

Artificial Intelligence (AI) and robotic process automation are most innovative and vigorous with more than 300 innovations in SAP's application.

Business Technology Platforms (BTP)

SAP BTP is the platform for the intelligent enterprise and the foundation for all SAP applications. It encompasses database and data management, analytics, application development and integration, as well as intelligent technologies, with:

SAP HANA, a leading in-memory databases which is available on-prem and in the could deployment using SAP

HANA Cloud;

SAP's powerful data warehousing and analytics solutions such as **SAP Data Warehouse Cloud**, **SAP BW/4HANA**, and **SAP Analytics Cloud**;

SAP Integration Suite and **SAP Extension Suite**; and **SAP Data Intelligence** which combines AI and machine learning for data and information management.

SAP'S END-TO-END SOLUTIONS

SAP offers packaged solutions for 25 industries and 12 lines-of-business which are available on premise, cloud and hybrid. For example,

SAPS/4HANA: Market-leading Intelligent ERP, delivered with intelligent capabilities and best practices for every industry, available in the cloud or any-premise.

SAP Digital Supply Chain solutions help customers achieve a resilient and sustainable supply chain, increasing productivity through Industry 4.0, improving connectivity with network collaboration, and running sustainable business practices. The portfolio covers the design-to-operate cycle across the lifecycle of products.

SAP Customer Experience solutions: Leader in digital commerce and digital experience platforms;

SAP Business Network collaborates with all types of trading partners: Ariba Network (\$3.8tn in annual commerce), Logistics Business Network and Asset Intelligence Network (5m IoT-enabled equipment assets managed).

Industry Cloud Solutions foster business transformation by extending SAP S/4HANA, SAP's LoB Cloud solutions and SAP Business Network with industry next practices: modular, cloud native, interoperable, built on BTP. Also, support from SAP safeguards mission-critical processes, optimizes operations and enables the Intelligent Enterprise.



CASE STUDIES:

- **SAP S/4HANA®** helps **Beijing Aircraft Maintenance & Engineering Corporation (Ameco)** transform into an intelligent enterprise. To better ensure the safety of passengers, the aircraft maintenance industry has gradually embarked on the road of digital transformation. Ameco, a joint venture between Air China and Lufthansa, safely and effectively implements the digital transformation to meet its business development needs, realizing a fundamental transformation in organization management, business process and financial system, and further improves the safety and reliability.
- **SAP S/4HANA®** and **SAP Business Technology Platform** help **Sanan Optoelectronics** build an integrated operation management platform of industry and finance. Sanan Optoelectronics chooses to cooperate with SAP to replace some of the original financial information systems. It ensures the consistency of all basic data of the group company. From sales order receiving, to production planning, and then to subsequent finance, all can run on

a unified platform. Using analysis tools, group managers can quickly gain insights into the operation of the enterprise and make decisions quickly. At the same time, it improves the business efficiency and greatly improves the degree of refinement.

- **SAP** helps **TEWAY Food** become a pioneer in the digital transformation of the industry. In April last year, TEWAY Food reached a cooperation agreement with SAP, planning to adopt **SAP S/4HANA cloud, SAP Cloud Platform, SAP Analytics Cloud** and **SAP SuccessFactors** to improve the comprehensive management ability of TEWAY Food in finance, production, sales, procurement, material resources, quality and human resources, to quickly build the enterprise core business system architecture and realize the integration of industry and finance. In September this year, the ERP project was officially launched. Based on SAP S/4HANA Cloud, TEWAY Food has established unified requirements for financial data and business data, and standardized business processes. ■

Shanghai MaiSCRM Information Technology Co., Ltd. (MaiSCRM)

上海群之脉信息科技有限公司

Shanghai MaiSCRM Information Technology Co., Ltd. (MaiSCRM) is a full-channels digital solutions company located in Shanghai Pudong Software Park. It supports customers' marketing and operation by providing product technology, operation services, and highly applicable digital solutions. MaiSCRM has served about *one hundred Fortune 500 customers* such as Unilever, Danone and Vanke, covering fast-moving consumer goods, retail, maternal and child care, real estate and many other industries. It has developed *three complete product systems: Storing (User Traffic), Raising (User) and Harvesting (Volume), dedicated to helping companies achieve digital transformation.*

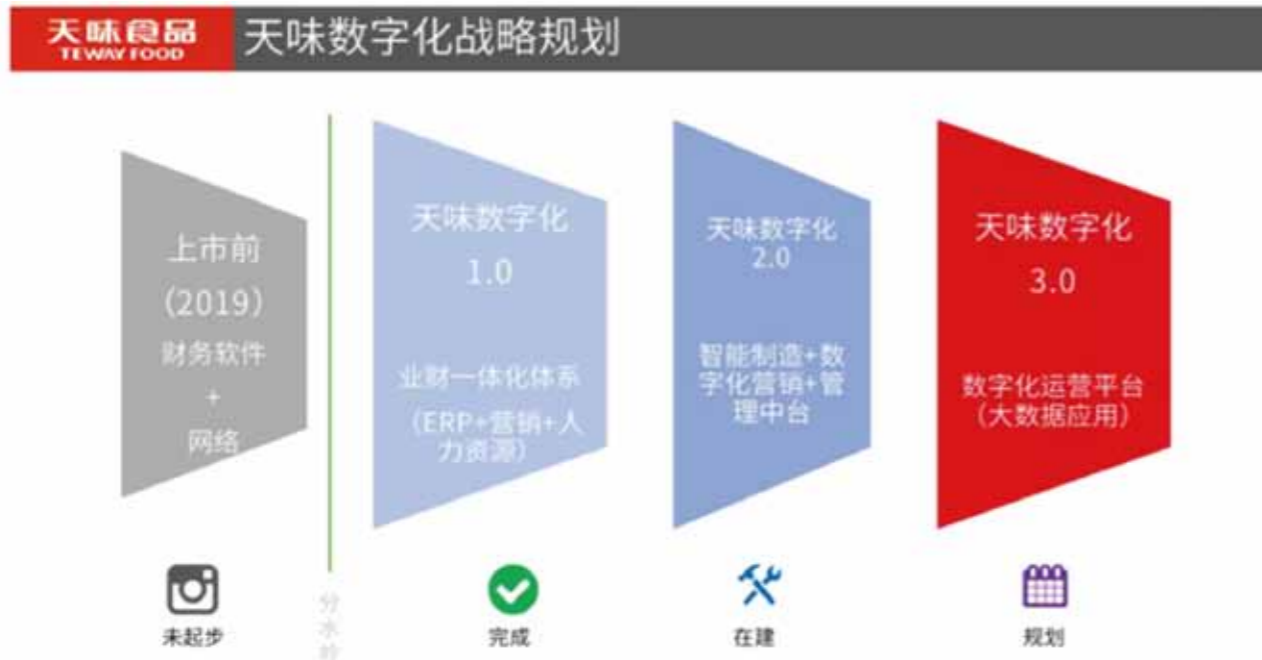
The COVID-19 pandemic has accelerated global digital transformation. More and more multinational companies/brands have gradually become its customers. MaiSCRM has taken substantial measure to promote digital economy, integrate digital economy with real economy, and apply information technologies in manufacturing. Over time, it has acquired new advantages in the digital economy and won recognition from customers:

- MaiSCRM provides a full range of services for Unilever. *Unilever* has business operations in 74 countries around the world, and its partners include independent restaurants, chain hotels, and kitchen contractors. MaiSCRM's solutions help Unilever: realize information

sharing; facilitate data acquisition, sharing and analysis; amplify the capacity and performance of multiple terminal and multiple platforms to improve user experience; and customize loyalty management to increase user stickiness.

- MaiSCRM also provide back-end management system development, operation, and maintenance services for *Medela*, an international mom and baby care brand. MaiSCRM enables the sharing of data on Salesforce marketing cloud, U.S. MBUS user services, and health insurance services to help Medela achieve full-channel marketing. MaiSCRM also provide services for MyMedela APP users from Switzerland, Germany, Italy, the United Kingdom, France, the United States, Canada, Australia, and Arab states.

In addition, MaiSCRM has established a wholly-owned subsidiary in Singapore, which serves as an important hub in the world and Asia. It is expected to seize the global digital wave and explore business opportunities in China. Using the experience of digital transformation in China, MaiSCRM aims to explore the Southeast Asian market starting from Singapore and thus lay a solid foundation for expanding into a broader international market and providing services for more global companies. ■



National Base for International Cultural Trade (Shanghai)

Hode (Shanghai) Vocational Skill Training Co., Ltd.

幻电（上海）职业技能培训有限公司

Based on the domestic new media resources in the industry of the shareholder HK Hode Limited and its associated website “bilibili” as a well-known digital platform in China, Hode (Shanghai) Vocational Skill Training Co., Ltd. focuses on trainings in audio, video, animation, video games, cultural creation, computer technology, and software development and aims to promote the development of online new economy industry in Pudong District and even the whole country.

Bilibili is now a cultural community and video platform with a high concentration of young people in China. Established on June 26, 2009, the website is called “Station B” by its fans. Station B was a video platform for content creation and sharing in the early days. After more than a decade of development, it has built an ecosystem that continuously produces high-quality content and a multi-culture community that covers over 7000 circles of interests with the focus of users, creators, and content.

It won the first place in the list of “Gen Z Preferred App” and “Gen Z Preferred Entertainment App” issued by QuestMobile Research Institute and was selected as one of the Top 100 Most Valuable Chinese Brands in the “BrandZ” report in 2019 and ranked in the list of 2020 Forbes China Most Innovative Companies, with approximately 200 million online customers.

The shareholder Hode HK Limited has a strong capability of new media content creation and operation and rich experience in Internet product development, cultivating a large number of talents in this field. As one of the most important leading companies in this field in China, it hopes to conduct vocational skill trainings for the society with its existing resources in the future.

After the break of Covid-19 pandemic, in order to meet with the country’s requirements on further promoting online new economy employment and entrepreneurship, we hope to

assume the historical responsibility of a national enterprise by expanding vocational skill training services for the society based on the reality. We hope to make full use of the company’s advantaged resources in emerging fields such as Internet new media and computer industry and combine specific hardware to cultivate all-round talents for the development of online new economy.

The company will fully leverage the advantages of the associated bilibili platform including industry position, resource, and team distribution and implement the new goals of Pudong 30 years after the reform and opening up. Based on the Shanghai’s positioning as an international central city, the company will provide comprehensive support for the iterative upgrade of jobs, occupations, and skills to meet the needs of the country’s industrial structure reform and become an important knowledge and skill export base to promote employment and

improve the average level of industry skills, coping with the challenges and opportunities in industry development and job market impacted by the international changing situations.

The training institution will focus on new opportunities brought by new trends in the development of new online economy industry, and mainly provide talent training services for digital industry development and technology advancement. Meanwhile, it will build a new skill training format based on online economy and new technology application to make itself into a top new digital skill training institution. ■

LDH (Shanghai) Culture & Art Co., Ltd.

爱梦悦（上海）文化艺术有限公司

LDH (Shanghai) Culture & Art Co., Ltd. was established in March 2021 in the China (Shanghai) Pilot Free Trade Zone.

Its major investor LDH Japan (meaning love, dream, and happiness) is a well-known comprehensive performing arts and entertainment group in Japan and has more than ten artist groups including the famous EXILE and over 100 celebrities and artists. In order to help more people realize artistic dreams, the investor



decided to set up business such as culture and entertainment in Shanghai, China after market research and preparation.

The main business includes cultural and artistic counseling of street dance and singing, fashion brand clothing and related product sales, and performance brokerage. After nearly a year of preparation, EXPG Entertainment, an international art tutoring organization under LDH Japan, was officially opened on September 27, 2021 in Jinqiao LaLaport in Pudong New District, Shanghai.

EXPG has opened 15 stores worldwide starting in Tokyo since its establishment in 2003. According to the development plan of the LDH Japan, EXPG has been reshaped in 2021, from the original “EXPG Studio by LDH” to a brand new “EXPG Entertainment”, and located its world’s first store in

Shanghai since it is optimistic about the Chinese market and the development prospect of Shanghai, an international cultural metropolis. EXPG is upgrading after 18 years since its establishment and is expected to bring vitality to the city with its energetic, positive, fighting, and forging ahead spirit.

Relying on experienced domestic and foreign teachers and rich curriculum content, EXPG aims to train young people who have dreams of performing arts and turn them into cultural and artistic talents with comprehensive strength and virtue. After 18 years of exploration and efforts, EXPG has formed a unique art tutoring system and adhered to the tough, strong, healthy, and optimistic style to create a positive image and become a place where young people can realize their dreams.

While providing high-quality services to users at an international standard, the company also builds a super platform for aspiring Chinese young people to realize their dreams. Meanwhile, it contributes to the vigorous development of China’s culture and entertainment industry as well as the youth exchanges and cultural exchanges between China and Japan. ■

Shanghai Wild Monkey Culture Co. Ltd.

上海野猴子文化有限公司

Shanghai Wild Monkey Culture Co., Ltd. was founded by Ms. Yang Yuancao, director of CMC Times and the new chairperson of Christie’s. Its Chief Director Chen Lu is leading her team to focus on producing documentary of female subjects and plan to make a female documentary every year.

In 2020, Wild Monkey worked with the Youku Cultural Channel to develop and produce the first domestic documentary series Project Egg focusing on contemporary people’s views of fertility. The documentary has six episodes discussing the topics such as families who lost their only child, infertility, and test-tube baby, which makes the documentary have a wider audience base before broadcasting. In this documentary, Yang created the filming format of Vlogumentary (Vlog + Documentary). The documentary was broadcast on Youku in 2021 and won praise from audiences and brands.

Currently, Wild Monkey continues to work with Youku to prepare the second documentary, namely the second season of Project Egg. In the new season, the documentary will shift from the theme of “fertility” to “education of love”, discussing how Chinese families, schools, and society will make changes and progress in the issue of sex education for children and adolescents after the One Family Three Children policy and new Law on the Protection of Minors were released. ■



Shanghai Manzai Culture Communication Co., Ltd.

上海漫载文化传播有限公司



Shanghai Manzai Culture Communication Co., Ltd. is founded by the senior media professional Dan Sarto and Tian Hao, senior film investor in China, and founder and CEO of Chaoguang Yinghua in 2019 and owns World Animation Network (AWN). The company is committed to helping domestic works go abroad and find overseas buyers and distribution channels with AWN's experience and resources in international film festivals and content markets and becoming a professional platform for connecting the domestic and international animation industry.

Founded in Los Angeles, USA in 1996, AWN has a professional team with solid industry foundation and passion for animation. It is committed to promoting exchanges and cooperation in the animation, special effects, and film

industry between China and foreign countries. Since its establishment 26 years ago, AWN has become the world's largest and most comprehensive animation industry source platform and information database, an authoritative media recognized by the international animation and special effects industry, an exclusive or limited message release channel for large animation companies in the United States, and a media cooperation partner of global major animation and film festivals. AWN has been in a leading place in the global animation industry and has subscribers from 151 countries and regions. It is the most valued information publishing platform

in the global animation industry and serves as bridge for the global animation industry to extensively share information about a series of interesting animation.

Shanghai Manzai Culture Communication Co., Ltd. understands the diversity of the industry and has a sharp awareness of the global animation industry. On the one hand, it aims to introduce and publicize the latest information about the world animation industry and overseas industry development trends to domestic enterprises and professionals. It also has instant information about and first-hand channels for the animation projects of large overseas companies, which enables Chinese companies to be exposed to the latest updates of the project resources in the first time. In the future, Manzai plans to cooperate with local governments to host an animation festival of the international standard which will not only focus on the transaction volume and commercial content but also consider the value of animations, striving to promote the transaction market and artistic value. On the other hand, by reporting the development of China's industry internationally, the company makes international professional teams and individuals learn more about the development trend of China's industry in large regions through the platform of Manzai, promoting project cooperation and industry exchange between Chinese and overseas companies and helping Chinese enterprises and talents go abroad.

As Chinese animation works have good performance in the market and has continuously won various international awards, China's animation industry begins to attract more global attention. Manzai aims to build a global resource platform with symmetrical supply and demand, make teams who love the industry more diversified, provide a comprehensive animation platform, and help create an interactive and funny industry environment. It will discover more teams and individuals

related to the Chinese animation major, give full play to their creativity, help shape the correct development concept of Chinese animation, and work with peers and fans to promote the development of Chinese animation industry with ultimate innovation, top technology, rich experience, and inspiration. In the future, the company will make the domestic animations be widely publicized and recognized internationally and cooperate with more excellent professionals to produce better domestic animations, boost the rise of Chinese animation, and drive the continuous development of the industry. ■



National Cultural Export Base (Xuhui)



Shanghai miHoYo Technology Co., Ltd.

上海米哈游网络科技股份有限公司

Shanghai miHoYo Technology Co., Ltd. is a scientific and technological cultural and creative enterprise founded by three graduates of Shanghai Jiao Tong University in 2011. It has successively launched many original IP and Internet products such as Genshin Impact, YoYo, Tears of Themis, which are popular among users all over the world. miHoYo is headquartered in Xuhui District, Shanghai and has set up overseas R&D branches in Montreal, San Francisco, Singapore, Seoul, Tokyo and other places. As of August 2021, miHoYo has 3500 employees worldwide. It is a representative scientific and technological innovation enterprise driven by Shanghai's innovation and entrepreneurship policy.

The corporation has successively won the honors of China's Top 100 Internet Enterprises and National Key Enterprises of Cultural Exports.

Technology-Driven Intelligent Making of Cultural Products

As a high-tech enterprise, miHoYo focuses on the development and application of information technology fields such as computer graphics and intelligent tool platform. It has been at the top and international level in terms of 3D rendering

engine, cloud game technology and machine learning. miHoYo has applied relevant technologies to the development of film and television animation special effects and interactive programs, AI voice generation and other technical fields, which has preliminarily realized the industrialized production and intelligent making of cultural products.

In addition to the technical research on industrial development, miHoYo also focuses on cutting-edge scientific research fields. As early as 2018, the corporation established the anti-entropy studio (AI team), which is composed of PhDs and senior experts in the industry. miHoYo has signed a strategic cooperation agreement with Ruijin Hospital. By combining their respective advantages in information technology and medical clinical research, the two sides jointly build the Joint Laboratory of miHoYo and Brain Disease Center of Ruijin Hospital to jointly carry out research in the field of brain science.

Long-term High-quality Operation Based on Originality

miHoYo's game products are different from traditional game products. Relying on exquisite and distinctive character design and storyline, miHoYo deploys various forms such as novels, comics,



animation and peripheral products to create an immersive and fantastic virtual experience for the users. miHoYo creates IPs with a rich and complete world view so that more content and values can be generated from those IPs, thus enhancing its influence and attracting more fans and users.

Different from other game manufacturers that operate fast-food games with short operation cycle and fast speed, miHoYo ponders on how to polish and better an IP in the long term since the release of its first original IP product. The Company takes its original IPs as its core, and delivers content and creative ideas to the target users through novels, comics and animation products. It gradually expands the influence of IPs and has become a magnet for its followers. At the same time, the IP content recognized by the followers will be made into games and peripheral products to turn into commercial revenue. Through the mutual penetration and transformation of products in the whole cultural and creative industry chain, it transforms single product user into IP follower, thus realizing the circular development of miHoYo's great IP product ecosystem.

Over the past ten years since its establishment, miHoYo has only a few games such as Houkai Gakuen2 (operating for more than 7 years), Houkai Gakuen3 (operating for more than 5 years),

Genshin Impact and Tears of Themis officially launched to the public, which is far less than the number of games released by the companies of the same scale in the industry. The exact reason behind this is that miHoYo focuses on the refinements of its games, concentrates the resources of the whole company to produce a small number of products, and constantly improves and enriches the functions of its game products according to the feedbacks so as to realize the long-term operation of miHoYo game products.

Cultural confidence to promote China's excellent culture going abroad

Based on the long-term and high-quality operation of original IPs, miHoYo takes cultural and creative products as an important carrier of China's excellent traditional culture, to preserve Chinese cultural heritage with digital technology and create high-quality original national cultural products by constantly incorporating Chinese profound history and culture.

Its flagship product Genshin Impact launched in September 2020 has 13 language versions and is released simultaneously in more than 150 countries and regions around the world. It ranks first in the best seller list in more than 40 countries and regions, and top 10 in more than 100 countries and regions. It won the Global Best Game of the Year on the platforms of Apple App store and Google play. miHoYo's original IPs and Internet products attracts global users, especially the young while promoting the beauty of Chinese culture to the world and bring it into the daily life and leisure activities of users abroad at the same time.

Vision

At present, miHoYo is in a period of rapid growth. Its game products Tears of Themis and Houkai Gakuen3 provide unique game experience to players all over the world with excellent game quality. The games also promote Chinese games and Chinese culture to the world. In the future, based on the main business of animation games, miHoYo will continue to cultivate the overseas market, improve the original IP industry chain, and strive to become a world-class Internet animation culture enterprise with total revenue of more than 20 billion CNY and overseas revenue of more than 10 billion CNY by 2025.

Looking ahead, miHoYo will unwaveringly adhere to the dual growth engines of scientific innovation + cultural innovation, and strive to become a world-class Internet high-tech enterprise. ■

Tencent Pictures

腾讯影业



Tencent Pictures was founded in 2015. Since its establishment, Tencent Pictures has established the guiding principle of "not making film and television in isolation" based on the advantages in the new cultural and creative content platform. It works tightly around animation and literature with many works coming from the adaptation of literature and animation IPs. At the same time, Tencent Pictures actively establish a good and open cooperative relationship with our partners to jointly develop and create works.

Tencent Pictures' business scope covers creation, production, publicity and distribution, IP copyright and IP authorization. It has several creation teams, a large business platform and a professional platform supporting line. After five years of development, Tencent Pictures insists on putting social benefits first and aligning economic benefits with its social influence.

So far, it has participated in the production and distribution of 41 films, with a global box office of more than 57.8 billion CNY. Besides, it participated in the production and promotion

of 31 dramas, with more than 85.1 billion views on the whole network.

According to China Comment, the number of works on promoting national pride produced by Tencent Pictures ranked first among China's Internet companies. Since 2019, Tencent Pictures have had 8 social realistic works selected into the List of 100 Key TV Programs of the National Radio and Television Administration (NRTA), and more than 9 TV series in NRTA's list of TV series to celebrate the 70th anniversary of the establishment of the People's Republic of China, which makes Tencent Pictures the film and television company with the most selected works.

The Wandering Earth, produced with Tencent's participation, achieved an excellent box office and won public praise in the first half of 2019. It caught the attention of the supervisory authorities and was spoken highly of. Besides, the film was awarded "Five One" Project Award and the 32nd Golden Rooster Award for Best Picture. *The Eight Hundred*, *The Rescue*, *A Little Red Flower* and other films, produced and distributed by Tencent are also well received by the public.

In terms of TV series, the first season of *Joy of Life* (Chinese: *Qing Yu Nian*) produced by Tencent Pictures went viral once broadcasted with its compelling storytelling with twists and turns and vast group portraits. The total number of views on Tencent Video and iQiyi exceeded 16 billion. It is the only drama with Baidu Index (a statistical tool analyzing Baidu search engine users' behavior) exceeding one million and Weibo Index (an analytical tool showing what Weibo users are searching for) ranking the first in the category of online dramas in 2019. It recorded a score of 8 out of 10 on Douban, a media review platform with more than 780,000 comments. It has been shortlisted for five Magnolia Awards including Best Chinese TV Series at the 26th Shanghai TV Festival, which was a double harvest of market and reputation. Driven by the outstanding broadcasting achievements, social popularity and positive comments from the market, the IP influence of *Joy of Life* has been expanding beyond mainland China. Japan, South Korea, Malaysia, Indonesia, Thailand, the Philippines, Singapore, Brunei, Vietnam, Laos, Myanmar, Cambodia, and regions such as Hong Kong, Macao and Taiwan purchased the broadcasting copyright of the hit series. The series had been updated synchronously and broadcasted on YouTube with over 1.4 billion views. The average views of one single episode of the English version reached 660,000. The fans abroad discussed about Chinese traditional culture while watching the hit series, which the best manifestation of telling China's story in global narratives.

The upcoming season 2 and season 3 of *Joy of Life* are to follow suit. With the original cast, the new seasons are to present the essence of Chinese traditional culture to the world again.

In 2020, with Chris Appelhans as director, Chris Brenmle, Jackie Chan and Aron Warner who produces *Shrek the Series* as producers, *Wish Dragon* filmed by Tencent Pictures and Sony Pictures Animation, debuted at the beginning of 2021. *Wish Dragon* successfully presented Chinese culture with an international vision.

Netflix purchased the global digital distribution rights of the film at the price of US \$30 million. At the first weekend of the launch of the platform, the ratings of the film rocketed all the way, becoming Top 1 of Netflix in North America in both categories of film and animation and the runner up of the Global IP Content Popularity ranking,

and topped popularity rankings in 19 countries such as the United States, Canada, France, Brazil, Thailand, Norway and Mexico. Two weeks after the film went online; it reached the fifth place of the Global Top 20 Netflix Films in the first half of 2021.

At present, the sequel of *Wish Dragon* is under preliminary preparation.

In addition to *Wish Dragon*, Tencent Pictures is also striving for international film and TV adaptation of China's IPs. According to the current plan, Tencent Pictures and STX Entertainment jointly bring forward a model of Chinese Comics + Hollywood adaptation and launched the film *Zombie Brother*. In addition, *Finding Gobi* is also actively progressed.

In terms of collaboration with Tencent Animation & Comics, China's animated reality drama *Once Upon a Time There was a Spirit Sword Mountain* is the first animated TV series debuted in Japan. It has a popularity of 5.53 billion followers on Tencent Animation & Comics with a score of 9.2 out of 10. The animation *Journey to the West* is Tencent's high-quality Chinese comics IP with permanent and full copyright. Its comics have been viewed more than 16 billion times online and has won the Gold Award of the Chinese Animation & Comic Competition Golden Dragon Award while its animated TV series have been viewed over 2.7 billion times one, which makes it one of the most popular Chinese animated TV series in 2019. In 2020, its online animated film was launched, and the views broke 50 million in the second week. *The Outcast* is the top IP adaptation of Chinese comics, which has exceeded 18 billion hits on the internet. Its film and online dramas projects is under incubation.

Looking ahead, Tencent Pictures will continue to broaden its industrial line, create more excellent film and television works to promote Chinese culture to the world. At the same time, Tencent Pictures will continue to make efforts in business development globally, pairing with high-quality partners at home and abroad to bring more vigorous, modern and meaningful Chinese stories to international audiences. ■

Shanghai Linmon Picture Media Co., Ltd.

柠萌影业



Shanghai Linmon Picture Media Co., Ltd. is a leading film and television company focusing on the production of dramas based on content creation, Internet gene, innovative partnership system, elite team cooperation, forward-looking structure and system operation. Founded in Shanghai in 2014, it is committed to the investment, production, marketing, distribution, derivation and other whole industry chain operations of hit dramas, films and online programs.

Since its establishment, the high-quality dramas produced by Linmon have won both public praise and market recognition. In 2016, the number of online broadcasts of *To Be a Better Man* exceeded 14.2 billion, and *A Love for Separation* set off an upsurge of discussion among the public, becoming the masterpiece of social realistic products of the year. In 2017, the online series of *Fighter of the Destiny*, a teen inspirational drama in ancient setting, exceeded 20 billion, with its overseas versions translated into more than 10 languages. In 2018, *Only Side by Side with You*, a drama creatively blends romance with technology, and *Legend of Fu Yao*, a women's inspirational drama in ancient setting were broadcast. In addition, *Legend of Fu Yao* debuted simultaneously on Youtube and in other overseas countries. In 2019, *the Novoland: Eagle Flag* broke the viewership record in a single day and the average viewership record of the weekly broadcast drama channel of Zhejiang Satellite TV. *A Little Reunion* ranked first in the average viewership of the year of Zhejiang Satellite TV and Dragon TV in 2019, with Douban (a major Chinese media review platform) score

of 8.4. It has been distributed overseas to more than 170 countries and regions, ranking first in the average traffic of modern Chinese dramas on YouTube in the same period. In April 2020, the forensic drama *Hunting* was broadcast. In July, the urban inspirational drama *Twenty Your Life On* ranked first of iQiyi in the summer of 2020 and the third of the year, making it the first social realistic drama on the post-95s ranked in QuestMobile. Subsequently, the urban inspirational drama *Nothing but Thirty* was broadcast, which was awarded the Top TV Series in 2020, setting a new benchmark for women-centered drama. In April 2021, *A Little Dilemma*, a drama delving into the issues of education and parent-child relationships, was broadcast. It went viral and soon became the centre of discussion with its unique perspective, thus becoming the top hit of social realistic dramas of the year.

Linmon Picture has produced 12 dramas since its establishment. All of its dramas have been successfully distributed overseas, including *Fighter of the Destiny*, *A Love for Separation*, *To Be a Better Man*, *A Little Reunion*, *Nothing but Thirty* and *A Little Dilemma*. It has achieved full coverage over more than 180 countries and regions in Asia, Europe, Africa, North America, South America and Australia. Linmon Picture is not only a witness to the changing times, but also a responsible storyteller of values and new trends of thought, bringing ordinary people in the times, as well as their sadness, joy, and growth into the spotlight. ■

GCOO Entertainment

上海剧酷文化传播有限公司



GCOO Entertainment was established in 2005. Adhering to the guidelines of "creating charming characters and telling love and affection" and the business philosophy of "cooperation and win-win", it focuses on the investment, production and distribution of high-quality TV series, and commits to becoming a partner of global TV series production and broadcasting. After several years of hard work, it produced many influential master pieces such as the series of *Her Story*, *Our Love, Boss & Me*, *Silent Separation*, *A Smile is Beautiful*, *Eternal Love* (also known as *Ten Great III of Peach Blossom*), *Go Go Squid!* and *Love and Destiny*.

Overseas cooperation: Introduce quality products and enrich content

Based on a research of overseas markets, GCOO Entertainment has established and maintained good partnerships with film & TV companies in Thailand, South Korea, India, Hong Kong and other countries/regions since 2008, and successfully introduced and published *Battle of Angels*, *Maayka - Saath Zindagi*, *BharKa*, *Beauty Knows No Pain* and many other top-ranking TV series. ■



Croton Media

克顿传媒



Croton Media established in Shanghai in 2003, engages in the investment, production, distribution and research of TV movies. After more than 10 years, it is one of the leading TV drama research, production and distribution companies in China. Croton Media continues to optimize the content development of TV series, production management, business cooperation, marketing and distribution, and has introduced a unique industrialized and smart mechanism of film & TV 2.0 to the domestic market. Through multi-stage creative empowerment of content and risk control, an optimization mechanism with multiple focuses on quality and quantity are established to ensure the quality and efficiency of TV making.

Croton Media have produced and distributed a large number of TV series that are well received by audiences and praised by all walks of life, including the *Rise of Phoenixes*, *Old Boy*, *Age of Legends*, *Eternal Love* (also known as *Ten Great III of Peach Blossom*), *The Princess Weiyong*, *Translator* and *A Smile is Beautiful*. Croton Media has also become an important partner with top domestic satellite TV stations and video streaming websites. ■

Shanghai Youhug Media Co., Ltd.

上海耀客传媒股份有限公司



Youhug Media was established in November 2012 and is based in Shanghai. Its scope covers film and TV drama creation, production, performance brokerage and idol talent shows. The company boasts a young core team that has developed and produced many film and TV works including *CrossFire* and *I Will Find You Better Home*.

The company was awarded TikTok Annual Influential Production Company at the 2020 TikTok Entertainment Annual Awards. In 2014, it was awarded The Most Potential Cultural and Entertainment Enterprise by endata. The TV series *Marriage & Lawyers* was rated among the Top Ten TV Dramas in the 2014 National Drama Ceremony. Youhug is one of the key national cultural export enterprises for 2021-2022. ■



Shibei High-tech Park

Baozun Inc.

上海宝尊电子商务有限公司

Website: <https://www.baozun.com>

Address: Block 1, 5, 8, No. 510 West Jiang Chang Rd., Shanghai, PRC



Established in 2003, Baozun Inc. headquarters in Shibei High-tech Park, Jing'an District, Shanghai. It has branches in countries and regions such as the United States, Japan, Hong Kong, Taiwan, Beijing, Hangzhou, Chengdu, Suzhou and Nantong. Baozun was listed on NASDAQ in May, 2015 and completed the secondary listing on HKEX in September, 2021. Baozun's competitive advantages enable it to achieve rapid growth in the number of its brand partners. As of March 31, 2021, Baozun has 281 brand partners, including 15 top 50 most valuable global brands according to BrandZ Top 100 Most Valuable Global Brands. Baozun establishes and engages in brand E-commerce business and deploys Omni-channel capabilities for its clients, generating GMV (Gross Merchandise Volume) of more than 55.7 billion CNY in 2020. Baozun was awarded China E-commerce Model Enterprise, Shanghai Foreign-funded R&D Center, Shanghai Foreign-funded Enterprise Top 100, Shanghai Software Enterprise Top 100 and Global Service Provider.

The development in brand e-commerce has pushed forward the reform of the entire retail industry, which in turn has led to technological reform and greater room for innovation. Baozun continuously invests in building a leading e-commerce technology platform incorporating retail systems, data acquisition and analysis, image processing and recognition, and artificial intelligence as it is believed that technology empowers the future success.

Baozun is the leading brand e-commerce solutions provider in China with integrated capabilities encompassing all

aspects of the e-commerce value chain, namely IT solutions, store operations, digital marketing, customer services, warehousing and fulfillment.

The automated service platform, ROSS System, developed by Baozun E-commerce is centered on core business scenarios of digital operations, realizing breakthroughs in the original business line with data capabilities. It meets the needs of small and medium-sized brands for high-quality, refined, digital e-commerce operations. At the same time, it enables Baozun to make full use of the capabilities of small and medium-sized e-commerce intermediary companies in certain links of e-commerce operations to serve more brand customers.

For example, Baozun E-commerce works with its international client B to build an automated platform for SKU management and supply chain operations. With this platform, both parties can monitor the inventory information in the Asia-Pacific region. The digitalized SKU management center quickly taps into all its omni-channel retail platforms, thus realizing fast launch and distribution. During the 618 Shopping Festival of 2021, B's new apparel series debuted in China. It took only 5 days from WeChat mini program setup incorporating functions such as online queuing and payment, to the launch of the first SKU. So far, Baozun has helped the client connect with its retail platforms, including Tmall flagship store, the official website, Vipshop, Momo (an e-commerce platform in Taiwan) and Yahoo Taiwan, ensuring the fashion brand its fast and accurate distribution. ■

Shanghai Ymatou Network Technology Co., Ltd.

上海洋码头网络科技有限公司



Established in Shanghai on August 20, 2009, Shanghai Ymatou Network Technology Co., Ltd., also known as Ymatou, is located in Shibei Zhihui Garden. It is China's first independent one-stop "haitao" (buying goods online from overseas) shopping platform.

Since its establishment ten years ago, Ymatou has been following consumption trends and constantly innovating. Based on mobile networks and live streaming technology, Ymatou pioneered a global real-time live-streaming trading platform with a global buyer model, bringing global retail markets to Chinese consumers to meet their diverse needs. Thus, huge emerging consumption momentum has been unleashed.

At present, there are more than 80,000 certified overseas buyers on the platform, bringing nearly 1 million high-quality products from 83 countries to more than 100 million Chinese consumers. The Ymatou service platform is mainly composed of four parts: the shopping mall, the merchant management system, the internal operations system, and the report system. Through services such as overseas live streaming, cross-border direct shipping and luxury authentication, as well as the only international logistics and warehousing network in the industry,

Ymatou enable more Chinese consumers to "haitao" easily, confidently in an immersive shopping environment without going abroad. The annual transaction volume of the platform is nearly 10 billion CNY.

In international trade services, guided by consumer demands, Ymatou always puts customers first. Ymatou breaks the traditional "country-specific pricing" of some multinational brands. With its extremely rich overseas shopping products, Ymatou provides Chinese consumers with more opportunities to purchase overseas high-quality products at the same price and of the same quality, thus realizing "consumption backflow".

At the same time, Ymatou centers on platform economy and takes empowerment as its mission. Ymatou can help overseas brands and distributors to explore the Chinese market extensively under the mode of "private label brand and independent pricing", thus bringing more SMEs that are willing to grow and achieve mutual benefits with Chinese consumers into the Chinese market. Besides, Ymatou can and is willing to cooperate with local business partners.

Luxury authentication is self-developed by Ymatou to ensure the high-quality development of the platform



to eliminate counterfeits. At the same time, it allows more consumers to have access to authentic products. Luxury authentication provides algorithmic support for merchant ecology through supervised machine learning, and encompasses cleaning, processing, and verifying all kinds of items submitted by merchants, aiming to ensure the quality and authenticity from the source. Thus, it improves user experience and reduces after-sales related labor input.

After placing the order, the customer can choose Ymatou's "Luxury Authentication" service. Overseas buyer will first send the item in question to Ymatou Authentication Service Center for authentication. The entire inspection process takes about 3 days.

In accordance to the industry standards, after receiving the item, the appraiser will first check the appearance, and then conduct 18 separate inspections on the outer packaging, brand logo, prints, fluorescence reaction, engraved logo, hardware, refractive index and labeling to determine whether the item is genuine. The whole process is video-recorded from the moment when the packaging is removed. The video will be filed as proof of disputes in the future. Buyers can also apply for the videos. The reason why Ymatou has launched the "luxury authentication" service is to protect its customers when purchasing luxury goods on Ymatou. ■

Website: <http://www.ymatou.com>

Address: 12th Floor, No. 93 Jiang Chang San Road,
Jing'an District, Shanghai

UHDVision

上海极清慧视科技有限公司



Shanghai Jiqing Huishi Technology Co., Ltd., also known as UHDVision, is an innovative high-tech enterprise focusing on 4K/8K ultra HD lossless video image acquisition, display, storage, application and 5G transmission. The company was founded in February 2016, registered in Shanghai Shibe High-tech Park.

In 2016, UHDVision participated in the China Innovation and Entrepreneurship Competition and successfully made to the Top 12 National Advanced Manufacturing Industries, and was awarded Outstanding Enterprise in China. In 2017, UHDVision won the runner-up in the Alibaba GDT Global Innovation and Entrepreneurship Competition (Shanghai Division) and reached the global final. In the same year, the Company was recognized by Shanghai Private Equity Association as Shanghai's Top 50 Companies with the Most Investment Potential and the Most Popular Enterprise in 2017. The Company also won the Excellent Product Award of China High-tech Fair and has been recognized as Shanghai High-tech Transformation Achievement Project. UHDVision has been among the Top 100 Outstanding Enterprises of Jing'an District for three consecutive years.

Since its establishment, UHDVision adheres to the independent research and development of core underlying technology as its guiding principle. From product planning, system design, hardware circuit, image algorithm, coding to product appearance, all are independently done by the Company. UHDVision's core technologies have been granted a number of national invention patents. So far, the Company has received



5 invention patent authorizations, 4 utility model patent authorizations, 27 software copyright authorizations and 7 appearance patent authorizations and another 5 invention patents under review. The Company also filed 3 8K+5G patent applications through the Patent Cooperation Treaty (PCT). Furthermore, UHDVision's 8K@120 fps ultra-HD lossless video camera system is considered by Shanghai Society for Scientific and Technical Information in Novelty Search Report as "domestic leader reaching the international advanced level". In November 2018, the company was recognized by the Science and Technology Commission of Shanghai Municipality as high-tech enterprise.

In September 2018, UHDVision completed the R&D effort on the 8K@120 fps ultra-HD high-definition lossless video camera system prototype, which was its first 8K ultra-HD video camera system with independent intellectual property rights. It passed the test of China Electronics Standardization Institute (CESI) Laboratory in November 2018. Later, the company developed and completed the 8K@30/60 fps ultra-HD video camera systems. Now the company has developed the second-generation low-cost 8K@30fps ultra-HD video camera system. The second-generation low-cost 8K@60fps ultra-HD video camera system was completed by the end of June 2019 to meet the needs of domestic markets in the fields including healthcare, public security, optoelectronics, and film & TV industries. In early 2019, based on HiSilicon chips and NVIDIA technology, the company started the R&D on H.265 encoding and decoding system for 8K ultra-HD video. After one year of unremitting efforts by engineers, the company completed two

sets of 8K+5G encoding and decoding systems with different technical systems, thus facilitating the development of the national 5G strategy. With the support from Peking University, UHDVision's 8K ultra-HD video camera complies with the Audio Video coding Standard (AVS) of the National Radio and Television Administration (NRTA). Thus, the technology and its related products are indigenous, controllable and made in China.

In February 2019, 8K+5G technology based on UHDVision's indigenous inventions realized its application of real-time video detection in the manufacturing process of COMAC C919, which was the first real-time transmission of 8K ultra-HD visuals on 5G in China. This project is recognized as one of the 15 successful "5G+" cases by China Academy of Information and Communications Technology in 2019.

UHDVision is committed to becoming an internationally competitive technology company with core technology and intellectual property rights in the 8K/4K+5G field, providing innovative R&D and manufacturing solutions. With a goal to go public in the next five years, the company is to develop its overseas market in 2022. UHDVision strives to become a 'unicorn' enterprise in the ultra-HD industry. ■

Website: <http://www.uhdvision.cn>

Address: Room 1001, No. 228, Jiang Chang San Road, Jing'an District, Shanghai, PRC



Zhangjiang Biomedicine Base



Shanghai Haoyuan Chemexpress Co., Ltd.

上海皓元医药股份有限公司

Company Profile

Shanghai Haoyuan Chemexpress Co., Ltd. (Haoyuan Chemexpress) is a platform-based high-tech enterprise focusing on small molecule drug research and development services and industrial applications. Its main business includes the R&D of molecular building blocks and tool compounds in the field of small molecule drug discovery, as well as the process development and production technology improvement of small molecule pharmaceutical raw materials and intermediates. It provides global pharmaceutical companies and scientific research institutions with related products and technical services ranging from drug discovery to large-scale production of raw materials and pharmaceutical intermediates. The company created three major brands Chemexpress, MCE and Leyan (see Figure 1 and Figure 2).

With its technical advantages in the field of pharmaceutical chemistry and organic synthesis as well as years of experience in small molecule drug research and development, the company has formed a supply platform of molecular blocks and tool compounds integrating R&D, production and sales, providing customers with tens of thousands of molecular blocks and tool compounds with novel structures and diverse functions. Meanwhile, it is committed to providing technical services such as high difficulty and high value-added molecular blocks and custom synthesis of tool compounds to help customers with scientific research and innovative drug discovery.

In addition, the company focuses on specialty generic drug

APIS and related intermediates and innovative drug CDMO business, among which eribulin, trabectedin, and idacalcidol are the high-tech barriers, high difficulty and complex chiral drug APIs and intermediates that have been successfully overcome.

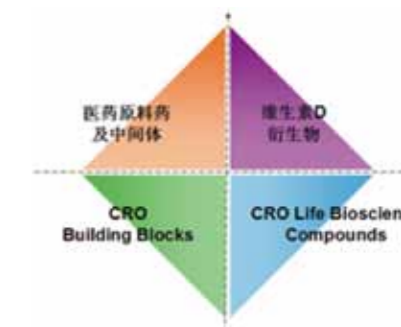


Figure 1: Classification of the company's products and services



Figure 2: Company's three major brands logo

Advantages**R&D and Core Technology Platform**

After years of technological accumulation, the company has mastered asymmetric synthesis technology, coupling reaction technology, catalysis technology, continuous reaction technology, crystal form screening technology and other technical methods, formed 6 core technology platforms, including HPAPI development platform, multi-chiral complex drug technology platform, vitamin D derivative drug raw material drug development platform, characteristic targeted drug development platform, drug solid-state chemistry research technology platform, and molecular building block and tool compound library development and incubation platform.

Relying on the platform advantages and technical reserves, the company provides global pharmaceutical companies and scientific research institutions with related products and technical services ranging from basic scientific research, drug discovery to large-scale production. By building a high-end drug development technology platform, the company serves customers of innovative drugs and high-difficult API customers at home and abroad whose product synthesis is more difficult, and established a relatively high market competition barrier.

Rich Product Reserves and Customer Resources

The company has accumulated more than 47,500 kinds

of molecular building blocks and tool compounds, including 34,000 molecular building blocks and approximately 13,500 tool compounds, among which, there are more than 10,000 types of self-synthesized molecular building blocks and tool compounds. More than 100 APIs and intermediates have completed the development of production process, of which 90 products are ready for industrialization, covering anti-tumor, anti-virus, diabetes, cardiovascular and cerebrovascular disease treatment and other fields. The product reserve, independent R&D and synthesis capabilities, is at a high level in China.

The company's molecular building blocks and tool compounds business serves a large number of customers, including most of the global biomedical research institutions and pharmaceutical companies, such as the National Institutes of Health (NIH) and Shanghai Institute of Pharmaceutical Sciences. Relying on strong R&D and technical strength, the company's specialty API and intermediate business also covers many domestic and foreign pharmaceutical enterprises, such as Hengrui Pharmaceutical and Xinlilai. In addition, the company utilizes complete process development, optimization and amplification of production capacity to provide CDMO and registration and declaration services for domestic and foreign customers. With more diversified product categories and business fields, it has higher customer stickiness. ■

**Contact Info****Shanghai Haoyuan Chemexpress Co., Ltd.**

Address: No. 3 Building, No. 1999, Zhangheng Road, Pudong New Area, Shanghai, PRC

ChemExpress Specialty Pharmaceutical Intermediates

Website (Chinese): <http://www.chemexpress.com.cn>

Website (English): <http://www.chemexpress.com>

MCE biologically active small molecule compounds

Website (Chinese): <https://www.medchemexpress.cn>

Website (English): <https://www.medchemexpress.com>

"Leyan" brand chiral molecular building block library

Website (Chinese): <https://www.leyan.com.cn>

**Ruizhi Pharmaceutical Technology Co., Ltd.****睿智医药科技股份有限公司****Company Profile**

Ruizhi Pharmaceutical Technology Co., Ltd. was listed on the Growth Enterprise Market of the Shenzhen Stock Exchange in 2010. It has three business segments, namely drug research and development and production services, micro-ecological nutrition and micro-ecological healthcare. Shanghai Ruizhi Chemical Research Co., Ltd. (Shanghai Ruizhi), established in 2003 is a wholly-owned subsidiary of Ruizhi Pharmaceutical and one of the earliest outsourcing companies for biological drug R&D in China, mainly engaged in drug R&D and production service technology, ranking top three in China's domestic comprehensive bio-pharmaceutical service outsourcing industry. Shanghai Ruizhi has international advanced laboratories with supporting facilities, with a total area of about 110,000 square meters, including 7,000 square meters of animal rooms that have been dual-certified by AAALAC and OLAW (International Laboratory Animal

Welfare Certification). Ruizhi Pharmaceutical has more than 2500 employees, of which 42% are masters and PhDs, including nearly 200 returnee scientists with rich industry experience. It has accumulatively provided medical R&D and production services for more than 2,300 customers.

Successful Cases

On May 7, 2021, Shanghai Huaiyue Biotechnology Co., Ltd. and Ruizhi Pharmaceutical's cooperation project – the new NKG2A mAB drug clinical trial application (IND) for the immune checkpoint project was approved in USA.

NKG2A mAB is an immune checkpoint anti-tumor drug independently developed by Shanghai Huaiyue and will be used to treat patients with locally advanced metastatic solid tumors. This project is the first in China and the third in the world to be approved to enter the clinic for monoclonal antibody drugs targeting the NKG2A target. There are only two

monoclonal antibody drugs targeting the NKG2A in the clinical stage, namely Monalizumab from AstraZeneca and BMS-986315 from Bristol-Myers Squibb and there are no reports on antibody drug development of related targets in China. The new drug is expected to become the global Best-in-class NKG2A monoclonal antibody, and has a higher affinity than the overseas rival Monalizumab, which is superior to Monalizumab in vitro activity.

Although NKG2A antibody has great potential, its development is extremely challenging. The NKG2 receptor family has a variety of receptors, including NKG2A, NKG2C, NKG2D and NKG2E. Some of these receptors have inhibitory effects and some have activating effects. In addition, the amino acid sequence has high degree of homology, among which the homology of NKG2A and NKG2C in human is 90%, and that of NKG2E is 71%. Although NKG2C and NKG2E are very similar to NKG2A in the extracellular sequence, they are completely opposite in function and require high antibody selectivity. By using the multi-dimensional screening platform from Ruizhi Chemical, applying the multi-antigen cross-screening strategy and integrated and optimized the multiple functional characterization, Huaiyue Biological has obtained candidate molecules with high specificity and functional blocking activity and entered into the later development, in which the whole CMC work from sequence to IND declaration was completed by Kaihui Ruizhi. Ruizhi Medicine provides customers with one-stop service for the whole process. ■

Contact Info

Ruizhi Pharmaceutical Technology Co., Ltd.

Address: 3rd Floor, Building A, No. 2829, Jinke Road, Zhangjiang Hi-Tech Park, Pudong New Area, Shanghai, China

Website: <https://www.chempartner.com/>

Official Accounts: Shanghai RuizhiChemPartner

Shanghai Knowledge and Innovation Community Development

eBaoTech (Shanghai) Co., Ltd.

易保网络技术（上海）有限公司

eBaoTech (Shanghai) Co., Ltd., established in 2000, adheres to its mission of "making insurance easy" to provide digital insurance solutions for its global customers. eBaoTech has customers in more than 30 countries, including insurance companies, insurance agents and brokerage companies, financial technology companies and other insurance ecological partners. eBaoTech has set up branches in 15 countries and regions, including Shanghai, Beijing, Singapore, Kuala Lumpur, Zurich, Mumbai, Tokyo, Birmingham, New York, Sao Paulo, Sydney and Jakarta.

There are two main types of digital solutions indigenously innovated by eBaoTech: eBaoSoftware and eBaoCloud. eBaoSoftware is a traditional core system for insurance companies. eBaoCloud is a SaaS and PAAS solution that provides digital insurance services for the whole industry. Among them, eBaoCloudInsureMO® is the core engine of digital insurance business and the industry middleware for digital insurance. It provides insurance companies and insurance ecological partners with a comprehensive technical platform for the integration of digital insurance production and operation, enables insurance companies to provide insurance products and services more flexibly and quickly, and enables insurance ecological partners to apply insurance more conveniently and efficiently to rich scenarios in all walks of life.

For example, 88insurtech in Brazil is an Internet innovation enterprise in the insurance industry. Its goal is

to provide customers with more economical and practical insurance products through more transparent channels and with digital technology. In Brazil, the company combines blockchain and crypto currency technology with the insurance services of eBaoCloud InsureMO, and develops online insurance services by using the insurance service API provided by eBaoCloud InsureMO. It supports the online production of a variety of insurance products closely related to life with only 20 employees, and provides 7 × 24 hours of uninterrupted service to customers through websites, mobile applications and cooperation channels. Similar cases are currently being conducted in many countries and regions such as Africa, Indonesia, the Philippines and Malaysia. Through eBaoCloud InsureMO, Internet innovative enterprises can save a lot of manpower and time costs in the insurance vertical industry, and support the rental mode of sustainable development of enterprises with minimal initialization investment, to obtain the platform support of insurance business life cycle services, and effectively promote the positive innovation of online new economy in the field of digital insurance and digital finance.

"Shanghai innovation, global service" is the development concept that eBao Tech always adheres to. It continues to lead in the innovation of empowering global digital insurance, and strives to create greater and more value for the digital transformation and development of the whole industry and the country. ■

National Exhibition & Convention Center Office

国家会展中心（上海）有限责任公司



Located in the West Hongqiao CBD, NECC (Shanghai) is a key state-level functional project and the world's largest single building conference & exhibition complex offering the highest level service. The office building, literally situated in the National Exhibition & Convention Center, receives several hundreds of world-class exhibitions and conventions, serving as the gateway of the world to China and a new window for China to view the rest of the world. The NECC Office Building cordially presents a series of user-friendly infrastructures and services with a human touch covering all floors so as to improve office efficiency. There is a one-stop administrative service center integrating industrial & commercial, taxation, custom, commodity examination & quarantine and IP, among other administrative examination and approval functions, as well as banks, travel agencies and flights check-in, among other value-added services.

NECC Office Building has Tower A, Tower B and Tower

C. Tower A hosts fashion exhibition and trade businesses. Situated in the northwest of the complex, Tower A enjoys an advantageous outdoor display environment for fashion, innovation, consumer electronics, trends forecast businesses that put on shows regularly and their supporting businesses such as industrial design, package design, graphic design, and website design. Tower B is positioned to serve exhibition & convention business. Situated in the northeast of the complex, Tower B gathers the leading exhibition and convention businesses and their upstream and downstream businesses with industrial congregation effect. Tower C is targeted at trade business cluster. Situated in the southeast of the complex, Tower C embraces the soothing landscape of the south plaza adjacent to the five star hotel of the complex, providing excellent comprehensive experience for businesses home and abroad. ■

China Foreign Trade Macalline Exhibition

上海中贸美凯龙经贸发展有限公司



It was a brand new joint venture company jointly established with CFTE—a leader in China's exhibition industry, and the leading domestic home furnishing enterprise Macalline, formally established in December 2018.

Maomei operates two mature and large-scale exhibitions of Chinese furniture and the whole industry chain of construction and installation: "Whole House High-end Customization Platform"-CBD IBCTF in March each year and "Global Home Living Model"—CIFF Shanghai in September each year. Relying on the superior resources of CFTE and Macalline, the company aims to build a world-class exhibition with "high mission, depth, and detail" as its goal, and provide overall solutions for the global large home construction industry. More than 80 high-end forums have been held so far, and the annual exhibition scale has reached 530,000 square meters.

The company is composed of a number of professional, young, international, and high-quality management and operation team. It maintains a good cooperative relationship with well-known home furnishing brands, industry associations and the media at home and abroad. With advanced concepts and professional services, the company is committed to providing customers with quality assurance and meticulous all-round services. ■

Shanghai Giant Exhibition Co., Ltd.

上海建智展览有限公司

Shanghai Giant Exhibition Co., Ltd. is a professional exhibition organization under Donghao Lansheng Group Shanghai Modern International Exhibition Co., Ltd, mainly engaged in the exhibition host business related to urban construction and construction.

The company has rich experience in the planning, organization and marketing of various exhibition projects. With its own brand exhibition-Green Architecture and Construction Materials Expo, it has obtained UFI certification from the International Exhibition Industry Association. In recent years, the company has undertaken the SHANGHAI INTERNATIONAL CITY AND ARCHITECTURE EXPO World City Day theme hosted by the Shanghai Municipal Commission of Housing and Urban-rural Development, which has won unanimous praise from all walks of life, and the number of exhibitors and visitors has increased year by year.

- Green Architecture and Construction Materials Expo 2019, 70,000 square meters of exhibition area and 100,000 visitors.
- Shanghai International City And Architecture Expo 2018, 80,000 square meters of exhibition area and more than 80,000 visitors.

- The company maintains long-term cooperation with relevant industry associations and trade promotion agencies in various regions at home and abroad in terms of product display, professional audience organization, and exchanges. ■



Shanghai International Exhibition Co., Ltd.

上海国际展览服务有限公司

Founded in 1984, Shanghai International Exhibition Co., Ltd. (SIEC), a subsidiary of CCPIT Shanghai Sub-Council, is the first and largest international trade fair organizer in Shanghai. As one of the leading show organizers in Shanghai, SIEC has organized nearly 660 exhibitions with a total exhibition area of 14,000,000m². In a sense, SIEC has witnessed the initiation, development and maturity of China exhibition industry over the past 37 years.

With decades of efforts, SIEC now owns Auto Shanghai, China Wedding Expo, Die & Mould China and China Interdye as its four core branded exhibitions, all ranking as the world's largest industry events in scale. Auto Shanghai, as one of the world's largest and most influential international class A automobile shows, opens a new high-tech auto show era, serves as the barometer of general economy, and tells highs and lows of auto industry. The biannual China Wedding Expo has gone through the market testing, grown into a full chain show for wedding business. It leads the trend as the largest far-reaching professional platform. First held in 1986, the Die & Mould China is Shanghai's first UFI-certified exhibition. It is now the world's leading precision manufacturing and molding technology exhibition. China Interdye is the only UFI-approved dye show in mainland, and also the world's largest of its kind. As its branch show, Interdye Asia has toured in Asian countries for 9 editions. Under the national Belt & Road initiative, SIEC

started its Belt & Road Brand Expo in recent years.

From 2018, to cooperate with CCPIT Shanghai Sub-Council, SIEC has participated in a series of significant works for China International Import Expo (CIIE), including city maintenance & security, exhibitor & visitor promotion of automotive sector for CIIE and organization of experience zone for automotive innovation & autonomous driving, operation of country exhibition (extended), organization of expert committee and construction of official website, etc. SIEC's other self-owned shows include Auto Parts and Services Exhibition, Photo & Imaging Shanghai and Shanghai International Baby Photo Expo. In addition, SIEC organizes China International Machine Tool Show, SF China & China Coat, ShanghaiTex, a series of well-known industrial exhibitions and international conventions. Apart from the main exhibition business, SIEC and its subsidiaries have covered show organization, transportation, construction, design, advertising and travel consulting, forming a full-chain business operation.

In May 2020, CCPIT Shanghai Sub-Council, SIEC and Alibaba Group jointly established Digital Expo Co., Ltd. Based in Shanghai, facing the whole country and even the whole world, Digital Expo Co., LTD. aims to build an independent third-party public platform covering all industries, to promote global trade by digital means. ■



Informa Asia

英富曼企业管理（上海）有限公司



Informa provides academics, businesses and individuals with unparalleled knowledge, up-to-the minute information and highly specialist skills and services. With over 6,000 employees working in 100+ offices in 25 countries, our global reach and breadth of offer is unique.

Informa's product formats include publishing, exhibitions, conferences, training, and market intelligence – providing valuable knowledge, networks, analysis and insights to leading organizations across the globe, covering many global industry sectors in four business segments, namely academic publishing, business intelligence, exhibitions, knowledge & networking.

2014, Informa opens new Asia headquarters in Shanghai, consolidating all businesses into one location.

Greenland Hannover Joint Venture Company

上海绿地汉诺威会展有限公司

Greenland Hannover Joint Venture Company is a Sino-German joint venture engaged in venue operation and consulting business, which aims to provide comprehensive and professional consulting and operation services for the conference and exhibition centers that China Greenland Group has invested in and will build in the future. The service of the company is tailored to the needs of individual customers, supporting all the processes of each cycle stage of the venue, and reflecting the highest exhibition industry standards.

Lujiazui Financial & Trade Zone (Lujiazui Financial City)

Mazars in China

Mazars 中审众环

About Mazars Group

Mazars is a leading international audit and advisory firm, aspiring to build the economic foundations of a fair and prosperous world. Operating as a united partnership, Mazars works as one integrated team, leveraging expertise, scale and cultural understanding to deliver exceptional and tailored services in audit and accounting, as well as tax, financial, consulting and legal services.

Founded in Europe, Mazars is present in 90+ countries and territories, with 42,000 professionals – 26,000 in our integrated partnership, 16,000 via the Mazars North America Alliance – dedicated to helping clients make the most of business opportunities and operate with confidence.

Since its foundation in 1945, Mazars has operated as one team, with the same guiding values and principles: *to act responsibly, cultivate high quality teams, deliver bespoke solutions to clients, and manage our firm in an integrated way for the benefit of future generations.*

Mazars' value is in everything it does, how Mazars works with its clients, how it empowers its people and the role it plays in the communities – integrity, responsibility, diversity and respect, technical excellence, independence and stewardship.

Global China Services

Mazars specializes in audit, accounting, tax and business advisory services and focuses on delivering value in meeting our clients' needs - whether they be individuals, OMB's / SME's, or multi-national corporations.

Mazars entered China market in 1997, and established its first office in Beijing, followed by Shanghai and Guangzhou office set up in 2002 and 2007 respectively.

After more than 20 years development, Mazars in China has made significant achievements. In early 2016, a leading Chinese accounting firm Zhongshen Zhonghuan officially joined Mazars integrated partnership. After the combination, Mazars is now having 40 offices, 5000 professionals, and 200+ partners in Greater China, with more than 1.4 billion

CNY turnover in 2020. Mazars' client portfolio includes multinational companies as well as small-and-medium sized enterprises, with well-proven experiences in serving state-owned-enterprises, China and Hong Kong listed companies, and private companies.

Mazars established **Global China Services (GCS)** in 2012. It is a global platform comprised of international experts where China related expertise, experience and resources can be shared, integrated and maximized, to better support the overseas expansion of Chinese companies. The GCS team operates in more than 60 countries outside China to support the development of Chinese companies overseas. Mazars provides a full range of services including audit & assurance, outsourcing, financial advisory, tax & legal services.

An approach that sets Mazars apart

Four essential attributes enable Mazars to deliver its promise to its stakeholders.

Empowered expertise - Professionals empowered to do

the right thing for its clients. Mazars celebrates the individuality and leadership of its people. Looking to the future, Mazars encourages an entrepreneurial and pioneering spirit. It helps its people develop the highest levels of technical excellence and delivers a personalized service of exceptional quality for every client. With its expertise and independence, Mazars does what is right for its clients and for the public interest.

Seamless integration - One team delivering a rewarding experience and consistent quality. Mazars operates as one, integrated team: with each other, with its clients, and with its stakeholders. The teams are characterized by an agility and empathy that is uniquely Mazars. As it operates around the world as a single, united and connected partnership with aligned interests and consistent delivery models and standards, Mazars collaborates seamlessly across its professional sectors, services and geographies to deliver consistent quality to its clients everywhere in the world.

Balanced perspective - Thoughtful counsel that blends local and global perspectives. Mazars is an international and multicultural partnership. The scale allows Mazars to serve global and local clients across the world whilst remaining agile and personal in its approach. With its deeply rooted local teams combining cultural awareness and understanding with a global perspective, Mazars is committed to a partnership structure and expansion in ways that retain its independence, diversity of thought and balanced world view.

Social conscience - A mindset that gives clients, investors, markets, regulators and the public confidence that Mazars does what is right. Mazars is committed to helping build the economic foundations of a fair and prosperous world. Believing that how one works is as important as what one does, Mazars is accountable for its actions: it does what is right for its clients and society. Mazars manages its firm for the benefit of future generations. Its social conscience is the reason Mazars remains independent: bringing choice to the industry. ■

Address: 8th Floor, One Lujiazui, 68 Middle Yin Cheng Road, Shanghai, 200120, China

Website: <https://www.mazars.cn/>

WeChat: Mazars



GL events

GL events 智奥会展集团公司

Overview

GL events is an integrated provider of event solutions & service for cities. As an integrated group covering all event-related professions, GL events is a leading player in the following 3 main events markets:

- *Conventions, conferences, congresses*
- *Cultural, sports, institutional, corporate and political events*
- *Trade shows and consumer fairs*

The Group intervenes on behalf of public and private customers in France and international markets: companies, institutions and event organizers. It assists them at every stage of the process from defining their event strategies or concepts to final implementation in the field. Working alongside public

authorities, it helps develop policies designed to promote the attractiveness of territories and their economic development. This is achieved by adopting a dynamic and ambitious approach to the management of venues and the organization of events.

As an international group, GL events is a top-tier world-class provider of solutions and services for events with several key strengths:

GL events has subsidiaries, agencies and venues under management in more than 90 locations on five continents and an international team of 4580 employees in 21 countries with the capacity to manage multi-national teams and projects.

GL events also boasts of efficient logistics capabilities covering the entire supply chain.

Corporate Social Responsibility

OUR CORPORATE SOCIAL RESPONSIBILITY



3 Business Divisions

The Group has a complementary mix of event industry solutions and services in 3 business divisions.

A COMPLEMENTARY MIX OF EVENT INDUSTRY SOLUTIONS & SERVICES



GL EVENTS LIVE

GL events designs, stages and produces events designed to achieve a strong and meaningful impact for companies, institutions, regional authorities and governments in more than 90 locations on five continents. Combining event communications consulting and services, GL events Live's expertise covers the complete range of solutions necessary to successfully produce an event:

- **THE CONSTRUCTION OF TEMPORARY FACILITIES HOSTING THE PUBLIC** including structures, grandstands, seating systems and stadiums;
- **EVENT OVERLAY SERVICES** such as general contracting services, energy, fittings, stand, signage, audio-visual solutions and furniture;
- **RECEPTION SERVICES** such as hospitality services and floral decorations

As a consulting agency, Live! by GL events assists customers in defining and implementing their communication strategy. The service offer is constantly being extended to meet



the new demand from the market and customers.

GL events has over 90 offices worldwide and professional teams with expertise in 14 areas of trade covering 100 specialized trades. So far, GL events Live! has designed and supported more than 4200 events.

GL EVENTS VENUES

GL events manages a network of 50 event venues around the globe. Professionalism, safety, reliable equipment and facilities, and the highest requirements in terms of services are the commitments that GL events makes to the delegating authorities and all the customers (organizers, exhibitors, visitors, delegates, etc.) who use the venues managed by GL events.

As a social responsible player in the event industry, GL events Venues develops a proactive environmental approach. All French sites have obtained ISO 14001 certification and six major sites throughout the world are certified ISO 20121. This process will continue in 2021 through local initiatives.

GL events' diverse range of complementary event venues is constantly evolving to meet its customers' expectations.

Convention Centers

Congresium Ankara (Turkey), CCIB (Barcelona, Spain), Square-Brussels Convention Centre (Belgium), Caen Convention Centre (France), Polydome (Clermont-Ferrand, France), Guangzhou Yuexiu International Congress Centre (China), World Forum The Hague (Netherlands), Lyon Convention Centre (France), Robert Schuman Convention Centre (Metz, France), Technopole Convention Center (Metz, France), Maison de la Mutualité (Paris, France),



Palais brongniart (Paris, France), Reims Convention Centre (France), Cinco Integrated Convention Centre (Rio de Janeiro, Brazil), Saint-Etienne Convention Centre (France), Salvador Convention Centre (Brazil), Strasbourg Convention Centre (France), Pierre Baudis Convention Centre (Toulouse, France), Valenciennes Convention Centre (France), Santos Convention Center (Brazil).

Exhibition Centers

Aichi Sky Expo (Aichi-Nagoya, Japan), Mégacité (Amiens, France), Hungexpo (Budapest, Hungary), Caen Exhibition Centre (France), Grande Halle d'Auvergne (Clermont-Ferrand, France), Johannesburg Expo Centre (South Africa), Eurexpo Lyon (France), Metz Exhibition Centre (France), The Parc Floral de Paris event venue (France), Paris Event Centre (France), Reims Exhibition Centre (France), Riocentro (Rio de Janeiro, Brazil), Saint-Etienne Exhibition Centre (France), São Paulo Expo (Brazil), Strasbourg Exhibition Centre (France), MEETT (Toulouse, France), Lingotto Fiere (Turin, Italy), Le Chorus (Vannes, France).

Meeting Spaces

The Seed (Istanbul, Turkey), La Sucrière (Lyon, France), Matmut Stadium Lyon Gerland (France), Le Pavillon Chesnaie du Roy (Paris, France), Cité du Design reception facilities (Saint-Etienne, France), The Verrière-Fauriel (Saint-Etienne, France), Conference Space of Métrotech (Saint-Etienne, France), Espaces Vanel (Toulouse, France).

Concert Halls, Indoor and Multi-Purpose Facilities

Zénith d'Auvergne (Clermont-Ferrand, France), Battersea Evolution (London, United Kingdom), Reims Arena (opening in 2022, France), Jeunesse Arena (Rio de Janeiro, Brazil), Le Scarabée (Roanne, France), Oval (Turin, Italy).

GL events Venues boasts of 50 venues with a total area of more than 1,500,000sqm (available public space included) in 27 destinations, which is capable of hosting over 4000 events a year including more than 80 virtual and hybrid events.

GL EVENTS EXHIBITIONS

GL events is a leading player with close ties to the communities it works with. As a specialist in the organization of trade shows and consumer fairs in France and international markets, GL events Exhibitions proposes world-class expertise to meet the needs of local communities based on an understanding of their needs and priorities.

GL events Exhibitions' portfolio covers a cross-section of major economic fields and particularly strong in the following 6 sectors:

- fashion, textiles
- food industry
- manufacturing, new technologies
- leisure, healthcare
- building & deco, energy
- generalist

With 359 proprietary exhibitions & events, GL events Exhibitions has attracted over 30,000 exhibitors and more than 2,200,000+ attendees. GL events has 9 100% digital exhibitions



in its portfolio of exhibitions, among which 5 are in France and 4 in other countries, attracting 30,305 online attendees.

What GL EVENTS Has Done

At GL Events it is believed that it requires a good idea, organization, the right venue and the appropriate set of solutions to make a successful event.

Sporting Events

Olympic and Paralympic Games, Asian Games (Jakarta & Palembang, Indonesia), Commonwealth Games (Gold Coast, Australia), Pan American Games (Lima, Peru), SEA Games (Philippines), IAAF World Championships in Athletics (London, UK), FIFA World Cup (Russia), European Football Championship (France), Davis Cup, ATP World Tour Masters 1000, WTA Finals (Shenzhen), Wimbledon Championships (UK),

AMERICA'S Cup (Bermuda), Saut Hermès (Paris), Equita Lyon (France), SAUDI Cup (Saudi Arabia), British Grand Prix (Silverstone, UK), Formula-E (Santiago, Chile), Zozo PGA Championship (Tokyo, Japan), Rugby World Cup (New Zealand), Tour of France, etc.

Cultural Events & Ceremonies

World exposition (Milan, Italy), Cannes Film Festival (France), César Awards (Paris), Festival Lumière (Lyon), Monte-Carlo International Circus Festival (Monaco), 130th Anniversary of the Moulin Rouge Light Show

(Paris), Opening Ceremony of the FIFA Women's World Cup (France), Inauguration of the Grand Stade (Lyon), 50th Anniversary of the independence of the Republic of Congo

and of Gabon, INA Music Festival (Paris), Lyon Light Festival (France), Hay Festival (UK), Nuits Sonores Music Festival (Lyon), Bocuse d'Or, etc.

Corporate Events

Accor, BANK OF CHINA, Blédina, Bluestar Silicone, CASIC, CEC, CETC, China Pacific Construction Group, Dasir, Helena Rubinstein, Janssen, Kérastase, Kronenbourg, Kuraray, Lancôme, L'Oréal, Loxam, McDonald's, Merck, Mercedes, M6, Nissan, Oread, Pierre Fabre, Plastic Omnium, Roche

Diagnostics, Saint-Gobain, SANY, SAP, STMicroelectronics, THORLABS, Volvo, etc.

Political Events

COP (Madrid, Spain), WCC (Marseille, France), G20 (Brisbane, Australia), Ministry of Finance (G7), Annual Conference of the World Bank and IMF (Lima, Peru), World Summit on Nuclear Security (The Hague, The Netherlands), Technology Against Crime (Lyon), etc.

Trade Shows & Exhibitions

Build & Decor (Beijing), CIWFE (Beijing, Shanghai, Keqiao), CACLP, CIDE (Beijing), CSICE, Decor Design (Beijing), Fashion Source (Shenzhen), ISH China & CIHE (Beijing), ISH Shanghai & CIHE, BEPOSITIVE (Lyon), EDIFICA (Chile), Expomin (Chile), Global Industrie (Paris & Lyon), Paysalia (Lyon), Piscine Global (Lyon), Première Vision, Sirha, Biennale Rio Book Fair (Brazil), GIST Gaming Istanbul (Turkey), Expocasa (Italy), etc.

Congresses

Actu'Greffé (French Medical transplant congress), AFARCOT, AFRAMED, AFRAVIH, AFTES, ECCE, ECTRIMS, ESOC, ESTRO, EVS, French Solicitors' Congress, HIV Synergy & Resistance, IAPH World Ports Conference, ICDS, ISAKOS, ISPO, JFHOD, JRES, LOR, PPRS, SFAR, SFGM-TC, TAC, etc. ■

Shanghai Hongqiao Linkong Economic Demonstration Zone

Shanghai Buy Quickly E-Commerce Co., Ltd.

上海百秋电子商务有限公司



Shanghai Buy Quickly E-Commerce Co., Ltd., also known as “Buy Quickly”, is a new intermediary service provider focusing on the vertical field of fashion and new retail. It provides one-stop services from brand consulting, digital marketing, Omni-channel store operations, IT solutions, warehousing and logistics to customer services for more than 80 international high-end fashion brands. Now it has become a leading service provider for luxury and affordable luxury brands.

Established and headquartered in Shanghai in 2011, Buy Quickly achieves GMV of more than 30 billion CNY with 8 overseas branches and over 2,300 employees. Besides, it has a creative studio of more than 3000 square meter and a self-built high-standard warehouse of 120,000 square meters. It has been the Top-Star Service Provider of Tmall for 15 times in 8 consecutive years, and was awarded the Lazada Best Service Provider in Southeast Asia which is known as the Oscar of e-commerce industry, the Excellent ISV of Tmall Luxury Products, the Integrated Service Provider of Tmall Apparel & Accessories Brand Marketing, Top Live Streaming Service Provider 2020, Alibaba Excellent Case Award, Tmall Top Data Pioneer Award, Excellent Partner Award of Tmall New Retail, Shanghai High-tech Enterprise and many other honors.

In 2019, Sequoia Capital and other strategic investors in the fashion industry reached a strategic investment agreement with Ellassay Fashion Co., Ltd. and Buy Quickly.

In January 2020, Buy Quickly launched its CSR initiative known as “Qianqiu Public Interest Action”, focusing on gender equality, aesthetic cultural education and protection of

teenagers and women. Despite the COVID-19 pandemic in March 2020, 113 children of school age in mountainous area of Shiyan, Hubei Province, received support from this initiative and went to school. In November, Buy Quickly joined hands with the “Healthy Classrooms” project of Maitian Education Foundation to look deep into the physical and mental health education for children in rural areas. This joint project supported 3 rural primary schools in Shiyan, Hubei Province, and brought systematic teaching on physical and mental health and sex education to 500 children there six times a year, fostering a healthy environment for them to grow.

As a culture-driven company with a far reaching vision, Buy Quickly takes “being the pioneer of a new business community” as its mission and “future • retail • innovative service provider” as its vision. With the core value of passion, diligence, integrity, collaboration and win-win, Buy Quickly strives to take data intelligence and cutting-edge technology as the engine to become the most trustworthy strategic partner and recognized service provider with global influence. Putting customers first, Buy Quickly redefines the intermediary in the new retail context, bringing global trendy lifestyle experience to every consumer. ■

Official Website: <https://www.buyquickly.com/>
Official Wechat: iBaiqiu

**Trip.com Group**

携程集团

Trip.com Group, founded in 1999, is headquartered in Shanghai, China, with 45,000 employees worldwide. It was listed on NASDAQ in 2003 and on the Stock Exchange of Hong Kong on April 19, 2021. In 2019, the total transaction volume of Trip.com Group exceeded 865 billion CNY, ranking first in the world. In terms of revenue and market value, Trip.com Group is the second largest company in the world after Booking Holdings Inc. Headquartered in Shanghai, Shanghai Ctrip Hongrui International Travel Agency Co., Ltd. is a leading travel management service company in China, providing travel services to more than 5000 large and medium-sized enterprises, including hundreds of world top 500 and China top 500 enterprises.

As the first batch of local Internet enterprises in Shanghai, Trip.com Group has successfully used Internet technology to transform the traditional travel industry. It provides more than 400 million global members (including more than 100 million

overseas members) with all-round intelligent travel and travel services such as hotels, air tickets, tourism, business travel, train tickets, car tickets, private car, global shopping, etc. At present, the number of monthly active users of all brands has exceeded 200 million, including 90 million overseas monthly active users which accounting for 45%.

In recent years, Trip.com Group has continued to use technological innovation to drive the upgrading of tourism service quality and has continuously increased its R&D and investment in artificial intelligence, big data, cloud computing, etc. The proportion of innovation and technology investment has been close to 40%, far exceeding other similar enterprises in the world. Trip.com Group can provide artificial intelligence and services in 20 languages. It can do a full range of protection through around-the-clock, standardized and fast services. In addition, Trip.com Group also took the lead in implementing innovative measures such as “six tourism guarantees”,



“compensation in advance”, “travel SOS” in the industry, and its service standard is the highest in the whole industry. Take the "global travel SOS" service as an example. In 2019, more than 9000 SOS cases were received from more than 100 destinations around the world. Overseas assistance accounted for 70% and the rescue success rate reached 94%.

Since 2016, Trip.com Group has further accelerated its internationalization by acquiring and holding Skyscanner in the UK, Make My Trip in India and Trip.com in the United States and other companies. At present, the international revenue accounts for about 35%. The main brand layout of Trip.com Group at home and abroad is Ctrip, Qunar, Skyscanner and Trip.com. At present, the Group has set up 9 call centers in China, 3 overseas call centers in Edinburgh, UK, Seoul, South Korea and Tokyo, Japan, providing 7× 24-hour "one-stop service" calls of global unified standards in 20 languages.

Trip.com Group was listed on the Stock Exchange of Hong Kong on April 19. The opening price on the first day of listing was HK \$281 per share, 4.85% higher than the final

offering price of HK \$268 per share previously determined. It closed at HK \$280.2 per share, up 4.55%.

Since its establishment in 1999 and listing on NASDAQ in 2003, Trip.com Group has become one of the largest tourism service providers in the world. As of December 31, 2020, Trip.com Group with 1.2 million accommodation partners around the world provide a full range of accommodation products, including hotels, resorts, residences, apartments, Home Inns, guest houses and so on. It cooperates with more than 480 airlines to provide users with ticket products covering more than 2600 airports in more than 200 countries and regions. Trip.com Group provides more than 310000 local play products worldwide with more than 30000 partners in other ecosystems.

As the largest online tourism enterprise in China, Trip.com Group's goal and vision is to become the largest international tourism enterprise in Asia in three years, the world's largest international tourism enterprise in five years, and the undisputed most valuable and respected online tourism enterprise in ten years. ■



GOING GLOBAL Shanghai Service Trade Demonstration Base

Compiled by
Shanghai Municipal Commission of Commerce
The *World Market* Editorial Department