

Faurecia to open Shanghai hydrogen HQ in October

Staff Reporters

FAURECIA (Shanghai) Hydrogen Investment Co Ltd, a subsidiary of global automotive supplier FORVIA, is about to complete a new project in Anting Town which will become the regional headquarters of its hydrogen business.

Scheduled to be put into use in October this year, the headquarters project will further expand Faurecia's hydrogen storage cylinder and system businesses.

With a construction area of approximately 1,300 square meters, the new project, built on the site of an old factory building, comprises offices as well as manufacturing plants.

"The new project is an important step for FORVIA to expand its hydrogen business, and will also serve as the regional headquarters for our hydrogen business," said Alban Brisset, general manager of Faurecia Hydrogen China. "With our development in Shanghai, we hope to further expand our hydrogen business throughout China and the Asian market."

The world's 7th-largest supplier of automotive technology, FORVIA's businesses cover six sectors, namely seating, interiors, electronics, clean mobility, lifecycle solutions and lighting.

In recent years, hydrogen energy has become the core business of FORVIA's carbon neutrality strategy. Since 2018, the group has invested over 380 million euros (US\$405 million) in research and development of hydrogen energy technology, as well as made aggressive investment in the China market. The Jiading Hydrogen Port, where Faurecia's hydrogen business is located, has attracted hydrogen-related players from both the country and abroad, with total investment in the port exceeding 10 billion yuan.



Jiading hosts 2nd World Metaverse Conference

Hu Min

THE second World Metaverse Conference was held in Anting Town of Jiading District on September 20-22, with a white paper on Anting Town's auto metaverse industry development blueprint released, mapping out the target of an industry scale of 100 billion yuan (US\$13.7 billion) by 2025.

The conference is jointly hosted by the China Simulation Federation, Chinese Institute of Command and Control and the Beijing Institute of Technology, and co-hosted by the Anting Town Government and the metaverse committee of the China Simulation Federation.

Metaverse development in Jiading, which has been promoting the intelligent, green and integrated development of its industries in recent years, has been put on the fast track. The district will actively create a more competitive metaverse industry innovation development system and has already been exploring the application of metaverse technology in auto research, development, testing and sales, according to Gao Xiang, director of the district.

The Meta Baylism, Anting's auto

metaverse industry base, was unveiled at the same time.

Aiming to be a magnet of several metaverse-related industries such as virtual production, digital content, computing, digital humans and auto sales, it will comprise a metaverse research institute, a metaverse virtual production studio, an auto software empowering center, and the EPIC Games innovation center.

It has so far introduced programs involving digital human production, AI testing software research and development, incubation of MCN (Multi-Channel Network) agencies, virtual production and auto metaverse sales.

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Anting Town aims to achieve an industry scale of 100 billion yuan (US\$13.7 billion) for the automobile metaverse by 2025.

Pooling scholars and agencies in the metaverse research field, it aims to create a powerful science and technology innovation and industry development exchange platform to fuel the high-quality development of the digital economy.

A number of cooperation agreements were signed between about 20 leading metaverse companies and Anting Town.

The three-day event brought together more than 110 experts, academics, and enterprise representatives from home and abroad to share their insights into the development of the metaverse industry.

These include heavyweight guests such as Miguel Nicolelis, best known for his pioneering work surrounding brain-computer interface technology, and Steve Hoffman, who founded several startups in Silicon Valley.

The conference features one main forum and nine themed forums, covering a wide range of topics such as industry, automobiles, games, medical treatment, education, digital humans, culture and tourism, and XR space computing, as well as over 50 metaverse-related experiences.

Schaeffler inaugurates R&D building, innovation center

Li Huacheng and Li Xinran

MOTION technology giant Schaeffler inaugurated its new research and development building and the China Innovation Center in Jiading District on August 29, the latest effort by the German company to continue to strengthen its presence and

drive development in China through innovation.

"Innovation is the key to the sustainable development of Schaeffler Group's business," said Klaus Rosenfeld, chief executive officer of the group. "China is not only an important market, but also an innovation highland. In the future, Schaeffler will

continue to deepen its commitment to the Chinese market and customers."

At present, Schaeffler has 20 research and development centers and more than 8,000 R&D personnel around the globe. In 2007, the Schaeffler Anting R&D Center was put into operation in Jiading, and now there are nearly 1,000

R&D professionals working there.

Located in the Auto Innovation Park in Anting, the new R&D building has a total construction area of around 12,000 square meters. With the addition of the new building, Schaeffler's China headquarters and R&D facilities now total around 50,000

square meters.

Since its settlement in the suburban Shanghai district, Schaeffler has been growing its business at a solid pace amid Jiading's rapid development. In 2022, the company's sales in China rose about 9 percent year on year, accounting for 23 percent of the group's total.