



Customers choose and purchase goods from a pop-up store in the exhibition area at the InCity Mega Mall. — Li Pin

InCity Mega Mall in Nanxiang records strong revenue growth

Staff Reporters

THE InCity Mega Mall in Nanxiang Town registered strong revenue growth in 2023 as a result of its efforts to introduce brands and host activities to improve the overall customer experience.

Liu Pan, principal partner of the InCity Mega project, said sales at the 340,000-square-meter complex, a retail icon in suburban Jiading District, hit 4.6 billion yuan (US\$642 million) between January and December, representing a 15 percent increase over 2021.

The sales increase was primarily due to the mall's persistent efforts to improve its tenant mix and enhance

contacts with customers through a variety of events, such as exhibitions and fan meetups.

Last year, more than 100 new businesses were brought to the mall, with many of them being the "first" in Jiading.

For example, international cosmetics behemoths Chanel and Lancôme made their debut in the Jiading New City last year by building stores at the InCity Mega Mall.

Some 90 tenants at the mall, including Longines, Sephora, Uniqlo, MALUJI, and CGV Cinema, had yearly sales of more than 10 million yuan, while auto brands such as Tesla, Xiaopeng, and Zeekr, as

well as Lukfook Jewellery, have long been city sales champions.

In addition to improving the tenant mix, the mall focuses on activities to attract new visitors, conducting around 200 events over the last 12 months.

"An abundant number of interactive activities with shoppers remains one of the mall's strengths since its opening," Liu said.

"Different kinds of events focusing on themes like art, parent-and-child, pets, camping, fashion, and many others catering to the needs of customers of various ages in the neighborhood were held at the mall from the year beginning to the end."

C-V2X linked buses introduced in streets of Anting Town

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A fleet of C-V2X (Cellular-Vehicle-To-Everything) linked buses have been cruising the streets of Anting Town in the suburban Jiading District. The buses have countdown timers on the back that are synchronized with traffic lights.

This new device receives map and traffic light data from road intersections to show the countdown on the back of the bus, ensuring traffic safety and warning drivers or pedestrians.

The new system, known as C-V2X-linked buses, also contains two electronic screens, one for the driver and one for the passengers. The driver screen provides driving assistance that eliminates blind spots and driving risks, while the passenger screen displays the bus route, stops, projected arrival time, and other relevant information.

In comparison to regular buses, C-V2X-linked buses have ultra-long-distance perception and comprehensive safety warnings. They not only improve bus information operation management but also considerably increase passenger safety and experience. Currently, the C-V2X-linked buses transport nearly 10,000 passengers per day.

This project, the city's first to provide connected information services directly to the public, covers 162 buses on 20 routes in Jiading.

"This design is excellent because it effectively prevents running through a red light when you follow the bus," a local citizen, Zhang Yu, said.

"We will conduct research and surveys following trial operations and have plans to expand the fleet and operations in the future to cover more bus routes to continuously improve public transportation service," said Sun Dong, an ICV (intelligent-and-connected-vehicle) project manager at Shanghai International Automobile City (Group) Co.

Jiading, Kunshan, Taicang accept each other's medical insurance

Yin Qinqin and Alex Miao

PATIENTS with medical insurance in Shanghai's Jiading District, as well as Kunshan and Taicang in neighboring Jiangsu Province, can now purchase medicines from designated pharmacies in the three areas using their medical insurance cards — a latest joint effort by authorities to provide more convenient medical services to residents in the region.

Previously, a Kunshan patient could

only pay for drugs in Jiading or Taicang pharmacies with cash, not his or her medical insurance card, and vice versa.

"The new initiative has made medicine purchasing easier for those living or working in bordering areas like Anting in Jiading and Huaqiao in Kunshan," said Lu Jing, a representative from Kunshan's medical insurance fund management center.

"People from Jiading who use their medical insurance cards to buy

medicines here made about 17,000 purchases in the first month of the trial."

Currently, the plan covers over 1,103 designated pharmacies in Kunshan, 350 in Taicang and over 150 in Jiading.

Jiading, as the western gateway to Shanghai and a node in the Yangtze River Delta region, has very tight links with Kunshan and Taicang, with many people communicating daily around the region.



A customer in Kunshan, Jiangsu Province, uses her medical insurance card to buy medication. — Yin Qinqin