WELCOME TO SHANGHAI

Shanghai is situated in the middle of the Yangtze River Delta and the southern coast of China. Formerly known as the East China Sea, it is a city that stands on the Bank of the Yangtze. With a population of over 24 million, Shanghai is the largest city in China and the second largest in the world. Shanghai is also the major business and trade center in China and is one of the most important financial centers in the world.

The economy of Shanghai is diversified with industries such as manufacturing, finance, transportation, and tourism. The city is also a major port with over 200 vessels calling at the Yangtze River. Shanghai is also known for its rich cultural heritage, including its architectural styles, art, and cuisine.

The city is home to many tourist attractions, including the Bund, the Oriental Pearl TV Tower, and the Shanghai Museum. The Bund is a historic waterfront area that hosts a variety of cultural and entertainment events. The Oriental Pearl TV Tower is the tallest structure in the city and offers panoramic views of the city and its surroundings.

Shanghai is also a hub for international trade and commerce, with over 30 international organizations and multinationals having offices in the city. The city is also known for its vibrant nightlife, with bars and clubs thriving in the city center.

In conclusion, Shanghai is a city that is rich in history, culture, and modernity. It is a city that is constantly evolving and is a testament to the dynamism of China.
Investment in the Inclusive Shanghai
Investment Environment

In the 1st of Global Cities Index released by Schroders, Shanghai ranked 1st among 30 cities, outperforming New York, Tokyo and London in terms of economic prospect, disposable income per capita in the next decade and the size of labor force population.

Shanghai’s cargo throughput and container throughput ranked No.1 around the world for several consecutive years.

In IDI’s Global Cities of the Future Overall 2016/17, Shanghai ranked 4th, outperforming New York and Hong Kong.

According to Z/Yen’s Global Financial Centers Index (GFCI), Shanghai scored 700 and ranked 16th, becoming the top-ranked financial city in mainland China for a second year.

Shanghai ranked 5th in the Asia-Pacific Knowledge Competitiveness Index released by the World Competitiveness Center.
Investment Environment Assessment

GE operates in over 180 countries, among which China has always been crucial to GE’s global business. GE has never broken and will never break what it promised to China. With GE’s increasing investment and steady development in Chinese market, China has become GE’s largest single market outside the United States. In terms of China’s investment environment, Shanghai outstrips many other cities. That’s why GE has been developing in Shanghai for 17 years, locating in Shanghai its R&D center, Greater China headquarters and headquarters of Asia-Pacific operation center. Going forward, GE Greater China will continue to base itself in Shanghai and serve as a global center for innovation and product.

Rachel Duan
GE’s global senior vice-president
President and CEO of GE Greater China

Johnson & Johnson, a medical healthcare enterprise with a variety of business and the largest business network, began to operate its manufacturing facilities in the early 1990s in Shanghai. As Shanghai continues to build itself into a science and technology innovation center, Shanghai’s development environment will be further improved, bringing a new eco-system of innovation. Having great faith in China, Johnson & Johnson will take advantage of its global resources and draw on its useful experience to help Shanghai foster an innovation-driven economy against the backdrop of China’s economic restructuring and innovation-driven development.

Vladimir Makatsaria
President of Johnson & Johnson China
President of Johnson & Johnson Asia-Pacific Medical Companies

Entering China’s market in the 1930s, the Walt Disney Company has been focusing on investment and development with an aim to become China’s best household entertainment brand. “Creative Entertainment with Heart” is the promise and the mission in our development of business in China. Currently, the Walt Disney Company operates a variety of business in Shanghai, including film, theme park, tourist resort, consumption goods, interactive media and internet, and has over 3000 employees in China. With the benefits gained from the development of Shanghai Disney Resort, the Company will continue to provide enjoyable experiences of entertainment and try to create new Disney characters with Chinese characteristics.

Luke Kang
Executive vice-president and Managing director of the Walt Disney Greater China

L’Oreal was headquartered in Shanghai in 1997 and kept increasing investment in Shanghai over the past 20 years. Now it has established a cosmetic kingdom which includes headquarters, R&D and innovation centers, factories, distribution centers and training centers of talented people. Shanghai has provided a solid foundation for the continuous steady and sound development of L’Oreal in China. We will continue to make efforts to reach a new high in the future.

Stephane Rinderknech
CEO of L’Oreal China
In 2016, Shanghai attracts contractual foreign capital of USD 509.78 billion, paid-in capital of USD 185.14 billion, increasing by 0.3% year on year and for 17 consecutive years. By the end of 2016, Shanghai introduced 87,500 foreign investment programs and attracted contractual foreign capital of USD 384.031 billion and paid-in foreign capital of USD 208.132 billion in total.

In 2016, the paid-in capital of service industry reached USD 16.335 billion, accounting for 88.2% of the whole city’s.

The paid-in capital of manufacturing industry reached USD 2.143 billion, accounting for 11.6% of the city’s total.

- Leasing and commercial service industry 25.7%
- Financial service industry 14.6%
- Information service industry 8.3%
- Scientific research and technology service 3.6%
- Real estate 20.4%
- Commerce and trade 11.0%
- Other 16.4%

In 2016, Shanghai attracted investment from 168 countries and regions among which the top ten account for 89.2% of Shanghai’s paid-in foreign capital.

**Sources of capital of the top ten FDI in Shanghai**

- Hong Kong, China 58.0%
- Singapore 8.2%
- The Cayman Islands 7.7%
- The British Virgin Islands 3.4%
- The United States 2.8%
- Japan 2.6%
- Luxembourg 2.3%
- Mauritius 1.9%
- French 1.3%
- South Korea 1.1%
- Other 10.7%
Regional headquarters of multinational enterprises
In 2016, the number of regional headquarters of multinational companies increased by 45, bringing the total to 580, of which 15 are Asia Pacific headquarters; investment companies increased by 18, with 330 in total. Shanghai has the most regional headquarters of multinational companies in mainland China; R&D centers increased by 15, with 411 in total.

Contributions of foreign investment
Foreign investors have been an important factor driving economic and social development in Shanghai. There are tens of thousands of foreign enterprises in Shanghai. In 2016, 2/3 of the city’s total import and export volume, and 1/3 tax revenues and employment were from foreign investors.
In 2016, foreign-invested enterprises among the top 100 taxpayers in the second and tertiary industry reached 71 and 39 respectively and they contributed 2/3 total export volume / total industrial output value, and provided 1/3 tax revenues / employment.

Record-filing of foreign-invested enterprises
As of October 2016, establishment and amendment of foreign-invested enterprises were handled through filing. From October to December, the number of FIE’s record-filing was 6530, with 1517 new record-filing. Ninety-five percent of the new foreign investment programs were established through record-filing. Average time for record-filing have been reduced from 8 to 3 working days.

Outbound foreign direct investment
In 2016, outbound foreign direct investment totaled USD 36.65 billion, accounting for approximately 14.7% nationwide.
Livable and Environmental-Friendly City

In 2016, Shanghai’s air quality improved a lot, with 75.4% of excellent and good AQI which increased by 4.7%. In between, 78 days were rated excellent and 198 days were rated good, with an increase of 23 days rated excellent and a decrease of 17 days rated polluted.

In 2016, Shanghai’s newly-developed green space was 1,221 hectares, with 560 hectares of park green space; newly-developed forest land was 2,400 hectares. By the end of 2016, per capita park green space reached 7.82 m², greenery coverage in urban built-up areas 38.8% and urban forest coverage 15.6%.

<table>
<thead>
<tr>
<th>AQI: days rated excellent and good</th>
<th>75.4%</th>
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<tr>
<td>Urban forest coverage</td>
<td>15.6%</td>
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Culture and Leisure

> 24 public libraries, 50 archives and 124 museums.
> 24 cultural centers and mass art centers at all levels, as well as many kinds of international and domestic art exhibitions.
> 273 art-performance groups. Shanghai is the tourist destination for world renowned performance groups.
> Shanghai is an international metropolis with the perfect fusion of tradition and modernity and local delicacy is an indispensable part of Shanghai.
> Shanghai Disneyland is the sixth Disney theme park in the world. By February 2017, the park had attracted 7 million tourists.
发展重点

Developing Key Areas and Striving for Excellence
Emerging Industries

New-generation information technology
Integrated circuit, next generation network communication, and new display.

Intelligent manufacturing equipment
Robots, high-end CNC machine tools and intelligent dedicated processing equipment, intelligent control systems and industrial software, sensors and intelligent instruments and 3D printing equipment.

New energy
Nuclear power equipment, gas-electric equipment, efficient and clean coal equipment, distributed energy equipment, wind power equipment, solar power generation equipment, smart grid equipment, etc.

Biomedical pharmaceutical and high-performance medical devices
Chemical and biotech drugs, modern TCM, high-performance medical equipment, individualized diagnoses and treatments.

High-tech ships and marine engineering equipment
High-tech ships and marine engineering equipment.

Civil aviation and space information
Civil aviation and space information industry.

Energy conservation and environmental protection
High efficient energy-saving equipment products, advanced applicable environmental protection equipment products, and resource comprehensive utilization industry.

New materials
Advanced basic materials, key strategic materials and cutting-edge new materials

Traditional Competitive Industries

Automobile industry
Enhance the industrialization ability of new energy automotive and the influence of self-owned brand automobile, develop smart car, OEM vehicles and strengthen support, R&D and manufacturing as well as services.

Iron & Steel
Development of high-end products like high-strength steel for construction machinery, high-performance steel for energy production, high-grade steel for shipbuilding and maritime engineering, high-temperature alloy, and steel for aerospace engineering; further development of products including steel for new-generation automobiles, energy-saving and efficient steel, and high-grade silicon steel.

Petrochemical industry
Driving and improving the overall self-sufficiency rate of new chemical materials by making major breakthrough in high-end polyethylene plastics, engineering plastics and special rubber.

Urban industry
Construct a consumer product information tracing platform, which is market-oriented and integrated with the Internet of Things (IoT), mobile Internet and cloud data and other advanced information technologies, to build a reassuring consumer industrial system with a well-developed market management system for consumers' convenience.
Modern Service Industry

Core Services

Enhancing the Radiation Capacity of Finance Service Industry
We will step up our efforts in attracting various financial institutions, facilitating emerging financial markets such as the equity trust transaction, loan transfer and commercial paper market and further opening the financial service industry to the outside world.

Promoting the Innovation Capacity of Commerce and Trade Service
We support enterprises to establish overseas marketing networks and actively promote new forms of business such as cross-border e-commerce and bonded exhibition transactions. We support the growth of our exhibition industry so as to attract renowned global exhibitions and exhibition enterprises to set up businesses in Shanghai.

Promoting the Soft Power of Shipping Service
We will make shipping service more open to the world and further attract various shipping organizations and institutions. We will expedite our efforts in developing shipping financial service industry, optimizing offshore cruise services and encouraging the development of ocean liner services. We will spare no efforts in promoting air cargo services and move fast to improve other professional aviation services such as maintenance, training and aircraft design.

Life Service Industry

Household Service Industry
We will rigorously promote both basic and high-end comprehensive household services, making full use of Internet technology and exploring new community service modes such as WeLife and Cloud Community to make household service more personalized and refined.

Health Service Industry
We will encourage private-funded medical establishments, bringing in renowned international medical service brands and advanced medical technologies. Top priority will be given to the development of new IT-based forms of business such as health management, rehabilitation and nursing as well as telemedicine. We will put our weight behind private enterprises to offer medical services including physical examination, medical test and imaging diagnosis. We will promote high-end health services including health care with traditional Chinese medicine, health preservation and rehabilitation as well as medical tourism.

Elderly Care Industry
We will promote the infrastructure of elderly care industry, supporting the development of embedded community care institutions that are small-scale, multi-functional and professional. We will tap into new technologies such as mobile internet and the Internet of Things to explore new forms of business and new modes of elderly care service.

Culture Service Industry
We will give priority to the development of competitive emerging industries such as cartoons and games, online audio-visual programs and digital publishing, creating a complete industrial chain that covers the process from innovative design, copyright exchange to the development of derivatives.

Wholesale and Retail Industry
We will encourage the development of agricultural product wholesale market and agricultural product cold chain logistic facilities. We will promote e-commerce such as non-store retailing that is made possible by Internet and information technology. We will bring physical store's advantages in service and customer experience into play and encourage the development of green mail so as to promote personalized and customized application of goods and services.

Education Service Industry
We will promote internet education by establishing and improving open education cloud service platform, developing distant education and training, creating multimodal teaching environment. Combining cloud technology, we will be able to explore new forms of business and new industries for large-scale education industry. We will also move fast to develop community education.

Tourism Industry
We will strive to develop urban tourism and promote the integrated development of tourism and cultural and creative industry. We will encourage new forms of tourism such as ecotourism, agritourism, cruise travel, MICE tourism, travel studies, recreational vehicle tourism and yacht tourism. We will develop service products that are accessible both online and offline, exploring new tourism products and creating a comprehensive tourism service platform.

Sports Service Industry
We will promote sports services regarding sports event, fitness and recreation, venues service, sports intermediary service and sports training service. We will accelerate the introduction of global renowned sports events and sports agencies with a view to turning Shanghai into a top-rated city for hosting international sports events and a dominant sports resource allocation center both in China and the world.

Accommodation and Catering Industry
We will actively develop new forms of accommodation and catering business such as green restaurant, theme restaurant, organic catering, fast food and group dinner, special catering and entertainment (having dinner and fun at rural recreational center). We will step up our efforts in implementing the initiative of “Internet+Accommodation and Catering Industry”, extending the services of accommodation and catering enterprises to the upstream supply of aquaculture and planting industry so as to jointly build a service platform covering the process from production to supply. We encourage the development of supporting facilities such as booking platforms, central kitchens, food delivery services and food security to support industrial upgrading.
Producer Services

Software information technology
Basic software, industry application software, information security software, cloud computing services and big data services.

Total integration and general contracting
Vigorously develop the “turnkey” project of complete sets of equipment and other fields as well as the complete integration and general contracting services of strategic emerging industries. Encourage enterprises to extend the business throughout the industry chain of engineering design, program consultation, technology research and development, operating services, maintenance and management.

Supply chain management
Vigorously develop embedded logistics directly serving the manufacturing supply chain, and integrated supply chain procurement and warehouse logistics with electronic commerce and cross-border e-commerce as well as supply chain services featured with fourth-party logistics services. Encourage the development of the supply chain collaborative public platform integrated with transportation modes and cross-regional logistics information public platforms.

Professional maintenance and after-sales services
Actively develop professional and social third-party maintenance and repair services as well as vigorously develop professional maintenance and after-sales services of large-scale industrial equipment, instrumentation, aircraft, aero-engines, rail transit facilities, ships and other large equipment.

Professional intermediary services
Vigorously develop intermediary services such as consultation, authentication, credit services, evaluations, agencies, brokerages and industrial organizations.

Inspection and testing certification
Actively develop third party inspection and testing certification services for major equipment, medical health and food safety services. Cultivate and construct nuclear power instrumentation, new energy vehicles, civil aviation, intelligent manufacturing and other national or local industrial measurement technology services platforms and centers which can cover the city’s key industries.

Financing and leasing
Accelerate the development of financing and leasing services in the fields of major equipment and financing guarantee services. Vigorously develop commercial factoring financing services, innovate micro-credit industry and financial service products as well as broaden financing channels for small and medium-sized enterprises.

Energy conservation and environmental protection services
Vigorously develop the whole process of services using contract energy management as the core mechanism, such as energy-saving diagnoses, energy auditing, electric balancing, project planning and design, financing guarantees, energy saving assessment, operation and maintenance.

Training and education services
Develop multi-level, high-quality vocational education and training services.

R&D design
Promote R&D and innovation in key fields and the transformation of industrial design to high-end integrated design services. Strengthen creative design and focus on building the City of Design.

The Initiative of Establishing Shanghai as an International Science and Innovation Center with Global Influence

Enhancing the capacity for scientific and technological innovation. Focusing on the development of Zhangjiang National Science and Technology Center. Promote “Mass entrepreneurship and Innovation”.

Improving science and technology system and unleashing the vigor of innovation.
Optimizing the institutional supply to foster a better environment for implementing the policy of innovation-driven development.
Focusing on major national needs and world frontiers of science and technology, and breaking the bottleneck that blocks the development of emerging industries.
Fostering strategic power of science and technology and enhancing the ability of original innovation;
Increasing the supply of new products and rebalancing the development of traditional industries towards the medium-and-high end;
Making breakthroughs in building a service-oriented government, promoting mass entrepreneurship and innovation, and fostering innovation and entrepreneurship ecology.
Outline of Shanghai Master Plan (2015-2040)

> **Vision**
Striving for the excellent global city, a city of prosperity and innovation, green and well-being, and happiness and humanity.

> **Regional Responsibilities**
Giving full play to Shanghai’s role in the Belt and Road initiative and the Yangtze River economic belt. Strengthening Shanghai’s role in leading the development of cities around the Yangtze River Delta. Implementing national policies and strategies in Pan-Shanghai urban circle, including Shanghai, Suzhou, Wuxi, Nanjing, Ningbo, Jiaxing, and Zhoushan, with a total area of 28,900 km² and a population of 54 million people.

> **Open International Hub**
Promoting Shanghai’s role in the Asia-Pacific flight and improving the performance of both Pudong and Hongqiao airports. By 2040, Shanghai’s airports will handle 180 million – 190 million departures and arrivals and 10 million tons of cargo every year.

Upgrading the international seaport. Improving high-end shipping service by focusing on Yangshan Deep-water Port and Waigaoqiao Port and keeping complementary Hangzhou Bay and Chongming Three-island (Chongming Island, Changxing Island, and Hangsha Island) Port. Ratio of joint river-sea shipping and water-to-water transfer reaching 90%.

Expanding the coverage of railways and strengthening the role of Shanghai’s railways as the center of national railway system. Railway accounting for 65% of passengers’ travelling.

> **Designated Function**
Building Shanghai into an international economic, financial, trade, shipping, technological innovation and cultural center.

> **Population Control**
Abating the contradiction between population and environment. Keeping Shanghai’s resident population within 25 million by 2020, the same target as set for 2040.

> **Better Public Transit**
By 2040, downtown public transit accounting for over 50% of all means of traveling. Ratio of green traveling reaching 85%. Over 60 percent of residents will have a subway station within 600 meters of where they live.

> **More Ecological Space**
Focusing on regional ecological system. Developing a multi-functional and multi-layered intra-city ecological space featuring “two green belts, nine ecological corridors and ten ecological conservation zones”. Building Chongming Island into a world-class ecological island. By 2040, the city’s forest coverage will reach more than 25%, and per capita public green area more than 15 square meters. Coverage of city rivers and lakes will reach around 10.5%.
Key development areas

China (Shanghai) Pilot Free Trade Zone

On August 17, 2013, the State Council officially approved the establishment of the China (Shanghai) Pilot Free Trade Zone to explore an innovative government investment management mode and expand the open demonstration area of the service industry in four customs supervision areas including the Shanghai Waigaoqiao Free Trade Zone.

On December 28, 2014, the National People’s Congress passed a resolution of authorizing the State Council to expand the China (Shanghai) Pilot Free Trade Zone to the following three areas: Lujiazui Financial and Trade Area, Jinqiao Economic and Technological Development Zone, Zhangjiang High-tech Park. The total area of the China (Shanghai) Pilot Free Trade Zone is 120.72 km².

120.72 km²
Total area of the pilot zone

China (Shanghai) Pilot Free Trade Zone
Waigaoqiao Free Trade Zone (Waigaoqiao Free Trade Logistics Park)
Jinqiao Economic and technological Development Zone
Lujiazui Financial and Trade Zone (including the Expo park)
Zhangjiang High-Tech Park
Pudong Airport Free Trade Zone
Yangshan Free Trade Port Area
(Land Area)
Yangshan Free Trade Port Area
(Island Area)
Six Functional Areas

Hongqiao Business District
- **Location**: in the west of Shanghai with a planning area of 66.6 km², covering Minhang District, Changning District, Jingan District and Jingdong District.
- **Key industries**: headquarters economy, low-carbon industry, modern logistics, professional services, culture tourism, medical services, business-travel, conference and exhibition.
- **Two key functional projects**: Hongqiao comprehensive transportation hub with a daily flow of people of about 1.5 million.
- **National Exhibition and Convention Center (Shanghai)** with an exhibition area of 58,000 m².

Lingang Area
- **Location**: at the southeast corner of Shanghai with a planning area of 915 km².
- **Key industries**: a typical industrial pattern of new energy equipment, automotive and spare parts, key ship parts, marine engineering, engineering machinery, civil aviation and strategic emerging industries has been formed.

Qiantan Area
- **Location**: south extension section of the Huangpu River, the development area of the Expo exhibition and Yuqiao block.
- **Key industries**: headquarters business, cultural media, sports and leisure.

The Expo Site
- **Location**: along both sides of the Shanghai Huangpu River with a total area of 5.26 km².
- **Key industries**: conference exhibition, business, tourism, shopping, catering, leisure, culture and other forms of service cluster areas.

Riverside Areas of the Huangpu River
- **Location**: at the Riverside of Huangpu River in Xuhui District with a planning area of 74 km².
- **Key industries**: cultural tourism, business trade and headquarters economy.

Shanghai International Tourism and Resort Zone
- **Location**: in the central of Pudong New Area with a planning area of 24.7 km², of which 7 km² core area and 17.7 km² of development functional area.
- **Key industries**: regarding Shanghai Disney Project as the core, develop themed amusement, tourism, cultural creativity, business meetings, commercial retail, sports and leisure as well as other industries.
State-level Development Zone

1. Minhang Economic and Technological Development Zone
   Location: located in the southwest of Shanghai, covering an area of 3.5 km²
   Key industries: mechanical and electronic industry such as metro transit, power station equipment; medical industry such as blood products, general medicine; and light industry such as food and beverage
   Tel: 86-21-64300888 Website: www.smudc.com

2. Hongqiao Economic and Technological Development Zone
   Location: located in western Shanghai, covering an area of 0.652 km²
   Key industries: emerging business district featured by foreign trade, exhibition and modern service industry
   Tel: 86-21-62756888 Website: www.shuodc.com

3. Caohong Hi-Tech Park
   Location: located in the southwest of Shanghai, spans to Xuhui district and Minhang district with a planning area of 14.28 km²
   Key industries: electronic information industry as the pillar industry; new materials, aerospace, biological medicine, automobile R&D and new energy as the five key industries; modern services sector is the supporting industry
   Tel: 86-21-68598000
   Park service hotline: 400-821-5151
   Website: www.caohongcp.com

4. Jingqiao Economic and Technological Development Zone
   Location: located in the central of Pudong New Area, covering a planning area of 27.39 km²
   Key industries: electronic information, auto OEM and parts, modern home appliances, biological medicine and food, precision machinery, fine chemicals, and other high-tech, high value-added, high export industries
   Tel: 86-21-50304666 Website: www.jingqiao.gov.cn

5. Shanghai Chemical Industrial Zone
   Location: located in the northern shore of Hangzhou bay, covering a planning area of 28.4 km²
   Key industries: petroleum chemical products processing and natural gas chemical products, phosgene derivatives, fine chemical products, polymer material processing products, comprehensive deep processing projects and high-tech biological medicinal products
   Tel: 86-21-67136666 Website: www.sicp.com.cn

6. Zhangjiang Hi-Tech Park
   Location: located in the middle of the Pudong New Area, covering a planning area of 75.9 km²
   Key industries: biological medicine, integrated circuits and software
   Tel: 86-21-68798687 Website: www.zjpark.com

7. Lujiazui Financial and Trade Zone
   Location: covering the inner circle of Pudong New Area with 31.78 km²
   Key industries: finance, insurance, securities and commodities
   Tel: 86-21-60063888 Website: www.lujiazui.pudong.gov.cn

8. Shanghai Zhuhai Hi-Tech Industrial Development Zone
   Location: located in the southwest of Shanghai, the first phase of the zone covers an area of 13 km²
   Key industries: 6 main industries including integrated circuits and software R&D, new materials, life science, new energy, aerospace and animation games
   Tel: 86-21-61212388 Website: www.zhzpark.com

9. Songjiang Economic and Technological Development Zone
   Location: located in the southwest of Shanghai, covers an area of 42.09 km²
   Key industries: electronic information manufacturing industry, advanced equipment manufacturing, new energy, chemical, biological medicine, etc.
   Tel: 86-21-67754130  86-21-57856399
   Website: szj.songjiang.gov.cn

10. Sheshan National Tourist Resort
    Location: located in the southwest of Shanghai’s Songjiang District, covering an area of 46.26 km²
    Key industries: comprehensive tourism industry featuring recreation, sightseeing, conferences, leisure and vacation
    Tel: 86-21-57827211 Website: www.sheshantravel.gov.cn

Municipal Development Zones

1. Putuo
   Xingyang Industrial Park
   www.shxingyang.com
   Tel: 86-21-68050028

2. Jiading
   Jiading Industrial Zone
   www.jjz.com
   Tel: 86-21-38655573

3. Fengxian
   Spark Development Zone
   www.shspark.com
   Tel: 86-21-57502111

4. Qingpu
   Qingpu Industrial Zone
   www.qpu.gov.cn
   Tel: 86-21-69285000

5. Chongming
   Fushan Economic Development Zone
   www.fushangov.cn
   Tel: 86-21-59962472

6. Minhang
   Xinzhuang Industrial Park
   www.xzp.com
   Tel: 86-21-54425442

7. Jiading
   Jiading Automobile Industrial Park
   www.at-iac.com
   Tel: 86-21-68050020

8. Shanghai
   Pudong Kangqiao Industrial Zone
   www.zgcqzf.gov.cn
   Tel: 86-21-58120196

9. Baoshan
   Baoshan Industrial Zone
   www.shbc.gov.cn
   Tel: 86-21-66876088

10. Nanhui
    Nanhui Industrial Zone
    www.shnhs.gov.cn
    Tel: 86-21-59045000

11. Shuiku
    Shuiku Industrial Park
    www.shuiku.gov.cn
    Tel: 86-21-57760000

12. Jiading
    Jiading Industrial Zone
    www.jjz.com
    Tel: 86-21-38655573

13. Fengxian
    Fengxian Industrial Development Park
    www.fsmrd.com
    Tel: 86-21-37195530

14. Zhengjiang
    Self-Service Park
    www.xnp.com
    Tel: 86-21-65711112
Fervent Support and Enlightened Management
Record-filing of foreign Investment

From October 1, 2016, amendment of Foreign-invested enterprises (FIEs) that are not subject to special administration measures on access as prescribed by the State shall be determined by record-filing instead of examination and approval. Record-filing of FIE’s establishment and amendment shall be made on a foreign investment centralized information management system. Competent authorities shall check the integrity and accuracy of record-filing information, release the filing outcome on the centralized management system which FIE or their investors could access, complete the filing if the matters shall be filed according to the relevant measures; or inform FIEs to make amendments.

Measures on Further Opening-up and Actively Utilizing Foreign Investment

Service sector
Focus on easing restrictions on foreign investment in the following areas: banking, securities, investment management, futures, insurance and insurance intermediaries.

Manufacturing sector
Focus on lifting restrictions on foreign investment: rail equipment manufacturing, motorcycle manufacturing, fuel ethanol production, oil sands processing and etc.

Mining sector
Ease restrictions on foreign investment in the following areas: oil shale, oil sand, shale gas and other unconventional oil, gas and mineral resources.

“Made-in-China 2025” Initiative
Applying both domestic and foreign-invested enterprises, the Initiative encourages investment in high-end, intelligent and green manufacturing, and manufacturing-related services such as industrial design and creative services, engineering consulting, modern logistics, product testing and certification.

Infrastructure construction
Foreign investment is supported to participate in infrastructure construction and project operation in energy, transportation, water conservancy, environmental protection and municipal public engineering through franchising.

R&D
Support research and development collaboration among domestic and foreign-invested enterprises and R&D organizations. Support foreign-invested enterprises to set up R&D centers, corporate technology centers and post-doctoral research centers. Foreign-invested enterprises shall be entitled to additional deduction for R&D expenses and preferential policies for high-tech companies and R&D centers.

Economic Incentives for Headquarters

Shanghai Welcomes the Establishment of Regional Headquarters and R&D Centers by Multinational Enterprises and Offers Preferential Policies

Certification of regional headquarters of multinational corporations and corresponding preferential policies

Certification of regional headquarters
(1) Must be exclusively foreign-owned enterprise with separate legal personality.
(2) The total asset of parent company shall not be less than USD 400 million. In the case of regional headquarters of service enterprise, the total asset of its parent company shall not be less than USD 300 million.
(3) The total amount of registered capital of the parent company for its investments in China should be no less than USD 10 million and the number of foreign owned enterprises authorized by the parent company in China should be no less than 3; or the parent company has no less than 6 authorized foreign-owned companies in China. Due consideration will be given to those who meet the prescribed requirements and those who have made remarkable contribution to the regional economic growth.
(4) Registered capital of no less than USD 2 million.

Certification of headquarters-style institutions
(1) Must be exclusively foreign-owned enterprise with separate legal personality or its branch offices.
(2) The total asset of parent company shall not be less than USD 900 million and the parent company has no less than 2 foreign-owned companies in China, among which at least one company shall be registered in Shanghai.
(3) Registered capital of no less than USD 2 million. If the headquarters is established as a branch office, the operating funds it receives from the head office should be no less than USD 2 million.

Responsible administrative bodies
The Shanghai Municipal Commission of Commerce is responsible for the handling of certification of regional headquarters. It will render its decision on whether to approve or not within 9 working days from the date it receives the application materials. Certificates of certification will be issued to those who have been approved.

Preferential policies
In accordance with relevant regulations, regional headquarters is entitled toadvisories for establishment and house rental.
In accordance with relevant regulations, regional headquarters operating in comprehensive businesses such as operation and capital management, R&D, purchasing, sales, logistics and other supporting services are eligible for rewards, provided that they have good business performance and make outstanding contributions to the economy.
In accordance with relevant regulations, eligible multinational corporations with headquarters in Asia, Asia-Pacific region and broader area are entitled to allowances.
District governments can tailor their own policies supporting the development of regional headquarters and headquarters-style institutions to their respective situations and strive to create an enabling commerce environment for the development of regional headquarters. These rules also apply to regional headquarters and headquarters-style institutions set up by investors from Hong Kong, Macao and Taiwan.
Preferential policies for foreign R&D center

Foreign R&D centers refers to the ones which are established by foreign investors either by joint investment, cooperation or sole proprietorship with separate legal personality or wholly owned branch centers inside foreign-owned companies without separate legal personality.

Requirements for establishment

The total amount of investments by R&D center with separate legal personality shall not be less than USD 2 million, whereas investments in research and development by R&D centers identified as branch offices or internal departments shall not be less than USD 2 million.

R&D center shall have clear research area and projects along with fixed location, equipment, and all the other necessary facilities. It shall also have full-time management and R&D personnel, among which the number of R&D personnel holding Bachelor degree or above should make up no less than 80% of the total number.

Responsible administrative bodies

The establishment and certification of foreign-owned R&D center will be handled by the Shanghai Municipal Commission of Commerce. The government of Pudong New District and the Zhangjiang Hi-Tech District Management Committee are entrusted by the Shanghai Municipal Commission of Commerce to handle the certification and other related services in their respective areas.

Preferential policies

In accordance with state regulations, tax incentives will be granted to foreign-owned R&D center over their imported equipment that are part of the total investment as well as the ones that are used for technical upgrade using their own funds and all the techniques, accessories, and spare parts that come with the imported equipment according to the contract; in accordance with state tax policy, VAT-free tax policy applies to incomes from trading in technology transfer, technology development business and technical consulting and services; eligible enterprises which have been identified as high-tech or technologically advanced service enterprises are entitled to have a 15% deduction from their business income taxes according to state regulations. When importing technology development products, qualified foreign-owned R&D center can have their import tariff and relative VAT and consumption taxes exempted. A full refund of VAT will be granted should they import domestic equipments.

Preferential policies for trade headquarters

Requirements for establishment

Trade headquarters refers to the type of headquarters that is established by either foreign or domestic enterprises and that operates in either specialized or comprehensive trades such as purchasing, distribution, marketing, settlement and logistics.

Trade headquarters shall be registered in Shanghai with separate legal personality. It should also have two or more branches outside Shanghai with certain proportion of business each and has centralized management. It should also meet one of the following requirements:

1. (1) Domestic wholesales and retail is the primary business and the business income of which accounts for more than 50% of the total revenue with business income (sales revenue) from the previous year exceeding RMB 10 billion.

2. (2) International sale of goods is the primary business and the business income of which accounts for more than 50% of the total revenue with business income (sales revenue) from the previous year exceeding RMB 6 billion.

3. (3) Logistics and warehousing or international service trade is the primary business and the business income of which accounts for more than 50% of the total revenue with business income (sales revenue) from the previous year exceeding RMB 4 billion.

4. (4) Platform transaction is the primary business with more than 5000 registered members or move-in companies, more than 30% of which are non-local enterprises. The annual trade volume of platform companies for consumers exceeds RMB 5 billion; annual trade volume of platform companies for enterprises (facilitating transactions among enterprises) exceeds RMB 15 billion.

Responsible administrative bodies

The Shanghai Municipal Commission of Commerce handles the certification of trade headquarters and coordinates joint efforts of all relevant authorities in promoting the development of trade headquarters.

Preferential policies

For trade headquarters entitled to special funds for foreign trade, special funds for the development of service trade, special funds for strategic emerging industries, guidance fund for service sector and high-tech achievement transformation fund, relevant municipal authorities shall give preference to them during the process of fund application and assessment.

We encourage the strategic cooperation between financial institutions and trade headquarters, which will open up more channels for financing through unified credit, asset restructuring, bond issuance and the introduction of equity investment and expand both the domestic and global market by financial tools like credit insurance. We will stay behind trade headquarters’ efforts in exploring supply chain finance, offering one-stop, professional supporting services for small and medium-sized trade enterprises. We will give preference to trade headquarters for trying out relevant products and pilot systems during the market-oriented interest rate reform.
Procedures and Services

Enterprise Name Pre-Approval

Once the Administration for Industry and Commerce with jurisdiction over the applicant’s registration place accepts the application, the applicant may receive the Notice on Pre-Approval of Enterprise Name within five working days upon the date of acceptance.

Record-filing of the establishment and amendment of foreign-invested enterprises(including China (Shanghai) Pilot Free Trade Zone)

Coverage

FEIs that are not subject to special administration measures on access (negative list) as prescribed by the State and the Free Trade Zone.

Record-filing procedures

1. After the pre-verification approval of the name of an FEI to be established, FEI (investor) shall fill out and submit the Application Form for the Record-filing of FEI’s Establishment as well as relevant documents on the relevant measures or inform FEI to make amendments.

CEPA record-filing

Coverage

Service trade areas that are open to Hong Kong and Macao according to Closer Economic Partnership Arrangement (CEPA) and will receive investment from or amendment by Hong Kong’s service providers.

Record-filing procedures

1. Getting the pre-verification approval of the company’s name or business certificate.
2. Filling out and submitting the Application Form for the Record-filing and the Letter of Commitment online.
3. Competent authorities shall complete the filing within 3 working days if the matters shall be filed according to the relevant measures or inform the company to make amendments.
4. Receiving a Filing Reply and submitting paper-based documents.

Websites for record-filing

Shanghai online system for foreign investment affairs: wz.scfto.gov.cn/ SFI / China (Shanghai) Pilot Free Trade Zone: www.china-shftz.gov.cn
Open
Investment
Environment
Transport facilities

282 Domestic and overseas cities are connected to Shanghai by air. Hongqiao and Pudong International Airports connect Shanghai to the rest of the world. About 107 domestic and foreign airlines operate regular flights to Shanghai, and up to 282 cities at home and abroad have direct flights to Shanghai. In 2016, Shanghai became the fifth city handling over 100 million departures and arrivals every year.

4 Railway stations Connecting the entire country

Railways and highways run throughout the country. There are four major stations in the city: Shanghai Railway Station, Hongqiao Railway Station, Shanghai South Railway Station and Shanghai West Railway Station.

15 Metro transit lines Extending in all directions

617.53 km Covering the downtown area and suburban counties

Public transportation extends to all directions: 15 metro transit lines in operation with total length of 617.53 km; bus lines cover urban and suburban areas. There will be 18 lines in operation by 2020, with 800 km of urban metro transit lines.

1473 Various financial institutions 242 Foreign-funded financial institutions

Financial Services

There is a total of 1,473 financial institutions in Shanghai, including 242 foreign-invested operational financial institutions. There are also Shanghai Stock Exchange, Shanghai Futures Exchange, China Financial Futures Exchange, national inter-bank currency and bond markets, gold exchange, foreign currency exchange etc. Shanghai Headquarter of People's Bank of China and many other headquarters of commercial banks located in Shanghai.

139 Shopping malls and numerous commercial streets

Business travel services

238 Star hotels, of which 139 are four-star or higher-level hotels; 189 shopping malls and numerous commercial streets.
Commerce Departments of District and County Levels

Pudong New Area Commission of Commerce
www.pudong.gov.cn
66-21-68540814
No. 2 Hehuan Road

Xuhui District Commission of Commerce
www.xh.sh.cn
66-21-64872222
No. 336 North Caohui Road

Changning District Commission of Commerce
www.changning.sh.cn
66-21-23250887
6th floor, No.509 Changning Road

Putuo District Commission of Commerce
pdyw.shpt.gov.cn
66-21-62964588
No.1988 Daduhe Road

Hongkou District Commission of Commerce
hkg.sh.gov.cn
66-21-20657136
No.518 Feliheong Road

Yangpu District Commission of Commerce
www.shypc.gov.cn
66-21-69589670
10-12th floor, No.121 Ninggou Road

Huangpu District Commission of Commerce
www.huangpuq.gov.cn
66-21-63289584
9-10th floor, Building 1 west, No.300, East Yanxin Road

Jing’an District Commission of Commerce
www.jingan.gov.cn
66-21-23204788
No.915 Jiu Road

Minhang District Commission of Commerce
www.shminh.gov.cn
66-21-64120919
No.6556 Humin Road

Baoan District Commission of Commerce
sbww.baoan.sh.cn
66-21-60179601
No.245 Taihe Road

Jiading District Commission of Economics
jjdc.jiading.gov.cn
66-21-69989438
No.118, South Bole Road

Songjiang District Commission of Economics
sjsc.songjiang.gov.cn
66-21-57755578
Building 2, No.3456, North Renmin Road

Qingpu District Commission of Economics
eqcq.sh.gov.cn
66-21-59723871
No. 100 Gongyu Road

Jinshan District Commission of Commerce
www.jsqjw.gov.cn
66-21-57921161
Room 1349, No. 2000, Jinshan Avenue

Fengxian District Commission of Economics
www.fxqjw.gov.cn
66-21-57419432
No.1, Nanting Road

Chongming District Commission of Economics
jw.shcm.gov.cn
66-21-58623901
5th floor, Building 2, No. 818B Business Center, Chongming Avenue

SHANGHAI MUNICIPAL COMMISSION OF COMMERCE

Shanghai Municipal Commission of Commerce is a section of Shanghai Municipal Government. It is responsible for the foreign trade, foreign investment, economic cooperation, domestic trade, foreign affairs and services in Shanghai.

Main responsibilities in foreign investment service:
- To provide policy consulting service
- To coordinate with relevant government departments to follow up the progress of investment
- To approve foreign investment projects
- To assist arranging meetings between foreign senior executives and government officials
- To receive and deal with complaints from foreign-invested companies

Address: 5th Floor, Building 7, No.300 Shi Bo Cun Road, Shanghai
Website: www.scofcom.gov.cn
Tel: 86-21-2311 0464/86-21-2311 0465
Investment Promotion Institution

Shanghai Foreign Investment Development Board
Shanghai Overseas Investment Development Board

Founded in December 1999, the Shanghai Foreign Investment Development Board is a professional two-way investment promotion institution in Shanghai. Invest Shanghai has been dedicated to inbound investment promotion and outbound investment, providing professional services for domestic and multinational companies. Moreover, Invest Shanghai keeps close cooperation with investment promotion departments of various districts, counties and development zones. The objective of Invest Shanghai is to become a first-class investment promotion institution to help you make the best decisions for investing in Shanghai as well as in countries and regions around the world.

Main Responsibilities

- To introduce the investment environment of Shanghai and to promote the implementation of foreign investment projects
- To help Shanghai enterprises to develop overseas markets
- To provide follow-up services and solutions to the problems encountered during project implementation
- To set up overseas offices and provide personalized services for potential investors

HEAD OFFICE

- Tel: 86-21-62388800
- Web: www.investsh.org.cn
- Address: 15F, New Town Center, No. 83, Loushanguan Road, Shanghai, P.R.C.

OVERSEAS OFFICES

- U.S.A. Los Angeles Office
- Germany Frankfurt Office
- Japan Osaka Office
- Sweden Gothenburg Office
- U.K. London Office
- Czech Republic Prague Office

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Tel: 0049-69-3065017
Fax: 0049-69-30650163
E-mail: panyan@investsh.org.cn

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Tel: 0046-31-158688
Fax: 0046-31-158788
E-mail: panyan@investsh.org.cn

Czech Republic Prague Office
Tel: 0042-60-1573187
E-mail: wangdonghua@cific.co
Industrial Association

Shanghai Association of Foreign Investment
Shanghai Association of Foreign Investment is a non-profit social organization serving for members to ensure their legitimate rights and interests. It also serves as a bridge of communication between foreign enterprise members and government agencies.

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Tel: 86-21-62388077
Fax: 86-21-623751423
Email: saaf@saaf.org.cn
www.saf.org.cn

The Shanghai Call Center 962288
The Shanghai Call Center provides 24-hour multi-directional information consultation services and emergency interpretation call services for foreigners in China, especially those in Shanghai. So far, the line offers services in 15 languages.