

# Commercial entities see rise in online, offline spending

Li Pin and Yang Yang

TWENTY-FIVE key commercial entities in Jiading District generated a total sales volume of 3.15 billion yuan (US\$434 million) during the 14 days from September 24 to October 7, up 27.3 percent year on year, the district's commission of commerce revealed recently.

As September and October are the traditional peak shopping months in the country, Jiading's retail scene is reviving after the impact of the COVID-19 pandemic wanes. Its large shopping complexes have been performing well, due to an improved commercial layout in the district and the holiday spending fad.

According to statistics, the Incity Mega Mall in Nanxiang Town received an average daily customer flow of over 100,000, whereas the Life-Hub in Anting Town registered more than 60,000 during the National Day holiday from October 1 to 7.

Xita Laotaitai Barbecue opened its first store in Jiading at Baolong Plaza in Malu Town, attracting a large crowd of diners.

"In the peak time, our store had a daily sales revenue of more than 80,000 yuan. We're constantly refilling tables with new customers. As the majority of our customers arrive in the evening, we're considering extending our operating hours," said He Xiaoqi, the store manager.

Subsidy incentives also boosted the district's home appliances and automobile consumption.

Customers who visited Yolo Electronics outlet in Jiading enjoyed a 10 percent government subsidy plus the store's own 10 percent discount on



▲ Xita Laotaitai Barbecue at Baolong Plaza in Malu Town attracted a large crowd of diners during the National Day holiday. — Li Pin



◀ Customers do grocery shopping at the Yonghui Supermarket in Jiading.

green home appliances. Refrigerators, washing machines and dishwashers ranked as the top 3 popular items in the store.

"Sales volume registered in the first three days of the National Day holiday surpassed that of the entire September and half of our customers benefited from the subsidies," said Ma Junjie, the store manager.

The district's automobile stores saw a rise in sales numbers during the holiday as well.

Ten new-energy vehicle brands at Incity Mega Mall saw a notable rise in both booking and sales.

Other 4S stores, like the Mercedes-Benz, BMW and Volvo 4S stores on Middle Chengliu Road and Rising Auto in Anting's auto city, also enjoyed an increase in sales.



The Volvo booth at the Nanxiang Town Incity Mega Mall has seen brisk sales.

In addition to a recovery in performance at its brick-and-mortar stores, the district is also seeing its online sales continue to rise, with Yuanmai Trading (JD.com), Poizon, Alibaba, LVmama and Jia.com jointly spearheading the sales volume.

## Sino-ADI, UKAEG sign cooperation agreement

Tang Linfei and Xu Fang

THE Sino-ADI National Advertising Industry Park signed a cooperation agreement with the UK Advertising Export Group at the opening of the 2022 Shanghai International Advertising Festival on September 29.

The two parties will engage in closer communication and multi-faceted cooperation.

The signing between Sino-ADI, located in Jiading Industrial Zone, and UKAEG not only broadens the platform for the opening of national advertising parks but also creates a precedent for cross-border cooperation in Shanghai advertising industrial parks, said Lu Yeqing, general manager of Jiading Industrial Zone Development (Group) Co Ltd.

The two sides will use their advantageous resources in the future in terms of channels, services, and other areas to encourage the rapid expansion of bilateral commerce. To further boost the park's global brand influence, Sino-ADI will add a number of top-notch international advertising companies.

UKAEG was founded by the leading advertising, media and marketing companies in the United Kingdom to promote business development in the international market. The Department of International Trade of the UK provides financial support for UKAEG.

"We are eager to do business with China, and we also want China to do business with us," said Janet Hull OBE, chairwoman of UKAEG, which represents more than 50 British advertising and marketing service institutions.

## Anting auto city launches driverless demonstration zone

Jiang Yichao, Wei Mingkai and Xu Fang

THE driverless demonstration and experience zone has been officially launched recently at Anting Shanghai International Auto City, indicating that the era of genuine driverless cars has arrived.

Previously, when a driverless vehicle ran on Jiading District's streets, a security worker sat in the driver's seat. In the demonstration

and experience zone, however, the security guard simply sits in the back seat of the car. The car starts smoothly and automatically adjusts its speed and direction. When there are pedestrians ahead, the car slows down. It can also brake suddenly when it detects a red traffic light or obstacles.

"To collect road data, sensors and wireless telecom equipment are installed on the demonstration road. We can see the road distance

and condition on the car's screen," said Wu Junxian, vice general manager of Shanghai Songhong Intelligent Auto Technology Co Ltd.

The demonstration and experience zone is an important part of the National Pilot Intelligent Connected Vehicles (Shanghai) Demonstration Area, involving various robotaxi driverless scenarios such as driverless travel, driverless cleaning, driverless delivery

and driverless retail.

Several companies, including SAIC, Baidu, and White Rhino, demonstrated their driverless products at the launch ceremony.

The demonstration and experience zone is located in the Shanghai Auto Expo Park, and the project is divided into two phases based on the park's 3.8-kilometer half-open road.

The first phase's 1.2-kilometer road is now operational, while the second

phase's 2.6-kilometer road is still being planned and is expected to be completed by the end of this year.

According to officials, the zone's launch will add more ICVs testing scenarios as well as real-world proofs and safety guarantees for the stable operation of driverless cars.

Anting Shanghai International Auto City will invest more to create a testing environment for practical driverless driving.