



Consumer experiences

Jiading's commercial, cultural and tourist attractions leverage the *guzi* economy and night economy, which include ACG, esports, night markets and crossovers, to offer young-focused, immersive new consuming experiences.

BUSINESS/6



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JIADING 嘉定報

WEDNESDAY
SEPTEMBER 10, 2025



SPRINTING TO VICTORY

Cristian David Pita of the Huansheng Vonoa Taishan Sport Team reacts after winning the Tour of Shanghai New Cities 2025 Jiading leg on Friday. The event took place from September 5 to 7 and featured five new cities: Jiading, Songjiang, Qingpu, Fengxian and Nanhui. Around 120 cyclists from 20 teams across 10 nations and regions, including China, Italy, the Netherlands, Belgium, the US, Australia and Malaysia, participated in the race. The Jiading leg covered various landmarks, including the Shanghai International Circuit, Shanghai Citizen Sports Park, Yuanxiang Lake, Jiading Library and the Shanghai Poly Grand Theater. — Ti Gong