

Cross-border E-commerce Trade Alliance Was Unveiled

By Gao Liang

At present, the demand of Chinese consumers has undergone tremendous changes, from "able to buy" to "buying good quality", which also marks an epoch of whole industrial chain competition for the importing cross-border e-commerce, transfers from creating top-selling single product to providing a full range of excellent service, and puts forward higher requirements on all parts of goods procurement, customs clearance, logistics, sales service, etc. The China International Import Expo is a valuable opportunity to strengthen economic and trade exchange and cooperation, drive consumption growth and promote cross-border e-commerce development, both for Shanghai and Yangpu.

On July 19th, the 2019 Shanghai Cross-Border E-Commerce Association CEO Closed Conference & China International Import Expo (Shanghai Trading Group) Cross-border E-commerce Summit Conference was convened. More than 500 association member company representatives and cross-border e-commerce industrial elites gathered in Yangpu, to discuss the future development of cross-border e-commerce. At the conference, "The Belt and Road" Cross-border E-commerce Trade Alliance was unveiled.

It is reported that as one of the earliest Chinese cities launching cross-border e-commerce pilot, Shanghai's cross-border e-commerce industry has witnessed steady growth, positive, compliant and sound development

trend as a whole. According to statistics of the public service platform, in 2018, Shanghai handled 23.56 million transaction orders, with the transaction amount of nearly RMB 4.9 billion, a YOY increase of 38% and 16% respectively. In 2019, despite the impact of global trade frictions, the overall scenario tends to be stable and optimistic, and Shanghai's port cross-border e-commerce import and export business continuously maintains double-digit growth. From January to June this year, the number of retail import and export declarations of cross-border e-commerce with public service platform as the channel stood at 14,887,000, and the transaction amount reached RMB 2.88 billion, a YOY increase of 53.1% and 34% respectively.

During the keynote speeches, relevant leaders from government departments, experts from financial, logistics and other institutions, as well as cross-border e-commerce entrepreneurs delivered speeches regarding China International Import Expo, operator environment optimization, trade and customs clearance facilitation, cross-border e-commerce compliance development, etc. During the round table forum, discussions were held around six topics, such as "Empower SMEs to Participate in Cross-border E-Commerce", "How Brands Enter the Cross-border Trade Market" and "Core Logic for Unbounded Retail of Cross-border E-Commerce", while elaborating on the hot spots, difficulties, pain points and other problems confronted by the cross-border e-commerce industry.



In the evening of July 21st, "Savor·Taste -- Archaic Rhyme Miraculous Sound" was staged at the District Cultural Center, including both the melodious Chinese zither ensemble Ode to the Plum Blossom and the fresh Tune for a Peaceful Night. During the performance, Chinese traditional tea art performance was interspersed among them, and matched splendidly with the performance of Chinese zither.

Photography by Zhang Bei

Prosecutors Taught "Legal Course" in Communities

By Yang Xiaomei & Tao Ting

"Join hands for public protection, build gorgeous home together", on July 19th, Hou Qianqian, a procurator of the District Procuratorate, "delivered a course" in the Jiangpu Road Community, to explain the content and significance of public lawsuit for residents, from the perspective of environmental pollution, state-owned asset loss, food and drug safety, etc. This is the first lecture activity for the District Procuratorate and Jiangpu Road Sub-District to jointly build rule of law & popularize law by "procurators going to grassroots", so as to extend job responsibilities of procuratorate to communities, provide better legal products and procuratorial products for community residents, achieve complementary advantages and resource sharing through the co-building work, and jointly raise the public awareness of law-abiding and right-protection.

The co-building agreement expressly states that the "procura-

tors going to grassroots" activity is carried out in three aspects of the prosecutor's legal dissemination, the prosecutorial open day and the prosecutor's legal consultation activity: the preaching of law will focus on special fight of crime crackdown, legal education for minors, public lawsuit, community correction, drunk driving, financial fraud and other topics; the "prosecutorial open day" involves special session for minors, community masses and representative members, the special session for minors includes moot court, visiting Yangpu Procuratorate, watching minor protection film, etc, and the special session for community masses and representative members includes visiting the procuratorate, introducing procuratorial work, discussion and exchange activities; in the "prosecutor's legal consultation activity", the prosecutor will hold exchanges and interactions on legal policy with residents, and also attend major legal consultation activities during the important period of legal dissemination.

Entrepreneurship Ability Training Camp Kicked Off

By Mao Xinhui

During intensive entrepreneurship training for four days and three nights, 70 university students clustered in Yangpu. On July 16th, the 2019 Yangpu District University Student "God & Goddess" Entrepreneurship Ability Training Camp was kicked off at the China (Shanghai) Entrepreneur Public Training Base.

University students are the new forces of "public entrepreneurship and innovation", but many people have no idea how to turn ideas into products, and take the first step of starting up business. This training camp is organized by the Yangpu District Employment Promotion Center (Yangpu Public Personnel Service Center), the Yangpu District Public Training Base Management Service Center and the Yangpu District University Cooperation Alliance, for the purpose of providing an entrepreneurship ability improvement training program integrating theory, practice and contest for university students, enhance their entrepreneurial awareness and guide them for entrepreneurial practice. "The Entrepreneurship Training Camp is a re-upgrading and re-optimization

of university student's entrepreneurship and employment internship mechanism," said the relevant person in charge of the District Human Resources and Social Security Bureau, "hopefully a group of outstanding university student entrepreneurship projects will be explored and incubated by this training camp."

In the next three months, 70 students from 10 universities including Fudan University, Shanghai Jiao Tong University, Tongji University and University of Shanghai for Science and Technology will conduct intensive entrepreneurial lab training and entrepreneurial incubator internship, so as to be "ability-armed" from individual to team.

The Entrepreneurial Lab not only boasts China's TOP30 well-known institution investors as instructors to teach "practical things" and offer group counseling, but also arranges a series of warm and challenging activities. In the Real-life Library, students can "borrow" a person to talk with, and gain more insights. Entrepreneurial Weird Talk will hold debates on hot issues, and enable students to deepen understanding of starting up business amidst the collision of ideas. For Elevator

Road Show, students are required to present their projects to investors within 60 seconds. For Battle on the Bund, through a micro-entrepreneurial battle project, students can experience the unexpected events when starting up business, and exercise the ability of handling emergencies.

During the internship, students will penetrate into the park and incubator as entrepreneurial service personnel, take a five-week internship, understand the entrepreneurship from a different perspective, and verify the project feasibility in practice.

In mid-September, an entrepreneurship competition will be held, to check the student's learning results after more than two months, by means of closed road show. The "God and Goddess" champion will receive a scholarship of RMB 10,000 per person.

Furthermore, outstanding students and projects will gain a series of entrepreneurial support, such as investor lunch, invited participation in the Global Entrepreneurship Week China Entrepreneurial Enterprise Exhibition, large enterprise connection, investment and financing connection service, etc.