



Nanxiang's Incity Mega has created an immersive experience to keep shoppers in the mall. — Li Pin

Shopping Festival kicks off in Nanxiang's Incity Mega mall

Staff Reporters

THE Jiading Shopping Festival opened on July 29 at Incity Mega in Jiading's Nanxiang Town to spur consumption after the impact of the COVID-19 pandemic.

A total of 27 activities are being held across the district, with key shopping malls, small commodities streets, brands and online platforms working together to boost both online and offline consumption.

Customers are encouraged to buy new-energy cars from brands ranging from Volkswagen to Skoda and Audi and SAIC to Volvo, NIO, Roewe and MG.

Subsidies of 20,000 yuan (US\$2,985) for cars priced above 150,000 yuan and 10,000 yuan for cars priced below 150,000 yuan are offered by the district government, subject to residency requirements.

As of August 14, a total of 2,862 people had bought cars with subsidies, the district's economic commission said.

If you are interested, you can apply online by scanning the QR code at the car sales with *Suishenban* app, Shanghai's one-stop government affairs service platform.

Nanxiang Incity Mega is one of the largest retail developments in Shanghai.

As part of the city's Double Five Shopping Festival, the mall has created a Mega-themed interactive area, with about 400 brands joining the activity and the promotional efforts to bring a different shopping and vacation experience to consumers.

From August 4 to 7, the total passenger flow in Nanxiang Incity Mega exceeded 450,000, and the total sales exceeded 90 million yuan, thanks to the sales of high-value commodities including gold and automobiles.

On the eve of August 13, a trunk market was held at Jiading IMIX Park, a large shopping mall in Jiading New City.

"It's cool at night," a woman named Dong said. "It's also pretty fun if you love the hustle and bustle of a market."

"I'm happy to share my hand-made cookies with visitors," a vendor said.

The open-air market had a spread of 600 square meters, with outdoor movies, a pets party and mini sports meetings.

Meanwhile, Malu Grape Festival and the Second Jiading Lotus Festival are being held to promote the integration of the leisure agriculture and rural tourism. Online platforms of JD, Eleme, Alibaba and Jia will also join the shopping festival with engaging sales promotions.

The shopping festival is likely to run through the end of the year.



Chuxiong specialty products on display. — Yu Chao

12 deals inked with Yunnan's Chuxiong area

Yu Chao and Qian Tong

THE signing of 12 agreements on haematococcus, aquaculture and fruit and vegetable production bases in the Chuxiong Yi Autonomous Prefecture of southwestern China's Yunnan Province was held in Jiading on August 3.

Jiading District and the Chuxiong Yi Autonomous Prefecture have joined hands in developing industries and improving the business environment despite the 2,000 kilometer-plus distance between them, governor of the prefecture Zhang Wenwang said at an investment promotion conference held by the prefecture government in Jiading that day.

Ten counties under the prefecture signed agreements with the Jiading Industrial Zone as well as several enterprises in the district.

So far, a total of 56 projects from Shanghai, including Jiading, have been settled in the prefecture.

In the first half of this year, seven Shanghai enterprises invested in nine projects in Chuxiong, demonstrating strong momentum despite the resurgence of the COVID-19 pandemic.

During the pandemic, Chuxiong sent trucks of vegetables and meat for Shanghai residents despite difficulties, forging a stronger tie between the two sides.

Autoliv's new factory entering 2nd phase

Tang Lingfei and Qian Tong

AN agreement on the second phase of Autoliv's factory in Jiading District worth a total of 350 million yuan (US\$52.24 million) was signed on August 3.

The expansion of the factory is expected to be completed in 2024. After completion, it will be the flagship factory of Autoliv in China.

Autoliv is a world leading provider of automobile safety

systems, and Shanghai Autoliv Automobile Safety Systems Co is the largest airbag manufacturer of the group in China.

The factory in the Jiading Industrial Park aims to be environmentally friendly, automated and digitally connected.

Autoliv plans to expand its investment in the Chinese market and continue to invest in Jiading in particular where the auto industry has great potential thanks

to the long term commitment of the local government in the coordinated development of the auto industry with the semiconductor and integrated circuit sectors, said Sng Yih, president of Autoliv China.

Autoliv entered the Chinese market in 1989. At present, it has 14 manufacturing plants, with a headquarters, a technical center and more than 9,000 employees in the country.



Autoliv will increase its investment in the Chinese market. The expansion of the factory is expected to be completed in 2024. — Tang Lingfei