

How Yangpu is Enhancing its Appeal to Foreign Businesses

By Chengjiajia

As a vital hub of Shanghai's innovation ecosystem, Yangpu has always prioritized innovation as the driving force for its development, actively promoting synergy between technological innovation and industrial growth. For years, Yangpu has leveraged its rich academic and research resources, along with its dynamic entrepreneurial environment, to attract top global companies and talents to settle in the district.

Take Siemens, a renowned German multinational, as an example. Siemens was the first Fortune 500 company to establish a regional headquarters in Yangpu, where it now oversees operations in finance leasing, commercial factoring, and digital industries. In 2017, Siemens partnered with Yangpu to establish the Siemens Digitalization Experience Center for Process Industries, which integrates project research, product demonstrations, and talent development. This center serves as a major force behind the digital transformation of local industries.

Recently, Siemens witnessed the unveiling of the Yangpu-Germany Innovation Center, a significant milestone for the district. The center is set to enhance sustainable innova-

tion by hosting industry summits, forums, and training programs. These efforts will continue to attract foreign investment and promote the growth of intelligent manufacturing, injecting new energy into Yangpu's outward-looking economy.

During a recent roundtable discussion, major German enterprises like Siemens, Continental, and Henkel shared insights on their operations and challenges, with local authorities responding to their needs one by one.

Yangpu has a long-standing history of economic, technological, and cultural cooperation with German-speaking countries. The presence of German corporate giants such as Siemens, Continental, Henkel, Vitesco Technologies, and ThyssenKrupp is a key engine driving Yangpu's economic growth. Additionally, institutions like the Sino-German College at Tongji University, founded through joint advocacy by both the Chinese and German governments, and the German School Shanghai, the largest German-speaking international school worldwide, are also based in Yangpu, creating favorable conditions for cooperation between academic institutions and businesses.

"In the future, Yangpu's Foreign

Investment Association will continue to serve as a bridge between government and enterprises, accurately addressing corporate needs and fostering smooth communication between both parties," said Yu Jiang, president of the Yangpu Foreign Investment Association.

Currently, Yangpu is home to around 1,300 foreign-invested enterprises. In the past five years, the district has attracted 18 new foreign headquarters and R&D centers, bringing the total to 44. As Yangpu, often hailed as the "warmest district," continues to nurture its foreign investment ecosystem, it is constantly enhancing its "magnetic appeal."

In June of this year, the China-Brazil Business Seminar was held in Beijing, aimed at driving innovative development in China-Brazil trade and investment cooperation. One of the key outcomes of the seminar was the signing of a Memorandum of Understanding between Yangpu and the Brazilian Trade and Investment Promotion Agency (Apex-Brasil). They will establish the first "Brazil Center" in Asia, a comprehensive service platform to facilitate Brazilian businesses entering the Chinese market and Chinese businesses expanding into Brazil.

In September, the Brazil Center

hosted its first public event—the Yangpu-Brazil Sustainable Development Innovation Cooperation Roundtable. This roundtable was not only an extension of the Brazil National Pavilion at the 2024 Pujiang Innovation Forum but also part of the Fifth China-Brazil Innovation Week.

The "Yangpu Enterprises Going Global to Brazil Alliance" has been established, aiming to promote collective investment in Brazil and share the benefits of resources and market opportunities in Brazil and the wider Latin American region. The first group of members, led by the Brazil Center, includes Sunmi Technology, eBao-Tech, Zhida Technology, etc.

In recent years, Yangpu has been actively fostering friendly exchanges and cooperation with Brazil, establishing close ties with the Brazilian Consulate General in Shanghai and Apex-Brasil.

In 2022, Yangpu supported Brazil in setting up an innovation pavilion at the 6th China International Import Expo (CIIE). In August 2023, multiple Brazilian companies signed agreements to settle in Changyang Valley during the International Green Transition Cooperation Forum. In September of the same year, the Fourth China-Brazil Innovation Week was

launched at the Pujiang Innovation Forum, showcasing the innovative achievements and technological needs of Brazil at the Global Technology Transfer Conference. In November 2023, during the 6th CIIE, over 50 Brazilian companies visited Yangpu, with more than 10 tech companies participating in the expo. The "China-Brazil Innovation Week" has now been held in Yangpu for three consecutive years.

The Brazil Center is a flagship project of Apex-Brasil, focusing on key areas such as green and low-carbon technologies, bio-economy, sustainable agricultural technology, and the digital economy. It aims to drive bilateral trade and technological innovation projects and expand collaboration between the two countries by organizing business and innovation events. Leveraging the CIIE platform, the center facilitates connections between Brazilian exhibitors and the Chinese market.

José Roberto, Deputy Consul General of Brazil in Shanghai, expressed his hope that, in the future, the Brazil Center would help Brazilian tech companies establish a presence in Yangpu and connect with businesses looking to expand into Brazil, achieving mutual success.

Yangpu Riverside to Emerge as an Internationally Influential Tech-Art Fusion Hub



By Mao Xinhui

As the global economy shifts from resource-driven growth to innovation-driven, design is no longer just a fusion of aesthetics and functionality; it has become a core force driving high-quality development.

Featuring over 400 outstanding design works from 21 countries and regions, with 58% being pre-market products and 56% global debuts, the

second Yangpu International Design Festival and the "Design New Quality" 2024 China Design Intelligence Awards Shanghai Special Exhibition recently took place at the Minghua Sugar Warehouse on Yangpu Riverside. This exhibition not only showcases contemporary design innovations but also offers deep insights into future design trends.

The exhibition is divided into four sections: "Digital Intelligence,"



"Industrial Wisdom," "Smart Living," and "Cultural Insight." "Behind me, you can see robots and cars. These works are not a ten-year forecast but something we'll experience in the next two or three years. This exhibition demonstrates how technology will enhance everyone's life," said Joseph Press, a judge for the China Design Intelligence Awards and the French Deputy Director of the China Academy of Art's Nantes Joint Design

School.

In recent years, Yangpu has focused on building a trillion-yuan creative design industrial cluster centered around the Tongji World-Class Creative Industry Core Zone. As of 2023, the total output of the zone reached 76.89 billion yuan, with the core zone accounting for 60.9 billion yuan. The district has fostered two national industrial design centers and 17 municipal-level

innovation design centers.

Yangpu has successively issued the "Plan for Building the Tongji Knowledge Economic Circle" and the "New Development Plan for the Tongji Knowledge Economic Circle (2023-2025)," encouraging design firms to expand beyond urban planning and architectural design into creative, industrial, and ecological design. The goal is to guide companies toward intelligent, digital, and green transformations, driving the traditional design industry toward a more diverse "big creativity" industry.

Yangpu is currently collaborating with the China Academy of Art to develop the Shanghai Yangpu Riverside Guomei Art Port, with the International Design Intelligence Alliance (DIU) at its core. Han Xu, Vice President of the China Academy of Art, revealed that the Yangpu Riverside Guomei Art Port will build a cross-domain incubation and collaboration network based on projects like the "Green Hill DIU Shanghai Center," "Minghua Sugar Warehouse Guomei Release Center," "Yongan Warehouse Guomei Tech-Art Center," and the International Design Intelligence Industrial Base. This initiative will integrate technological and artistic innovation resources to create an internationally influential tech-art fusion community.