

Injecting Financial Vitality to Empower Key Industries



By Mao Xinhui and Zong He

Former industrial sites have been revitalized into vibrant hubs, with modern skyscrapers reshaping the skyline. Today, the transformed Yangpu Riverside is not only a popular cultural and tourist destination but also a thriving hub for innovative enterprises.

"In recent years, the changes here have been remarkable. The waterfront has been returned to the people, and according to the plan, leading internet companies like Meituan and Bilibili, as well as prominent

state-owned enterprises such as China Communications Construction and CECEP, will soon set up operations in Yangpu Riverside. In the future, more talent and resources will converge here," said Qian Liang, Deputy Secretary of the Party Committee at Yangpu Riverside Group, during the recent Changyang RISE Entrepreneur Forum.

On the same day, exclusive financial policies tailored to the "Changyang RISE Online New Economy Eco-Park" were officially launched. These include waived settlement fees, lower financing costs,

and preferential international business services. The new policies are both a response to entrepreneurs' longstanding efforts and a further step in advancing Yangpu Riverside's online new economy strategy.

ICBC's Yangpu branch has crafted bespoke financial solutions for tech enterprises in the park, including micro and small enterprise credit loans and innovative guarantee loans, aimed at reducing costs and accelerating access to funding for these companies.

In recent years, Yangpu has provided enterprises with ample

room to grow through targeted policies and resource prioritization, establishing unique industrial brands and sharpening its competitive edge. In 2024, the district is focusing on 12 segmented industrial chains, accelerating the development of a "1+2+3+4" innovation-driven modern industrial system.

The forum welcomed over 60 enterprises, including Meituan, Bilibili, Weijing Energy Storage, and Horowitz Digital. At Horowitz Digital's office, a futuristic door leads to immersive experiences: put on a VR headset and explore the galaxy aboard the "Light Chaser" ship, or transform into a LEGO figure for a firsthand tour of the latest metaverse projects.

In February 2024, the Yangpu section of the China (Shanghai) Online Audio-Visual Industry Base officially launched. As a company that has grown alongside Yangpu Riverside, Horowitz Digital has played a significant role in international theme park projects like Universal Studios, Ferrari World, and LEGOLAND. "The lines between film, animation, gaming, and immersive entertainment are becoming increasingly blurred," said General Manager Wang Houniao, reflecting on the industry's ongoing transformation.

Driving the development of new energy storage is a critical step toward a comprehensive green transition. Weijing Energy Storage focuses on the research and large-scale manufacturing of vanadium redox

flow batteries. At a former coal-fired power plant, the company hosted a China-France Zero-Carbon Concert, drawing attention with its juxtaposition of "coal-fired" and "zero-carbon" themes. Its zinc-iron flow battery demonstration project converts solar energy into electricity, providing reliable, green power to nearby cafes, charging stations, and landscape lighting.

Since last year, Yangpu Riverside has strengthened ties between government and enterprises, gaining deeper insights into industry demands and refining development strategies to elevate its growth trajectory.

Looking ahead, Qian Liang stated that the group will seize the opportunity of developing the Changyang RISE Online New Economy Eco-Park to establish interactive platforms, enhance services, and support enterprise growth. The ultimate goal is to foster shared success, build a new digital economy hub, and drive high-quality regional development.

By 2025, Yangpu aims to empower key industries to shine. The district will accelerate the construction of its "1 + 2 + 3 + 4" innovation-driven modern industrial system, with the digital economy as its core. By leveraging the "chain chief" system, Yangpu will refine industrial chains, transition from foundational development to optimized layouts, and create resilient, sustainable, and billion-dollar industrial clusters.

Illuminating the Night Sky: Yangpu's "Digital Planet"

By Mao Xinhui

In the wave of innovation where technology meets art, Yangpu's Great Creative Intelligence district has unveiled a milestone landmark—"Digital Planet," a fusion of creativity, technology, and artistry.

Located in the public green space bordered by Zhengli Road, Guoliang Road, Zhenggao Road, and Guotong Road, "Digital Planet" is surrounded by renowned enterprises and institutions, including Bilibili, Paper Studio, Agora, Fudan University's School of Management, and the Shanghai Mathematical and Interdisciplinary Sciences Institute.

With a radius of approximately 10 meters and a total area exceeding 270 square meters, the structure resembles a glowing golf ball. Its LED lattice surface transforms the night sky into a spectacle, displaying cosmic vistas, animated emojis, product highlights, and countdowns through dazzling light shows, making it a captivating addition to the cityscape.

At the heart of "Digital Planet" lies its landmark artistic design, a meeting point where the boundaries between virtual and physical worlds blur, inviting more people to connect with their vision of an ideal city. By

combining advanced digital construction with virtual space technologies, "Digital Planet" creates a smart metaverse ecosystem that integrates hardware and software. This ambitious project brings together the expertise, technology, and creativity of Yangpu's leading digital enterprises, including AECOM, MetroDataTech, Yizao Technology, Xiaohongshu, Bilibili, etc., to craft an innovative digital landscape for the Big Creative Intelligence district.

Stepping inside "Digital Planet," visitors are transported into a universe of boundless imagination. The

interior combines unique sound-focusing technology with dynamic light effects, creating a dazzling, ever-shifting atmosphere where every step reveals something new. This multifunctional metaverse theater offers an immersive platform for a variety of tech events, including roadshows, exhibitions, forums, and product launches, filling a critical gap in the public space offerings for nearby innovation hubs.

In addition, "Digital Planet" showcases bold innovation in both architectural design and construction techniques. The façade incor-

porates advanced digital design tools and robotic 3D printing technology with modified plastics, creating intricate, translucent perforated patterns on the spherical surface. This design not only gives the structure a light and transparent aesthetic but also seamlessly connects the interior and exterior spaces. The use of LED lattice lighting further accentuates its identity as a digital landmark.

On the construction front, the project leveraged robotic control platforms to achieve precise alignment and rapid assembly of the

complex double-curved surfaces, all while adhering to green and low-carbon standards. Full-spectrum sensing technology ensured high-quality outcomes even in challenging construction environments.

Looking ahead, "Digital Planet" is set to function as a next-generation social platform, integrating with nearby facilities like the Digital Park and Digital Box. Together, they will form a comprehensive ecosystem that combines visual spectacle, cultural exchange, and technological innovation, redefining the district's urban landscape.

