

'Top Hongqiao' sets sight on high-end commercial and trade service providers

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JIADING unveiled the plan for its "Top Hongqiao Urban Renewal Zone" earlier this month. As planned, around 20 hectares of land designated for research and development purposes will be launched in the market this year and the next.

Located in the North Hongqiao Business District, this Top Hongqiao project represents another step in the opening up of the North Hongqiao area and focuses on creating an innovative economic agglomeration zone, a central business supporting zone and a high-quality international community.

It is also part of the larger northern expansion of the Hongqiao

International Open Hub.

In terms of functional layout, this project will actively incorporate the "big science and technology innovation" function of the Hongqiao International Central Business District, characterized by innovation economy and headquarters economy, to create an ecological cluster covering industries such as digital new economy, life sciences, low-carbon new energy and automotive.

It will focus on key industries, leading enterprises and characteristic industrial parks to attract and gather a group of major industrial projects such as Refire, Nio and AKD, and accelerate the development of a group of functional projects, including the

20 ha

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Jiading-Minhang connecting line and a high-quality international community in Jiangqiao Town.

When it comes to planning and design, this project will follow the "people-oriented, industry-city integration, diversity and inclusiveness,

and vitality sharing" concept. The plan involves refining, enhancing, and rebuilding the functions of roughly 167 hectares of land, with a focus on establishing a "demonstration area for the integration of industry and city, an experiential area for integrating production, living and ecology, and a model area for government-enterprise collaboration."

This will open up further room for the future industrial development and functional enhancement of the Hongqiao International Central Business District, and can better carry the two national strategies of the integrated development of the Yangtze River Delta region and the construction of the Hongqiao International Open Hub.

Divided into two areas, the project encompasses approximately 93 hectares of land and a construction area of 1.13 million square meters in the eastern section. The spatial characteristics emphasize the integration of functions and ecology, and the fusion of vitality and culture, with a specific focus on business and R&D functions.

To develop the area as a cluster of enterprise headquarters specializing in niche markets boasting cutting-edge technologies and great potential, as well as a gathering area for high-end commercial and trade service providers, supporting commercial and residential properties will also be constructed.

And the western part is expected to have approximately 73 hectares of land and a construction area of 1.07 million square meters.

It will be developed into a multi-functional living zone that is green and low-carbon, and friendly to residents of various ages.

North Hongqiao drives Jiading's economic growth

Staff Reporters

THE North Hongqiao Business District registered robust economic growth in the first eight months of this year, as the area continues to focus on benchmark projects and investment attraction.

By the end of August, tax revenue in the area totaled 4.36 billion yuan (US\$596 million), a year-on-year increase of 52.68 percent.

During the same eight-month period, 45 projects, each worth 100 million yuan or above, were introduced into the area, ranking first among its counterparts in the suburban district.

The Shanghai U-Valley (Liando U-Valley) Center at the Hongqiao

Xinhui Headquarters Bay, for instance, was officially put into use recently. Housing the Shanghai headquarters of Liando Group, the center, with an investment of 270 million yuan, has a total construction area of 28,000 square meters.

With a focus on business services, information technology and software development, the center will be built into a headquarters office park with R&D centers, business centers and customer service centers, integrating functions of technology innovation, display and trading, and technology services.

"We already have six firms moving in, and we plan to introduce relevant upstream and downstream enterprises in the future to inject

new momentum into the development of the North Hongqiao area," said Zhu Junjing, director of operations for the Shanghai North Area of Liando U-Valley. "Convenient transportation, a cluster of headquarters and mature supporting facilities are the main reasons why we have chosen this place."

Liando, an investor and operator of industrial developments, currently has 34 parks, both under operation and in the pipeline, in eight districts across Shanghai.

On October 12, two enterprises signed contracts with Jiading District, investing a total of around 4.8 billion yuan in two industrial projects in the North Hongqiao Business District.

A cultural and culinary adventure at Nanxiang Ancient Town



The cobble street is adorned with red lanterns to welcome visitors coming to enjoy themselves at the Nanxiang Guochao Party. — Yu Chao

Hu Min

AMID boisterous folk culture performances, the Nanxiang Guochao Party and Nanxiang Xiaolong Culture Festival were hosted on the Nanxiang Ancient Street in Jiading District between September 27 and October 6.

The event showcased a unique blend of cultural displays and culinary delights, with *gufeng* (ancient Chinese style) and folk culture performances charming the audience, while the display of intangible cultural heritage adds an exciting educational

aspect for visitors, and the mouthwatering local delicacies offer a culinary adventure in themselves.

At a *guochao* (China chic) bazaar, people were invited to experience various intangible cultural heritage techniques from *haipai* (Shanghai-style) flower arrangement to *pankou* (frog knots) and typical Jiangnan (regions in the south of the lower reaches of the Yangtze River) paintings.

To lure the young generation, online activities and games and Chinese animated gaming

elements were introduced, providing an innovative way for people to tour the Nanxiang Ancient Town.

A total of 18 activities strung together cultural landmarks and venues in the district during the event. The classic long-street banquet of *xiaolong* (steamed buns) was cooked up, featuring 1,000 tables serving the delicacy.

People were also invited to tour Guyi Garden, a 500-year-old classic garden which has become a venue for Shanghai residents to immerse themselves in traditional Chinese culture.