



An artist's rendition of the TSF Shopping Center

New shopping centers upgrade district's retail landscape

Li Pin, Huang Liu and Li Xinran

JIADING continues to add new malls across the district this year to boost the development of the auto industry and upgrade its retail landscape.

The AKD Luxury Cars Mall has been put into trial operation in Beihongqiao Business District recently.

Located on Hewang Road with a gross floor area of over 120,000 square meters, the five-storey mall, with a capacity to display thousands of luxury cars, is the second of its kind opened in China after Shenzhen.

"Total investment for the project is close to 2 billion yuan (US\$290 million), and its annual revenue is targeted at 10 billion yuan," said Chen Xiangfa, chairman of the AKD Group, which has been involved in second-hand vehicle trade for 24 years. "Some 1,000 new jobs are expected to be added with the opening of the mall."

Luxury car mall on trial operation

He said the industrial positioning of the Beihongqiao Business District and the national strategy of the integrated development of the Yangtze River Delta region have jointly given him confidence to expedite the company's growth by opening its first eastern China mall in the suburban district.

"We are committed to serving customers in the Yangtze River Delta region for a long time," Chen said, noting that AKD will provide one-stop services such as financial mortgage, insurance and license plate.

Meanwhile, the TSF Shopping Center at 223 Baiyin Road in Jiading New City is nearing completion.

Designed by world-famous Japanese architect Tadao Ando, the 180-million-yuan shopping center spans a gross floor area of around 42,000 square meters and has nearly 3,000 parking spaces.

Slated to open in September, the mall will feature a 603-square-meter naked-eye 3D outdoor LED screen, which is the largest of its kind in the suburban district.

Strategic emerging industries driving investment growth

Li Huacheng and Li Xinran

STRATEGIC emerging industries herald the direction of both scientific and technological innovation and industrial development.

At least 23 enterprises in Jiading District have planned to invest more than 100 million yuan (US\$14.5 million) each this year, and the total investment is expected to exceed 6.8 billion yuan, according to the suburban district's commission of economy.

Among them, strategic emerging industry investment projects account for more than 70 percent, evidence that enterprises are pinning high hopes on "new tracks" for their future growth.

Shanghai Baian Semiconductor Co Ltd, for instance, has invested 180 million yuan to build a new MEMS (Microelectro Mechanical Systems) sensor chip production line.

At present, more than 50 sets of MEMS chip production equipment have been put into storage, and will be installed as soon as this month after plant renovation work is completed.

As planned, small-scale trial production will begin in the second half of the year.

"We are debugging the production equipment for some MEMS sensor chips. When the entire production line is put into operation, it can achieve a monthly output of 1,000 MEMS sensor wafers and 1 million chips," said Guo Liangjie, general

manager of Baian Semiconductor.

Shanghai Maruhi Electronic Technology Co Ltd in Anting Town, meanwhile, plans to invest 230 million yuan this year to add an intelligent manufacturing line for electronic devices used in new-energy vehicles. It is estimated that annual output of the new line will hit about 1 billion yuan when it reaches full capacity.

"The company is currently facing a rare development opportunity but its existing plant and capacity can no longer keep up with the pace of orders," explained Ouyang Jian, founder and deputy general manager of Maruhi.

"Therefore, it is urgent to expand production capacity to facilitate

our development in the next five years."

For Liando Group, an investor and operator of industrial parks, whose construction of the 540-million-yuan, 120,000-square-meter Phase II of the Liando U Valley International Enterprise Port project in the district's Waigang Town is on in full swing, its newest industrial park project in the Jiading Industrial Zone with a total investment of 180 million yuan also kicked off recently.

The two projects mean the company is further committed to investing and expanding its portfolio in Jiading, where there is already a pretty mature infrastructure for the development of new-energy and intelligent vehicle industrial clusters.



Phase II of the Liando U Valley International Enterprise Port project

Summit: Jiading a 'fertile ground' for metaverse development

Zhou Yulin and Li Xinran

A METAVERSE industry summit was held in Jiading District earlier this month where heavyweight experts and leading industry players exchanged ideas and brainstormed hot topics.

"Worldwide, the metaverse industry starts with games," said Zhao Xing, a professor with Fudan University who specializes in the research of data intelligence, smart governance, digital economy and metaverse.

At present, 10 percent of the domestic game enterprises are in Jiading, making it a "fertile ground" for the development of the metaverse industry.

Zhang Fan, marketing director of the metaverse department at Beijing 51World Digital Twin Technology Co Ltd, also affirmed Jiading's strengths and advantages in its overall planning of the metaverse industry.

"Many of the technologies needed in the construction of metaverse are actually the spillovers of game industrialization," Zhang said.

"Jiading's game industry has a deep foundation, and there will be no problems in future technology applications."

Since 2009, when Jiading's first game company settled in Lantian Economic City, an economic development zone in Nanxiang Town,

numerous industry players, including leading companies such as YOOZOO, Lilith, miHoYo and HyperGryph, have been attracted to the town, which had registered about 2,600 game enterprises by the end of 2022.

In 2021, the total industry output contributed by game enterprises in Lantian Economic City reached 35 billion yuan (US\$5.07 billion), or more than 10 percent of the nation's total.

Shanghai Jiading Association for the Promotion of Metaverse Industry, the city's first social organization dedicated to the metaverse industry, was launched during the summit.