Oriental Metropolis — Shanghai
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.

Land Area: 6340.5km²
Population: 24 million
Temperature: 17.1°C
Overview

Positioning

Four Centers
FTZ
Science & Innovation Center
Belt & Road
Made in China 2025
Overview

Foreign investment in Shanghai

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

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
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
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

Land Area: 120.72 km²
Before Expansion: 28.78 km²

Jinqiao
20.48 km²

Lujiang (Expo Area included)
34.26 km²

Zhangjiang
37.20 km²

Bonded Area (Logistic Park)
1.03 km²

Bonded Area (Wai Gaoqiao)
10 km²

Bonded Area (Pudong Airport)
3.59 km²

Bonded Area (Yangshan Free Trade Port Area)
14.16 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 coastal line reach 40km
The Cruise Industries in Shanghai

Wusong International Cruise Terminal

Officially opening: Wusong International Cruise port

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

Passedengers at Wusong port exceeded Hongqiao Airport

China Cruise Tourism Development Zone (pilot)

2011 2012 2016 2017

Passengers at Wusong port exceeded Hongqiao Airport

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

The Cruise Industries in Shanghai
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
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:

1. Building HQ base for Cruise Companies
2. Constructing cruise home port with global competition
3. Fostering cruise industry economy highland with completed industrial chain
4. Promoting joint development of the city and industrial park
5. 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 km²

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**

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
Japan Osaka Office
U.K. London Office
Germany Frankfurt Office
Sweden Gothenburg Office

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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
Welcome to Shanghai