

# Bringing Innovation to Life with Youthful Social Vibes



By Cheng Jiajia

As noon approaches, the Hainan pickled vinegar hot pot restaurant named Ci Qiong is bustling with warmth. Oysters, sea grapes, eels... one after another are tossed into the pot. Mr. Li, a diner at the restaurant, shares with the reporter, "Hot pot is the go-to in cold weather, and everything tastes great with this broth. But you must try the seafood. The perfectly balanced sour and spicy soup neutralizes the seafood's fishiness, enhancing its natural flavors." This establishment marks the brand's first foray into Yangpu, settling in Jiangwanli MEET678. Situated on Minfu Road in Yangpu District, Jiangwanli MEET678 opened in December 2023. Positioned as a "youthful intersec-

tion of X Street," it spans 22,000 square meters. The project infuses "internet factors" into product creation and scene operation, introducing numerous flagship and new concept stores, with new stores making up nearly 75% of its offerings, aiming to create a "social energy hub" focused on the younger demographic. The project is neighbored by emerging internet companies and is close to renowned universities such as Fudan, Tongji, and Shanghai University of Finance and Economics, covering a population of 110,000 within a 1 km radius and over 850,000 within 3 km. This adds a "richly innovative hue" to Yangpu's "15-minute community life circle." Coffee has become an integral part of Shanghai's DNA. In Yangpu Binjiang, there's a "Soap

Dream Space" where locals and tourists can enjoy the fun of "dreaming with coffee." Lin Liwu, founder of AOKKA, looks forward to the brand's first Shanghai store in Yangpu, a land fertile for innovation and startups, using coffee to "craft dreams." Coffee aficionados are no strangers to AOKKA. With a 5,800 square meter coffee dream factory in Shanghai, AOKKA is a comprehensive coffee brand offering premium coffee production and sales, high-end coffee equipment, import and agency services, and café operation training. "Our menu's classic coffee offers two types of beans: Honey Valley and Tropical Forest, catering to different tastes. We also introduce seasonal limited editions," said Cai Junbin, the brand's operations

manager. Notably, customers who order hand-drip coffee for dine-in can interact with baristas in an open workshop. Lin Liwu believes coffee can be enjoyed in any setting, such as cycling, outdoor activities, or hiking. "Coffee is a beautiful connector, leading us to like-minded friends. We hope to share the unrefined, free-spirited romance of the wilderness with our friends through coffee." Cai Jinfei, General Manager of Jiangwanli MEET678, explains that a key strategy is adjusting the dining sector to about 60% of the project, including flagship elements and popular brands. "Jiangwanli capitalizes on its 22,000 square meter space with a refined brand layout, not only precisely attracting young customers but also addressing the challenge of reaching a broader audience with a smaller scale, offering a vast imagination space for operational periods," Cai Jinfei said. Out of compassion, photographer Li Zhongliang has taken a series of "portrait" photographs of stray cats and dogs. Recently, Li Zhongliang's works were exhibited at a charity market event in Jiangwanli MEET678. "During the shooting, the clear eyes of the stray animals were particularly moving," Li Zhongliang shared with reporters. The space and brands provide the "hardware" for social interaction; on the "software" side, Jiangwanli MEET678 is dedicated to touching people's emotional core through the integration of multidimensional interactive content. Hosting charitable events is one way to achieve this, as the transmission of goodness, kindness, and beauty always sparks empathy and enthusiasm for participation. Scarves, gloves, blankets, and other cold-weather items were available in abundance...The "Moth-

er's Parcel" booth, focused on assisting women in difficulty, was bustling with people. Jiangwanli MEET678 collaborated with the TiaoTiaoTang charity for a Charity Day event, covering themes of environmental protection, intangible cultural heritage, and cultural exhibitions. The TiaoTiaoTang charity's Shanghai market manager, Ma Sai, revealed that after employees participate in the charity sale through scanning a QR code, the company will match the donation 1:1. "For example, if you spend 20 yuan, I'll add another 20 yuan, making it a total donation of 40 yuan. Through such 1:1 matching donations, we can raise more funds in a shorter time." Meanwhile, the charity market also set aside a special area for the adoption of stray cats and dogs, purely for charitable purposes. Shen Jianying from the Loving Animal Shelter admitted that taking stray cats and dogs into rescue organizations is just the "intake" phase, and even professional rescue organizations are reaching capacity. "We still hope for an 'outlet', more channels to organize such events, to let more people know that stray cats and dogs can also become companion pets," Shen Jianying said. For Jiangwanli MEET678, its "youthful characteristic" injects new vitality into charitable activities, showcasing young people's recognition and responsibility towards social duties. Besides charity sales, participants can also visit various checkpoints to participate in a stamp collection and gift redemption event, aiding in spreading kindness. Zhu Wei, the promotion manager of Jiangwanli MEET678, mentioned that they called on mall tenants to actively participate from the early planning stages. "Merchants eagerly contributed goods or coupons for charitable sales, meaning this charity event harnessed the collective strength of the entire mall."

# How Digital Employees Can Quickly Start Working

By Mao Xinhui

In the rapidly evolving field of artificial intelligence, large-scale models are bringing about more efficient and intelligent services and decision-making processes, driving innovation across various sectors at an unprecedented pace. Yangpu's thriving science and innovation ecosystem places these large models in a position of significance. At the recent Digital China Large Model Forum, Yangpu-based companies like UCloud and other renowned AI firms such as Mobvoi, Lanma Technology, and MiniMax discussed the trends and future applications of large model technology. They showcased the latest advancements and practical applications of AI-generated content (AIGC). Digital transformation in busi-

nesses reflects the broader digital transformation of cities. As Mobvoi's first cooperative computing service provider, UCloud supports large models' training needs and handles vast amounts of multimodal data with secure and reliable computing power, facilitating the rapid deployment of AI digital personas. Mobvoi's R&D Director, Sun Pengfei, believes that the essence of digital transformation for businesses is integrating intelligent modes into their operations, with digital employees playing a crucial role in enhancing operational efficiency and supporting decision-making. "Compared to traditional employees, digital employees have superior business capabilities and multidimensional data analysis skills. They can quickly become operational in various industry

scenarios like sales training and recruitment interviews, significantly reducing the training period for newcomers and enhancing business capabilities." Currently, Mobvoi boasts leading AI infrastructure capabilities, creating a comprehensive AIGC Co-Pilot product matrix. Represented by digital employees, this includes custom cloud-based digital receptionists and customer service agents with human-like appearances, continuously improved through model iterations based on input from domain knowledge to ensure precise and effective model training and decoding. The growth of large models signifies a rising demand for large-scale intelligent computing power, with China's AI computing platforms diversifying and facing

both opportunities and challenges. How can we efficiently implement large models? Lanma Technology's CEO, Zhou Jian, suggests that AI, augmented by large language models, can enhance the workforce and even become a new type of labor material. Lanma Technology's AI Agent platform, based on large language models, accelerates skill development among frontline workers by leveraging expert knowledge, truly enabling AI-driven decision-making. The platform helps businesses more effectively utilize large models for greater commercial value. "We hope the AI Agent can serve as a medium for interaction between people and the real-world environment, a connector between people and systems, and even between managers and base-level employees, experts and base-level

workers. UCloud provides massive computing support for the AI Agent platform, helping to create a digital partner capable of perception, reasoning, and decision-making." Zhou Jian said. UCloud's Compute Product Line General Manager, Zhong Chunshan, revealed that to meet the demand for intelligent computing, UCloud has established two efficient, intelligent, and secure computing centers in Inner Mongolia's Ulanqab and Shanghai's Qingpu. These centers offer comprehensive AIGC computing solutions, including data centers, servers, computing, storage, networks, security, and architectural design. Currently, UCloud, along with many partners, is building an AIGC ecosystem, aiming to empower thousands of industries with large model technology.