

Shopping festival returns for fourth year

Yu Chao and Miao Zhenyang

THE 2024 Jiading Shopping Festival officially opened on April 25.

In its fourth installment this year, the festival will concentrate on five key themes such as automobiles, services, and integrated consumption. It will feature over 200 events, including an auto consumption gala and a celebration of coffee culture.

These events are planned and executed, both online and offline, with the aim of enhancing the overall purchasing sentiment among general consumers.

During the launch ceremony, four business blocks — Xiyun Lou (an open-air riverfront pedestrian mall), Nanxiang Old Street, Anting Old Street and Jiangqiao Old Street — were granted the honor to be



The 2024 Jiading Shopping Festival will feature integrated commerce. — Yu Chao

designated as the district's first batch of "distinctive commercial precincts."

As announced by the local authority earlier, the suburban district will

continue to focus on the building and development of key community-focused commercial blocks for the next stage of development of its commercial landscapes.

A well-received annual activity during the shopping festival, which allows consumers to get a maximum cash refund of 1,000 yuan (US\$138) for their purchases via online lottery draws, will continue to be held this year.

Through June 23, eight lotteries will be organized and another 1,300 gifts will be distributed to participants who only need to upload their invoice onto the "Shanghai Jiading" app to qualify.

In addition, the Shanghai branch of UnionPay, in cooperation with two major malls in the district — LifeHub@Anting and Nanxiang Incity Mega Mall, will spend nearly 5 million yuan in various promotion campaigns throughout the months-long festival.

Geely's Farizon Auto and Jiading collaborate to drive new-energy vehicle innovation

Tang Lingfei and Alex Miao

JIADING Industrial Zone has partnered with Farizon Auto to foster the growth of the new-energy industry chain and enhance the integration of innovation processes.

Wholly owned by leading automotive company Geely, Farizon Auto is China's first new-energy commercial vehicle brand, adhering to the two core technology routes — methanol-hydrogen and electric, of which the methanol-hydrogen commercial vehicles have been fully industrialized.

The Shanghai initiative will mainly cover the production, sales and operation of methanol-hydrogen and electric buses, sanitation vehicles and heavy trucks for logistics distribution, which will provide strong support for the construction of a green and intelligent transport system in the city.

Hope TCM opens Jiangqiao headquarters

Alex Miao

THE Hope Traditional Chinese Medicine headquarters was officially opened in Jiangqiao Town on May 5, marking a significant expansion for the Hope TCM brand.

Founded by TCM scholar and educator Xu Wenbing in Beijing in 1999, Hope TCM focuses on both the practice of Traditional Chinese Medicine and the education and training required to excel in this field, with main business operations divided into four key areas — TCM vocational education and training, TCM culture popularization, TCM health management and TCM medical services.

The Hope TCM headquarters, with a construction area of about 10,000 square meters, features more than 50 consultation and treatment rooms.

It offers specialized outpatient services such as subhealth conditioning, TCM gynecology, pediatrics and adolescent psychological disorders.

Non-pharmaceutical healthcare and treatment methods include moxibustion, scraping, massage and auricular therapy.

With the opening of the building, Hope TCM aims to replicate and expand its educational, health management, and medical models of TCM to Shanghai, providing both online and offline professional TCM training and promoting traditional TCM culture to the local and surrounding areas.

Over the past 25 years, the brand



A TCM pharmacist selects herbs from the cabinets. — Li Huacheng

has evolved into a conglomerate, encompassing a range of institutions and companies, including the Hope TCM Academy, Beijing Hope TCM Clinic, Hope TCM Health Management Center, and Hope Education Technology Co.

The establishment and operation of the Hope TCM Academy, Health Management Center, and TCM Clinic are expected to create a mature closed-loop system that will pass on the essence of TCM through its philosophy, experience and techniques, benefiting more citizens.

"We must seize this opportunity to transform the Hope headquarters in Jiading into a platform for national renowned TCM practitioners, experts and specialists in specific diseases to exchange knowledge and establish their studios," Xu said. "We aim to reach out to TCM practitioners worldwide and turn the Jiading headquarters into an international platform for TCM exchange and academic interaction."

Anting is building a metaverse base at a rapid pace

Li Huacheng and Alex Miao

CONSTRUCTION on the Meta Baylism, Anting's auto metaverse industry base, is in full gear.

Unveiled in September 2023, some 30,000 square meters in the first phase of the base have been completed while 25 enterprises, including Keenbow Information,

have settled in.

According to the plan, a metaverse ecological platform will be built at the industry base. Aiming to become a magnet of the metaverse-related industries such as virtual production, digital content, computing, digital humans and auto sales, it comprises

a metaverse research institute, a metaverse virtual production studio, an auto software empowering center and the EPIC Games innovation center.

It has 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.

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 high-quality development

of the digital economy.

In Anting, the metaverse technology has already been deployed by various enterprises along the auto industry chain. The large volume of the auto industry has provided a lot of application scenarios for the development of new metaverse technologies.