



SHANGHAI  
HUANGPU



扫一扫 关注



扫一扫 关注







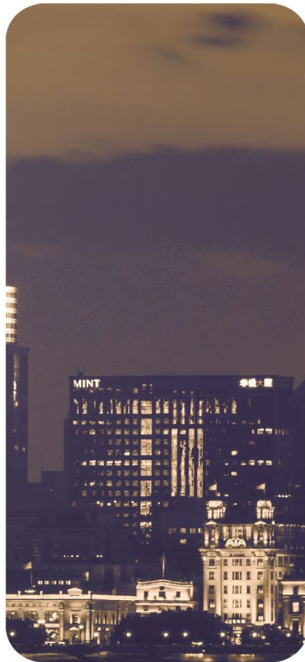


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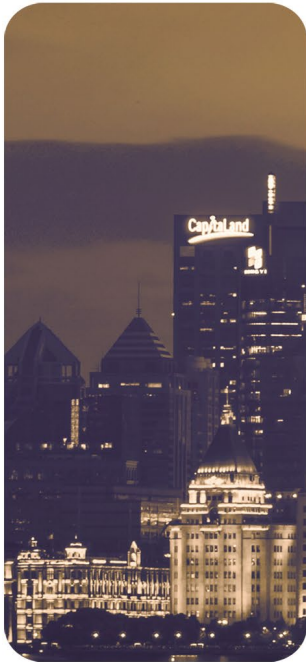
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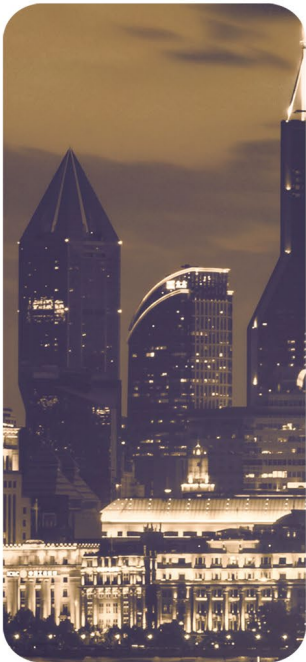
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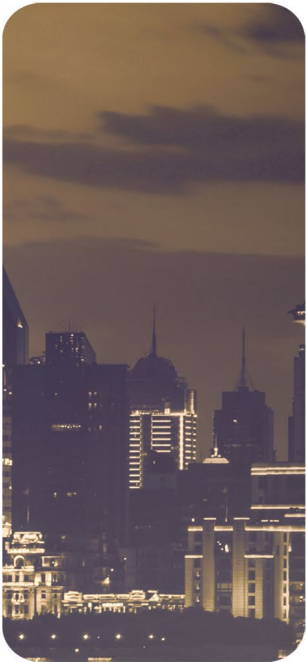
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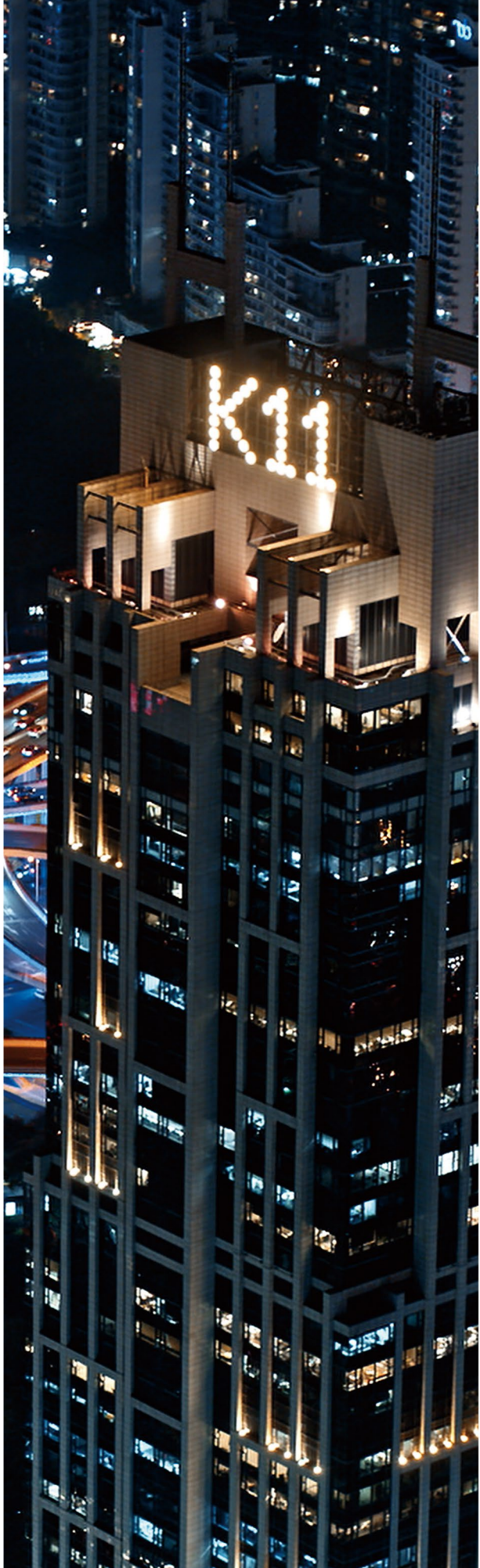
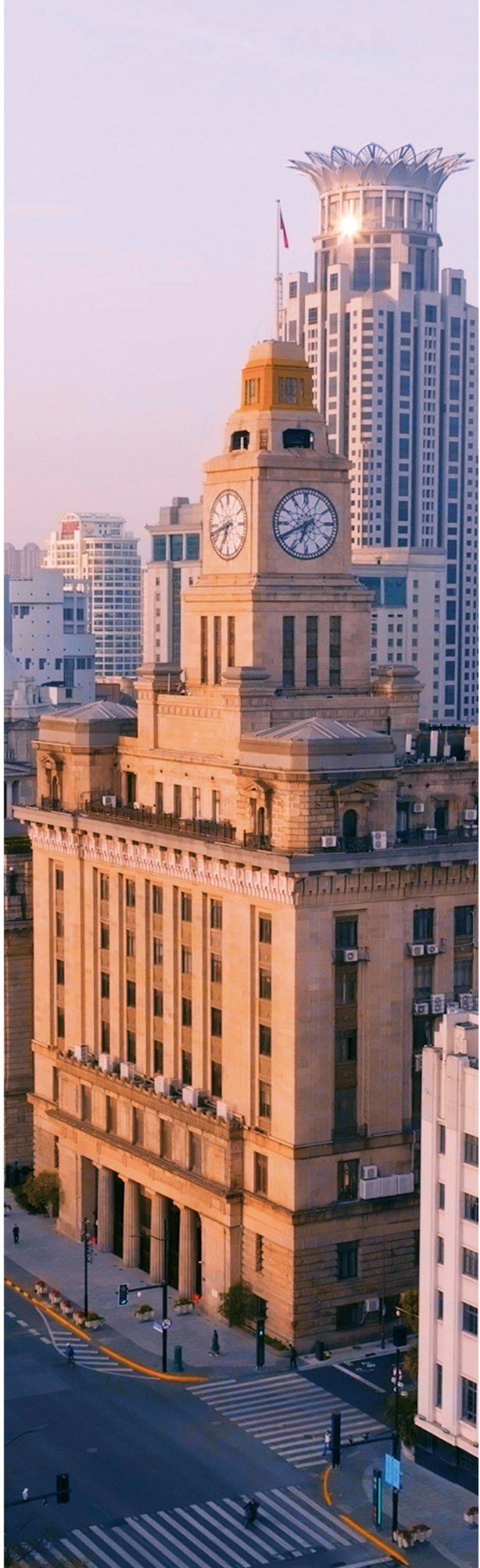
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# 01

整体概况  
OVERVIEW





# 整体概况

## OVERVIEW



黄浦是上海中心城区核心区，以上海的母亲河——黄浦江命名，是上海的经济、行政、文化中心所在地。习近平总书记担任上海市委书记时，将黄浦区定位为“上海的心脏、窗口和名片”。

Huangpu District named after the Huangpu River, Shanghai's mother river, is the heart of Shanghai's downtown. It is also where the economic, administrative and culture centers of Shanghai are located. When General Secretary Xi Jinping served as the Secretary of Shanghai Municipal Party Committee, he designated Huangpu District as the heart, window and symbol of Shanghai.

### 区域面积： Area

区域东南临黄浦江，北临苏州河，三面环水，总面积20.52平方公里：陆域面积18.71平方公里，水域面积1.81平方公里，黄浦江岸线8.3公里。  
Huangpu district has a total area of 20.57 square kilometers, of which 18.71 square kilometers is land and 1.81 square kilometers is waters. It has Huangpu River in the southeast and Suzhou River in the north. Its bank of Huangpu River is 8.3 kilometers long.

### 行政区划： Administrative division:

全区下辖10个街道，172个居委会。  
10 residential districts and 172 neighborhood committees.

### 经济总量： Economic aggregate:

2022年，黄浦区实现地区生产总值 3023.05 亿元，可比增长0.37%。  
每平方公里年度产出 147.32 亿元，人均地区生产总值8.85万美元。  
全年完成总税收796.81亿元，完成区级一般公共预算收入273.95亿元，同比增长2.6%，总量居中心城区第二，增幅居全市第四。  
In 2022, the gross regional product (GRP) of Huangpu district reached 302.305 billion yuan, with a comparable growth of 0.37%. The annual output of per square kilometer was 14.732 billion yuan. The GRP per capita stood at 88.5 thousand US dollars. The annual tax revenue was 79.681 billion yuan. The public budget revenue at the district level was 27.395 billion yuan, which ranked second in the central urban area. The year-on-year growth, which stood at by 2.6%, ranked fourth in the whole city.

2023年上半年，黄浦区实现地区生产总值1479.62亿元，可比增长8.3 %。  
每平方公里年度产出 72.11亿元，人均地区生产总值9.98万美元。上半年完成总税收437.18亿元，完成区级一般公共预算收入155.91亿元，同比增长4.2%，总量居中心城区第一。  
In the first half of 2023, the gross regional product (GRP) of Huangpu district reached 147.96 billion yuan, with a comparable growth of 8.3%. The annual output of per square kilometer was 7.211 billion yuan. The GRP per capita stood at 99.8 thousand US dollars. The semi-annual tax revenue was 43.72 billion yuan. The public budget revenue at the district level was 15.59 billion yuan, growing by 4.2% year on year, which ranked first in the central urban area.

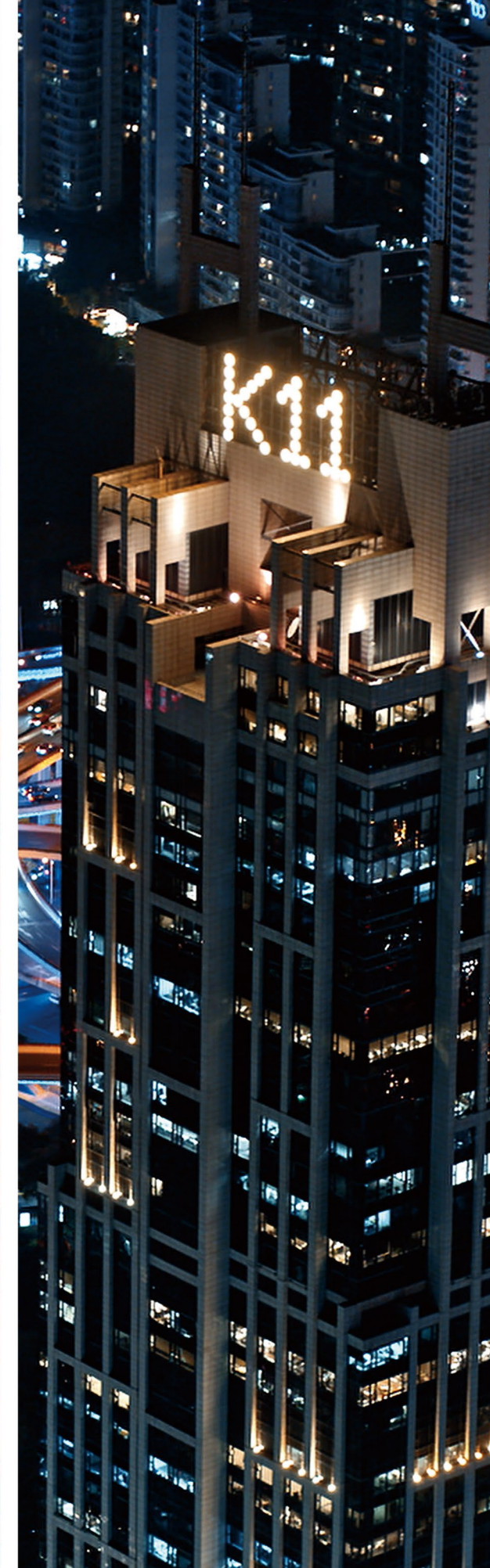
**中国共产党的诞生地**  
Birthplace of the Communist Party of China

**海派文化的发源地**  
Origin of Shanghai Regional Culture

**民族工业的发祥地**  
Cradle of national industries

**承载上海700余年的建城史和170余年的开埠史**  
**见证上海国际大都市的发展变化**  
A witness of over 7 centuries' history of city construction and 170 years' history of port opening of Shanghai and the city's development into an international metropolis







1843年上海开埠，  
境内地区被英、法等国强辟为租界。  
1843 witnessed the port opening of Shanghai  
which was then made into concessions by  
Britain, France and the US.

1956年原黄浦区与老闸区合并。  
In 1965, Laozha District merged with the  
original Huangpu District.

1960年原新成、邑庙  
和卢湾区部分地段划入原黄浦区。  
In 1960, the original Xincheng District, parts of  
Yimiao District and Luwan District were brought  
under the original Huangpu District.

1993年原黄浦区、南市区境内  
浦东地区全部划归浦东新区。  
In 1993, the areas of Pudong that once  
belonged to the original Huangpu District  
and Nanshi District were all put under  
Pudong New Area.

2011年撤销原黄浦区、  
卢湾区建制，  
建立现在的黄浦区。  
In 2011, the original Huangpu District  
and Luwan District were abolished  
and the current Huangpu District  
was established.

黄浦区区境自唐天宝十年  
至宋代属华亭县，  
至元代隶属上海县。  
From the tenth year of the Tianbao  
period (751 AD) of the Tang Dynasty  
(618 AD-907 AD) to the Song Dynasty  
(960 AD-1279 AD), Huangpu District  
was under the jurisdiction of Huating  
County. By the Yuan Dynasty (1271 AD  
-1368 AD), it was under the jurisdiction  
of Shanghai County.

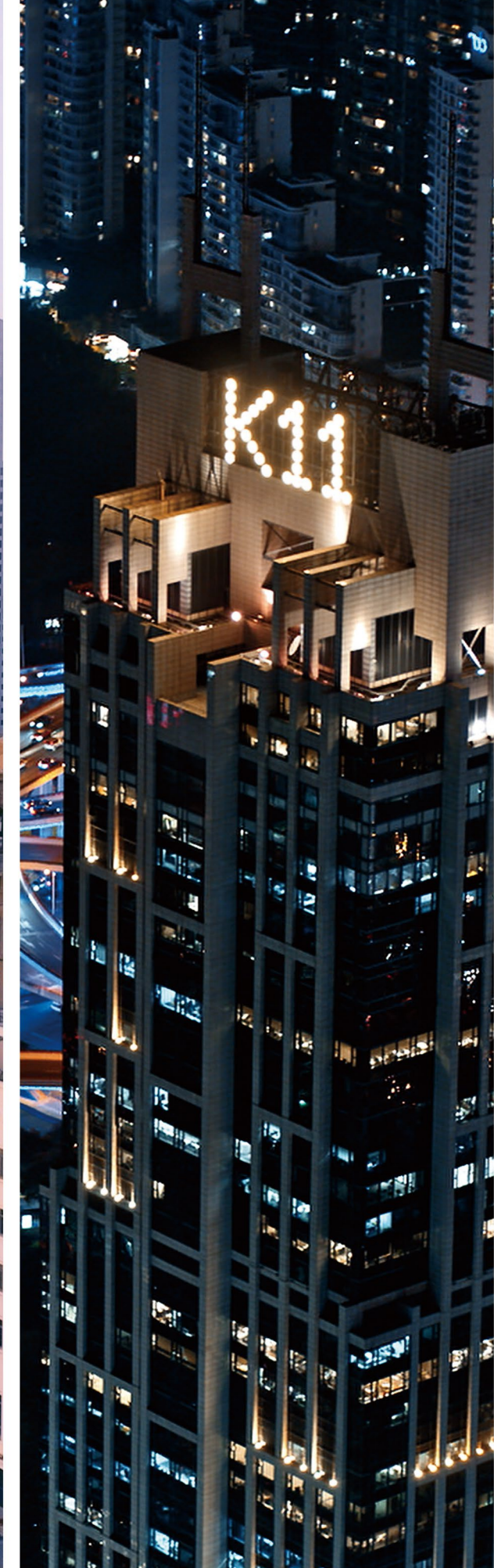
1945年抗战胜利后，国民党政府  
以黄浦江名建立了最早的黄浦区。  
上海解放后，该区域区划几经调整，  
先后属于黄浦、老闸、邑庙、蓬莱、卢湾、嵩山等区。  
After the victory of the Anti-Japanese War, the Kuomintang government established  
the earliest Huangpu District, which was named after the Huangpu River. Since the  
liberation of Shanghai, the region of the original Huangpu District had been put under  
the jurisdiction of Huangpu District, Laozha District, Yimiao District, Penglai District,  
Luwan District and Songshan District successively.

1959年，原邑庙区、蓬莱区  
合并成立南市区，  
原嵩山区部分划入卢湾区。  
In 1959, the original Yimiao District and  
Penglai District merged into Nanshi District.

1961年原浦东县部分街道  
划入原黄浦区、南市区。  
到80年代，原川沙县部分乡镇  
陆续划入原黄浦区、南市区。  
In 1961, several residential districts of the Original Pudong  
District were put under the original Huangpu District and  
Nanshi District. By the 1980s, several towns of the original  
Shachuan County were brought under the original Huangpu  
District and Nanshi District in succession.

2000年原黄浦区、  
南市区撤销，建立新的黄浦区。  
In 2000, the original Huangpu District  
and Nanshi District were revoked and  
a new Huangpu District was established.









SITE OF THE FIRST NATIONAL CONGRESS  
OF THE COMMUNIST PARTY OF CHINA

## 中共一大會址

中国共产党诞生地  
BIRTHPLACE OF THE COMMUNIST PARTY OF CHINA

会址位于上海市兴业路76号（原望志路106号），是出席中共“一大”的上海代表李汉俊之兄李书城的住所，为一幢沿街砖木结构一底一楼旧式石库门住宅建筑，坐北朝南。1921年7月23日，来自各地中国共产党早期组织的代表及共产国际代表在楼下一间约18平方米的客堂中举行了中国共产党第一次全国代表大会。

The site's address is 76 Xingye Road, Huangpu District. It was the abode of Li Shucheng, the elder brother of Lihanjun who was a Shanghai deputy of the First National Congress of the Communist Party of China. Located on the roadside, it is a two-story shikumen-style building constructed with timbers and bricks, facing south with the back to the north. On July 23, 1921, the deputies of the early organizations of the Communist Party all over China and those of the Communist International held the First National Congress of the Communist Party of China in an 18-square-meter living room.



THE PEOPLE'S SQUARE

## 人民广场

上海城市坐标的原点  
THE "COORDINATE ORIGIN" OF SHANGHAI

人民广场位于上海市中心，解放前曾是“远东第一”的“上海跑马厅”。解放后，“跑马厅”被改建成了人民广场。经过历次改造，目前人民广场占地面积约14万平方米，已经成为融行政、文化、交通、商业于一体的园林式广场，是上海最为重要的地标之一。

People's square is located in the center of Shanghai. Before the founding of the People's Republic of China, it was called "the greatest racecourse in the far east". Later, the "racecourse" was changed into People's Square, which now covers an area of 140 thousand square meters. Today, it has become a garden-style square that serves multiple functions including administration, culture, transportation and commerce. Hence one of the most significant landmarks of Shanghai.





THE BUND

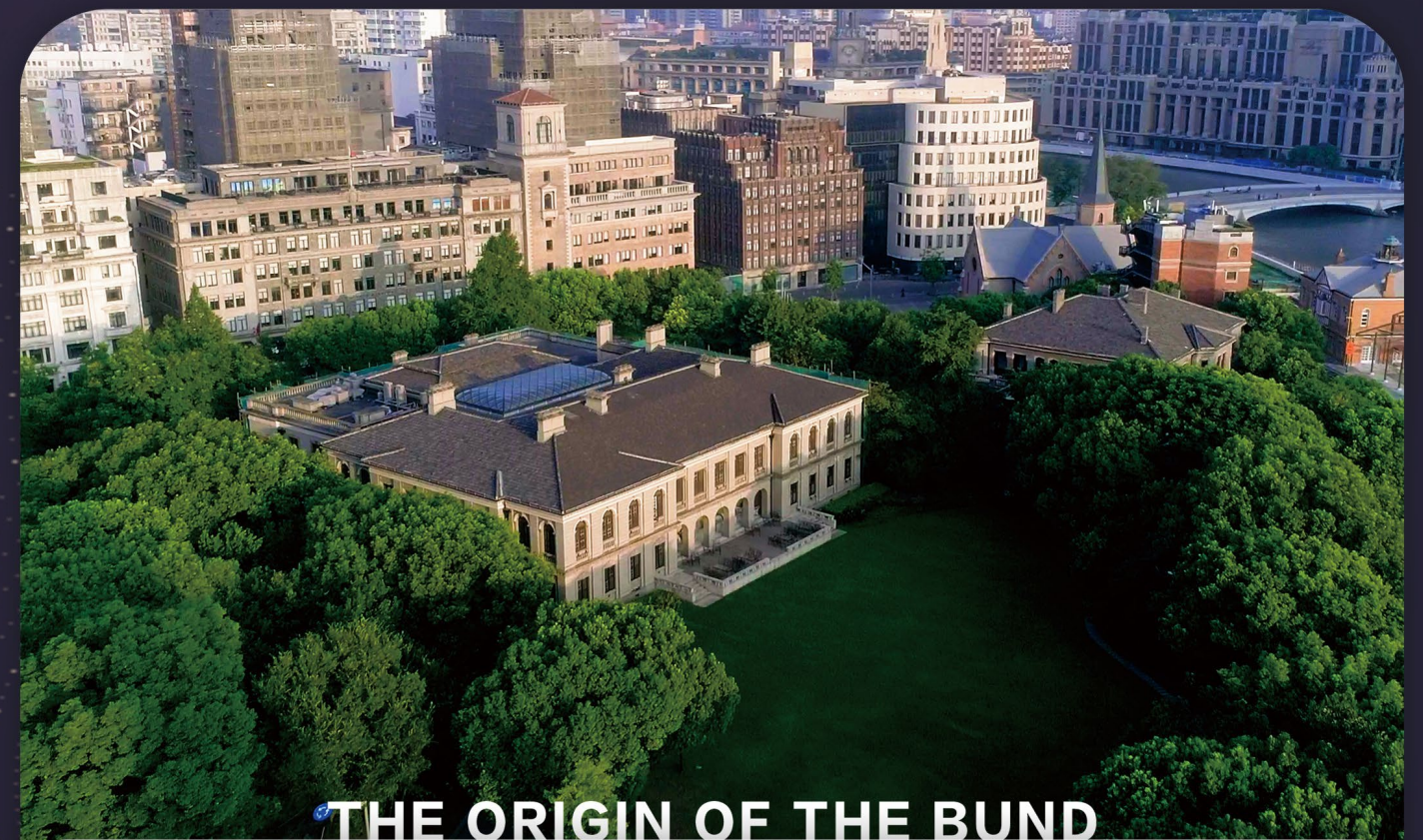
## 外滩

万国建筑博览群

THE MUSEUM OF ARCHITECTURES FROM TEN THOUSAND STATES

外滩是上海的象征，也是上海城市近代化的起点。外滩是上海金融的起源与主体，早在1846年就出现了上海第一家银行。至二十世纪三四十年代，外滩已发展为亚洲金融中心、世界第三金融中心，有“东方华尔街”之誉。当前，黄浦区紧紧抓住上海加快建设国际金融中心的战略机遇，聚焦外滩金融集聚带建设，重点推动外滩滨江发展轴和北段老外滩地区、中段十六铺地区、南段董家渡地区“一轴三段”组团式发展。作为上海国际金融中心核心功能区之一，外滩金融集聚带金融要素齐全，金融机构集聚，金融产业生态日趋完善，已基本形成与陆家嘴金融城错位互补协同发展的格局。今后，外滩金融集聚带将建设成为具有影响力的国际性资产管理中心、资本运营中心和金融专业服务中心。

As a symbol of Shanghai, the Bund marked the beginning of Shanghai's modernization. It is also the origin and main body of the city's financial sector. As early as 1846, Shanghai had its first bank. By 1930s and 1940s, it has emerged as the first financial center of Asia and the third financial center of the world. Hence the title "the Wall Street in the east". Currently, Huangpu District is working to seize strategic opportunities brought by Shanghai's accelerated development into an international financial center, focus on the development of the BFC. The development of the Riverside Development Axis together with the Old Bund Area in the north, the Shiliupu Area in the middle, and the Dongjiadu Area in the south should be coordinated. As one of the core functional zone of Shanghai International Financial Center, the Bund's Financial Concentration (BFC) enjoys a complete set of financial elements, gathers financial organizations and sees improvements in its ecology for the financial industry. A pattern where it is complementary to the Lujiazui Financial City has taken shape. In the future, the BFC will turn into influential international asset management center, capital operation center and financial professional service center.



THE ORIGIN OF THE BUND

## 外滩源

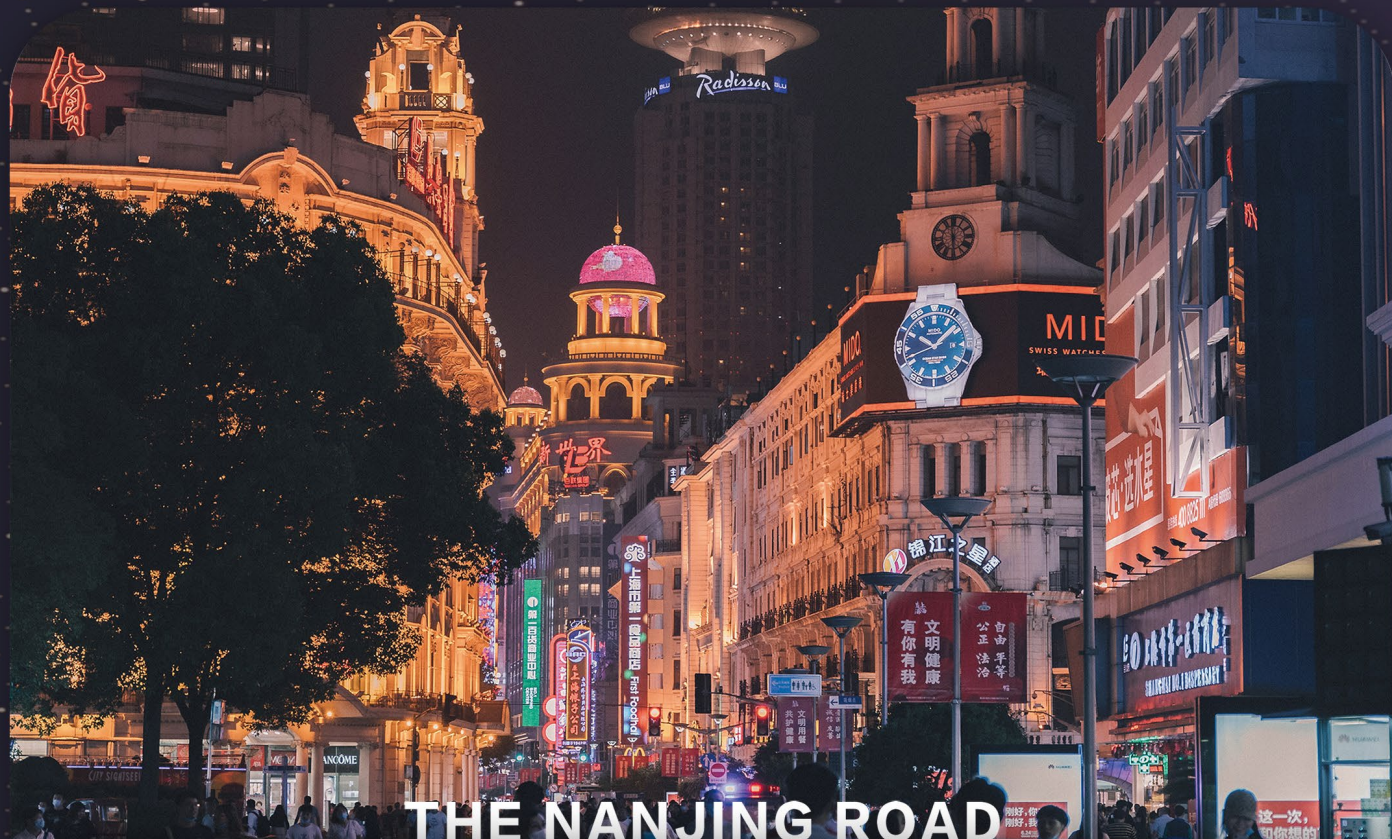
上海现代城市的源头

THE SOURCE OF SHANGHAI'S URBANIZATION

外滩源是上海开埠历史的起点，上海近现代贸易、商业和金融业在此蕴育生长；这里是海派文化的源头，中西方文化于此交融积淀。至今保存完好的14幢近代优秀历史保护建筑，集中了欧洲文艺复兴、新古典主义、装饰艺术派和现代主义等多种建筑风格，虽历经一百四十年的风雨洗礼与沧桑变革，依然散发着华贵典雅的气息。

The Origin of the Bund, which marked the port opening of Shanghai, was the cradle of Shanghai's trade, commerce and finance in the modern era. It is also the origin of Hai Pai culture where Chinese and western cultures merge. There are 14 well-preserved modern buildings of great historic value. Their styles are various including European Renaissance, Neoclassicism, Art Deco and Modernism. Through one hundred and forty years, they still manifest magnificence and elegance.





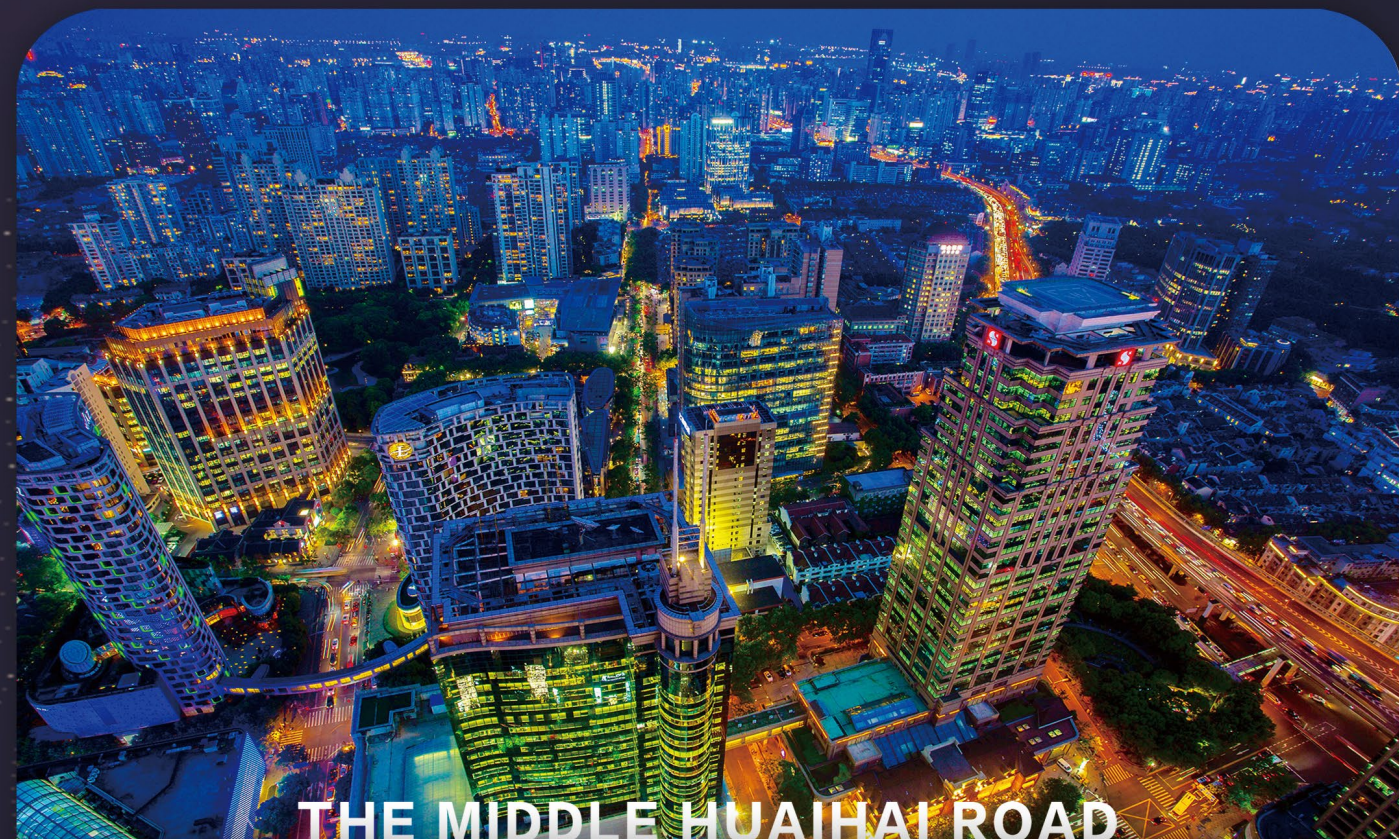
THE NANJING ROAD

## 南京路

中华商业第一街  
THE BEST COMMERCIAL STREET IN CHINA

南京路，是世界上最繁荣的商业街区之一。作为上海开埠后形成的第一条知名商业街，南京路也是上海近现代商业的发祥地。早在十九世纪五、六十年代南京路已有“进口商品的橱窗”之称。二十世纪二、三十年代，随着“四大环球百货”（先施公司、永安公司、新新公司、大新公司）的相继建成开业，南京路更以其繁荣繁华而享誉中外，开创了亚洲百货业的诸多先河，被誉为“远东第一商业街”。

Nanjing Road is one of the most thriving commercial streets in the world. As the first renowned commercial street in Shanghai after its port opening, Nanjing Road was also the cradle of Shanghai's modern commerce. As early as 1850s and 1860s, it had already been called "the showcase for imported goods". In the 1920s and 1930s, with the opening of the four great department stores (Xianshi Company, Yong'an Company, Xinxin Company and Daxin Company), Nanjing Road became world famous for its prosperity and bustle. The pioneer of department stores in Asia, it is acclaimed as "the best commercial street in the far east".



THE MIDDLE HUAIIHAI ROAD

## 淮海中路

东方香榭丽舍大街  
THE CHAMPS ELYSEES IN THE EAST.

1901年辟筑的淮海路，初名霞飞路，位于上海市中心。20世纪30年代形成时尚商业街，以“东方巴黎时尚街”而闻名。21世纪初，经过精心改造，街区景点建筑得到了保护性开发，同时新建了一批现代化建筑。目前，淮海中路沿线汇聚了香港广场、力宝广场、金钟大厦、香港新世界大厦等著名商务大楼，其中有11幢楼宇年税收超亿元。100万平方米的商务面积引进了索尼、埃森哲等多家世界500强跨国公司，50万平方米的商业面积引进了爱马仕、劳力士等知名品牌2000多个，其中国际品牌1600多个。

Huaihai Road is located in downtown Shanghai. When constructed in 1901, it was named Xiafei Road. In 1930s, it became a fashion commercial street that was known as "the Paris Fashion Street in the east". At the beginning of the 21st century, the historical relics on the road went through "protective exploitation" after elaborate transformation. Meanwhile a number of modernized buildings were also constructed. Today, Middle Huaihai Road brings together well known business buildings such as Hong Kong Square, Lippo Plaza, Jinzhong Building and Hong Kong Xintiandi. Among them, eleven buildings each contribute over 100 million yuan of tax revenue. Several Fortune 500 multinational companies, such as Sony and Accenture, operate in one million square meters of commercial area. More than 2,000 famous brands, among which 1,600 are international brands such as Hermes and Rolex, have been introduced into 500 thousand square meters of commercial area.





## XINTIANDI 新天地

昨天，明天，相会在今天  
HERE CONVERGE THE PAST AND THE FUTURE.

新天地坐落在上海市中心，2001年正式对外运营，建筑群依照“整旧如旧，保护历史，文化兴市”的思路，在保留砖墙、屋瓦等石库门文化元素的同时，融合西方文化和现代元素，将上海传统的石库门里弄与充满现代感的新建筑融为一体，是上海历史建筑保护性开发的优秀典范。新天地分为南里、北里两个地块，南里以现代建筑为主，石库门建筑为辅；北里保留与中共“一大”会址纪念馆相毗邻的石库门建筑，延续历史文脉。

Xintiandi is located in downtown Shanghai. In 2001, it started to open to the public. Under the guideline of "preserving relics as they were in the past, protecting the history and vitalize the city with culture", we have worked to combine elements of Shikumen Culture, such as brick walls and roof tiles, with western cultures and modern elements. In this way, Xintiandi has been made a fine example for protective exploitation of historic buildings in Shanghai. Xintiandi is divided into two parts, the North and South Blocks. The former contains mainly modern architectures with just a few Shikumen buildings. In the latter, the Shikumen-style building that is adjacent to the Memorial Hall for the Site of the First National Congress of the Communist Party of China is preserved to commemorate the history.



## THE YU GARDEN 豫园

上海最中国的地方  
THE PLACE WITH THE MOST STRIKING CHINESE CHARACTERISTICS IN SHANGHAI

豫园位于上海老城厢东北部安仁街218号，是著名的江南古典园林、闻名中外的名胜古迹和游览胜地，为全国重点文物保护单位，国家AAAA级旅游景区。豫园西南与老城隍庙、豫园商城相连，庙、市、园合一，集邑庙、民俗、休闲、购物、美食、览胜和文化活动为一体、构成了上海700年历史文脉的物化展示和上海城市文明的视觉渔泽。每年吸引海内外游客超过3700万人次。

The address of Yu Garden is No. 218, Anren Road, Shanghai, in the northeast of Shanghai old city. As a tourist site at the AAAA level, Yu Garden is a renowned classical garden of the Jiangnan style, a place of historic interest and a tourist attraction. It is linked to the Old City God Temple and Yu Garden Shopping Center in the southwest. Hence the combination of worshipping, shopping and sightseeing, which showcases Shanghai's history of seven century and its affluent urban culture. Every year, Yu Garden attracts over 370 million tourists in China and from the larger world.

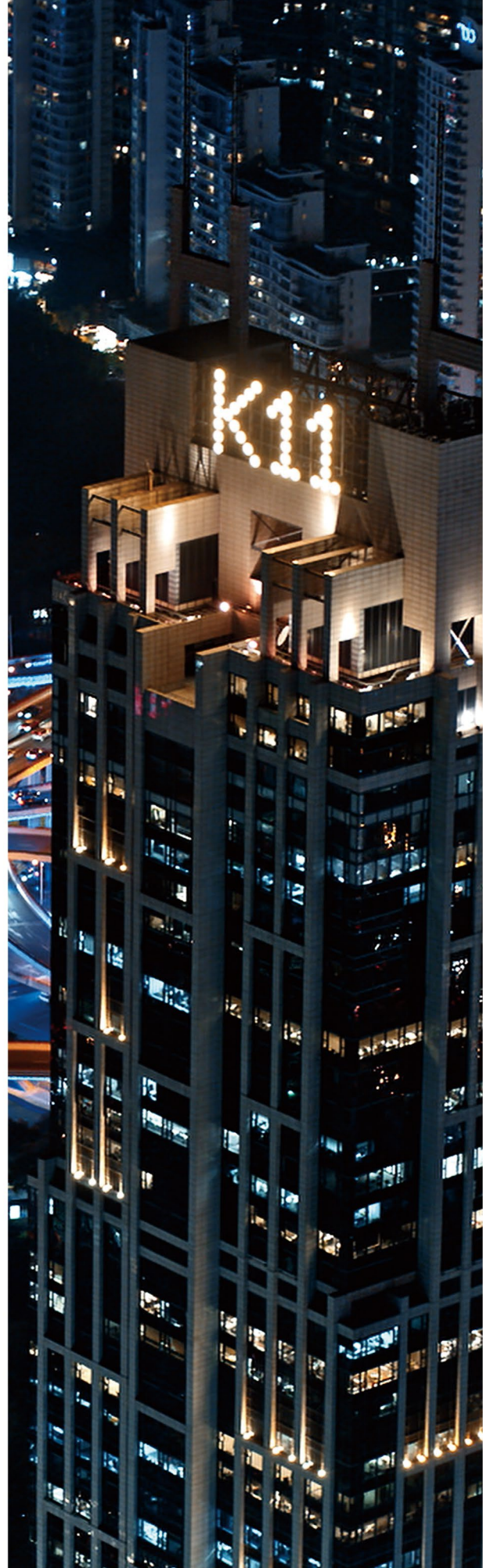




04

## 重点产业 和央企总部

KEY SECTORS AND  
CENTRAL ENTERPRISES'  
HEADQUARTERS





外滩金融集聚带关于发挥核心功能区作用服务  
上海国际金融中心建设的若干意见（外滩金融十八条）

- 1.率先承接金融业对外开放项目落地黄浦。
- 2.全力服务金融市场扩大对外开放。
- 3.积极争取境内外金融机构参与人民币国际化业务试点率先落地。
- 4.主动对接自贸区新片区金融创新先行先试政策。
- 5.鼓励金融机构参与自贸区新片区建设。
- 6.支持企业对接自贸区新片区投资贸易自由化便利化政策。
- 7.充分发挥各类政府服务平台作用。
- 8.鼓励金融机构服务长三角一体化发展。
- 9.打造长三角地区金融综合服务枢纽。
- 10.全力支持资产管理机构集聚发展。
- 11.不断提升资产管理的国际化水平。
- 12.进一步增强资产管理机构服务功能。
- 13.鼓励金融科技产业集聚发展。
- 14.推动金融科技研发应用创新。
- 15.加强以服务实体经济为导向的数字普惠金融。
- 16.深化楼宇载体空间布局。
- 17.强化“外滩金融”品牌国际影响力。
- 18.优化金融综合配套服务。

ON THE ROLE OF  
THE BFC IN KEY FUNCTIONS AND SERVICES

OPINIONS ON THE CONSTRUCTION OF  
THE SHANGHAI INTERNATIONAL FINANCE CENTER  
(Eighteen Items on Bund Finance)

- 1.Take the lead in opening-up projects of the financial industry should be implemented in Huangpu District
- 2.Full support should be given to the financial market to further opening-up.
- 3.The pilot for financial organizations to engage in internationalization of CNY should be put in place as policy priority
- 4.Efforts should be made to coordinate the policy for the free trade zone and special area to pioneer in financial innovation
- 5.Financial organizations should be encouraged to engage in the development of the free trade zone and special area
- 6.Enterprises should be supported in coordinating the policy of trade and investment liberalization and facilitation in the free trade zone and special area.
- 7.Governmental service platform.
- 8.Financial organizations should be encouraged to serve the integrated development of Yangtze River Delta
- 9.The financial integrated service hub of Yangtze River Delta should be built.
- 10.Full support should be given to the agglomeration development asset management agencies
- 11.Improving the internationalized level of asset management
- 12.Services of asset management agencies should be improved
- 13.Aglomeration development of the FinTech industry should be encouraged
- 14.R&D, application and innovation of financial technology should be advanced
- 15.Inclusive digital finance led by the sevice real economy should be advanced
- 16.The spatial layouts of buildings should be deepened
- 17.The international impact of the brand "Bund's Finance" should be strengthened
- 18.Integrated supporting financial services should be improved

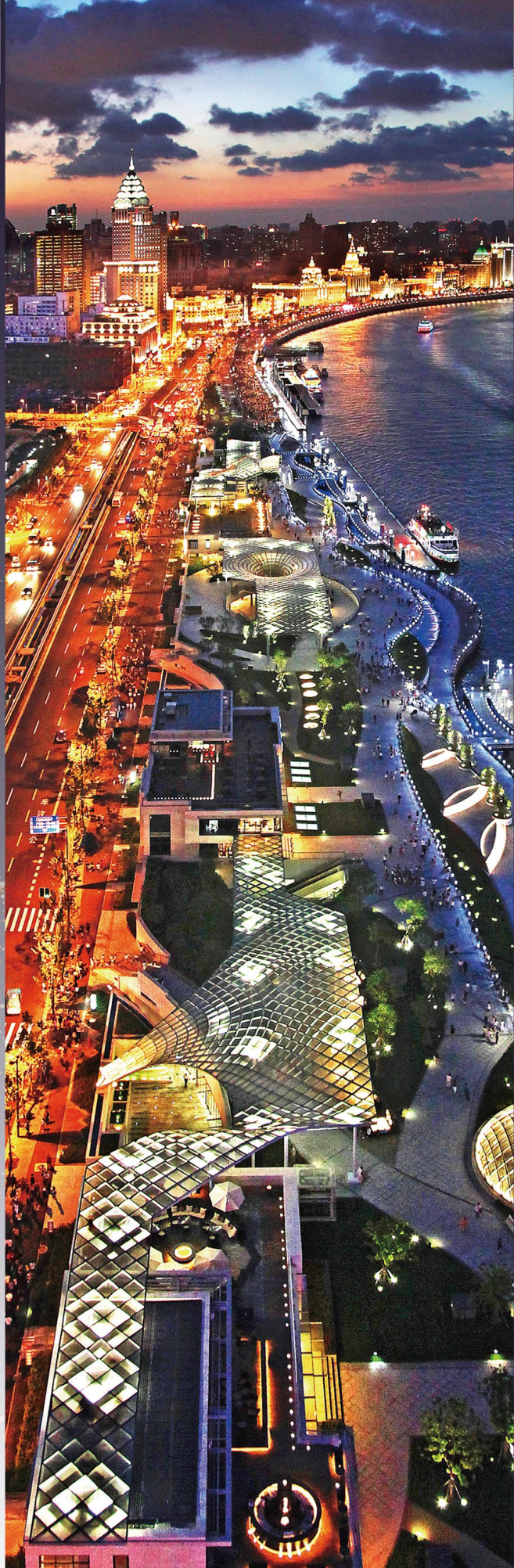
外滩金融集聚带关于加快推进金融科技发展的实施意见  
（外滩金科十条）

- 鼓励金融科技主体集聚发展构建金融科技产业链
- 1.全力支持金融科技基础设施建设
- 2.大力引育重点金融科技企业
- 3.加快集聚金融科技相关服务机构落户发展
- 推动金融科技的研发应用构建金融科技创新链
- 4.推动金融科技关键技术研发
- 5.推动金融科技示范应用
- 6.推动以服务实体经济为导向的数字普惠金融
- 优化金融科技发展环境构建金融科技服务链
- 7.加强对金融科技产业的支持
- 8.不断完善金融科技人才支持体系
- 9.积极推动外滩金融科技品牌建设
- 10.推动金融科技规范发展与监管创新

GUIDELINE OF ACCELERATING  
THE DEVELOPMENT OF FINTECH IN  
THE FINANCIAL CONCENTRATION BELT  
OF THE BUND  
(Ten Items of the Bund's FinTech)

- FinTech entities should be encouraged to aggregate in order to build the FinTech industrial chain
- 1.Full support should be given to the construction of FinTech infrastructure.
- 2.Key FinTech enterprises should be guided and nurtured
- 3.FinTech service providers should be encouraged to settle down as quickly as possible
- R&D and application of FinTech should be advanced to build the FinTech Innovation chain
- 4.R&D of key financial technologies should be advanced
- 5.Application of FinTech should be demonstrated
- 6.Service substantial economy-led inclusive finance should be promoted

- The environment for the development of FinTech should be improved to build the FinTech service chain
- 7.More support should be given to the FinTech industry
- 8.Supporting system of FinTech talent should be improved
- 9.Branding of technologies of the Bund's Finance should be advanced
- 10.Development of standards and innovation of regulation for FinTech should be advanced



关于《关于落实<外滩金融集聚带关于加快推进金融科技发展的实施意见>的实施细则（试行）》的政策解读

- （一）明确支持对象为注册和税务登记在本区的依法合规运营的企业及其它机构
- （二）推动金融科技产业集聚
  - “一事一议”扶持落户本区的国家级、市级金融科技重大基础设施、重要功能性机构。
  - 支持落地本区且经区政府批准的以外滩命名的金融科技会议。
  - 支持金融科技公司，金融科技细分领域领军企业、独角兽企业，各类金融科技公司，金融科技研发中心、创新中心、实验室等。
  - 扶持市级重点金融机构名单的金融科技企业。
  - 鼓励金融科技企业成长壮大。
  - 根据营业收入增长情况给予相应奖励。
  - 支持获得国家级、市级认定的金融科技众创空间、孵化器、加速器、集聚区、产业园等平台机构的运营。
- （三）推动金融科技产业创新与应用
  - 支持金融科技企业围绕金融创新需求加大研发投入。
  - 支持主导或参与制定金融科技领域各标准的企业或机构。
  - 支持金融科技企业、个人申报专利。
  - 发挥外滩金融集聚带在上海“金融科技应用示范带”战略布局的重要作用。
  - 支持企业开展技术研发和场景试验推广。
  - 鼓励金融机构积极参与上海大数据普惠金融应用。
  - 鼓励国家或市级金融科技立项的项目和国家或地方金融管理部门主导开展的金融科技创新监管试点项目。
- （四）完善金融科技产业发展环境
  - 设立“上海金融科技股权投资基金”。
  - 支持金融科技企业多渠道融资。
  - 支持企业进行知识产权质押融资和申请政策性担保基金。
  - 支持各类人才计划。
  - 产学研用合作，支持开展专业技术培训，提供综合服务保障。

INTERPRETATION OF "ON IMPLEMENTATION (TRIAL) OF 'OPINIONS  
ON ACCELERATING THE DEVELOPMENT OF FINTECH IN THE BUND'S  
FINTECH CONCENTRATION' "

- 1.Full support should be given to enterprises and other entities that register and conduct tax registration in Huangpu District and operate in accordance with laws and regulations.
- 2.Concentration of the FinTech industry should be advanced.  
"One project, one discussion" should support important national and municipal infrastructure and functional agencies that have settled down in Huangpu district.  
FinTech conferences that are named after the Bund, have settled down in Huangpu District and are authorized by the district government should be supported.  
FinTech companies, leading enterprises in niche areas of FinTech, unicorns, FinTech R&D centers, innovation centers and laboratories should be supported.  
FinTech enterprises in the list of key financial organization at the municipal level should be supported.  
FinTech enterprises should be encouraged to prosper.  
Enterprises should be given certain rewards according to their growth in revenues.  
FinTech maker spaces, incubators, accelerators, cluster areas, industrial parks at the national or municipal levels should be supported.
- 3.Innovation and application of the FinTech industry should be advanced  
FinTech enterprises should be supported in increasing R&D investment to meet requirements for financial innovation.  
Support should be given to enterprises or actors that lead or participate in formulation of standards of FinTech.  
FinTech enterprises and individuals should be supported to apply for patents.  
The Financial Concentration Belt of the Bund should play its significant role in the strategic layout of the "Demonstration Zone of FinTech Application" in Shanghai  
Enterprises should be supported in technology R&D and promotion of scenarios experiment.  
Financial agencies should be encouraged to participate in application of big-data inclusive finance in Shanghai.  
FinTech projects established at national or municipal levels or pilot projects of regulation innovation for FinTech led by local or national financial regulators should be encouraged.

- 4.The environment for the development of the FinTech industry should be improved  
Shanghai FinTech Stock Right Investment Fund should be established.  
Multi-channel financing for FinTech enterprises should be supported.  
Enterprises should be supported in engaging in intellectual property pledge financing and applying for policy guarantee funds.  
Various talents scheme should be supported.  
Production, research and application should be combined to conduct training of specific technologies so as to guarantee the quality of integrated services.



《黄浦区关于进一步推进企业改制上市和并购重组的实施意见（试行）》

（一）完善推进企业上市工作机制

- 完善协调机制
- 完善联动机制

（二）加强拟上市企业跟踪服务

- 加强上市资源培育
- 坚持分类指导和梯度孵化
- 强化培训和服务效能
- 建立企业上市绿色通道

（三）优化企业上市扶持政策

- 鼓励企业在境内上市
- 鼓励企业在境外上市
- 鼓励企业在全国中小企业股份转让系统挂牌

（四）推动上市企业并购重组

- 鼓励实施并购重组
- 推动国企改革与资本市场联动
- 推进外滩并购中心建设

（五）优化上市服务集成

- 大力发展股权投资机构
- 提升专业机构服务水平

（六）切实防范金融风险

- 协同推进风险防范

OPINIONS ON THE IMPLEMENTATION OF FURTHER  
RESTRUCTURING&LISTING AND MERGER&REORGANIZATION OF ENTERPRISES (TRIAL)

1.Mechanisms of enterprises' listing should be improved

The coordination mechanism should be improved  
The joint-action mechanism should be improved

2.Enterprises to be listed should be tracked

Nurturing of listed resources should be enhanced  
Classified guidance and gradient hatching  
Training and service efficiency should be improved  
Fast tracks for enterprises to get listed should be built

3.Policies to support enterprises' listing should be optimized

Enterprises should be encouraged to go public domestically  
Enterprises should be encouraged to go public abroad  
Enterprises should be encouraged to join the national share transfer system for small and medium sized enterprises in China

4.Listed enterprises should be encouraged to engage in mergers and acquisitions

Mergers and acquisitions should be encouraged  
Coordination between state-owned enterprises and the capitalist market should be advanced  
Establishment of the Bund M&A Center should be furthered

5.Integration of listed services should be improved

The development of equity investment institutions should be boosted  
Quality of services provided by professional organizations should be improved

6.Measures should be taken to guard against financial risks

Prevention of risks should be coordinated

黄浦区支持企业发展政策指南

·黄浦区支持专业化招商的实施办法

·黄浦区支持金融业发展的实施办法

·黄浦区促进总部经济发展的实施办法

·黄浦区关于加快推进新一代人工智能产业融合发展的政策意见

·黄浦区试点开展区级贸易型总部认定实施意见

·黄浦区鼓励设立民营企业总部的实施意见

·黄浦区服务业发展引导资金管理办法

·黄浦区关于进一步做好利用外资工作的实施意见

·黄浦区关于支持金融科技创新发展的实施办法

·黄浦区促进高端服务业发展的实施办法

·黄浦区支持楼宇经济发展的实施办法

·黄浦区推进品牌创新发展实施意见

·黄浦区鼓励跨国公司设立地区总部的实施意见

·黄浦区异地办公的重点企业及机构人才公寓货币补贴试点方案

·黄浦区文化创意产业发展引导资金管理办法

HUANGPU DISTRICT' S GUIDELINE OF  
THE POLICY SUPPORTING THE DEVELOPMENT OF ENTERPRISES

· Measures for Huangpu District to Support Professional Invitation of Investment

· Measures for Huangpu District to Support the Development of the Financial Industry

· Measures for Huangpu District to Boost the Economic Development of the  
Headquarters

· Policy Opinions on Accelerating the Integration of a New Generation of the Artificial  
Intelligence Industry in Huangpu District

· Opinion on the Qualification of Trade Headquarters at the District Level in the pilot of  
Huangpu District

· Opinions on Huangpu District' s Encouraging the Establishment of the Headquarters  
for Private Enterprises

· Measures to Regulate the service sector' s Channeling Fund

· Implementation Opinions on Huangpu District' s Utilization of Foreign Investment

· Measures for Huangpu District to Support Innovative Development of FinTech

· Measures for Huangpu District to Boost the Development of the High-End Service  
Sector

· Measures for Huangpu District to Support the Development of the Building Economy  
Opinions on Huangpu District' s Advancing Innovative Branding

· Opinions on Huangpu District' s Advancing Innovative Branding

· Opinion on Huangpu District' s Encouraging Transnational Corporations to Establish  
Their Regional Headquarters in the District

· Plan on the Pilot of Monetary Subsidy for Talent Apartments of Key Enterprises  
and Organization of Remote Working

· Measures to Regulate the Cultural Innovative Sector' s Channeling Fund



# 金融服务业

## FINANCIAL SERVICE SECTOR

### 基本情况： OVERVIEW

2022年，黄浦区实现金融业增加值1348.57亿元，占全区总增加值的44.6%，完成总税收233.57亿元，占区域经济比重29.3%。区内金融市场交易总额约占全市70%，黄金现货交易量全球第1。

In 2022, the added value of the financial industry of Huangpu District reached 134.857 billion yuan, accounting for 44.6% of the total added value. The total tax revenue was 233.57 billion yuan, accounting for 29.3% of the regional economy. The trade volume of the district's financial market accounts for about 70% of that of Shanghai. Its Spot gold trades rank first in the world.

2023年上半年，黄浦区实现金融业增加值650.21亿元，占全区GDP的比重约43.94%，完成总税收104.87亿元，占区域经济比重24.0%。区内金融市场交易总额约占全市72.36%，黄金现货交易量全球第1。区内有较为完备的金融机构体系，已汇聚持牌金融机构约750家。

In the first half of 2023, the added value of the financial industry of Huangpu District reached 65.02 billion yuan, accounting for 43.94% of the total GDP. The total tax revenue was 10.487 billion yuan, accounting for 24.0% of the regional economy. The trade volume of the district's financial market accounts for about 72.36% of that of Shanghai. Its Spot gold trades rank first in the world. There is a relatively complete financial institution system in Huangpu District, which has gathered about 750 licensed financial institutions.

### 发展目标： DEVELOPMENT GOAL

进一步强化外滩金融的世界级地标影响力，充分发挥外滩金融集聚带作为上海国际金融中心核心承载区作用，围绕“资产管理”和“金融科技”两大增长极，响应开放政策，联动创新试点、鼓励机构集聚、服务实体经济、优化产业生态，着力将黄浦建设成为全球资产管理中心、资本运作中心、金融专业服务中心。

It is our goal to improve the Bund's influence as a global landmark, to give full play to the role of the Financial Concentration Belt of the Bund as the core loading area of Shanghai International Financial Center. Centering on the two major growth poles namely asset management and FinTech, we respond to the policy of opening-up, coordinate innovative pilots, encourage organization agglomeration, serve the real economy, improve the industrial ecology so as to develop Huangpu District into international asset management center, capital operation center and financial professional service center.

### 资产管理： MANAGEMENT

区内聚集2家银行理财（上海共5家银行理财）  
6家公募基金，6家券商资管（全国共22家券商资管）  
4家信托，2家资产管理公司（上海共4家资产管理公司）  
资产管理规模持续保持全国领先。

每年举办外滩金融峰会，聚焦资产管理、金融科技、对外开放等主题，汇聚全球前沿思想，具有国际性影响力。  
Huangpu District gathers 2 wealth management corporations with banks (5 in total in Shanghai)  
6 public offering foundations, 6 asset management of securities companies(22 in total in China)  
4 trust companies and 2 assets management companies (4 in total in Shanghai)  
putting itself in a leading position in the country in terms of the scale of assets management.

Each year, the Bund Summit, a world renowned gathering of leading minds, is held on themes such as assets management, FinTech and opening-up.

### 金融科技： FINANCIAL TECHNOLOGY

在上海“两城、一带、一港”金融科技战略空间布局中，外滩肩负着金融科技应用示范带的重任。经过历年的存量培育和增量引进，黄浦区金融科技产业保持良好集聚态势，并在大数据分析、区块链技术、互联网保险、企业征信、移动支付、信息服务等应用领域涌现出一批创新型领军企业，主要是从金融企业派生和科技企业独立产生。

In Shanghai's FinTech strategic space layout of "two cities, one belt and one end", the Bund takes the responsibility of demonstrating the application of leading FinTech. Through years of storage cultivation and incremental introduction, the FinTech industry of Huangpu District has shown sound agglomeration and seen the emergence of a large number of leading innovative enterprises in various fields of application such as big data analysis, block chain technology, internet insurance, enterprise crediting, mobile payment, information services. These enterprises mainly derived themselves from financial enterprises or are spin-outs of science and technology enterprises.

——太平洋保险集团旗下“太保科技有限公司”  
PACIFIC INSURANCE GROUP'S "TAIBAO TECHNOLOGY CO., LTD."

——外汇交易中心旗下“上海中汇亿达金融信息技术有限公司”  
"COMSTAR a CFETS Company" under the China Foreign Exchange Trade System

——票交所旗下“中票信息技术（上海）有限公司”  
"Zhongpiao Information Technology (Shanghai) Co., Ltd." under the Shanghai Commercial Paper Exchange

——众安在线财产保险股份有限公司（入选“2019中国领先金融科技企业50强”）  
Zhong An Online P&C Insurance Co., Ltd (selected as top 50 of China's leading FinTech enterprises in 2019)

——平安医疗健康管理股份有限公司（入选“2019中国金融科技竞争力100强”）  
Ping An Medical Health Management Co., Ltd (selected as top 100 of China in terms of competitiveness in FinTech in 2019)

——蚂蚁区块链科技、蚂蚁双链科技（已拥有区块链专利482余项，连续三年蝉联全球区块链企业专利排行榜排名第一，在第五届世界互联网大会上获得“2018年世界互联网领先科技成果”大奖）  
Antchain and Ant Dual Chain (With 482 patents in block chain, it has ranked first globally among block chain enterprises in the number of patents. It was awarded "World Internet leading scientific and technological achievements in 2018" in the fifth World Internet Conference.

作为助力上海建设金融科技中心的重要举措之一，聚焦金融科技领域的全球顶级盛会“INCLUSION·外滩大会”在上海黄浦世博园区举行。在这里贡献中国智慧，重新定义“金融科技”。

As one of the important measures of Shanghai to build the FinTech center, "Inclusion Bund's Conference" that focuses on FinTech was held in the Shanghai Huangpu Expo Park, contributing Chinese wisdom and redefining FinTech.

### 6家国家级金融要素市场： SIX MARKETS OF FINANCIAL ELEMENT AT THE NATIONAL LEVEL

中国外汇交易中心、上海黄金交易所、上海清算所、跨境清算公司、上海票据交易所、城银清算公司  
China Foreign Exchange Trade System, Shanghai Gold Exchange, Shanghai Clearing House, CIPS Co.,Ltd, Shanghai Commercial Paper Exchange Corporation Ltd, City Commercial Banks Clearing



### 银行（4家银行总行，2家银行理财子公司）： BANKS (4 BANK HEAD OFFICES AND 2 BANK FINANCIAL SUBSIDIARIES)

上海浦东发展银行总行、上海农商银行总行、盘谷银行总行、正信银行总行、中信银行理财子公司（信银理财）、上海银行理财子公司（上银理财）  
Shanghai Pudong Development Bank, Shanghai Agricultural and Commercial Bank, Pangu Bank, Zhengxin Bank, CITIC Bank Wealth Management Subsidiary (CITIC Bank Wealth Management), Bank of Shanghai Wealth Management Subsidiary (Shanghai Bank Wealth Management)



其中，五大国有银行中有3家上海分行（中行、建行、交行）位于黄浦，1家私人银行（农行）位于黄浦  
Three of the five state-owned banks have Shanghai offices in Huangpu District (Bank of China, China Construction Bank and Bank of Communications). One private bank (Agricultural Bank of China) located in Huangpu District.

### 保险（6家保险总部，2家合资保险资管公司）： INSURANCE (THE HEADQUARTERS OF SIX INSURANCE COMPANIES AND 2 JOINT-VENTURE INSURANCE ASSET MANAGEMENT COMPANIES)

中国太平洋保险（集团）、中国太平洋人寿保险、众安在线财产保险、友邦人寿保险、瑞华健康保险、融通财产保险、中国人民财产保险上海分公司、中国人民人寿保险上海分公司、中国人民健康保险上海分公司、工银安盛资管、交银康联资管  
CPIC, China Pacific Life Insurance, Zhong An Online P&C Insurance, AIA Life Insurance, Ruihua Health Assurance, China Rong Tong Insurance, Shanghai Branch of PICC Property Insurance, Shanghai Branch of PICC Life Insurance, Shanghai Branch of PICC Health Insurance, ICBC-AXA Life (AMC), Bocommlife Asset Management



### 证券（4家证券总部，6家公募基金，6家证券资管公司）： SECURITY (THE HEADQUARTERS OF 4 SECURITY FIRMS, 6 PUBLIC OFFERING FUNDS AND 5 SECURITIES ASSET MANAGEMENT COMPANIES)

海通证券、东方证券、野村东方国际证券、星展证券、汇添富基金、兴证全球基金、光大保德信基金、申万菱信基金、凯石基金、弘毅远方基金、东方证券资管、海通证券资管、国泰君安证券资管、中泰证券资管、甬兴证券资管、德邦证券资管  
Haitong Securities, Orient Securities, Nomura Orient International Securities, DBS Securities, Huitianfu Fund, Xingzheng Global Fund, Everbright Prudential Fund, SWS MU Fund, Kaishi Fund, Hony Horizon Fund, Orient Securities Asset Management, Haitong Securities Asset Management, Guotai Jun'an Securities Asset Management, Zhongtai Securities Asset Management, Yongxing Securities Asset Management, Topsperity Securities Asset Management



### 信托（上海7家信托公司中有4家在黄浦）： TRUST (4 OF THE 7 TRUST COMPANIES ARE IN SHANGHAI)

上海国际信托、爱建信托、中海信托、中泰信托  
Shanghai Trust, Aijian Trust, Zhonghai Trust, Zhongtai Trust



### 金融资产资产管理公司（国有五大资产管理公司，2家上海分公司在黄浦）： FINANCIAL ASSETS MANAGEMENT FIRMS (2 of the five state-owned financial assets management firms have Shanghai offices in Huangpu District)

华融资产、东方资产  
China Huarong Asset Management, China Orient Asset Management



### 财务公司： FINANCE COMPANY

百联集团财务、上实集团财务、锦江国际财务、日立（中国）财务、中国电力财务华东分公司  
Bailian Group Finance, SINC, Jin Jiang International, Hitachi (China) Finance, China Power Finance East China Branch



### 行业组织及智库： INDUSTRY ORGANIZATIONS AND THINK TANKS

全球中央对手方协会CCP12、上海金融业联合会、上海股权投资协会、上海航运保险协会、上海金融与发展实验室、上海新金融研究院、复旦泛海国际金融学院等  
CCP12, Shanghai Financial Association, Shanghai Private Equity Association, Shanghai Institute of Marine Insurance, Shanghai Institution for Finance&Development, Shanghai Finance Institute, Fanghai International School of Finance, Fudan University



# 专业服务业

## PROFESSIONAL SERVICES

黄浦区集聚了一大批全球领先和国内领先的会计、审计、税务、咨询、法律、人力资源等专业服务企业。2022年，完成总税收166.09亿元，占区域经济比重20.8%。2023年上半年，完成总税收89.32亿元，占区域经济比重20.4%。

Huangpu District has gathered a great number of world-leading providers professional services in accounting, auditing, taxation, consultation, law and human resources. In 2022, its total tax revenue reached 16.609 billion yuan, accounting for 20.8% of the regional economy. In the first half of 2023, its total tax revenue reached 8.93 billion yuan, accounting for 20.4% of the regional economy.

### 发展目标： DEVELOPMENT GOALS

从产业体量、产业集聚度、经济贡献度、人才密度等维度全面对标全球顶尖水平，彰显黄浦区作为上海“心脏、窗口和名片”的中心城区特色，打造产业集群“环球服务枢纽”（Global Pro-Hub），引领全市专业服务发展。

From the dimensions of industrial size, industrial agglomeration, economic contribution, and talent density, we comprehensively benchmark the world's top level, highlighting the central urban characteristics of Huangpu District as the "heart, window, and business card" of Shanghai, and creating an industrial cluster called "Global Pro Hub" to lead the development of professional services in the city.

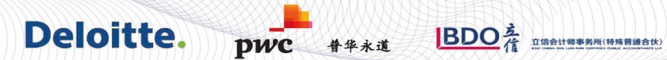
### “4+4”专业服务产业现状 THE CURRENT SITUATION OF THE "4+4" PROFESSIONAL SERVICE INDUSTRY

- 5家全球前20咨询公司  
5 Global Top 20 Consulting Companies
- 2家连续十年位列 HRoot全球50强前十的人力资源服务机构  
2 Human resources service institutions that have been ranked in the top ten of HRoot Ranking of Global 50 for ten consecutive years
- 3家2022全球海运货代50强和全球空运货代50强  
3 of the top 50 global sea freight forwarders and the top 50 global air freight forwarders in 2022
- 3家全球前100律所（其中全球前11家）  
3 of the top 100 global law firms (including 1 of the top 10 globally)
- 1家2022年WA100强前20建筑设计企业  
1 of the top 20 architectural design enterprises in the 2022 WA100 list
- 央企板块聚集（中国船舶集团、国药控股、国网华东、国能华东、上海黄金等）  
Central enterprise sector gathering (China Shipbuilding Group, China National Pharmaceutical Holdings, State Grid East China, State Energy East China, Shanghai Gold, etc.)
- 在线新经济平台“小红书”  
Online new economy platform "Xiaohongshu"
- 新能源板块爱士惟、远景能源、协鑫能科等  
New energy sector: Aiswei, Yuanjing Energy, GCL Energy Technology, etc



### 会计审计服务业： ACCOUNTING AND AUDITING SERVICES:

德勤、普华永道、立信等  
Deloitte, PWC, Shu Lun Pan, etc



### 咨询服务业： CONSULTING SERVICES

麦肯锡、埃森哲、美世等  
McKinsey, Accenture, Mercer, etc



### 人力资源服务业： HUMAN RESOURCES SERVICES

外企德科、上海中智、四达国际、雇员人才等  
FESCO Adecco, CLIC, Chinastar, Employee Talent, etc



### 法律服务业： LEGAL SERVICES

环球、国枫、金茂、邦信阳中建中汇、金茂凯德、普衡、高伟绅、基德等  
GLO, Grandway Law Offices, Jinmao Law Offices, Bangxinyang CSECE Zhonghui, Jin Mao Partners, Paul Hastings, Glifford Chance, Kide, etc



### 航运服务业： SHIPPING SERVICES

敦豪、宏鹰国际货运、日邮物流、达飞、必维船级社、劳氏船级社、美国船级社、中波轮船、锦江航运  
DHL, CEVA Freight, Yusen Logistics, CMA-CGM, Bureau Veritas, Lloyd's Register of Shipping, American Bureau of Shipping, Chinese-Polish Shipping, JJ Shipping



### 工程设计业： ENGINEERING DESIGN

华建集团、华东建筑设计院、城市建设设计院、船舶及海洋工程设计院  
Arcplus Group, East China Architectural Design Institute, Shanghai Urban Construction Design and Research Institute, Marine Design and Research Institute of China





# 商贸服务业

商业繁荣繁华是黄浦的鲜明特征和突出优势。黄浦区是上海传统的商业大区，拥有南京东路、淮海中路两条著名商业街，是全市首批国际消费中心城市示范区、国际时尚之都示范区。2022年，全区实现商品销售总额 9767.83 亿元，实现社会消费品零售总额 1353.62 亿元，中心城区第 2，完成总税收 186.28 亿元，占区域比重 23.4 %。2023年上半年，全区实现商品销售总额 4892.95 亿元，实现社会消费品零售总额 799.31 亿元，中心城区第2，完成总税收 102.79 亿元，占区域比重 23.5 %。

Commercial prosperity is a distinctive feature and prominent advantage of Huangpu District which is a traditional commercial district in Shanghai, with two famous commercial streets, namely East Nanjing Road and Middle Huaihai Road. It is also among the first batch of demonstration zones for international-consuming cities and international fashion metropolis. In 2022, Huangpu District's total sales of commodities reached 976.783 billion yuan and its total retail sales of consumer goods stood at 135.362 billion yuan, which ranked second in the central urban area. The total tax revenue hit 18.628 billion yuan, accounting for 23.4% of the regional economy. In the first half of 2023, Huangpu District's total sales of commodities reached 489.3 billion yuan and its total retail sales of consumer goods stood at 79.93 billion yuan, which ranked second in the central urban area. The total tax revenue hit 10.28 billion yuan, accounting for 23.5% of the regional economy.



## 生活消费品批发： WHOLESALES OF CONSUMER GOODS

洋酒市场的保乐力加；数码领域的尼康、佳能、理光、东芝；电游领域的索尼；化妆品市场的欧瑞莲、丝芙兰；空调领域的开利；直销领域的安利；连锁快消品企业麦当劳、星巴克、H&M等；健康卫生护理领域的金佰利；乳品领域的菲仕兰；啤酒领域的百威以及小电器领域的戴森等

Pernod Ricard of the foreign wine market; Nikon, Canon, Ricoh and Toshiba in the digital field; Sony in the field of video games; Ou Oriflame and Sephora in the cosmetics market; Carrier in the field of air conditioning; Amway in the field of direct marketing; Continuous FMCG enterprises such as McDonald's, Starbucks, H&M, etc; Kimberly in the field of health care; Friso in dairy industry; Budweiser in the beer field and Dyson in the small appliance field.



## 黄金珠宝： JEWELRY



老凤祥、老庙黄金、亚一、施华洛世奇等  
Lao Feng Xiang Jewelry, Laomiao Jewelry, Yayi, Swarovski, etc



## 生产资料批发： WHOLESALES OF THE MEANS OF PRODUCTION

国能华东、ABB、中泰多经、中兵、司祈曼等  
National Energy Group Company Limited East China Branch Office, ABB, etc



## 商业零售业（商业零售面积接近218万平方米）： RETAIL OF GOODS (WITH AN AREA OF NEARLY 2.18 MILLION SQUARE METERS FOR RETAIL)

南京东路、淮海中路、豫园三个市级商业街区；百盛、巴黎春天、新世界等一批大型百货商场；杰尼亚、爱马仕、劳力士等一批国际知名品牌；云集了恒源祥、古今、杏花楼、曹素功、朵云轩、群力草药等中华老字号共96家，占到上海总量的53%

Three municipal commercial streets: Nanjing East Road, Huaihai Middle Road and Yu Garden; large department stores: Parkson, Paris Spring, New World and other; Zegna, Hermes, Rolex and other international well-known brands; There are 96 time-honored Chinese brands including Hengyuanxiang, Gujin, Xinghualou, Cao Sugong, Duo Yun Xuan, Qunli Herbal Medicine, accounting for 53% of the total in Shanghai.



恒源祥 Zegna 曹素功 GUJIN



黄浦区是上海最早建立创意产业园、最早利用工业厂房改建发展创意产业的区。2022年，完成总税收38.18亿元，占区域经济比重4.8%。2023年上半年，完成总税收6.95亿元，占区域经济比重1.6%。  
Huangpu District is Shanghai's first creative industrial center which was originally industrial plants. In 2022, the total tax revenue was 3.818 billion yuan, accounting for 4.8 percent of the regional economy. In the first half of 2023, the total tax revenue was 0.7 billion yuan, accounting for 1.6 percent of the regional economy.



### 演艺大世界: SHOW LIFE

演艺大世界是以黄浦区人民广场1.5平方公里为核心区域，辐射整个黄浦区乃至上海市中心城区，拥有最“高”剧场密度，最“大”集聚效应，最“强”协同合作，最“广”市场空间，最“优”服务环境，最“佳”观剧体验的演艺集聚和产业发展区。演艺大世界在黄浦区域内现有专业剧场26个（如：上海大剧院、文化广场、上海音乐厅等），“演艺新空间”44个（如：大世界、亚洲大厦、），汇聚了戏剧（含歌剧、舞剧）、戏曲、音乐剧、音乐会等各个门类的艺术表演形式。全市范围内目前已有21个演出场所被授予“演艺大世界”铭牌。演艺大世界内已有上海国际音乐节、国际戏剧邀请展、上海国际喜剧节三大专业性、国际性节展，以及中国小剧场戏曲展演、长三角城市戏剧节、思南赏艺会、昆曲雅音会、上海城市草坪音乐会等诸多专业性、国际性的节展和活动品牌，持续吸引上海市民及各地游客纷至沓来。

SHOW LIFE is a performance gathering and industrial development zone with a core area of 1.5 square kilometers around the People's Square in Huangpu District, radiating throughout the entire Huangpu District and even the central urban area of Shanghai. It has the highest theater density, the largest agglomeration effect, the strongest collaborative cooperation, the widest market space, the best service environment, and the best viewing experience. Now, SHOW LIFE has 26 professional theaters (such as Shanghai Grand Theater, Cultural Plaza, Shanghai Concert Hall, etc.), 44 "New Space of Show" (such as the Great World, Asia Tower, etc.), which gather various forms of artistic performance such as drama (including opera, dance), traditional Chinese opera, musicals, concerts, etc. Currently, 21 performance venues throughout the city have been awarded the "SHOW LIFE" nameplate. SHOW LIFE has three major professional and international festival exhibitions: Shanghai International Musical Festival, International Theatre Invitational Exhibition, and Shanghai International Comedy Festival. There are also many professional and international festival and event brands, including China Small Theater Drama Exhibition, Yangtze River Delta City Drama Festival, Sinan Appreciation Festival, Kunqu Yayin Festival, and Shanghai City Lawn Concert, which continue to attract Shanghai citizens and tourists from all over the world.

### 设计创意: CREATIVE DESIGN

盛世长城、VSP0、百比赫广告（BBH）、电通广告、旭通广告、甲骨文软件等  
SAATCHI & SAATCHI, VSP0, Fun Factory, BBH Global, Dentsu, ASATSU-DK, Oracle, etc



### 文化传媒: CULTURAL MEDIA

思远影视、《故事会》、上海书城、世纪、上海文艺、音乐出版社、立鼎文化等  
Ultimate Movie Experience, Story Fair, Shanghai Book City, Century, Shanghaiwenyi, Music Publishing House, Leading Culture, etc



### 文化创意产业园区: CULTURAL AND CREATIVE INDUSTRIAL PARKS

新天地、8号桥、田子坊等19个创意园区，总面积40万平方米  
19 creative parks such as Xintiandi, Shanghai No. 8 Bridge and Tianzifang, with a total area of 400 thousand square meters.

拥有一批优质的旅游资源和商旅文活动品牌，年吸引游客近亿人次  
Huangpu District boasts high-quality tourism resources and brands of commercial, tourist and cultural activities, attracting nearly 100 million tourists every year.

### 节庆活动: FESTIVAL CELEBRATION

上海迎新年倒计时、上海旅游节开幕大巡游、上海购物节开幕式等  
The countdown to the New Year in Shanghai, the opening parade of the Shanghai Tourism Festival, the opening ceremony of the Shanghai Shopping Festival, etc.

### 旅游资源: TOURISM RESOURCE

A级景区6家，包括上海博物馆，上海城市规划展览馆，上海豫园，杜莎夫人蜡像馆，田子坊，老码头；旅行社183家，旅行社营业部221家；星级宾馆31家，其中五星级宾馆16家，高星级酒店数量和密度居全市前列；旅游咨询服务中心8家。  
6 A-level tourist attractions, including Shanghai Museum, Shanghai Urban Planning Exhibition Center, Yu Garden, Madame Tussaud's, Tianzifang, 183 old wharf travel agencies, and 221 travel agency business departments. 31 star hotels, including 16 five-star hotels. The number and density of high-star hotels are among the top in Shanghai, and there are 8 tourism consulting service centers.



# SCIE-TECH INNOVATION SERVICES

## 科创服务业

对接落实总书记交给上海的“三大任务、一大平台”，出台“扩大开放50条”，“支持外资金融发展12条”，“促进外商投资20条”，“支持外资研发中心16条”等一系列政策，开放型经济体制进一步健全。

积极对接上海科创板注册制改革，建立上市企业培育库和全方位服务平台。

主动融入长三角一体化发展大局，联合中金资本设立百亿级长三角科创发展大基金，发起成立长三角主要城市中心城区高质量发展联盟。

The three major tasks and one major platform assigned by the general secretary to Shanghai should be coordinated. A series of policies including "50 Items on Furthering Opening-up", "20 Items on Facilitating Foreign Investment", "12 Items on Supporting the Development of Foreign Capital Finance" has been issued. And the open economic system has been improved.

Efforts has been made to adapt to the Reform of the registration system of sci-tech innovation board. Incubators for listed enterprises and comprehensive service platforms have been built.

The integrated development of Yangtze River Delta is pursued. CICC Capital has worked with us to set up the Fund for Development of Technological Innovation of Yangtze River Delta, which is worth over 10 billion yuan. The high-quality development association of the central urban areas of major cities in Yangtze River Delta has been launched.

### 科技企业：

#### SCIENCE AND TECHNOLOGY ENTERPRISES:

英方软件 (688435.SH)、普蕊斯 (301257.SZ)、爱士惟、闻泰电子科技、安世半导体、量锐信息科技、小红书  
Information2 Software (688435.SH)、ClinPlus (301257.SZ)、Aishiwei, Wentai Electronic Technology, Anshi Semiconductor, Liangrui Information Technology, Xiaohongshu



# HEALTHCARE

## 健康服务业

多方联动促进协同创新，聚焦高端医疗健康服务、药械流通、转化医学等重点领域，着力推进重点园区建设，打造“环医院”产业集群。

优化社区卫生服务中心布局，深化基层卫生服务内涵，持续建设“功能社区”，试点探索“功能楼宇”，构建多元健康服务网络。

加速推进区疾控中心改扩建。持续推动中医药传承创新，牵头打造上海“智慧中药云”。

Coordinated innovation by multiple parties is pursued, with the focus on key areas such as high-end medical health services, circulation of drugs and instruments and translational medicine. The development of key parks have been advanced to foster an industrial cluster of hospitals.

The layout of community healthcare service centers should be improved, with deepened significance of the healthcare services. "Functional communities" have been developed; pilot projects of "functional buildings" have been explored; poly networks of health services have been constructed.

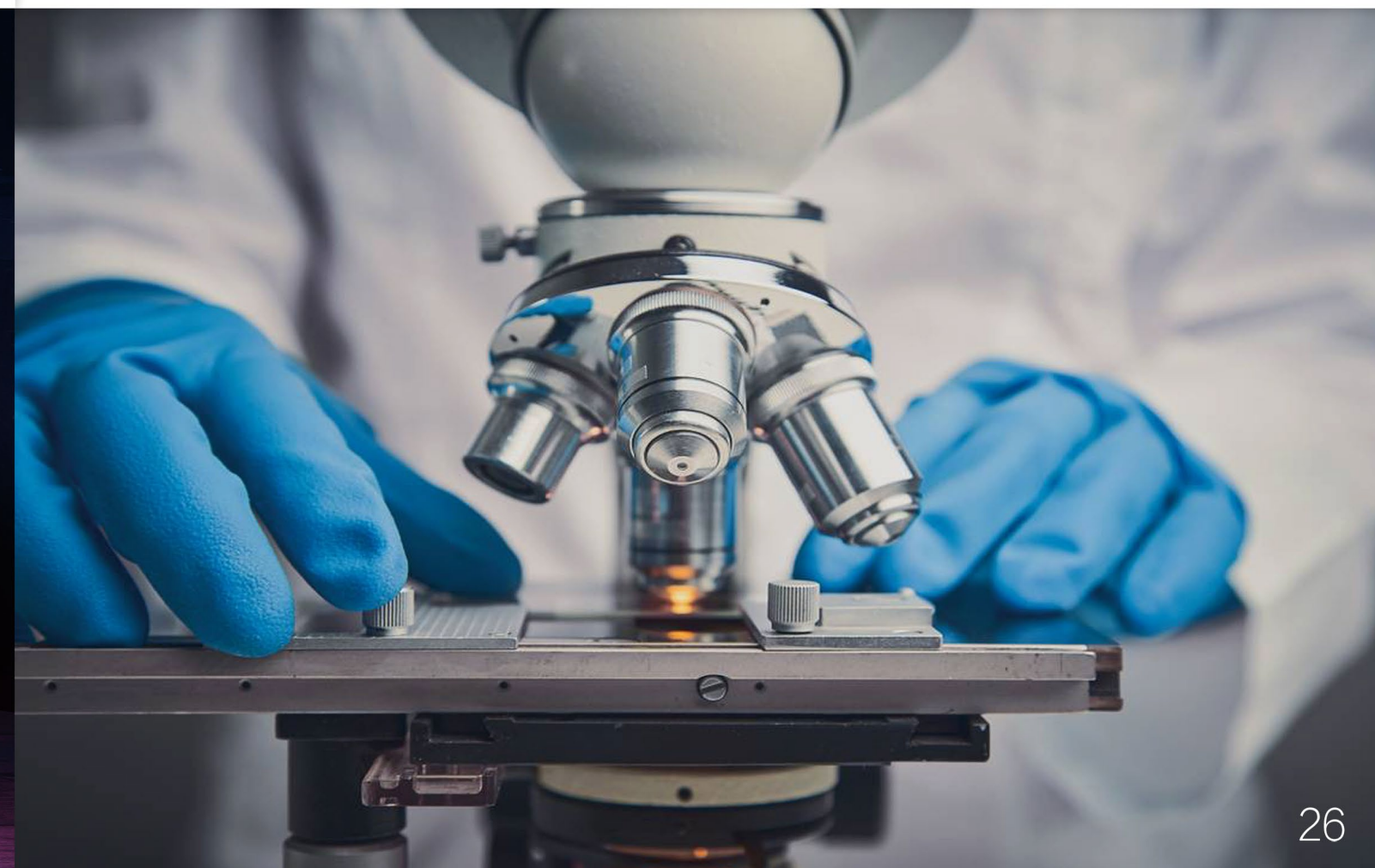
Transformation and expansion of the disease control and prevention centers of the district should be expanded. The inheritance and innovation of traditional Chinese medicine should be carried. Huangpu District has also lead in the development of Shanghai's "Wisdom Cloud of Traditional Chinese Medicine".

### 医药企业：

#### PHARMACEUTICAL ENTERPRISES

百济神州、中生制药、国药控股、赛生医药、纽迪希亚

BeiGene, Sino Biopharmaceutical Limited, Sinopharm Group, SciClone Pharmaceuticals, and NUTRICIA





# 央企总部

CENTRAL ENTERPRISES' HEADQUARTERS



中国船舶集团有限公司  
China State Shipbuilding Corporation Limited

中国船舶集团有限公司（以下简称：中国船舶集团）是按照党中央决策、经国务院批准，于2019年10月14日由原中国船舶工业集团有限公司与原中国船舶重工集团有限公司联合重组成立的特大型国有重要骨干企业。截止2022年末，集团公司二级企事业单位103户，国家级创新平台63个、院士13名，员工约22万人。拥有我国最大的造船基地和最完整的船舶及配套产品研发能力，能够设计建造符合全球船级社规范、满足国际通用技术标准和安全公约要求的船舶海工装备，在2021年《财富》世界500强企业排行榜中，集团公司位列第240位，居全球造船集团之首。

为加快落实区域协调发展的国家战略，促进北京疏解非首都功能，及助力集团加快建设世界一流船舶企业，中国船舶集团已于2021年12月24日将总部迁至上海，并推动集团及国内外有关资源在上海集聚。

集团落地黄浦后，先后在上海设立了“中国海洋工程装备技术发展有限公司”和“中国船舶集团海舟系统技术有限公司”（注册资金分别为200亿元和10亿元），主要从事构建具备我国自主技术的海工装备产品、关键系统与设备体系、设计与技术标准体系、检测认证与服务体系、船舶自主软件开发、信息系统集成等业务，推动在上海市打造航海科创与产业发展新高地。



China State Shipbuilding Corporation Limited (CSSC) is a giant key state-owned enterprise established through a merger, which was backed by the decision of the Party Central Committee and approved by the State Council, between the former China Shipbuilding Industry Group Corporation Limited and China Shipbuilding Industry Group Corporation Limited on October 14, 2019. By the end of 2022, the corporation had owned 103 secondary enterprises and institutions, 63 national innovation platforms, 13 academicians and about 220 thousand employees. Equipped with China's largest ship building and repairing base and most complete R&D capability for ships and their supporting products, CSSC is able to manufacture marine equipment that meets the global requirements of the Classification Society and international standards for general technologies and complies with International Convention for Safety of Life at Sea (SOLAS). In 2021, it ranked 240<sup>th</sup> among Fortune Global 500 companies, topping the list all ship manufacturers worldwide.

In order to accelerate the implementation of the national strategy of regional coordinated development, relieve Beijing of functions non-essential to its role as China's capital and sharpen its edges as a world-class shipbuilding enterprise, CSSC relocated its headquarters to Shanghai where domestic and overseas resources have been gathered.

After its relocation to Huangpu District, CSSC established China Marine Engineering Equipment Technology Development Corporation Limited and CSSC Haizhou System Technology Corporation Limited (whose register capitals are 20 billion yuan and 1 billion yuan respectively) responsible for areas including marine equipment developed with China's own technology, key systems and devices, a system of standards for design and technology, a system of testing and certification services, development of independent ship software and information system integration, so as to turn Shanghai into a hub of technological innovation and development of the shipbuilding industry.

CSSC 中国船舶集团有限公司  
CHINA STATE SHIPBUILDING CORPORATION LIMITED



# 新引进央企子公司

NEWLY INTRODUCED SUBSIDIARIES OF CENTRAL ENTERPRISES



中国中建科创集团有限公司

China State Construction Engineering Corporation Science and Innovation Group (CSCECSIG)

## 基本情况介绍

近年来，中建集团不断强化科技创新主体地位，面向国家重大需求、聚焦行业发展、瞄准“卡脖子”关键核心技术难题，敢于开辟新领域、把握新方向、探索新路径、布局新赛道。为积极贯彻落实党的二十大精神，以科技创新推动企业高质量发展，中建集团第一时间组建中国中建科创集团有限公司（以下简称“中建科创集团”），于2022年11月18日顺利在上海市黄浦区完成工商落户，注册资本为150亿元。

中建科创集团的组建，是中建集团服务国家战略全局、顺应建筑产业变革大势、打造原创技术策源地、构建第二增长曲线的重要战略举措。同时，也是中建集团主动融入上海、服务上海、发展上海，始终与上海这座城市的发展同频共振、相融并进重要区域方针的延续。

中建科创集团定位为创新产业集团，聚焦“双碳”和数字经济领域，坚持市场化、产业化方向，以培育“专精特新”“高精尖特”企业为重要路径，以实现核心技术自主可控、创建知名品牌为基本要求，发展“建筑+”新材料、新能源、数字装备、智慧运营等重点业务，着力推动科研成果产业化，打造原创技术策源地，推动中建集团技术创新和产业化发展。

## A BRIEF INTRODUCTION TO

In recent years, CSCEC has increasingly prioritized science and technology innovation, following the development of the industry and addressing difficulties in indispensable key technologies to meet major needs of the country. It has been bold to open up new areas, determine new directions of development, explore new paths and set up new tracks. To practice the spirits conveyed by the 20th CPC National Congress, which require enterprises to achieve high-quality development through science and technology innovation, on November 18, 2022, CSCEC founded CSCECSIG in Pudong District, with a register capital of 15 billion yuan.

The establishment of CSCECSIG is an important measure of CSCEC to serve the overall national strategy, build a cradle for original technologies and draw the second growth curve. Meanwhile, it is also the continuation of the important regional guideline that CSCEC should integrate itself into Shanghai, serve Shanghai, develop Shanghai and always go hand in hand with Shanghai.

CSCECSIG is intended to be a innovation industrial group, focusing on the two goals of carbon peak and carbon neutrality and sticking to market-orientation and industrialization. Through cultivating specialized, delicate, unique and innovative enterprises with advanced, sophisticated, state-of-the-art and special technologies, it strives to gain full independence of and complete control over core technologies and build up renowned brands and develop key business of "architecture+" such as new materials, new energy, digital equipment and smart operation, so as to promote industrial application of fruits yielded by scientific research, build a cradle of original technologies and boost technological innovation and industrial development of CSCEC.

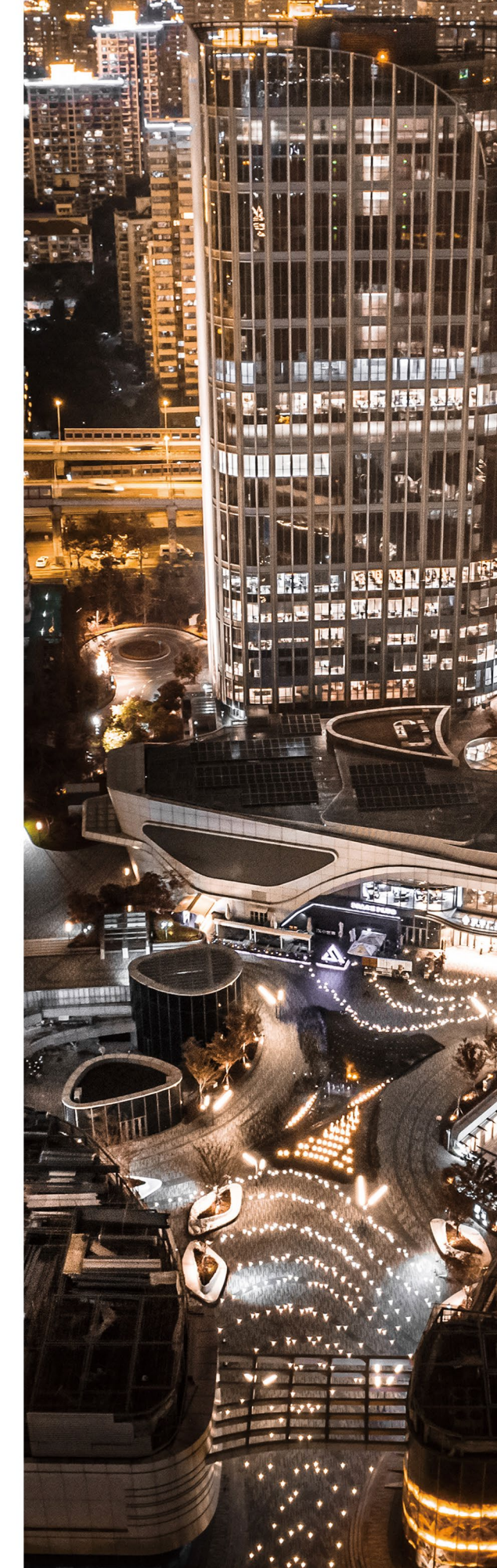


2023年2月20日，中国中建科创集团有限公司在沪揭牌。市委书记陈吉宁会见中建集团党组书记、董事长郑学选一行。市委副书记、市长龚正与中建集团党组书记、董事长郑学选共同为中建科创集团揭牌，并见证黄浦区政府与中建科创集团签署战略合作框架协议。

On February 20, 2023, China State Construction Engineering Corporation Science and Innovation Group (CSCECSIG) was inaugurated in Shanghai. Chen Ji'ning, the Secretary of the Municipal Party Committee, met with Zheng Xuexuan, Party Secretary and Chairman of China State Construction Engineering Corporation (CSCEC). Gong Zheng, the Deputy Secretary of the Municipal Party Committee and Mayor, and Zheng Xuexuan, Party Secretary and Chairman of CSCEC, together inaugurated CSCECSIG and witnessed the signing of the strategic cooperation framework agreement between the government of Huangpu District and CSCECSIG.









## STEADY STEPS TAKEN IN INNOVATIVE REFORMATION IN VARIOUS AREAS

**The reform of the free trade zone and that of special area have been coordinated.** “50 Items on Furthering Opening-up” , “20 Items on Facilitating Foreign Investment” , “12 Items on Supporting the Development of Foreign Capital Finance” , Opinions on Advancing . Restructuring and Listing and Mergers and Acquisitions of Enterprises in Huangpu District and “30 Items of the Bund' s FinTech” have been issued.

**Assistance has been given to Shanghai Stock Exchange to set up the sci-tech innovation board.**

Resources of the high-end service sector should be integrated to explore the Integrated Service Alliance that provides sci-tech enterprises with a whole range of services including investment financing, market development, utilization of achievements and listing operation.

**The integrated development of Yangtze River Delta is pursued.**

CICC Capital has worked with us to set up the Fund for Development of Technological Innovation of Yangtze River Delta, which worths over 10 billion yuan. Integrated development of four sectors, namely financial services, professional services, coordination of commerce, tourism and culture and fashion, have been advanced.

**Fostering a first-class international integrated environment for business.**

Huangpu has taken the lead in introducing "one-stop service" in handling government affairs in Shanghai, exploring different modes of services such as "self-service " and "instant approval" so that handling of affairs is as convenient as online shopping.

## PROMINENT EDGES IN AGGLOMERATION DEVELOPMENT OF HIGH-END SERVICES

**High-end services enjoy a good momentum of development, In the first half of 2023, accounting for 77.7 % of the service industry of Huangpu District.**

We have focused on building a core loading area for Shanghai International Financial Center and improving the influence and resource allocation of the Financial Concentration Belt of the Bund.

**The edges of professional services have been cemented and expanded.**

Which has gathered a great number of world-leading providers of professional services in accounting, auditing, taxation, consultation, law and human resources.

**The headquarters economy, building economy, foreign economy have been prosperous.**

66 Regional headquarters of transnational corporations located in Huangpu. Headquarters enterprises contribute to nearly 32.8% of the total tax revenue. An average business pays about 127 million yuan of tax. There are 71 buildings that pay over 100 million yuan of tax.

## 各领域改革创新步伐坚定有力

**主动对接自贸区、新片区改革。**

制定发布“扩大开放50条”“促进外商投资20条”和“支持外资金融发展12条”、《黄浦区关于进一步推进企业改制上市和并购重组的实施意见（试行）》、“外滩金科30条”。

**深入对接上交所设立科创板。**

整合区内高端服务业资源，探索集成式服务联盟，为科创企业提供投融资、市场开拓、成果转化和上市运作等全方位服务。

**积极融入长三角一体化发展大格局。**

联合中金资本设立百亿级长三角科创发展基金，积极助推金融服务、专业服务、商旅文联动、时尚产业“四个一体化”发展。

**全力打造国际一流综合营商环境。**

在全市率先推出政务“店小二”主题式服务，探索“无人干预自动办理”“秒批”等服务模式，让企业和群众办事像“网购”一样方便。

## 高端服务业集聚发展优势凸显

**高端服务业发展态势良好。**

2023年上半年，高端服务业占全区比重 77.7 %。聚焦打造上海国际金融中心核心承载区，着力提升外滩金融。

**巩固扩大专业服务业发展优势。**

集聚了一大批全球领先的会计、审计、税务、咨询、法律、人力资源等专业服务企业。

**推动总部经济、楼宇经济、涉外经济蓬勃发展。**

推动总部经济、楼宇经济、涉外经济蓬勃发展。跨国公司地区总部达66家，全区总部型企业总税收占比近32.8%，户均税收达1.27亿元左右；总税收亿元楼共71幢。



## THRIVING INTEGRATION OF COMMERCE, TOURISM AND CULTURE

### "First store economy" has been advanced.

In 2022, 181 stores of renowned brands from all over the world were opened in Pudong District. Some of them are flagship stores while others mark their brands' first presence in the district.

### "Festival economy" has been boosted.

A series of activities under the theme of "A Trip of Shopping in Huangpu—May Fifth Shopping Festival". These activities enable enterprises to explore new modes such as "cloud shopping" and "cloud experience" and launch the first "cloud fashion week" in the world.

### Develop the economy vigorously.

"Night economy" has been developed by building a number of landmark concentration of nightlife and holding a series of activities under the theme of "Shanghai Nightlife Festival". The BFC Maple Path and Sinan Night Party are quite popular with influencers of Shanghai.

## REMARKABLE IMPROVEMENT OF KEY FUNCTIONAL ZONES

### The transformation and development of the "second facade" of the Bund is pursued.

BFC has been focused on increasing capacity and providing good carriers. Projects such as Bund Central, the Building of Shanghai Municipal Council, the second phase of the Origin of the Bund, 190 Neighbourhood and the International Medical Center accelerate the agglomeration of brands and enterprises with high energy and added value.

### The transformation and upgrading of East Beijing Road should be stepped up.

With focus on the theme of "the southern bank of the Suzhou River and Hai Pai silicon alley" to build blocks that are more picturesque and livable. The retreat or transformation of hardware stores along the street have been basically completed. A number of top international brands in industrial machinery have been introduced into Huangpu, so that the agglomeration of enterprises of technological innovation and cultural innovation has taken shape.

## FRUITFUL HIGH-QUALITY DEVELOPMENT OF SOCIAL CAUSES

### High-quality development of education is pursued.

Strengthening the construction of key schools. Currently, there are 7 experimental demonstrative high schools in Huangpu District. Fifteen new childcare services providers have been added, which makes Huangpu District the first in Shanghai to realize the full coverage of public inclusive childcare services in residential districts.

### Public healthcare services have been improved.

With a number of renowned scientific research institutes such as Shanghai Academy of Social Sciences and Jiaotong University Medical College and 10 tertiary hospitals.,the Huangpu Branch of Shanghai Ninth People's Hospital has come into operation.The development of the Luwan Branch of Ruijin Hospital, the Huangpu Branch of Shanghai Ninth People's Hospital and the Mid-China Pediatrics Medical Association have been constantly advanced.

### The supplies of urban public cultural services have been improved.

With symbolic cultural facilities such as Shanghai Museum, Shanghai Grand Theater and Cultural Plaza. There are also representatives of Shanghai's theaters such as Shanghai Concert Hall, People's Grand Stage and Tianchan Stage Site.



## 商旅文产业融合发展活力涌现

### 大力发展首店经济。

2022年共引进国内外知名品牌首入店、旗舰店181家，NIKE、M豆等一批优质品牌顶级旗舰店落户进驻。

### 大力发展节庆经济。

组织举办“欢购乐游黄浦行——五五购物节”系列活动，引导商业企业探索“云逛街”“云购物”“云体验”等新模式，打造全球首个“云上时装周”。

### 大力发展夜间经济。

加快打造一批地标性夜生活集聚区，举办“上海夜生活节”系列活动，BFC外滩枫径、“思南夜派对”等成为全市网红打卡地。

## 重点功能区焕新提升亮点纷呈

### 推进外滩“第二立面”改造开发。

聚焦为外滩金融集聚带扩容增能提供优质载体，有序推进外滩·中央、老市府大楼、外滩源二期、190街坊、国际医疗中心等项目，加快集聚高能级、高附加值品牌和企业。

### 推进北京东路地区改造提升。

聚焦“苏河南岸、海派硅巷”功能定位，打造环境更优美、生态更怡人的创新活力街区，基本完成沿街五金商铺清退或转型，引进一批国际工业机械领域顶级品牌，初步形成科创和文创企业集聚态势。

## 社会事业高水平发展硕果累累

### 推动教育事业高位优质发展。

加强龙头学校建设，全区现有上海市实验性示范性高中7所，新增各类托育服务点15家，在全市率先实现公益性普惠性托育服务点街道全覆盖。

### 提升公共医疗卫生服务水平。

拥有上海社科院、交大医学院等一批知名科研院所和10家三级医院。九院黄浦分院开办运行，“瑞金——卢湾”“九院——黄浦”和中部儿科医联体建设持续推进。

### 优化城区公共文化服务供给。

上海博物馆、上海大剧院、文化广场等全市标志性文化设施矗立其间，上海音乐厅、人民大舞台、天蟾逸夫舞台等上海最具代表性的剧场在此集聚。



# 黄浦

上海的心脏、窗口和名片

# 黄浦上海

SHANGHAI HUANGPU

2023