

Technological Innovation Fuels the Heat Behind Fresh, Steaming Cuisine



By Mao Xinhui

Around noon, the dining establishments at the Wujiaochang shopping district are bustling with activity, especially with a constant stream of online delivery orders. At the Meituan drone take-off point on the sixth floor, the order notification beeps for delivery personnel are incessant. One such order, a milk tea delivery for CapitaLand innov Center, is quickly assigned to a delivery person, Xiao Li.

Recently, Shanghai's first Meituan drone route was inaugurated, running from HOPSON ONE to CapitaLand innov Center in Yangpu District. Customers near the CapitaLand innov Center can now opt for drone delivery, promising a novel service that delivers within 15 minutes for distances up to 3 kilometers.

The process involves picking up the order, weighing, food safety verification, ensuring the meal meets delivery standards, packaging, and attaching the order for drone delivery.

The milk tea successfully takes off from HOPSON ONE in Wujiaochang. At the CapitaLand innov Center drop-off point, 1.3 kilometers away, Mr. Zhang, who ordered the milk tea, eagerly awaits. He retrieves his first drone-delivered order using his phone's last digits. Beyond the novelty, the speed of drone delivery impresses Mr. Zhang. "It feels faster than manual delivery, covering two kilometers in just six minutes." He said.

Innovation is the primary driver of economic and social development in Yangpu, with ongoing support for high-growth companies to evolve into innovative corporate headquarters. The influence of Yangpu as a hub for economic research and industrialization is increasingly evident. Among the first batch of 40 innovative corporate headquarters in Shanghai, Yangpu's Hanhai Information Technology (Shanghai) Co., Ltd. (known as "Meituan") is prominently featured.

On the day the drone route was launched, Mrs. Wang was the first customer to place an order, opting for

pan-fried buns. Given that pan-fried buns can lose their appeal if delivered late, it was a pleasant surprise that the order arrived at the drop-off point in just seven minutes, allowing Mrs. Wang to experience both the speed of delivery and the warmth of the buns on a cold winter day. She was amazed at the swift service, receiving her order almost immediately after placing it, and commended the drone delivery service.

When the pan-fried bun delivery reaches the customer, it retains the flavor and heat as if just out of the pan, symbolizing how technological innovation brings warmth and vitality to food.

The emerging low-altitude economy offers significant economic and social benefits. The Central Economic Work Conference has set the tone for economic work in 2024, prioritizing "leading the construction of a modern industrial system with technological innovation" as one of nine key tasks. This includes initiatives to develop strategic emerging

industries like biomanufacturing, commercial aerospace, and the low-altitude economy. Technological innovation has always been Yangpu's shining hallmark. The launch of the Meituan drone route marks the "takeoff" of Yangpu's low-altitude economy.

Meituan began exploring drone delivery services in 2017. After years of research and development, it has created a city low-altitude logistics solution serving various scenarios and weather conditions.

In December 2022, Meituan launched its first drone logistics delivery route in Shanghai's Jinshan District, offering local residents convenient, efficient, and safe drone delivery services.

In July 2023, Meituan unveiled its fourth-generation self-developed drone. Compared to previous models, the new drone has enhanced environmental adaptability, capable of stable flight in conditions like mid-rain, mid-snow, 6-level winds, and night-time, ranging from -20 to 50 degrees Celsius. This makes it suitable for over 97% of domestic urban environments.

As of the end of November 2023, Meituan's drones have established 22 routes across eight business districts in cities like Shanghai and Shenzhen. These drones serve 19 office buildings, five scenic areas, and one hospital, completing over 210,000 customer orders. During 2022, the average drone delivery time was about 12 minutes, nearly 150% more efficient than traditional delivery methods, saving customers almost 30,000 hours of waiting time.

Many restaurants at HOPSON ONE in Wujiaochang have already integrated drone delivery services. The person in charge of HOPSON ONE stated, "Introducing drone delivery technology helps our business district innovate commercially. It makes deliveries more convenient, meeting the diverse needs of nearby customers and enhancing their service experience."

For instance, it takes only seven minutes for a pan-fried bun order to be delivered after packaging, but how long would it take for a bottle of chilled fresh milk to be delivered from the factory?

Beyond drone delivery, Meituan is also actively expanding into the retail sector. In December 2023, Meituan's grocery service was renamed "Xiaoxiang Supermarket," evolving from a "vegetable basket" model to a full-category "30-minute fast delivery supermarket."

"Xiaoxiang Supermarket" has developed a fully digital system. Compared to traditional supermarkets, it has nearly doubled its efficiency in selecting products and tripled its turnover speed, with a product sell-through rate of over 95% and a 60% reduction in site costs.

To ensure delivery within 30 minutes, "Xiaoxiang Supermarket" has established a flexible fulfillment system. This system considers various factors like data analysis, real-time operational conditions, weather, and marketing activities. It adjusts manpower in real time according to different site conditions, achieving over 80% of orders delivered within 30 minutes and increasing punctuality by 40% during peak times.

Taking chilled fresh milk as an example, relying on systematic cold chain logistics, standardized product management, and real-time delivery systems, fresh milk can be delivered to consumers within 24 hours of leaving the factory. After joining the "Xiaoxiang Supermarket" alliance, Guangming Dairy saw a surge in sales of its high-quality organic Ube milk, from hundreds of bottles a day to over 20,000.

In the future, Meituan drones will explore more about integrating commercial space and intelligent digital services. Xiaoxiang Supermarket will also continue to delve into the Shanghai consumer market, using technology to empower the digital transformation of the lifestyle service industry and to enhance and expand Shanghai's "15-minute community life circle."

Browsing Through Historical Architecture: A Prose Poem of Harmonious Coexistence

By Tang Shunjia

Amidst the calm tides and ceaseless boats of the Yangtze River, with birds gliding through the sky and greenery dotting the riverbanks, the old factories and warehouses that once contributed to the nation's industrial growth now embody a profound history and the nostalgia of a bygone era. These structures have been transformed into public spaces like exhibition halls and museums, poetically nestled into the lives of citizens and tourists.

In November 2023, the century-old Yongan Warehouse on the Yangpu Riverside was revived. Transformed into the World Skills Museum,

it opened its doors free to the public, with Gloria Reim from Austria being one of its first visitors.

Gloria Reim, a German teacher at Fudan University, was new to Yangpu and thrilled about embarking on an in-depth cultural exploration of this unfamiliar district: "Being new here, everything is quite unfamiliar to me. I'm glad to take this opportunity to understand Yangpu better."

"Please look to our left, this building is the Jiangwan Stadium, over eighty years old and once known as 'the premier stadium of East Asia'..." said the guide. That day, nearly 30 foreigners from Germany, France, Austria, and other countries embarked on a double-decker City News Service

bus from Xinjiangwancheng to roam through Yangpu and "flip through" its architectural history.

Traveling from the old city to new business formats, from old factories to popular spots, Markus Stephanus Nicolaas Johannes from the Netherlands found the journey eye-opening: "Our project is just across the river in Pudong New District. I often looked at Yangpu from afar but never really got to know it." He expressed his curiosity about the transformation of historical buildings and gratitude for the tour that revealed Yangpu's charm.

The "Green Hill" was originally a tobacco company's repair warehouse, established in 1995 and trac-

ing its origins to the Yihe Cold Storage built by Jardine Matheson in 1920. After renovations, it became a public city garden and a multifunctional urban complex.

During the event, the fragrance of intangible cultural heritage wafted through this old building. Beads, colored silk threads, buttoning, knotting... Under the guidance of professionals, the foreign visitors listened intently and skillfully maneuvered their needles and threads, crafting beautiful sachets.

"Making a sachet seems simple, but it's quite challenging, especially threading the needle. However, I'm happy and proud of the finished product," said Promethee Nicolas

Evangele Spathis from France, smiling. "I love the scent of the sachet and plan to take it home as a keepsake."

The head of the Yangpu District News Office stated that Yangpu, with its concentration of universities, significant foreign investment, numerous sci-tech enterprises, and a robust industrial ecosystem, has attracted many international residents. The district's rich sci-tech environment, high-quality talent pool, and continually improving business climate have been key factors. In the future, Yangpu will continue to welcome more foreign friends to explore, enjoy, love, and possibly settle in the district.