

"Cloud" Services: How to Make "Silent" Quality Products "Speak"

By Tang Shunjia

Fresh milk from New Zealand's grasslands reaches supermarket shelves within 72 hours, and Russian-caught king crabs land on Shanghai tables within a week, as the world turns into a huge "supermarket." Geographical origins no longer limit sales; a click of a finger brings foreign goods within reach. Behind this accelerated trade globalization lies a closely-knit logistics and robust customs service network.

Ge Jizhong, former Chairman of the International Federation of Customs Brokers Associations (IFCBA), knows this well. His company, Shanghai Oujian Network Development Group Co., Ltd. (Oujian Group), a comprehensive trade service provider, has served at the China International Import Expo for six consecutive years. From live-streaming Japanese iron kettles at last November's expo, Ge understands the importance of "cloud" services.

Founded in 1996 in Yangpu District, Oujian Group processes over a million customs declarations annually. Despite adhering to tradition for over two decades, how will they innovate in the face of the surging internet economy?

"What to do if your wife falls in love with cross-border online shopping?" "What are the secrets of cruise ship customs procedures?" Su Yidi, who has been with Oujian Group's subsidiary Xin Hai Customs Brokerage for 20 years, started posting videos on WeChat Video Accounts in April this year under the name "Bearded MAX." His job at

the company is the assistant general manager of the Port Clearance Business Division, but online, he's simply "a customs guy who's loved football for 20 years."

In just four months, "Bearded MAX" has posted hundreds of short videos, each lasting only one or two minutes. They feature catchy titles and detailed content, explaining current international customs policies, procedures, and customs clearance tips, offering a wealth of information.

Behind Su's efforts lies Oujian Group's internet transformation. The group manages over 100 social media accounts, half active on Douyin, with others on platforms like Xiaohongshu. Some accounts are personal, like Su's, while others are operated by departmental teams. They leverage AI features for easier video production, encouraging even the socially anxious to participate.

This is not just internal entertainment within the group, but a part of customer service. Oujian Group's clients come from various industries and often face challenges with customs clearance, such as "How to handle bonded import of medicines?" or "What are the requirements for importing red wine?" When short videos become a means of disseminating knowledge about customs clearance, a single link can solve customer problems, naturally greatly improving the efficiency of both parties involved in the work.

Ge Jizhong sees the emergence of AI short videos as a form of advertising for the group. Spreading short videos on public platforms naturally attracts potential clients.

Previously, Oujian Group's main promotional channels were limited to official website promotions, advertising, hosting salons, etc., which were either minimally effective or costly. "Now, over 60% of our new clients come from online platforms, which was unimaginable before, effectively doubling from a few years ago. But this is not enough. In the future, we aim to increase this number to 90%."

The activity of AI in customs services is increasing. Since 2021, Oujian Group has set up an AI exploration base in Wuhu, Anhui, relying on big data in trade, artificial intelligence, and expert knowledge databases to assist various enterprises with intelligent customs declaration. "Our declarations are divided into two parts: the header and the body. The header is relatively fixed, like the country of import, port, etc., where AI accuracy can exceed 80%. The body is more complex and requires several additional manual verification steps," Ge Jizhong explains. They are feeding the AI with extensive practical customs experience to further train its accuracy, aiming to change the traditional manual declaration and verification model, with promising prospects.

"Our group's name is Oujian Network. How can we not make good use of the network?" Ge Jizhong tells the reporter. For a long time to come, "cloud" will remain the group's main battlefield. "Every physical industry has a value, but the internet is intangible. How do you value it? The answer is priceless, meaning its value is limitless

and immeasurable."

Last year, Araikoubou's iron teapots became a sensation. This success was due to a new live streaming "merchandising" project launched by Oujian Group. The President of Araikoubou demonstrated the advantages of their products by boiling water and brewing tea on camera, thus allowing these previously "silent" teapots to "speak".

"For more than two years, his business had been mediocre, but at last year's CIIE, he suddenly sold more than 40 teapots," said Ge Jizhong. "It was an innovative attempt, ultimately aimed at facilitating trade. We didn't expect it to be so popular. This year at the CIIE, we will continue with our live streaming."

For foreign brands, the CIIE represents an opportunity, and it is the same for Oujian Group. As a long-time comprehensive trade service provider for the CIIE, Ge Jizhong has keenly observed that foods from Europe, such as wine, beef, and ham, are of particular interest to Chinese consumers every year.

How to better serve these manufacturers in customs clearance and ensure the freshest food reaches Shanghai? Oujian Group innovated again. In 2021, leveraging their internal resource strengths, they registered "Hanyu Europe" in Frankfurt, Germany, focusing on the fast-moving consumer goods (FMCG) sector. They provide full-spectrum services and support for introducing European products, building a trade bridge between overseas sources and the Chinese market, thereby accelerating the

import of goods.

The exhibitors at the CIIE, like a bustling market, gather for a few days each year before dispersing back to their respective countries. To retain quality goods and maintain long-term business cooperation, Oujian Group launched the "Yunmaotong" one-stop cross-border supply chain service platform right after the first CIIE. This platform provides long-term online display and channel recommendations for the exhibitors' products, creating a "6+365 days non-stop CIIE."

In 2013, Oujian Group moved its headquarters from Xujiahui to Tianke International Building in Yangpu District. Over the past decade, Yangpu District and Oujian Group have witnessed and grown together.

Yangpu has rapidly developed, not only revamping its urban environment but also seeing the total number of digital economy enterprises reach 7,000, striving to build a digital economy industrial system. Oujian Group's office space within Tianke International Building now spans seven floors, with business volume and staff numbers having doubled compared to ten years ago.

"Transforming our mindset is the first step in the journey of transformation. Only by aligning our thoughts and setting a clear direction for innovation can we easily implement specific practices," Ge Jizhong said. "Oujian has been striving in the traditional customs clearance field for nearly thirty years. Change is not easy, but as the times change, so must we. We are confident about the road ahead."

Yangpu Innovation Ecosystem Continues to Thrive



By Mao Xinhui

On November 14, the 2023 (17th)

Entrepreneurship Week and Global Entrepreneurship Week China Station (referred to as Entrepreneurship

Week or GEW) kicked off in Yangpu. The Yangpu District Innovation Index 2.0 Report (referred to as "the Re-

port") was released. According to the report, Yangpu's comprehensive innovation index score for 2022 was 340.0, an increase of 8.6% from the previous year (with 2013 as the base year, benchmark value 100). This demonstrates a continual strengthening of innovation elements, an improving innovation ecosystem, enhanced strategic innovation capacity, and expanding innovation brand strength and influence.

The report reveals that in 2022, Yangpu District had a total of 92 enterprise technology centers, up 12.2% year-on-year, ranking first among central urban districts. There were 10 provincial and ministerial-level science and technology enterprise incubators, including 5 national-level incubators. The number of high-tech enterprises reached 1,223, a 10.8% increase year-on-year, maintaining the top position in the central urban area.

The digital economy has become a key engine for Yangpu's economic growth. By the end of 2022, nearly 7,000 digital economy enterprises had gathered in the district, with the digital economy accounting for over 30% of the dis-

trict-level fiscal revenue and over 50% of the revenue. The software and information technology service industry, led by the digital economy, has maintained double-digit growth for many years. In 2022, the revenue of above-scale software and information service enterprises increased by 13.9% year-on-year, higher than the city's average.

Yangpu's digital economy strength stems from its cluster of leading internet companies, which act as "chain leaders" in the industry. These top companies have strong aggregation power, driving the settlement of emerging enterprises and gradually perfecting and strengthening related industrial chains. Top new economy companies such as Meituan, ByteDance, Bilibili, JD Dada, Xiaohongshu, and UCloud have rooted themselves in Yangpu, fostering collective growth and laying a solid foundation for the development of the digital economy industry.

In the future, Yangpu will further activate innovation as the "primary driver", optimize the innovation environment in all dimensions, and create a "tropical rainforest-style" innovation ecosystem.