

## Parallel Session on Pudong and the World: High-Standard Institutional Opening-up for New Development Opportunities

### 【Basic Information】

#### Moderator:

#### Pudong Promotion:

Xu Xin Vice Mayor of Pudong New Area

#### Panel Discussion:

He Jie Host of SMG

#### Pudong Promotion:

Wu Jincheng Deputy Secretary-General of Shanghai Municipal Government and Mayor of Pudong New Area

Sherri He Managing Director of Kearney Greater China

Patricia Xia Managing Partner of EY China Central

Kong Wei Managing Partner, Zhong Lun Law Firm

Kelvin Li Managing Director, East China, Cushman & Wakefield

#### Address:

Gong Zheng Mayor of Shanghai

Tang Wenhong Assistant Minister of Commerce of China

Xiao Weiming Deputy Secretary General of National Development and Reform Commission

#### Keynote Speech:

Zhang Junkuo Deputy Director of the Proposal Committee of the 14th CPPCC National Committee, Chairman of the China Development Research Foundation, Former Deputy Director of Development Research Center of the State Council

Erik Solheim	Vice President of the Belt and Road Initiative International Green Development Coalition, Former UN Under-Secretary-General
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Christian Bruch	President and CEO of Siemens Energy AG
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### Panel Discussion:

Vivian Bian	CEO of Roche Pharma China
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Marc Horn	EVP of Merck KGaA, President of Merck China
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Maximilian Foerst	President and CEO of ZEISS Greater China
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Jasmine Xu	Chairman of the Board and CEO of P&G Greater China
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Bai Binyi	Executive Vice President Business Group Electronics China at FORVIA HELLA, Member of the Executive Board Electronics of HELLA GmbH & Co. KGaA
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## **【Brief Introduction】**

On November 6, 2024, the Parallel Session on Pudong and the World: High-Standard Institutional Opening-Up for New Development Opportunities of the 7<sup>th</sup> Hongqiao International Economic Forum (HQF), hosted by Shanghai Municipal Government and the Ministry of Commerce of China, organized by Pudong New Area Government, was held at the National Exhibition and Convention Center (Shanghai). Focusing on the 7th HQF's theme of "High-Standard Opening-up for Universally Beneficial and Inclusive Economic Globalization", and following the instructions set in the Guideline on Building Pudong into a Pioneer Area, the session explores ways to better, faster and more proactively align with high-standard international economic and trade rules such as CPTPP and DEPA, and leverage Pudong's role as a "test field" for participating in global economic governance, so as to deepen institutional opening-up and foster new advantages in international cooperation and competition.

# 浦东与世界 高水平制度型开放 引领发展新机遇分论坛

PARALLEL SESSION ON PUDONG AND THE WORLD  
HIGH-STANDARD INSTITUTIONAL OPENING-UP FOR NEW DEVELOPMENT OPPORTUNITIES

主办单位: 上海市人民政府 商务部  
Organizer: Shanghai Municipal People's Government Ministry of Commerce of China

承办单位: 上海市浦东新区人民政府  
Co-organizer: Shanghai Pudong New Area People's Government

2024年11月6日  
November 6<sup>th</sup>, 2024

中国·上海  
Shanghai, China



## 【Pudong Promotion】



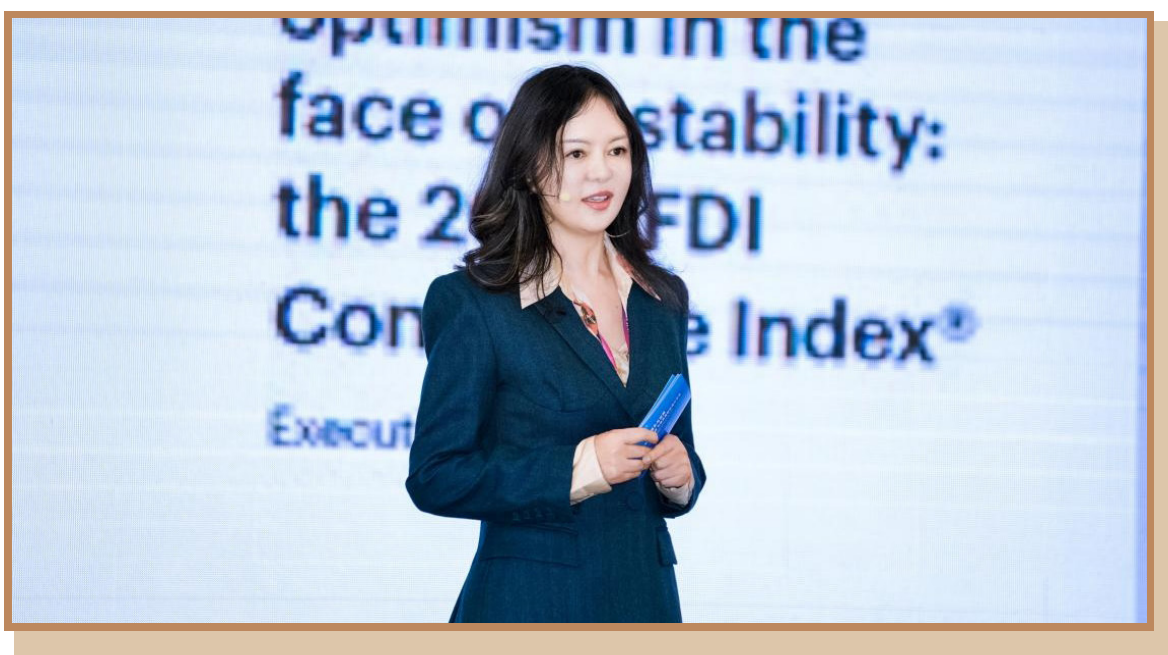
Wu Jincheng, Deputy Secretary-General of Shanghai Municipal Government and Mayor of Pudong New Area, attended the Parallel Session on Pudong and the World: High-Standard Institutional Opening-up for New Development Opportunities and delivered a keynote speech in Pudong Promotion

Wu Jincheng, Deputy Secretary-General of Shanghai Municipal Government and Mayor of Pudong New Area, stated that Pudong serves as a window to China's reform and opening-up, a mirror of Shanghai's modernization, and a dynamic hub for global capital investment. Open Pudong is becoming more market-oriented, rule-based, and internationalized, with a commitment to opening up to and cooperating with the world on a wider and deeper level. Innovative Pudong is charting a vibrant and pioneering path, aspiring to evolve into a "dream hub" for innovation and entrepreneurship, and a "powerful magnet" for global talents. Modern Pudong is heading towards a future that is green, low-carbon, livable, and business friendly, with the ambition to create a vibrant urban space that welcomes residents and visitors alike and offers a high-quality lifestyle that embraces the future.





Xu Xin, Vice Mayor of Pudong New Area,  
attended the Parallel Session on Pudong and the World: High-Standard Institutional Opening-up  
for New Development Opportunities and moderated Pudong Promotion



Sherri He, Managing Director of Kearney Greater China, attended the Parallel Session on Pudong and the World: High-Standard Institutional Opening-up for New Development Opportunities and presented on Pudong's Business Environment

Sherri He, Managing Director of Kearney Greater China, stated that Kearney built a new “action-oriented” evaluation system emphasizing “presence” and “excellence”. “Presence” involves assessing the availability of business environment policies and identifying more locally relevant policies and initiatives. Shanghai’s business environment optimization policies have evolved to version 7.0, encompassing all essential services. Pudong New Area has launched 18 regulations and 28 administrative measures, such as “One Integrated License” and “Business Scope Registration Reform”, giving full play to its legislative first-mover advantages in creating a law-based business environment. “Excellence” measures the implementation of business environment enhancement levers and the development of corresponding policies and action plans. Pudong’s effective implementation of regulations, efficiency of services, and warmth of law enforcement, have well been demonstrated by her personal experience in getting a mediation outcome in three working days.



Patricia Xia, Managing Partner of EY China Central, attended the Parallel Session on Pudong and the World: High-Standard Institutional Opening-up for New Development Opportunities and presented on Pudong's Headquarters Economy

Patricia Xia, Managing Partner of EY China Central, stated that the headquarters economy has been a continuous source of dynamic growth for Pudong. In Phase 1.0, the focus was mainly on attracting multinational corporations and large enterprises to settle here. The Phase 2.0 shifted more attention towards strengthening clustering effects and the quality of development. Now Pudong's headquarters economy is steadily entering its Phase 3.0, aiming for a headquarters ecosystem with a high level of new quality productive forces and continuously reinforcing Pudong core economy competitiveness through policy cultivation, consistent empowerment, and collaborative innovation.





Kong Wei, Managing Partner of Zhong Lun Law Firm,  
attended the Parallel Session on Pudong and the World: High-Standard Institutional Opening-up  
for New Development Opportunities and presented on Pudong's Financial Center Building

Kong Wei, Managing Partner of Zhong Lun Law Firm, stated that after more than 30 years' efforts in financial reform and innovation, as well as in opening-up to the outside world, Pudong New Area has completed the construction of the "Pudong Sample" in the core area of the International Financial Center. Whether it is from the perspective of data such as the value added, growth rate, and GDP share of the financial industry, or from aspects like the completeness of financial markets, the concentration of financial institutions, and the proportion of foreign-funded institutions within the financial sector, impressive achievements have been made.



Kelvin Li, Managing Director of East China of Cushman & Wakefield, attended the Parallel Session on Pudong and the World: High-Standard Institutional Opening-up for New Development Opportunities and presented on Pudong's Urban Modernization

Kelvin Li, Managing Director of East China of Cushman & Wakefield, introduced his observation of Pudong's modernization in four dimensions: cultural construction, livelihood services, ecological environment, and economic development. He noted that in terms of the number and area of LEED certification in 2023, Shanghai ranks first, far higher than New York and Hong Kong. In terms of the regional distribution of green building approval projects in Shanghai in 2023, Pudong New District accounted for 33.47%, far exceeding the second place of 11.26%. With diversified, green and low-carbon high-quality buildings, Pudong has become the first choice for more and more enterprises.



Gong Zheng, Mayor of Shanghai,  
addressed the Parallel Session on Pudong and the World: High-Standard Institutional Opening-up  
for New Development Opportunities

Gong Zheng, Mayor of Shanghai, pointed out that as the core area for the construction of the five centers, Pudong will adhere to the unity of reform and opening-up, more effectively coordinate openness and security, steadily expand high-level institutional opening, and better pilot systems, test pressures, and explore new paths for the country, striving to be a pioneer in higher-level reform and opening-up. First, we must continue to conduct stress tests, closely align with national strategic needs and the practical requirements of enterprises, actively align with international high-standard trade and economic rules, and accelerate the construction of a policy and institutional system with international competitiveness. Second, we must continue to relax market access, adhere to equal treatment, significantly reduce access restrictions on private and foreign capital, and effectively stimulate the vitality of various business entities. Third, we must continuously make efforts in maintaining a market-oriented, law-based, and internal business environment.





Tang Wenhong, Assistant Minister of Commerce of China,  
addressed the Parallel Session on Pudong and the World: High-Standard Institutional Opening-up  
for New Development Opportunities

Tang Wenhong, Assistant Minister of Commerce of China, pointed out that in recent years, Pudong has bravely taken the lead in pioneering efforts, actively promoting high-level institutional opening-up, and has achieved significant results. The Ministry of Commerce will continue to implement the spirit of the Third Plenary Session of the 20<sup>th</sup> CPC Central Committee, steadfastly advance high-level opening-up to the outside world, and together with all parties, support the Pudong New Area in deepening open innovation and playing a leading and exemplary role. The Ministry will, first, steadily expand institutional opening-up and continuing to support Pudong in fully aligning with a series of international high-standard economic and trade rules, including the Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP) and the Digital Economy Partnership Agreement (DEPA); second, continue to support two-way investment cooperation, supporting Pudong in implementing comprehensive measures to cancel foreign investment access restrictions in the manufacturing sector and; third, promote the innovative development of cross-border trade, continuing to support Pudong in strengthening international economic and trade cooperation.



Xiao Weiming, Deputy Secretary General of National Development and Reform Commission, addressed the Parallel Session on Pudong and the World: High-Standard Institutional Opening-up for New Development Opportunities

Xiao Weiming, Deputy Secretary General of National Development and Reform Commission (NDRC), pointed out that Pudong must seize the opportunity to ride the wave and advance its own reform and development within the nation's strategic deployment for the construction of Shanghai's five centers and the integrated development of the Yangtze River Delta. Efforts should be made to, first, accelerate the pilot implementation and system integration of major platforms; second, focus on cultivating and gathering high-energy business entities and; third, comprehensively enhance the ability to allocate global elements and commodities. NDRC will conscientiously implement the national strategic decisions and deployments, and work in concert with relevant parties to continue the implementation of major policies, significant matters, and key projects, actively supporting Pudong in better serving the overall development of the nation.



## 【Keynote Speech】



Zhang Junkuo, Deputy Director of the Proposal Committee of the 14<sup>th</sup> CPPCC National Committee, Chairman of the China Development Research Foundation, Former Deputy Director of Development Research Center of the State Council, attended the Parallel Session on Pudong and the World: High-Standard Institutional Opening-up for New Development Opportunities and delivered a keynote speech

Zhang Junkuo, Deputy Director of the Proposal Committee of the 14<sup>th</sup> CPPCC National Committee, Chairman of the China Development Research Foundation, Former Deputy Director of Development Research Center of the State Council, pointed out that Pudong must align with the practical experience of social development, highlight problem solving, and accelerate the advancement of high-level institutional opening-up. High-standard institutional opening-up should help, first, further drive the implementation of reforms in foreign investment access in the manufacturing sector; second, further enhance the level of China's service sector opening-up, explore relaxing restrictions on cross-border trade in services, continuously improve the regulatory system related to the institutional opening-up of service trade, and improve the risk prevention and control system and; third, promote the formation of an open and innovative ecosystem with global competitiveness.



Erik Solheim, Vice President of the Belt and Road Initiative International Green Development Coalition, Former UN Under-Secretary-General, attended the Parallel Session on Pudong and the World: High-Standard Institutional Opening-up for New Development Opportunities and delivered a keynote speech

Erik Solheim, Vice President of the Belt and Road Initiative International Green Development Coalition, Former UN Under-Secretary-General, pointed out that China is now an absolute leader in green technology, where green technology is more advanced and cost-effective. Last year, China contributed \$900 billion worth of sustainable energy. Pudong is also a leader in the development of green technology. Shanghai and Pudong should continue to play a leading role in green development, to be a model for China and other countries in sustainable development and a leader in the development of green cities.



Christian Bruch, President and CEO of Siemens Energy AG,  
attended the Parallel Session on Pudong and the World: High-Standard Institutional Opening-up  
for New Development Opportunities and delivered a keynote speech

Christian Bruch, President and CEO of Siemens Energy AG, pointed out that as one of the world's largest economies, China accounts for one-third of global clean energy investment and plays a pivotal role in the global energy transition. Relying on continuous technological innovation, a comprehensive industrial chain and supply chain system, and the advantage of a super-large-scale market, China has achieved rapid development in the new energy industry. In 2023, China's renewable energy installations accounted for more than half of the global total. Based on the advantage of the super-large-scale local market, Chinese enterprises have become important participants in the global energy market, and the success of the global energy transition is inseparable from China.



### 【Panel Discussion】



Vivian Bian, CEO of Roche Pharma China,  
attended the Parallel Session on Pudong and the World: High-Standard Institutional Opening-up  
for New Development Opportunities and participated in Panel Discussion

Vivian Bian, CEO of Roche Pharma China, noted that Pudong's openness and inclusiveness, along with its continuously improving business and regulatory environment, have laid a solid foundation for the thriving development of the biopharmaceutical industry and provided strong support for Roche's whole-value-chain presence in Pudong.



Marc Horn, EVP of Merck KGaA, President of Merck China, attended the Parallel Session on Pudong and the World: High-Standard Institutional Opening-up for New Development Opportunities and participated in Panel Discussion

Marc Horn, EVP of Merck KGaA, President of Merck China, highly recognized China's innovation-driven development strategy in the pharma-related industries, particularly in the biomedical sector. He also expressed hopes of leveraging the advantages of China's latest policy environment to further expand the service network and partner network in Shanghai and across China.





Maximilian Foerst, President and CEO of ZEISS Greater China,  
attended the Parallel Session on Pudong and the World: High-Standard Institutional Opening-up  
for New Development Opportunities and participated in Panel Discussion

Maximilian Foerst, President and CEO of ZEISS Greater China, stated that Pudong, as one of the most open and vibrant areas in China, boasts an excellent business environment that provides fertile ground for ZEISS's local innovation efforts. This has enabled the company to thrive and grow by leaps and bounds during its 25-year development journey.



Jasmine Xu, Chairman of the Board and CEO of P&G Greater China, attended the Parallel Session on Pudong and the World: High-Standard Institutional Opening-up for New Development Opportunities and participated in Panel Discussion

Jasmine Xu, Chairman of the Board and CEO of P&G Greater China, stated that the Shanghai government encourages innovation in consumption models and continuously improves the consumption environment, while Pudong boasts the advantages of taking the initiative to pioneer and try out new policies. These institutional opening-up measures and explorations provide space and opportunities for P&G to innovate and take the lead in the industry.



Bai Binyi, Executive Vice President Business Group Electronics China at FORVIA HELLA, Member of the Executive Board Electronics of HELLA GmbH & Co. KGaA, attended the Parallel Session on Pudong and the World: High-Standard Institutional Opening-up for New Development Opportunities and participated in Panel Discussion

Bai Binyi, Executive Vice President Business Group Electronics China at FORVIA HELLA, Member of the Executive Board Electronics of HELLA GmbH & Co. KGaA, stated that Pudong, as the epicenter of sci-tech innovation in Shanghai, boasts advantages of pioneering new policies and an open development environment that provide FORVIA HELLA with comprehensive support in terms of policies, technologies, talent, and market access. This has established a strong foundation for the company's innovation and market expansion efforts in the field of intelligent mobility.



He Jie, Host of SMG,  
moderated Panel Discussion of the Parallel Session on Pudong and the World: High-Standard Institutional Opening-up  
for New Development Opportunities