

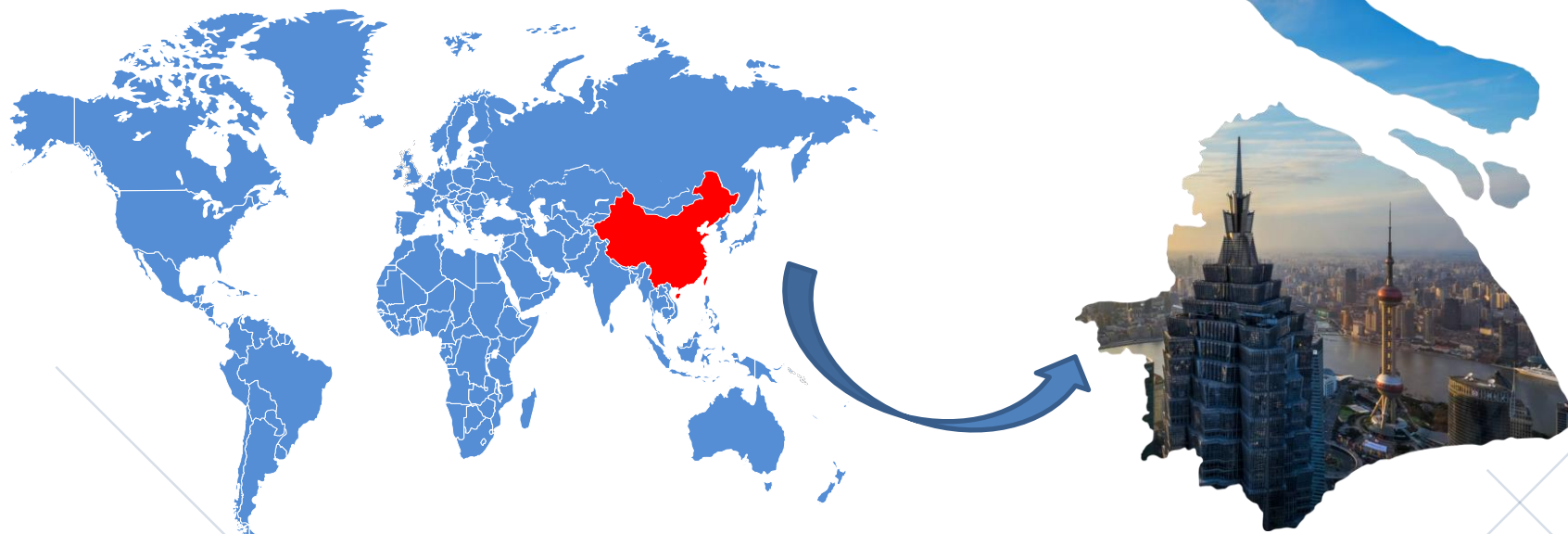


Oriental Metropolis — Shanghai



Overview

Briefing



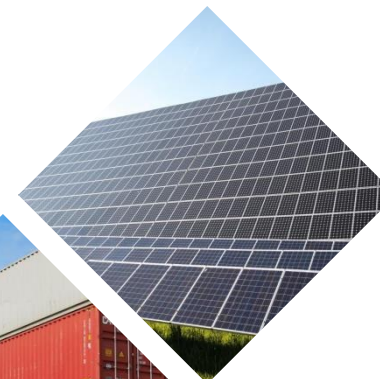
Land Area(面积): **6340.5km²**
Population(人口): **24million**
Temperature(平均温度): **17.1° C**

Located on the eastern tip of the Yangtze River Delta and halfway along China's eastern coastline. It borders Jiangsu and Zhejiang provinces to the west and Hangzhou Bay to the south.

地理位置处于长江口，浙江以北，江苏以南

Overview

Positioning



Four Centers

FTZ

Science & Innovation Center

Belt & Road

Made in China 2025



Overview

Foreign investment in Shanghai

Total 总数 **91,400**

Headquarters 地区总部 **625**

R&D centers 研发中心 **426**

Contributed **2/3** of total import/export volume and industrial output

1/3 of tax revenues

1/5 of employment



Resource



Development Zones and Industrial Park

10 National-level

31 Municipal-level



Innovation centre: Zhangjiang, Caohejing, Zizhu, Yangpu....

Industry cluster: Jiading Auto、 G60 Science Corridor、 Oriented Valley、 Chem Industry Park...

Advanced manufacturing: Lingang、 Jinshan、 Baoshan、 Congming...

Industry basement, Yangzi Delta Economic Cycle, huge Chinese market

**Full support will be given to
Ten national-level development zone**



Key Development Areas & Industries

Hongqiao CBD

Location

Total designated area is 86.6 km², covering 4 districts including Minhang, Changning, Huangpu, Jiading .

Position

Headquarter economy, low carbon industry, modern logistics, exhibition, creative industry, healthcare, commerce and trade, tourism



Key Development Areas & Industries

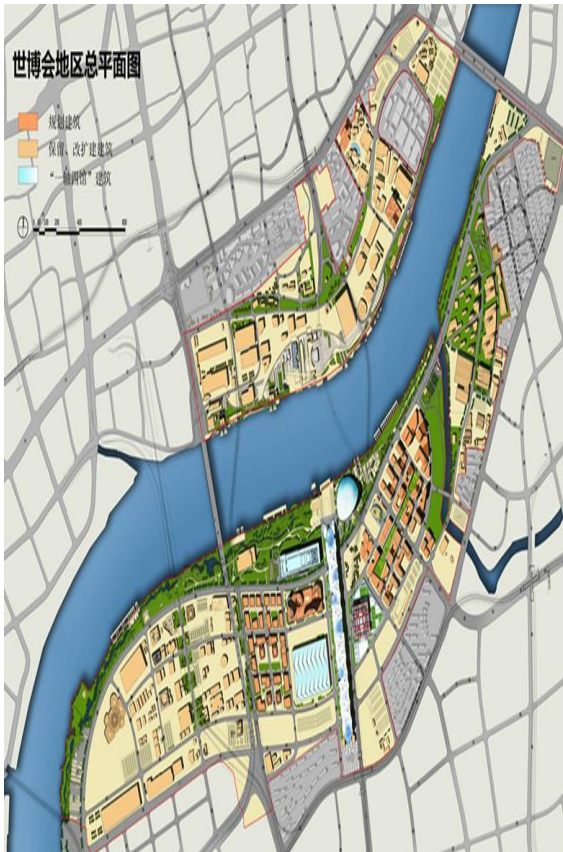
EXPO Site

Location

Huangpu river run through the park,
Which has an area of 5.28 km²

Position

Headquarter economy, culture and
Creative industry



Key Development Areas & Industries

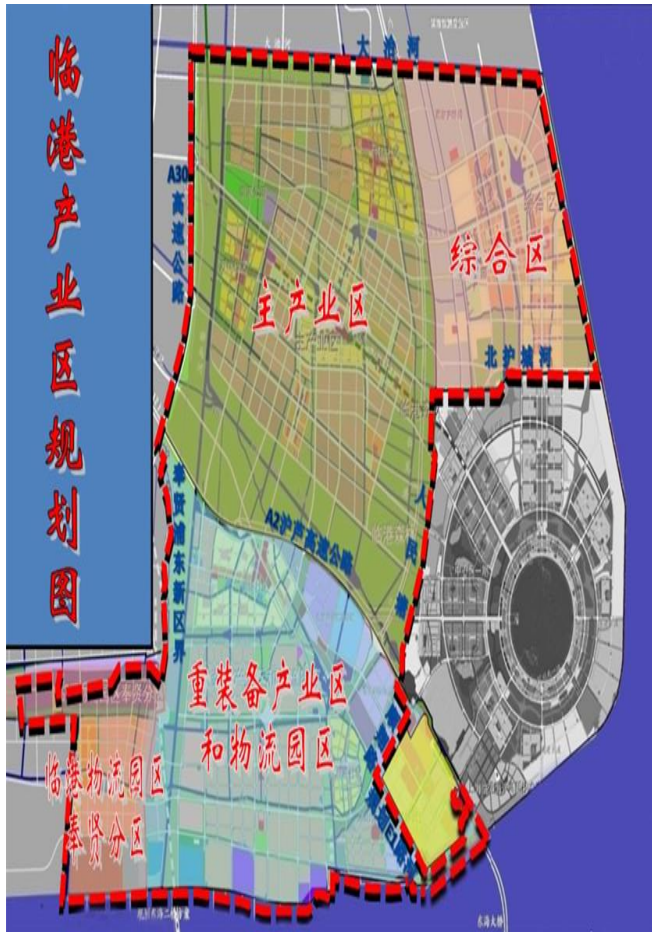
Lingang Area

Location

Southeast of Shanghai, with a designated area of 315 km²

Position

New energy equipment, auto and auto parts, key parts of ships, marine engineering, engineering machinery, civil aviation, etc.



Key Development Areas & Industry

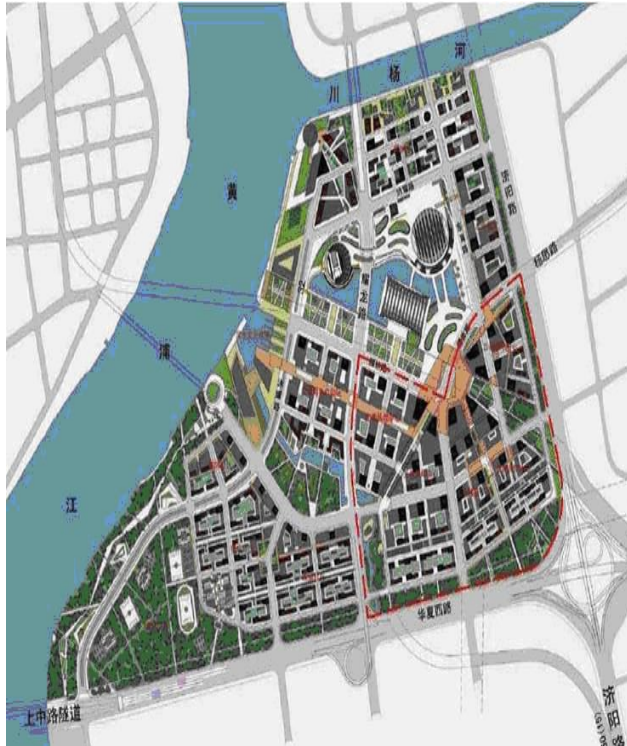
Foreshore Area (Qiantan)

Location

Located at the south of Huangpu River, with planning area of 2.83km²

Position

Headquarter, culture, media, sports
And leisure



Key Development Areas & Industry



Riversides of Huangpu River



Location

Alongside the Huangpu River,
Designated area 144 km²

Position

Cultural, tourism, commerce and
trade, headquarter economy



Key Development Areas & Industry

Shanghai International Tourism Resort



Position

Central part of Pudong,
Total area 24.7km², Core area 7km²
function area 17.7km²

Disney theme park at the core, to
develop tourism, cultural and
creative industry, business
conference, retail and sport, etc.

Shanghai FTZ Pilot



Jinqiao
20.48 km²

Bonded Area (Logistic Park)
1.03km²

Bonded Area (Wai Gaoqiao)
10km²

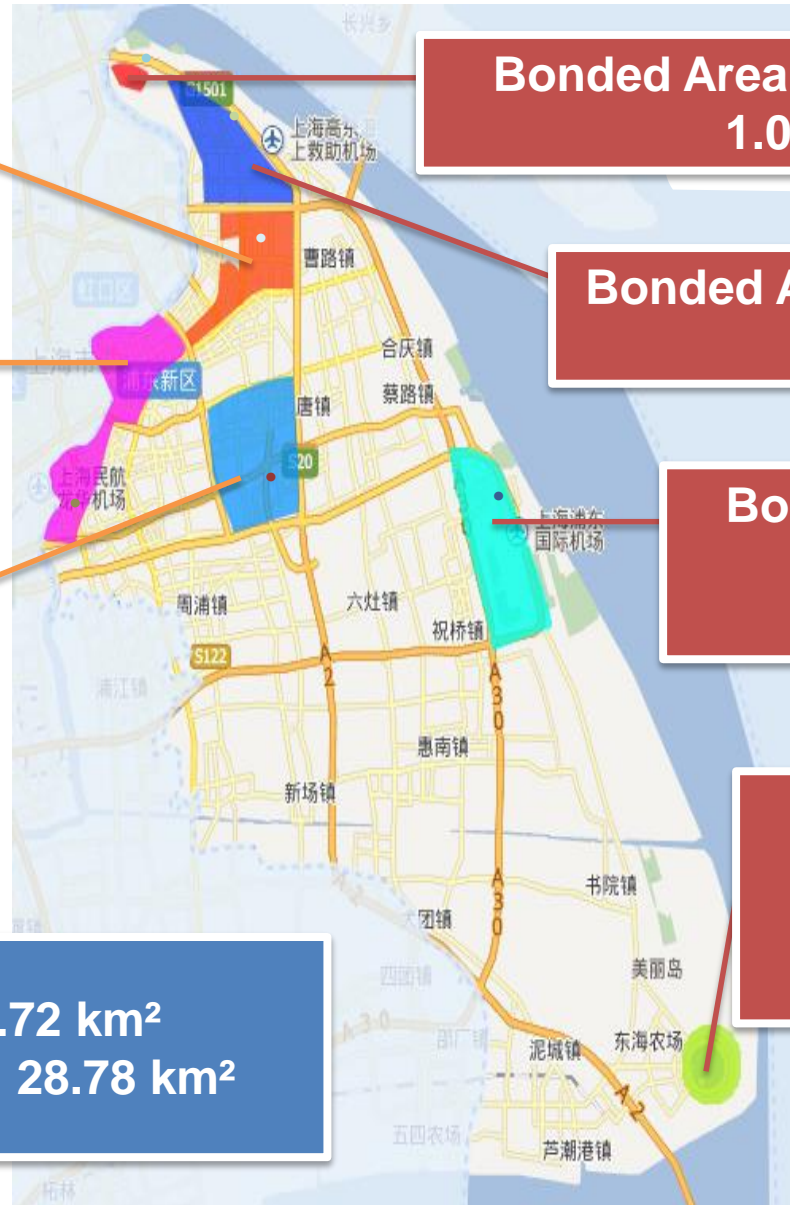
Bonded Area (Pudong
Airport)
3.59 km²

Bonded Area
(Yangshan Free
Trade Port Area)
14.16km²

Lujiazui
(Expo Area included)
34.26 km²

Zhangjiang
37.20 km²

Land Area: 120.72 km²
Before Expansion: 28.78 km²



The Cruise Industries in Shanghai

Shanghai water gateway

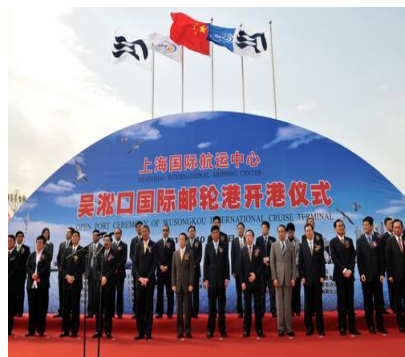
Based at Shanghai Baoshan District:

- located in the Northeast of Shanghai
- the crossover of Huangpu River, Yangzi River and connecting to the sea
- the costal line reach 40km



The Cruise Industries in Shanghai

Wusong International Cruise Terminal



**Officially opening:
Wusong
International
Cruise port**

**Passengers at
Wusong port
exceeded
Hongqiao
Airport**

2011

**China Cruise
Tourism
Development
Zone (pilot)**

2012



2016

2017

**Received cruise ship:
466
Passenger numbers:
2.916 million
Top one in Asia**

The Cruise Industries in Shanghai

Development target in the 13th “Five Year” Plan



Cruise ships **800 ~ 1000** ships/year



Passengers **5 ~ 6** million/year

Focusing on function improvement,
create the first class cruise home
port

Deepening the integration
development of the city and the
port

Speeding up the policy reform and
innovation

Incentive policies to promote cruise
industries

The Cruise Industries in Shanghai



Integrated development

Shanghai handed with CSSC, CIC, Lloyd's Register of UK, America Carnival Group, Italy Fincantieri Group, established China Cruise Industry Development Alliance, released the 6-party cooperation joint declaration

Cooperate with CSSC, established Shanghai International Cruise Industrial Park

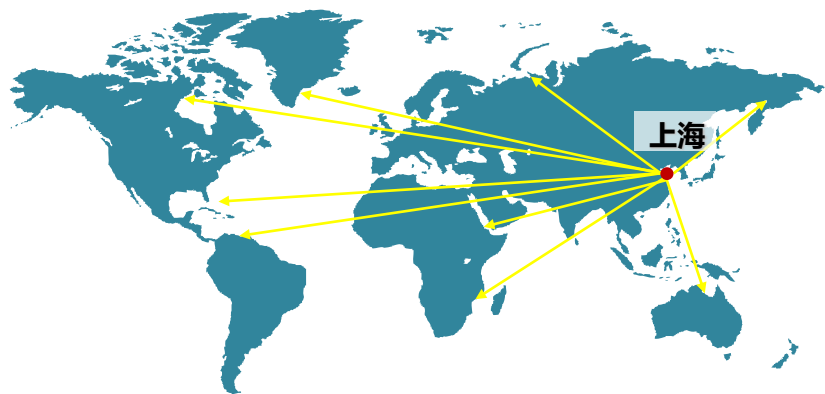
The first cruise industry fund in China was introduced to raise 30 billion Yuan in the first phase to develop the cruise industry



The Cruise Industries in Shanghai

Policy reform and innovation

Innovate the supervision mode regarding overseas cruise supplies



Innovate the cross-border business model of cruise tourism



The Cruise Industries in Shanghai

Optimize the cruise business environment

Since 2018, the government will input not less than RMB100 million each year to support the development of cruise economy. The first round is for three years with total amount of not less than RMB300 million, priority support in:

An aerial photograph of a large cruise ship docked at a port. The ship is white with blue accents and has 'Royal Caribbean' visible on its side. In the background, there are industrial buildings and a large body of water.

Building HQ base for Cruise Companies

Constructing cruise home port with global competition

Fostering cruise industry economy highland with completed industrial chain

Promoting joint development of the city and industrial park

Optimizing the business environment for cruise industries

The Cruise Industries in Shanghai

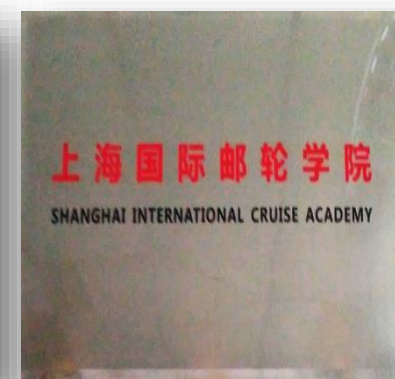
Strengthening international cooperation

Seatrade Cruise Asia Pacific 2018:

gathering the cruise companies in the world, focusing on the tremendous opportunities brought by increasing of Asia Pacific cruise market

International Cruise Service and

Trade Forum 2018: R&D and design, advanced manufacturing, tourist consumption and service management of cruise industry



Advantages



Industrial land

工业
用地

550 Km^2

土地
政策

50 Years



全世界定位“四个中心”的城市搞制造业的不多，且他们城市核心区很小，上海6000多平方公里，工业用地规划550平方公里，具有发展制造业的基础和空间条件。上海实行工业用地弹性年限出让的政策，但只要符合上海产业导向的好项目，仍按50年供地。

Advantages

Industrial clusters



e.g.

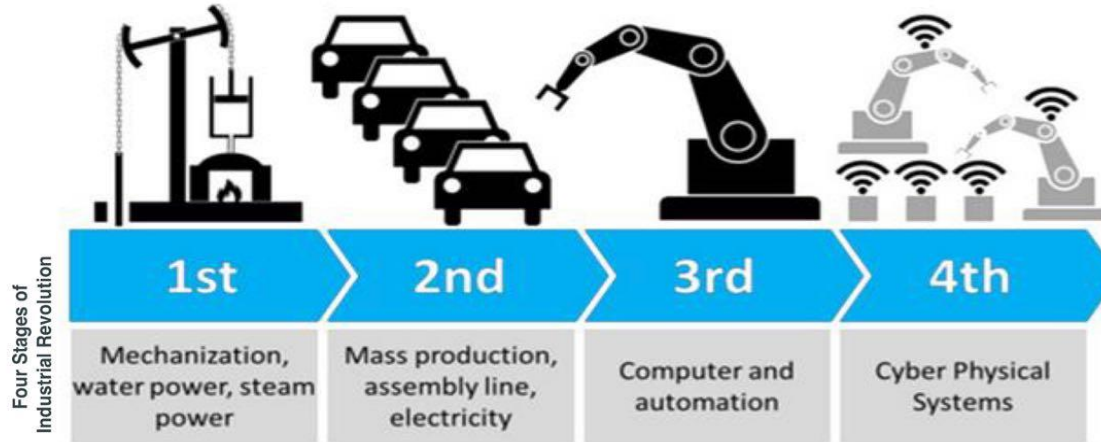


Additive Manufacturing/Robotics/precision machining/Intelligent detection

上海特色产业集聚区拥有完备的产业体系和超强的配套能力。以临港为例，有增材制造、机器人、再制造高档数控机床及专用加工装备、智能检测装配与仓储物流装备等众多优质企业，集聚优势明显。

Advantages

■ The Future of Manufacturing

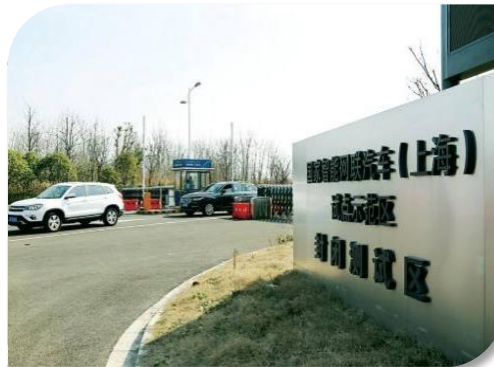


Innovation – a key success contributor to 4th Industrial Revolution...



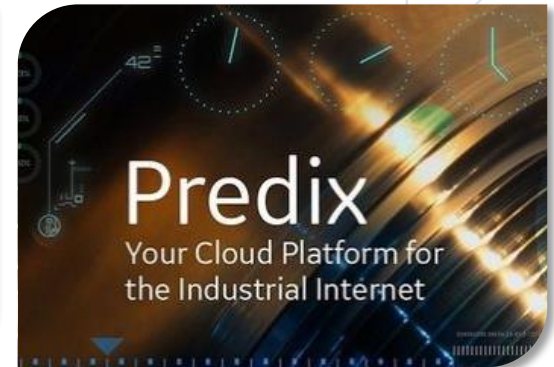
National Science Center

张江综合性国家科学中心
光源中心/蛋白质中心等



Nice City

国家智能网联汽车(上海)试点
示范区封闭测试区



GE Predix

上海数字创新坊

Advantages



Advantageous Business Environment



130,000

Graduates

40million

Containers

111.9million

Passengers

1200billion

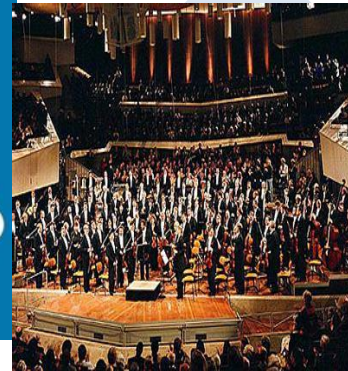
Retail sales of
consumer goods



The 46th World Skills Competition in 2021

Advantages

Advantageous Business Environment



Service Institution



Shanghai Foreign Investment Development Board
Shanghai Overseas Investment Development Board



U.S.A. Los Angeles Office

U.K. London Office

Sweden Gothenburg Office

Japan Osaka Office

Germany Frankfurt Office

www.investsh.org.cn

86-21-62368800





What We Do

- Investment promotion: events, training, delegation;
- Investment services: projects match-making, site selection , consulting services;
- Investment guide: guide to districts and industries parks regarding investment promotion services;
- Investment follow-up services: find solutions to the problems and coordinate with local relate parties;
- Overseas investment promotion: help local enterprises to explore overseas market



Select Shanghai

Unlimited Business Opportunities



**Wonderful
China**

**Magical
Shanghai**



**11.11
全球狂欢节
2017**



Welcome to Shanghai