

Parallel Session on Pudong Pioneer Area: Excellent Business Environment for High-Standard Opening-Up

【Basic Information】

Moderators:

Promotional Session:

Yang Chao	Member of the Standing Committee of CPC Pudong New Area Committee, Executive Deputy Mayor of Pudong New Area
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Welcome Speeches and Keynote Addresses Sessions:

Zhu Zhisong	Member of the Standing Committee of CPC Shanghai Municipal Committee, Secretary of the CPC Pudong New Area Committee, Director of China (Shanghai) Pilot Free Trade Zone Administration
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Panel Discussion Session:

Li Qiuyuan	Host of CGTN
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Promotional Session:

Zhu Zhisong	Member of the Standing Committee of CPC Shanghai Municipal Committee, Secretary of the CPC Pudong New Area Committee, Director of China (Shanghai) Pilot Free Trade Zone Administration
Wu Jincheng	Deputy Secretary-General of Shanghai Municipal People's Government, Deputy Secretary of CPC Pudong New Area Committee, Acting Mayor of Pudong New Area
Elton Huang	Managing Partner of PwC China
Michael Bi	Managing Partner of Ernst & Young (EY) Greater China Markets
Kelvin Li	Managing Director, East China, Cushman & Wakefield
Charlotte Lu	Member of Deloitte China Management Team, Eastern Region Managing Partner, Deloitte China
Cindy Sun	Head of Industrial & Logistics, CBRE China

Welcome Speeches and Keynote Addresses:

Gong Zheng	Deputy Secretary of CPC Shanghai Municipal Committee, Mayor of Shanghai
Guo Tingting	Member of the CPC Leadership Group and Vice Minister of the Ministry of Commerce of China
Guo Lanfeng	Member of the CPC Leadership Group of the National Development and Reform Commission of China (NDRC)
Wang Yiming	Vice Chairman of China Center for International Economic Exchanges (CCIEE)
Jakob Stausholm	CEO of Rio Tinto

Panel Discussion:

Adeline Franger Chouraqui	CEO of CMA CGM Greater China
Ian Shih	President of Rockwell Automation (China) Company Limited
James Zhou	Chief Commercial Officer and Head of Asia Region, Louis Dreyfus Company
Hiroshi Nishino	Senior Vice President & Regional CEO for China of Mitsubishi Corporation
Michael Kirsch	President and CEO of Porsche China

【Brief Introduction】

On November 6, 2023, the Parallel Session on “Pudong Pioneer Area: Excellent Business Environment for High-Standard Opening-Up” of the Sixth Hongqiao International Economic Forum (HQF), was hosted by Shanghai Municipal People’s Government and the Ministry of Commerce of China at the National Exhibition and Convention Center (Shanghai). Gong Zheng, Mayor of Shanghai, Guo Tingting, Vice Minister of the Ministry of Commerce, Guo Lanfeng, Member of the CPC Leadership Group of NDRC and other guests attended the event and delivered speeches. For the first time, world-renowned companies such as CBRE, PwC, Cushman & Wakefield, Deloitte, and EY have been invited to participate in the Pudong promotion. The successful hosting of the parallel session further enhances Pudong’s international influence and investment appeal, contributing to the promotion of global economic opening-up and development.



【Promotional Session】



Zhu Zhisong, Member of the Standing Committee of CPC Shanghai Municipal Committee, Secretary of the CPC Pudong New Area Committee, Director of China (Shanghai) Pilot Free Trade Zone Administration, attended the Parallel Session on Pudong Pioneer Area: Excellent Business Environment for High-Standard Opening-Up in Shanghai, participated in promotional session, and moderated welcome speeches and keynote addresses

Zhu Zhisong, Member of the Standing Committee of CPC Shanghai Municipal Committee, Secretary of the CPC Pudong New Area Committee, and Director of China (Shanghai) Pilot Free Trade Zone Administration, pointed out that in the current era of China's comprehensive promotion of modernization with distinctive Chinese characteristics and the great rejuvenation of the nation, Pudong New Area has once again been entrusted with significant missions, standing at the forefront of the era's tide. Firstly, Pudong is a partner with the world, serving as a pivotal hub connecting China to the global stage. Secondly, Pudong embraces the future, being the core area for the construction of Shanghai as an international scientific innovation center. Thirdly, Pudong exudes vitality, being a young and modernized new city.



Wu Jincheng, Deputy Secretary-General of Shanghai Municipal People's Government, Deputy Secretary of CPC Pudong New Area Committee, and Acting Mayor of Pudong New Area, attended the Parallel Session on Pudong Pioneer Area: Excellent Business Environment for High-Standard Opening-Up in Shanghai and participated in promotional session

Wu Jincheng, Deputy Secretary-General of Shanghai Municipal People's Government, Deputy Secretary of CPC Pudong New Area Committee, and Acting Mayor of Pudong New Area, stated that as the core area for the construction of the "Five Centers" in international economics, finance, trade, shipping, and technological innovation, Pudong will focus on strengthening the "Four Major Functions" to continually enhance the city's capabilities and core competitiveness. This will be achieved through two main measures: first, the implementation of the "6G" plan, and second, the vigorous expansion of spatial carriers. Currently, Pudong is actively implementing the pilot free trade zone elevation strategy, initiating the construction of a "Silk Road E-commerce" pilot cooperation zone, advancing the comprehensive trial reform in Pudong, and striving to create a model business environment. In the next phase, Pudong will further encourage and protect innovation, becoming a testing ground for high-level reform and opening-up.

**I. Thematic Promotion on Technological Innovation:
Breaking New Ground, Leading New Opportunities — Pudong: A World-Class “Sci-tech Innovation Lounge”**



Elton Huang, Managing Partner of PwC China,
attended the Parallel Session on Pudong Pioneer Area: Excellent Business Environment for High-Standard Opening-Up
in Shanghai and participated in promotional session

Elton Huang, Managing Partner of PwC China, presented three challenges: how far is the distance of transforming research results of the industry, academic and research communities into market-ready products, how could finance better serve innovation and the real economy, and how to build a truly open innovation platform for businesses. He noted that sci-tech innovation is of importance in creating demand. Pudong, as the core area leading innovation, has achieved both small-scale scientific exploration by academic institutions and the formation of a large platform involving government and all forces. Since 2019, Pudong State-owned Assets Supervision and Administration Commission (SASAC) has been constructing a high-level cyclic mechanism, and creating Pudong's innovation mother fund, pioneer area funds, Pudong angel funds, etc. Through more market-oriented approaches such as mother funds and guidance funds, Pudong aims to better facilitate finance in serving innovation and the real economy, enabling innovative enterprises to achieve leapfrog development from 0 to 100.

II. Thematic Promotion on Headquarters Economy: Gathering Global Elements, Boosting Headquarters Momentum



Michael Bi, Managing Partner of EY Greater China Markets,
attended the Parallel Session on Pudong Pioneer Area: Excellent Business Environment for High-Standard Opening-Up
in Shanghai and participated in promotional session

Michael Bi, Managing Partner of EY Greater China Markets, provided three reasons for choosing Pudong. Firstly, Pudong is a forward-looking long-term partner, as it is an economically functional area with international cooperation and strategic allocations of funds, logistics, and talent, and has formulated six action plans for the future development of all enterprises. Secondly, Pudong has a comprehensive system with sustained service empowerment. One can feel the long-lasting and silent support of the Pudong government for the optimization of the production and operation environment of enterprises, the improvement of the overall business environment, and the R&D and innovation of enterprises. Thirdly, Pudong boasts a consistent overall planning and development environment. With Pudong's forward-looking guidance, continuous empowerment and consistent support, enterprises can thrive in its soil.

III. Thematic Promotion on International Consumer Center: Riding on the Fast Lane — Observations on the Development of Pudong International Consumer Center



Kelvin Li, Managing Director of East China of Cushman & Wakefield,
attended the Parallel Session on Pudong Pioneer Area: Excellent Business Environment for High-Standard Opening-Up
in Shanghai and participated in promotional session

Kelvin Li, Managing Director of East China of Cushman & Wakefield, examined the momentum of Pudong's development from three dimensions. In terms of convenience, Pudong is the “hub and gateway” of the Yangtze River Delta, with the world's largest container port, Yangshan Deep Water Port, and one of the busiest airports in the world, Pudong International Airport. The hub resources give Pudong high convenience in trade, with a broader consumption influence. In terms of business activity, Pudong is the largest distribution center for imported consumer goods in China, and it is the preferred location for international brands to enter the Chinese market. The advantages of business, tourism, culture, sports and expo collaboration are obvious, and there are continuous initiatives in cultivating new consumption trends. In terms of policy guidance, with the emergence of new consumption patterns, Pudong is actively innovating and exploring in policy and legislation.

IV. Thematic Promotion on Business Environment: The Future is Here, the Arrival is Now — Pudong's Advanced Business Journey



Charlotte Lu, Member of Deloitte China Management Team and Eastern Region Managing Partner of Deloitte China, attended the Parallel Session on Pudong Pioneer Area: Excellent Business Environment for High-Standard Opening-Up in Shanghai and participated in promotional session

Charlotte Lu, Member of Deloitte China Management Team and Eastern Region Managing Partner of Deloitte China, stated that the development characteristics of Pudong in different periods in the past can be summarized into three points. The first is “strength”. Pudong has built a fame of serving as gold medal “shop assistant” in the full-service chain around industrial competitiveness, spatial capacity, reform driving force, innovation leadership, and talent attraction. The second is “speed”. The signboard of “Pudong speed” has been established; the speed is exemplified by projects like Tesla Factory, which was started, completed, put into operation and listed in the same year, and Sam, the construction and operation of which was completed within only 16 months. The third is “leadership”. In recent years, Pudong has promoted a high-pressure self-reform in key areas and regions. First of all, Pudong will unleash greater potential in “breaking” and “establishing”. Secondly, on the foundation of “Pudong speed”, Pudong will comprehensively better the business environment. Finally, starting from the advantage of leading demonstrations, Pudong’s international vision will be broadened comprehensively.

V. Thematic Promotion on Industrial Development: Extraordinary “Intelligent” Manufacturing, Extraordinary Potential



Cindy Sun, Head of Industrial & Logistics of CBRE China,
attended the Parallel Session on Pudong Pioneer Area: Excellent Business Environment for High-Standard Opening-Up
in Shanghai and participated in promotional session

Cindy Sun, Head of Industrial & Logistics of CBRE China, expressed that in Pudong's 30 years of development and opening-up, it has not only become China's financial center but also China's first comprehensive supporting pilot reform zone. It is advancing towards the goal of becoming a global center for sci-tech innovation and a highland for intelligent manufacturing. Pudong has become the main engine and leading area for intelligent manufacturing in Shanghai. CBRE keenly feels Pudong's combined advantages in core elements for intelligent manufacturing enterprises, such as industrial chain clustering, talent, market, government efficiency, and business environment. Pudong provides efficient services for on-site support for the settlement of businesses and employees, and optimizes and upgrades industrial space to facilitate the development of high-end intelligent manufacturing. Additionally, it focuses on the needs of innovative talent in aspects beyond work, such as life and social activities.



Yang Chao, Member of the Standing Committee of CPC Pudong New Area Committee,
Executive Deputy Mayor of Pudong New Area,
attended the Parallel Session on Pudong Pioneer Area: Excellent Business Environment for High-Standard Opening-Up
in Shanghai and moderated promotional session

[Welcome Speeches and Keynote Addresses]

Gong Zheng, Deputy Secretary of CPC Shanghai Municipal Committee and Mayor of Shanghai, attended the Parallel Session on Pudong Pioneer Area: Excellent Business Environment for High-Standard Opening-Up in Shanghai and delivered a speech

Gong Zheng, Deputy Secretary of CPC Shanghai Municipal Committee and Mayor of Shanghai, pointed out that as the core carrying area of Shanghai's core urban functions, Pudong should continue to deepen reforms with the attitude of a pioneer and the responsibility of a trailblazer. Firstly, there should be a focus on deepening integrated reforms, persisting in breakthroughs in bottlenecks through reform and innovation, and strengthening the linkage of major reform and innovation initiatives. Secondly, there is an emphasis on advancing institutional opening-up, adhering to aligning with highest international standards, steadily expanding institutional opening-up in terms of rules, regulations, management, and standards, and vigorously implementing the strategy to improve the free trade zone. Thirdly, there is an emphasis on enhancing the precision of service levels, adhering to the principle of "not disturbing without cause, responding to every request", and continuously providing accurate, convenient, and comfortable high-quality services.



Guo Tingting, Member of the CPC Leadership Group and Vice Minister of the Ministry of Commerce of China, attended the Parallel Session on Pudong Pioneer Area: Excellent Business Environment for High-Standard Opening-Up in Shanghai and delivered a speech

Guo Tingting, Member of the CPC Leadership Group and Vice Minister of the Ministry of Commerce of China, pointed out that in recent years, Pudong has bravely acted as a pioneer in high-level reform and opening-up, a benchmark for independent innovation development in the new era, a highland for global resource allocation, a model for expanding domestic demand, and a demonstration template for modern urban governance, achieving significant results. In the future, the Ministry of Commerce will further implement the deployment requirements of the CPC Central Committee and the State Council of China to support the high-level reform and opening-up of Pudong New Area, and work together with all parties to expand market access, actively promote investment in China and Pudong, and persistently advance institutional opening-up to support Pudong's continuous progress in a broader, more extensive, and deeper opening-up to the outside world.



Guo Lanfeng, Member of the CPC Leadership Group of NDRC, attended the Parallel Session on Pudong Pioneer Area: Excellent Business Environment for High-Standard Opening-Up in Shanghai and delivered a speech

Guo Lanfeng, Member of the CPC Leadership Group of NDRC, pointed out that to promote high-level opening-up in Pudong, it is necessary to adhere to the path of liberating thoughts and deepening reform, the path of opening-up to the world, and the path of breaking away from the conventions and seeking innovative breakthroughs, to build an international first-class business environment. The first is to strengthen the systematic support of reform measures by coordinating and efficiently carrying out comprehensive reform pilot projects. The second is to create a demonstrative window for institutional opening-up and actively connect and align with high-standard international economic and trade rules. The third is to promote self-reliance in science and technology, optimize the management mechanism and resource allocation for sci-tech innovation. The fourth is to explore in depth the governance path of super-large cities, promote innovation in urban governance models, reshape governance methods, and reconstruct governance systems.



Wang Yiming, Vice Chairman of CCIEE,
attended the Parallel Session on Pudong Pioneer Area: Excellent Business Environment for High-Standard Opening-Up
in Shanghai and delivered a keynote address

Wang Yiming, Vice Chairman of CCIEE, expressed that opening-up to the outside world is inseparable from the business environment, and high-level opening-up requires the construction of an even more outstanding business environment. Pudong, at a new starting point, aims to build a pioneer area for socialist modernization. The focus should be on the function of global resource allocation, the origin of sci-tech innovation, the leadership in high-end industries, and the role of an open hub and gateway. This involves enhancing the market-oriented, law-based and international business environment, and playing a leading role in efficiently making domestic and international dual circulations smooth and accelerating the construction of a new development pattern. To create an outstanding business environment, it is necessary to deepen reforms in the foreign investment management system, promote innovative development in foreign trade, boost opening-up and reforms in the financial sector, and deepen open cooperation in sci-tech innovation.



Jakob Stausholm, CEO of Rio Tinto,
attended the Parallel Session on Pudong Pioneer Area: Excellent Business Environment for High-Standard Opening-Up
in Shanghai and delivered a keynote address

Jakob Stausholm, CEO of Rio Tinto, mentioned that Rio Tinto's development is inseparable from the cooperation with and the innovation of Chinese partners. Pudong is the ideal location for establishing the new business of spot trading in ports, perfectly combining advantages in finance, trade, shipping, and innovation. Through active collaboration and leading innovations in currency trading patterns, Rio Tinto's business has been recognized as a pilot for this model. Rio Tinto became the first company in China to use value-added tax (VAT) e-invoices in bulk commodity trading and was identified as one of the ten innovative model enterprises. The spot trading business in ports contributes to the opening-up of more international trade, extending the value chain from Western Australia to China and even globally. It is innovation and mutually beneficial cooperation that drive the successful partnership.

【Panel Discussion】



Adeline Franger Chouraqui, CEO of CMA CGM Greater China, attended the Parallel Session on Pudong Pioneer Area: Excellent Business Environment for High-Standard Opening-Up in Shanghai and participated in panel discussion

Adeline Franger Chouraqui, CEO of CMA CGM Greater China, stated that over the past 30 years, CMA CGM has collaborated and developed hand in hand with Pudong and other Chinese partners, becoming one of the major leaders in China's shipping and logistics industry. With China setting the goal of achieving "carbon neutrality" by 2060 and Pudong outlining a blueprint to promote non-fossil energy and accelerate energy transition, CMA CGM has established significant goals in decarbonization and green transformation, aiming for net-zero emissions by 2050. CMA CGM will invest in green shipbuilding projects, strengthen research and development, optimize operations, and improve fuel efficiency.



Ian Shih, President of Rockwell Automation (China) Company Limited, attended the Parallel Session on Pudong Pioneer Area: Excellent Business Environment for High-Standard Opening-Up in Shanghai and participated in panel discussion

Ian Shih, President of Rockwell Automation (China) Company Limited, expressed that in the field of carbon peaking and carbon neutrality, it is crucial to have an end-to-end blueprint, covering everything from carbon identification to carbon emission reduction, carbon offsetting, and carbon certification. This is a chain of end-to-end services. Furthermore, achieving sufficient carbon peaking and carbon neutrality in the industrial chain requires coordination across the entire net-zero supply chain system. Building a net-zero system throughout the industry chain through digital technology necessitates industry-wide collaboration. Pudong has many chain-leading enterprises, and has created various upstream and downstream supply relationships, thus forming a significant advantage in this regard.



James Zhou, Chief Commercial Officer and Head of Asia Region at Louis Dreyfus Company, attended the Parallel Session on Pudong Pioneer Area: Excellent Business Environment for High-Standard Opening-Up in Shanghai and participated in panel discussion

James Zhou, Chief Commercial Officer and Head of Asia Region at Louis Dreyfus Company, stated that the current stage in the food and feed sector urgently requires substantial investment in large-scale innovation. On the one hand, China is undergoing consumption upgrades, consumers seeking healthier and more natural food sources for a better life. In September of this year, Louis Dreyfus officially launched its global research and development center in Pudong, Shanghai. By developing more high-value-added products, the company aims to extend its strategy downstream in the industrial chain for diversified growth. On the other hand, given that the Chinese people not only want to eat enough but also want to eat better, Louis Dreyfus is working to make feed ingredients more efficiently transform into meat and edible protein in a healthier way.



Hiroshi Nishino, Senior Vice President & Regional CEO for China of Mitsubishi Corporation, attended the Parallel Session on Pudong Pioneer Area: Excellent Business Environment for High-Standard Opening-Up in Shanghai and participated in panel discussion

Hiroshi Nishino, Senior Vice President & Regional CEO for China of Mitsubishi Corporation, noted that the company's business evaluation mechanism is of a circular development model, comprehensively evaluating the value and business it can provide, as well as the benefits and growth of the enterprise, and further optimizing the allocation of management resources. Addressing current global challenges such as climate change, digital transformation, uncertainty in international gold prices, low fertility rate and aging populations shows continually increasing difficulty. Mitsubishi Corporation responds to environmental changes through its long-established global network and resources, as well as the comprehensive capabilities brought by its diverse business asset portfolios, with the goal of creating innovative businesses.



Michael Kirsch, President of Porsche China,
attended the Parallel Session on Pudong Pioneer Area: Excellent Business Environment for High-Standard Opening-Up
in Shanghai and participated in panel discussion

Michael Kirsch, President of Porsche China, expressed that China is an economic and consumption powerhouse, with the automotive sales ranking first globally for 13 consecutive years. China's development of new energy vehicles (NEVs) has become a global example. Green energy is the future trend, and Porsche needs to shift from internal combustion engines to NEVs. By 2030, 80% of Porsche's vehicle sales will be electric vehicles (EVs). Porsche has also introduced a carbon emission reduction strategy, and eFuels can help reduce carbon footprint and improve efficiency. The production of eFuels, which belongs to synthetic energy, is at the core of Porsche's future development and reflects a pioneering spirit. Porsche will continue to work closely with Pudong, and provide financing and leasing services to serve customers and the entire value chain.



Li Qiuyuan, Host of CGTN,
moderated the panel discussion of the Parallel Session on Pudong Pioneer Area: Excellent Business Environment for
High-Standard Opening-Up