



2007

SHANGHAI

Basic Facts





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The City Emblem
The City Flower
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The City Emblem

Design of the city emblem of Shanghai was approved by the Standing Committee of the Shanghai Municipal People's Congress in 1990. The triangle emblem consists of graphics of a white magnolia flower, a large junk and a propeller. The propeller symbolizes the continuous advancement of the city; the large junk, one of the oldest vessels plying the Shanghai harbor, represents the long history of the port; and the large junk is set against a background of a white magnolia flower blossoming in the early spring, forecasting a bright future of the city.

The City Flower

In 1986, the Standing Committee of the Shanghai Municipal People's Congress passed a resolution to adopt the white magnolia as the city flower. White magnolia is among the few spring heralding flowers in the Shanghai area. It is in full blossom in the early spring and before the Clear and Bright Festival, which usually falls on April 5 every year. The flower has large, white petals and its eye always looks towards the sky. Therefore, the flower is hired to personify the pioneering and enterprising spirit of the city.



History of Shanghai



Origin of “Hu” and “Shen”

—— *Founding of the City*

—— *Modern Age*

—— *Historic Transformation*





Origin of “Hu” and “Shen”

Shanghai is called in Chinese “Hu” for short and “Shen” as a nickname. About 6,000 years ago, the western part of today’s Shanghai dried up into land and its eastern part became a piece of land about 2,000 years ago. During the Spring-Autumn and Warring States Periods (770-221 BC), this area was once the fief of Huang Xie, the Chun Shen Governor of the State of Chu. So, “Shen” comes from the title of the governor. During the Jin Dynasty (4th-5th centuries), fishermen living along the Songjiang River (today’s Suzhou Creek) and the coast of the East China Sea created a fishing tool called “Hu.” By combining the name of the fishing tool and the then term for estuary of big rivers, they coined a Chinese character “Hu” to name the place as it sits at the mouth of the Yangtze River, the longest river in China.



Founding of the City

Shanghai began as Huating County, an administrative district established in AD 751. In 1267, Shanghai Town was set up on the west bank of the Huangpu River. In 1292, the then central government approved the establishment of Shanghai County in this area, which has been widely deemed as the official beginning of the city of Shanghai.



1 2

3

1-Waibaidu Bridge

2-Old street

3-Ancient Qibao Town

4-Yuyuan Garden

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SHANGHAI BASIC FACTS



Modern Age

In the 16th century (or the middle period of the Ming Dynasty), Shanghai became the national center of textile and handicraft industry. In 1685, the central government of the Qing Dynasty set up its customs office in Shanghai. In the mid-19th century, the city evolved into a major trading port and gateway to inland China. On May 27, 1949, Shanghai was liberated by the People's Liberation Army of the Communist Party of China from the Kuomintang rule and began to write its chapter in the history of the development of New China.




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History of Shanghai

 Morning ray



Historic Transformation

Shanghai has undergone a historic transformation since its liberation on May 27, 1949. In the past more than 50 years, the city has seen marked progress in its economic and social development. Particularly, since the Chinese government adopted the reform and opening policy in 1978, Shanghai has made outstanding achievements in growing as a megalopolis. Today, Shanghai has become one of the largest economic centers in China. Now, the city is striving to turn itself into one of the economic, financial, trade and transportation centers in the world. It also aims to lead the country in building a socialist harmonious society.

Geographic Location and Natural Conditions



Geographic Location

Climate

Land Area

Water Resources

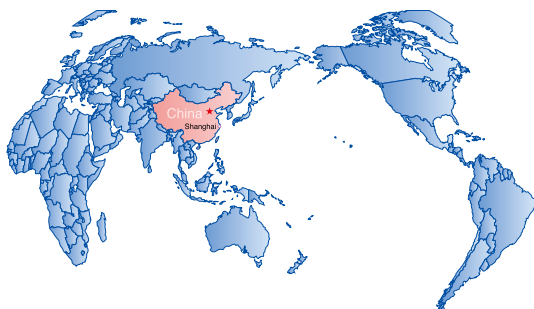
Topographic Features

Administrative Divisions

Geographic Location

Shanghai is situated at 31°14' north latitude and 121°29' east longitude. Bordering on Jiangsu and Zhejiang provinces on the west, Shanghai is washed by the East China Sea on the east and Hangzhou Bay on the south. North of the city, the Yangtze River pours into the East China Sea. It also assumes the central location along China's coastal line. Thanks to its advantageous geographic location, Shanghai has today become an excellent sea and river port, boasting easy accesses to a vast hinterland.


Shanghai's Location in the World Map



Climate

With a pleasant northern subtropical maritime monsoon climate, Shanghai enjoys four distinct seasons, generous sunshine and abundant rainfall every year. Its spring and autumn are relatively short comparing with the summer and winter. In 2006, the average annual temperature was 18.4 degrees Celsius. The city had a total sunshine time of 1,638.2 hours in 2006 and received a total rainfall



 Shanghai New Jiangwan Marsh

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SHANGHAI BASIC FACTS



Shanghai's Average Monthly Temperature and Precipitation in 2006

Month	Average Monthly Temperature (°C)	Average Monthly Precipitation (mm)
January	6.5	15.6
February	6.1	81.6
March	11.6	42.8
April	17.0	127.2
May	21.3	120.1
June	25.9	129.0
July	29.8	217.7
August	30.4	28.2
September	24.2	87.5
October	22.3	33.4
November	15.9	142.2
December	8.6	17.3

of 1,042.6 millimeters. However, about 70% of the precipitation came during the May-September flood season.



Land Area

The city covered an area of only 636 square kilometers in 1949. By the year 1958, after Shanghai took over 10 counties from Jiangsu Province, namely Jiading, Ba-



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Natural Conditions

oshan, Shanghai, Songjiang, Jinshan, Chuansha, Nanhui, Fengxian, Qingpu and Chongming, the area under the city's jurisdiction expanded to 5,910 square kilometers, nearly 10 times the figure in 1949. The city had a total area of 6,340.5 square kilometers at the end of 2006, 0.06% of China's total territory. Shanghai extends about 120 kilometers from north to south and about 100 kilometers from east to west. The city has three islands—Chongming, Changxing and Hengsha—under its jurisdiction and Chongming Island is the third largest island in China, covering an area of 1,041.21 square kilometers.



Area Map of Districts and Counties of Shanghai (year-end of 2006)

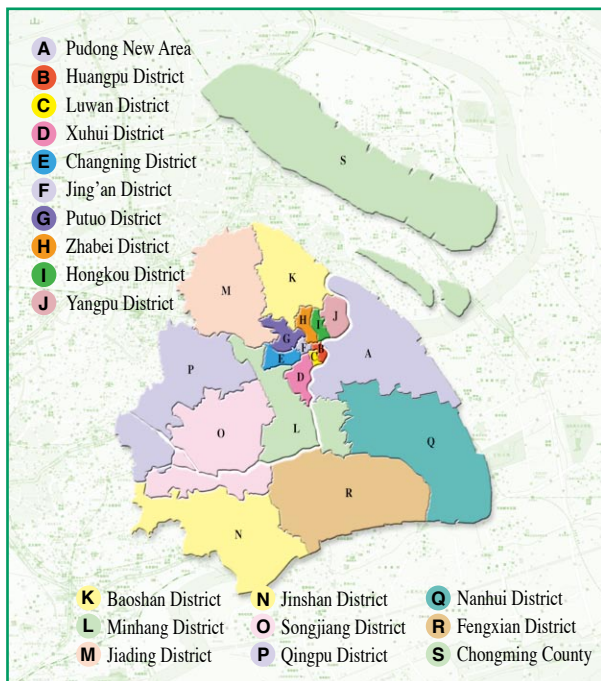
District/County	Area (sq.km)	District/County	Area (sq.km)
Pudong New Area	532.75	Baoshan District	270.99
Huangpu District	12.41	Minhang District	370.75
Luwan District	8.05	Jiading District	464.20
Xuhui District	54.76	Jinshan District	586.05
Changning District	38.30	Songjiang District	605.64
Jing'an District	7.62	Qingpu District	670.14
Putuo District	54.83	Nanhui District	677.66
Zhabei District	29.26	Fengxian District	687.39
Hongkou District	23.48	Chongming County	1 185.49
Yangpu District	60.73		



Water Resources

Dotted with many rivers and lakes, the Shanghai area

Map of Shanghai



2007

SHANGHAI BASIC FACTS

is known for its rich water resources, with the water area totaling 697 square kilometers and accounting for 11% of the city's total territory. Most of the rivers, including the Suzhou Creek, Chuanyang River and Dianpu River, are tributaries of the Huangpu River. Originating from the Taihu Lake, the 113-kilometer-long Huangpu River winds through the downtown area of the city. The river is about 300 to 770 meters wide with an average width standing at 360 meters. The ice-free Huangpu River is the main waterway in the Shanghai area. The Shanghai section of the Suzhou Creek runs 54 kilometers, with an average width

Natural Conditions

of 45 meters. The city's largest lake, Dianshan Lake, covers 62 square kilometers.



Topographic Features

Except for a few hills lying in the southwest corner, most parts of the Shanghai area are flat and belong to the alluvial plain of the Yangtze River Delta. The average sea level elevation is about four meters. The land slopes slightly downward east to west. The highest point within Shanghai is Dajin Hill which has a sea level elevation of 103.4 meters.



Administrative Divisions

In 1949, Shanghai was divided into 20 urban districts and 10 suburban districts. By the end of 2006 Shanghai had 18 districts and 1 county. There were 106 towns, 3 townships, 104 subdistrict committees, 3,413 neighborhood committees and 1,862 villagers' committees in the city.



Jing'an Business Center



Population and Employment



Population

—— *Natural Changes*

—— *Age Structure*

—— *Life Expectancy*

—— *Education Level*

—— *Employment*



Population

Due to constant inflow of people from other parts of the country, the population in Shanghai keeps growing. When Shanghai was turned into a city, it only had a population of less than 100,000. By the time Shanghai was liberated in 1949, the figure stood at only 5.2 million. By the end of 2006, however, the city's permanent residents had grown to 13.681 million, or 1% of China's population. In 2006, an average 2,157 permanent residents lived on each square kilometer of the city. The population of long-term residents reached 18.15 million, including 4.67 million immigrants.

Natural Changes

Shanghai is the first provincial area in China to have reported a negative population growth rate. The city has registered a negative population growth rate for 14 con-



1-Women and Children's Healthcare

2-Little Academics

3-Little Artists



Population And Population Density (year-end of 2006)

District/County	Population (10,000)	Population Density (person/sq.km)
Pudong New Area	187.56	3 521
Huangpu District	60.19	48 501
Luwan District	31.37	38 969
Xuhui District	88.75	16 207
Changning District	61.42	16 037
Jing'an District	30.96	40 630
Putuo District	85.97	15 679
Zhabei District	69.86	23 876
Hongkou District	78.70	33 518
Yangpu District	107.75	17 742
Baoshan District	81.59	3 011
Minhang District	85.53	2 307
Jiading District	53.25	1 147
Jinshan District	52.29	892
Songjiang District	53.21	879
Qingpu District	45.63	681
Nanhui District	72.73	1 073
Fengxian District	51.33	747
Chongming County	69.98	590


Population and Employment

secutive years since 1993. In 2006, the city's population of permanent residents saw a birth rate at 0.6%, mortality rate at 0.72% and natural growth rate at -0.12%.

Age Structure

The city has seen a rising population of senior citizens. A sample survey of 1% of the city population in 2006 reveals that 8.9% of the city's permanent residents, or 1.58 million, are aged 0–14; 79.1%, or 14.08 million are aged 15–64; 11.9%, or 2.12 million aged 65 and above. Compared with the fifth national census in 2000, the proportion of those aged 0–14 in the city population dropped 3.4 percentage points, while that of those aged 65 and above rose by 0.5 percentage points.



1  1-Happy Seniors

2-Art Creation

3-Young painters





3

Life Expectancy

The life expectancy of Shanghai's population has kept rising. In 2006, the average life expectancy stood at 80.97 years—78.67 for males and 82.29 for females, about the level in Western countries.

Education Level

The overall education level of Shanghai's population has been steadily improving. According to the sample survey of the 1% of the city population in 2006, 18.1% of the city's population aged six and above had a college-equivalent education and above, 6.7 percentage points more than in 2000 when the fifth national census was conducted. Those with senior high school education accounted for 24.8% of the local population, up 1 percentage point while residents with primary and junior middle school education accounted for 51.6%, a drop of 6.3 percentage points. In 2006, 99.9 percent of school-age children attended the nine-year obligatory education, 99 percent of junior middle school graduates entered senior


Population and Employment

high schools, and 81.7 percent of graduates of senior high school enrolled into colleges.

Employment

The city has been continuously improving the business environment, as part of its job placement policy to encourage residents to start up enterprises and find a job on their own. By the end of 2006, Shanghai employed 8.8551 million citizens. Of the total, 1.3892 million, or 15.7%, were hired by the state enterprises and institutions; 2.1477 million, or 24.3%, were employed by collectively-owned work units; and 924,100, or 10.4%, worked in overseas-funded enterprises; and 2.6194 million, or 29.6%, worked at private businesses. The registered unemployment rate in the city's urban areas stood at 4.4% in late 2006.



 Career training

Comprehensive Economic Strength



Economic Growth



Economic Power



Financial Income



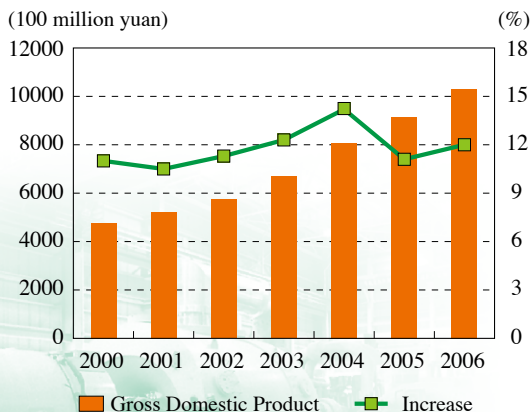
Proportions in the Nation's Total




Economic Growth

Thanks to its focus on fostering its comprehensive competitiveness, Shanghai has kept its economy on a track of constant, fast and healthy growth. Since 1992, the city has maintained a double-digit GDP growth rate for 15 consecutive years. In 2006, its GDP reached 1.029697 trillion yuan, exceeding the 1-trillion-yuan mark for the first time. It represented a 12% growth over the previous year in terms of comparable prices. The figure is 96.2% higher than that in 2000, representing an annual average growth of 11.9%.

Gross Domestic Product



 *A new ship is launched*



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SHANGHAI BASIC FACTS

Economic Power

Shanghai witnessed marked growth in its economic power. The per-capita GDP, calculated by the permanent population and the then exchange rate, exceeded US\$1,000 for the first time in 1990. It rose to US\$2,000 in 1995, US\$3,000 in 1999 and US\$7,189 in 2006, which was about the level of a medium-developed country.

Financial Income

The city's financial income has witnessed constant growth. It stood at about 19 billion yuan in the late 1970s when China adopted the opening and reform policy, but surged above 170 billion yuan in 2000. The figure totaled 479.893 billion yuan in 2006, up 17.2% over the previous year, and 1.7 times more than that in 2000, representing an average annual growth of 18.3%. The city's local financial revenue rose to 160.037 billion yuan in 2006, 11.6% higher than the previous year.

Comprehensive Economic Strength



1



One Day in Shanghai

Indicator	Unit	Amount
GDP	100 million yuan	28.2
Retail sales of consumption products	100 million yuan	9.21
Commodities crossing the customs	US\$100 million	11.75
Cargo handled at local ports	10,000 tons	147.25
Number of incoming international tourists	persons	16 594
Passengers crossing local airports	10,000 persons	12.61
Passengers using public transport	10,000 persons	1 225
Sales of coal and natural gas	10,000 cubic meters	1 146
Sales of tap water	10,000 cubic meters	638
Power consumed	100 million kilowatt-hours	2.71
Publications off press	10,000 copies	490
Increase of fixed phone subscribers		3 167
Increase of mobile phone subscribers		4 534



Proportions in the Nation's Total

Shanghai plays an important role in the nation's social and economic development as the international metropolis-oriented city is striving to serve the nation and lead the growth of the Yangtze River Delta region. With a population of only 1% and a land area of 0.06% of the nation's total, Shanghai contributes one-eighth of the nation's total financial income. The volume of cargo handled at local ports accounts for 10% of the national total, and commodities passing through the city's customs 25% of the nation's total.



2



3



4



1-ARJ plane

2-Carrier rocket

3- Turbine rotator

4-Biological Pharmacy Workshop

Comprehensive Economic Strength



Shanghai's Proportion in the Nation's Total (2006)

Indicator	Unit	National	Shanghai	Shanghai's Proportion (%)
GDP	100m yuan	209 407	10 297	4.9
Financial Income	100m yuan	39 344	4 799	12.2
Retail Sales of Consumption Products	100m yuan	76 410	3 360	4.4
Port Cargo Handling Volume	100m tons	45.60	5.37	11.8
Total Fixed Assets Investment	100m yuan	109 870	3 925	3.6
Total Import/Export Through Customs	US\$100m	17 607	4 288	24.4
Freight mileage	100m ton/km	86 921	13 837	15.9
Major Research Achievements	10,000 items	3.30	0.20	5.9

Economic Structure



Industrial Structure

— *Employment Structure*

— *Investment Structure*

— *Ownership Structure*




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Economic Structure



 Shanghai Baosteel (Group) Corp


Industrial Structure

The city has constantly optimized and upgraded its industrial structure and sped up the development of its advanced manufacture sector and modern service industry. In 2006, the realized added value in the city's secondary industry reached 499.781 billion yuan, up 1.1 times over 2000, or an annual increase of 13.2% on average, according to the comparable prices. The realized added value in the tertiary industry totaled 520.535 billion yuan, up 86.9% over 2000, or an annual increase of 11% on average. The ratio of the city's primary industry, secondary industry and tertiary industry stood at 0.9:48.5:50.6, and the proportion of the tertiary industry has remained at above 50% for eight consecutive years.

Employment Structure

The city saw further improvement in its employment structure. The ratio of employees in the primary, secondary and tertiary industries stood at 6.2:37:56.8, compared




 *Sinopec Shanghai Petrochemical Co., Ltd.*

with 10.8:44.3:44.9 in 2000, and the proportion of the employees in the service sector rose by 11.9 percentage points.

Investment Structure

In 2006, the city invested 392.509 billion yuan in the fixed assets, up 10.8% from the previous year. It continued to give priority of investment to improving urban functions and optimizing industrial structure. It invested 112.554 billion yuan in infrastructure facilities, up 27.1% year-on-year. Industrial investment reached 120.493 billion yuan, up 12.1% year-on-year. The changes were also discovered in the type of economic sectors that received the fund. The state-owned businesses got 146.009 billion yuan, up 17.7%, the non-state-owned businesses got an injection of 246.5 billion yuan, up 7.1%, of which 72.585 billion yuan went to overseas-invested businesses, up 13.4%.



 300,000-ton Floating Production Storage & Offloading

Economic Structure



Ownership Structure

In 2006, the state-owned sector realized added value of 575.687 billion yuan, representing 55.9% of the city's GDP. The non-public economic sector realized added value of 454.01 billion yuan, or 44.1 percent of the city's GDP, including 174.842 billion yuan, or 17% percent of the city's GDP, contributed by the private businesses. The proportion of the non-public sector in the city's economic value increased 15.5 percentage points over 2000.



Electronic Products Assembly Line

Rural Economy



Agricultural Output Value

Farm and Sideline Products

Export of Farm Products

Development of Modern Agriculture



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Agricultural Output Value

The city's agricultural output maintained an overall stable growth. In 2006, Shanghai's agricultural sector reported an added value of 9.381 billion yuan, up 0.8% from the previous year, according to the comparable prices. The city's total agricultural output value reached 23.789 billion yuan in 2006, up 0.4% year-on-year, including 12.337 billion yuan from the planting sector, up 6.6% over the previous year.

Farm and Sideline Products

The city's output of quality farm and sideline products has witnessed continued growth. In 2006, the area of grain crops planted topped 165,000 hectares, and the grain output hit 1.113 million tons. Planting of quality rice varieties made up 95% of the total and that of quality oil-bearing crops reached 70%. The safety of edible agricultural produce improved further. By the end of the year, the number of certified green agricultural products, safe and hygienic quality products, organic food and green food





1-Vegetable farm

2-Breeding center of special aquatic products

3-Fruits for exhibition

4-Urban vegetable garden



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SHANGHAI BASIC FACTS



Output of Main Farm and Sideline Products in 2006

Name	Unit	2000	2006
Grain	10,000 tons	174.00	111.30
Vegetables	10,000 tons	377.00	418.26
Fruits	10,000 tons	22.54	38.93
Milk	10,000 tons	25.95	22.09
Poultry	100 million	1.72	0.51
Aquatic Products	10,000 tons	28.87	38.75

reached 356, and that of brand agricultural products more than 100.



Export of Farm Products

The export of the city's farm products maintained a fast-growing rate. In 2006, the city exported 1.763 billion yuan worth of agricultural products, up 21.2% over the previous year. The exported products, ranging from vegetables, flowers, edible mushrooms, fruit, special aquatic products, to processed poultry products, went to

Rural Economy

Japan, South Korea, Southeast Asia, the United States and Europe. As of the end of 2006, there were 180 enterprises dealing in export of farm products.



Development of Modern Agriculture

The city has speeded up the process of building modern agricultural zones. By the end of 2006, the city had 55,300 hectares of modern cropland and 6,700 hectares of modern vegetable farms. There were 203 agricultural demonstration zones, including 37 state-level ones. The agriculture sector witnessed better organization. The city has 12 municipal-level modern agricultural parks, 425 leading agricultural enterprises, and 510 agricultural co-operatives.



 Shanghai Flower Port

Modern Industry



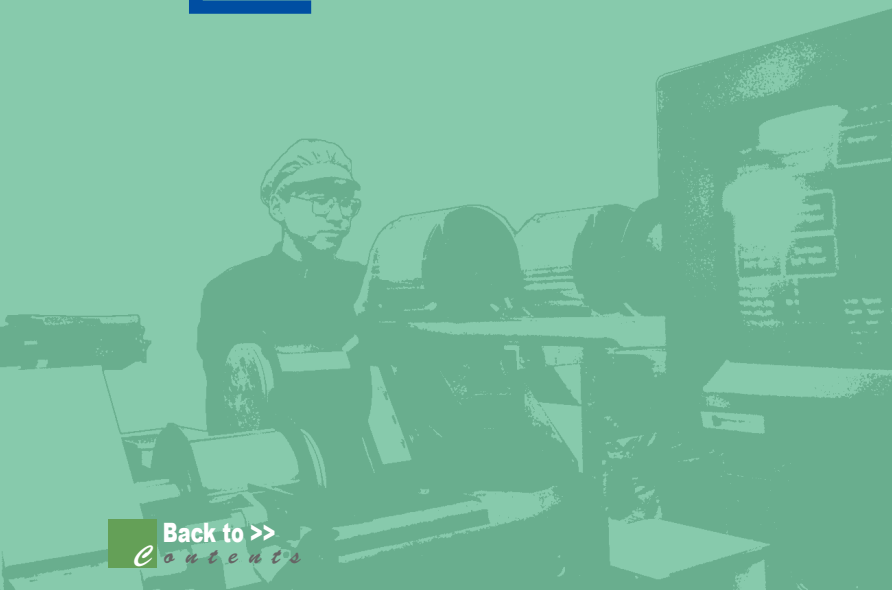
Industrial Development

—— *Pillar Industries*

—— *High-Tech Industries*

—— *Industrial Economic Efficiency*

—— *Output of Industrial Products*



Industrial Development

The city's industries achieved continued fast growth rate. In 2006, Shanghai realized an industrial added value of 464.158 billion yuan, up 13% over the previous year according to the comparable prices, and up 1.2 times from 2000, representing an average annual growth rate of 13.9%. The city's total industrial output value reached 1,963.123 billion yuan, up 13.9% from the previous year and up 1.7 times from 2000 according to the comparable prices, representing an average annual growth of 18.3%.

Pillar Industries

The pillar industries in Shanghai refer to manufacturing of electronic and information-technology products, auto making, petrochemical and fine chemical processing, fine steel products manufacturing, production of complete equipment, and biomedicine. In 2006, the total output value of the six key industries hit 1,178.946 billion yuan, up 17.9% from the previous year. The figure also accounted for 64.4% of the combined output value of the city's industries.





1-Automobile assemblyline

2-Disc manufacture

3-Computer testing

4- Digital camera production line



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SHANGHAI BASIC FACTS

High-Tech Industries

Shanghai's high-technology industries have been expanding rapidly. In 2006, the output value of the high-technology industries totaled 446.097 billion yuan, up 16.3% over 2005. The figure made up 24.4% of the city's total industrial output. The output of the computer and office equipment manufacturers reached 242,943 billion yuan, up 12.8%, and that of the electronics and telecommunications equipment manufacturers totaled 153.492 billion yuan, up 22.5%.

Industrial Economic Efficiency

The city's industry continues to enjoy a good economic efficiency. In 2006, the comprehensive index of the industrial economic efficiency reached 218.4, a rise of 13.97 percentage points over 2005. The industrial enterprises reported a combined profit of 108.67 billion yuan, up 16 over the previous year. The sector turned in taxes worth 67.987 billion yuan, up 13.9%. Of the total, the profit of overseas-funded enterprises totaled 54.71 billion yuan, accounting for 50.3% of the city's total industrial profit. These businesses paid taxes worth a total of 29.042 billion yuan, accounting for 42.7% of the city's total.

Modern Industry



Output of Industrial Products

The industrial products were well geared to the market demand. Up to 99.1% of the products made at industrial enterprises were sold in 2006. Outputs of integrated circuits, microelectronic computers, civilian steel ships, automobiles and home appliances registered sharp increases.

Output of Major Industrial Products

Name	Unit	2006	Output Up from 2000 (%)
Pig Iron	10,000 tons	1 639.13	11.3
Steel	10,000 tons	1 902.82	7.0
Steel Products	10,000 tons	2 129.78	37.9
Power Generated	100m kwh	710.96	28.5
Plate Glass	10,000 boxes	762.75	1.4
Automobile	10,000 units	68.22	1.7 times
Integrated Circuit	100m pieces	64.05	1.7 times
Microelectronic Computer	10,000 units	2 670.09	52.5
Air conditioner	10,000 units	420.18	1.2 times
Civilian steel ship	10,000 tonnages	295.48	1.5 times
Mobile Phone	10,000 units	1 131.65	75.0

The Tertiary Industry



Industry Structure

Finance and Insurance

Retailers

Factor Market

Railway Transportation

Port

Sister Ports

Civil Aviation

Highway Transportation

Urban Public Transportation

Post and Telecommunications

Real Estate

Tourism Industry

Convention and Exhibition Industry

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The Tertiary Industry

Industry Structure

The five sectors, namely, wholesale and retail, finance and insurance, logistics and postal services, real estate, information transmission by computer and software, contributed nearly 40% of the Shanghai's total output value in 2006, including 8.9% from the wholesale and retail, 7.8% from finance and insurance, and 6.6% from logistics and postal services.

Finance and Insurance

Shanghai has made marked progress in building the city into an international financial center. In 2006, the realized added value in this sector totaled 79.937 billion yuan, up 17.6% over the previous year. Financial institutes have set up offices in Shanghai at a faster speed. As of the end of 2006, Shanghai had a total of 563 financial



1



2

1-Shanghai Foreign Exchange

2-Shopping center

3- Hypermarket

4-Lujiazui Finance and Trade Zone

3





institutes, including 105 foreign-funded ones. As of the end of 2006, the balance of deposit accounts of all financial institutions in the city totaled 2,645.488 billion yuan, and the balance of loans was 1,860.392 billion yuan. The insurance market enjoyed stable growth. The premium revenue in the year totaled 40.704 billion yuan, up 22% from the previous year.

Retailers

The growth of the city's retailing market has speeded up. In 2006, the retail sales of consumption products reached 336.041 billion yuan, up 13% over the previous year. The sales of durable consumption commodities witnessed stable growth. The year saw sales of 96,000 cars, up 23.5%; 242,500 home-use computers, up 9.9%; 1.3649 color TVs, up 7.1%; 391,800 kitchen ventilators, up 12.5%.

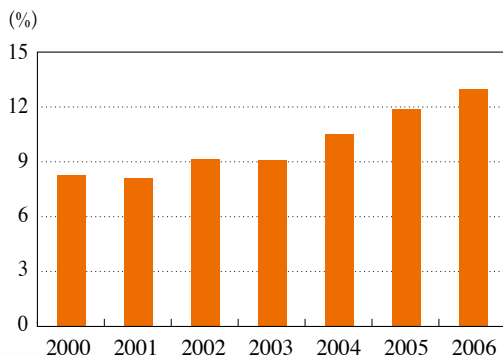
Factor Market

The city reported marked growth in its factor market. In 2006, the transaction volume of the city's stock market reached 9.19 trillion yuan, up 84.9% over the previous year. The figure included 5.78 trillion yuan worth of stocks traded, up 2 times. The transaction volume of Shanghai Futures Exchange reached 12.61 trillion yuan in 2006, up 92.8%. The gold and diamond transaction vol-

The Tertiary Industry



Growth Rate of Total Retail Sales



umes reached 204.55 billion yuan and 573 million yuan, up 75.1% and 39.8%, respectively. Meanwhile, property right deals, involving 84.412 billion yuan, were sealed in the year, up 2.3%.



Railway Transportation

As one of China's railway transport hub, Shanghai has two railway stations. In 2006, the rails managed by Shanghai railway bureau totaled 269.1 kilometers, and transported 12.116 million tons of cargo, down 5.2% from the previous year, and 44.577 million passengers, up 5.2%.



Port


Shanghai is the largest port city on the Chinese mainland and one of the world's largest entrepots. In 2006, Shanghai Port handled 537 million tons of cargo, securing

it the world's top place for two consecutive years. Containers handled at the port reached 21.719 million TEUs, including 3.236 million TEUs at the Yangshan Deep-water Port. The world's top-20 shipping companies have all established offices in the Yangshan Bonded Zone. By the end of 2006, Shanghai Port had 32 international container wharfs, and 131 deep-water 10,000-ton berths. The 35 international container liner routes link Shanghai Port with 12 navigation regions throughout the world, fanning out to 500 ports in nearly 200 countries and regions. On average, the city port handled 2,106 container ships a month, including 977 international ships.

Sister Ports

The year 2006 saw Shanghai Port establish sister-city ties with Melbourne, Australia, St Laurence, Canada, and Le Havre, France. By the end of 2006, the number of Shanghai's sister ports totaled 18, including Osaka and Yokohama of Japan; Seattle, New Orleans, New York and New Jersey of the United States; Antwerp of Belgium;



 Shanghai Port

The Tertiary Industry

and Marseilles of France. It has opened special cargo routes to ports of major countries.




Civil Aviation

Construction of airports sped up in Shanghai. In 2006, the Pudong International Airport and Hongqiao Airport handled a total of 409,500 flights, up 9.2% from the previous year. About 46,0154 million passengers passed through the two airports, up 11.3% over the previous year. By the end of the year, the city had opened flights to 169 cities, including 94 overseas cities. Now, Shanghai has regular flights to all provincial regions on the mainland and the Hong Kong and Macau special administrative regions.




Highway Transportation

The city has completed building a sophisticated network of expressways and highways. By the end of 2006, the total length of the city's expressways reached 581

 Lounge at Pudong International Airport





 *Urban road network*

kilometers. The road network handled 338 million tons of freight, up 3.4% over the previous year, and 27.84 million passengers, up 12.8%. The highway system links the city to 832 townships in 509 counties (cities) across 22 provincial areas.

Urban Public Transportation

The city has given priority to buses in further improving its traffic network. By the end of 2006, Shanghai had 944 bus lines, with a fleet of 17,000 buses, transporting a total of 4.471 billion riders in the year. The city has launched 5 subway routes and one maglev line, with a total length of 169.36 kilometers, transporting an average of 1.8 million passengers a day.

Post and Telecommunications

In 2006, the city's post and telecommunications sector reported sales of 55.498 billion yuan, up 34% from the previous year. The sector handled 1.088 billion mails, up 19%, of which were 1.823 million international express mails, an increase of 26.3%. By the end of 2006, the city's total capacity of installed telephone switchboards reached 13.911 million lines, including 11.123 million fixed phone subscribers. The city had 7.378 million household users and 16.095 million mobile phone users. In 2006, the long-distance telephone calls from the city totaled 15.14 billion minutes over the fixed line, up 37.5%.

The Tertiary Industry



Real Estate

The city's real estate sector enjoyed healthy growth. In 2006, the added value of the sector hit 67.059 billion yuan, down 1.8% over the previous year. The property market was stable. Within the year, 30.9574 million square meters of commercial houses were completed, up 5.8%. Houses with a total floor area of 30.254 million square meters were sold, down 4.2%. Of the sold houses, residential housing totaled 26.1549 million square meters, down 8.1%. The sales of commercial property totaled 217.708 billion yuan, up 0.7%. Of the property sales, residential housing totaled 184.104 billion yuan, down 3.4 %.



Tourism Industry

Shanghai is one of the country's popular tourist cities. In 2006, the added value of the city's tourism industry hit 69.506 billion yuan, rising 17.8% from the previous year and contributing 6.8% of the city's GDP. The hotel





3



4

1-Mobile phone switchboard room

5

2-Modern residential complex

3-Carnival at tourism festival

4-Bustling Nanjing Road

5-Wedding at water town



2007

SHANGHAI BASIC FACTS

facilities have greatly improved to international level. By the end of the year, there were 317 star-rated hotels, including 26 five-stars, and 879 travel agencies in the city. In 2006, the city received more than 6.0567 million overseas tourists, earning US\$3.961 billion worth of foreign exchange. The overseas tourists spent a total of 3.608 billion US dollars in foreign exchange. Meanwhile, more than 96.8397 million domestic travelers visited Shanghai, generating a total revenue of 141.994 billion yuan.



Convention and Exhibition Industry


Shanghai is one of the convention and exhibition centers in the country. In 2006, the city hosted 295 exhibits, including an international golf exposition and an international fashion show. The exhibitions involved a total floor area of 4.336 million square meters and attracting 8.8486 million visitors, including 511,400 from overseas. Many international exhibition giants, such as those from Hanover, Germany and Milan, Italy, have set up their branches in the city, making it possible for more international brands to be showcased in Shanghai.



Shanghai Main Exhibition Center Enterprises

Name	Address	Space (10,000 sqm)
Shanghai New International Expo Center	2345 Longyang Rd, Pudong	8.10
Shanghai Exhibition Center	1000 Yan'an Rd M	3.93
Shanghai Everbright Convention and Exhibition Center	70 Caobao Rd	3.49
Shanghai International Convention Center	2727 Riverside Avenue, Pudong	3.35
ShanghaiMart	99 Xingyi Rd	2.16
Shanghai International Exhibition Center	88 Loushanguan Rd	1.20
Shanghai Agricultural Exhibition Hall	2268 Hongqiao Rd	1.20
Shanghai East Asia Exhibition Hall	1111 Caoxi Rd N	0.60



Auto show 

Modern Information Industry



Information Industry

—— *IT Infrastructure*

—— *IT Application*

—— *Government Information Bulletin*



Modern Information Industry

Information Industry


In 2006, the city's information industry reported a total added value of 133.789 billion yuan, up 17.5% from the previous year and accounting for 13% of the city's GDP. The added value of the IT products manufacturing reached 81.343 billion yuan, representing a year-on-year growth of 17.2%. The figures with IT products sales and IT services stood at 2.491 billion yuan, up 14.9%, and 49.955 billion yuan, up 18.1%, respectively.

IT Infrastructure

In 2006, the city pumped a total of 29.625 billion yuan into the fixed assets of IT infrastructure, accounting for 7.5% of the city's total fixed assets investment. The city dug 2,451 kilometers of ducts for the integrated information pipelines, linking up 1,394 commercial buildings. The Internet bandwidth had been expanded to 40G, up 10G over the previous year. There were 9.57 million Internet users in the city and 3.352 million broadband users, up 1.54 million and 878,000, respectively. Meanwhile, there were 831 satellite stations in the city.

IT Application

The information technology has been applied to more fields, including public transport, social security, e-commerce and e-government.

 **Credit System** Shanghai is constantly improving the social credit system. As of the end of 2006, city authorities collected credit entries of 7.7 million citizens,

a rise of 1.52 million year-on-year; and issued 6.43 million individual credit certificates, a rise of 1.83 million. The number of enterprises covered by the credit network reached 600,000.

Smart Traffic Information The city further improved the system of collecting information on urban traffic. Shanghai launched the city's traffic information center, downtown traffic monitoring system featuring three bridges and a cross-river tunnel, and a traffic diversion system featuring their nearby streets in 2006. As of the end of 2006, the city had sold 25.6806 million public transport smart cards for bus, taxi and subway, up by 5.9404 million over the same period a year ago, bringing in 1.006 billion yuan, up 21.5%.


Social Security Card Issued by the municipal government, the IC card is designed to facilitate local residents in dealing with all types of personal affairs, such as employment, social insurance and social aid. By the end




1-Transport smart card
2-Wireless charm

Modern Information Industry


of 2006, the city had issued 10.0432 million such cards, 406,500 more than a year ago. The card's functions were expanded to election of delegates to the People's Congress and bill payment supported by bank cards.

 **Citizen's Mailbox** It is an e-mail service requiring real identity of a user. By the end of 2006, the number of registered users of the service hit 1.2426 million, up by 372,800 over a year ago. The system delivered 440 million messages to subscribers, conducted 77 online surveys, covering more than 460,000 people participants. Currently, the program offers citizens services for all aspects of their daily life

 **E-Government** An e-government framework was established, comprising mainly of a public affairs Website, government affairs Website, and a government portal. The



1

-  1-Citizen's mailbox
- 2- Popular E-government
- 3-Application of information technology



2



2007

SHANGHAI BASIC FACTS

“Shanghai, China” portal Website has 11 main channels, including “Mayor’s Window,” “Policies and Regulations,” and some separate columns like “Government Spokesperson,” “Government Communiques.” By the end of 2006, the home page of the portal Website registered 60.5334 million visits and the portal provided online services for 1,667 items. The public affairs Website features 39 items, and 444 city-level and 500 district-level organizations.


Government Information Bulletin

The city has further opened government information. In 2006, the city government voluntarily made public 48,800 items of its information and publicized 11,800 items according to the residents’ request. It received 7,533 requests to publish government information and agreed to open and partly open 79.4% pieces of the information requested. The city government spokesman system has been improved. A regular press conference is held every two weeks, and, when necessary, more will be held during the intervals. The city government spokesman’s press briefings are complemented by more on special topics held by leaders of each department, as well as online announce-

Modern Information Industry

ment and written versions of a speech. In the year, the city held 25 regular press meetings, featuring 40 items of government work including economic construction, social undertakings, government construction, urban construction and management. The regular press meetings answered 266 journalist questions that ended up in 862 news reports by domestic and overseas media outlets in the year.



 Regular press conference of the city government

Urban Construction



Investment in Urban Construction

—— *Key Urban Construction Projects*

—— *Cross-river Projects*

—— *Rail Network*

—— *Elevated Highways*

—— *Expressways*

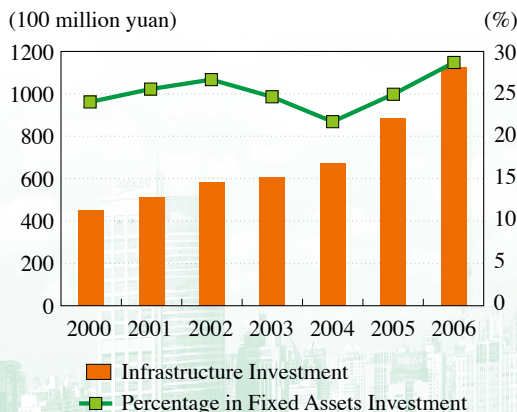
—— *Environment Protection and Rectification*

—— *Urban Greening*

Investment in Urban Construction

The city has made breakthroughs in the construction of hub-oriented, functional and networked infrastructures. For the 2001-2006 period, Shanghai invested 438.275 billion yuan in its urban construction projects, accounting for 25.5% of the total fixed assets investment in the period. The progress in the city's infrastructure network has contributed greatly to further improving its investment environment, opening further to the outside world and enhance its comprehensive function.

Investment in City Infrastructure



Key Urban Construction Projects

According to its overall urban development plans and goals, the city has sped up the key urban construction projects through scientific coordination. It has already

Yangshan Deep-water Port



completed landmark projects, including the bridges over the Huangpu River, tunnels, elevated roads, expressways, subways, international airports, and Yangshan Deep-water Port. In 2006, Shanghai invested 64.195 billion yuan into key urban construction projects. In the year, the city

2007

SHANGHAI BASIC FACTS



1



1-Donghai Bridge

2-Pudong International Airport

3-Shanghai Southern Railway Station

2



generation container vessels and handle more than 300 TEUs (20-equivalent-foot) a year.



Donghai Bridge The first long cross-sea bridge in China links up the Yangshan Deep-water Port with Luchao Port in Nanhui District. The bridge spans 32.5 kilometers, with six vehicle lanes in two ways and emergency parking areas. It is 31.5 meters wide, and the designed vehicle speed is 80 kilometers per hour. The bridge started operation in late 2005.



Pudong International Airport The Pudong International Airport, at about the mid-point of the Europe-America aviation route, has been one of the world's major aviation hubs. It is about 30 kilometers away from the city's downtown. The airport terminal building looks like a super seagull spreading its wings. The first phase of the airport has a 4E runway 4,000 meters long and 60 meters wide, a parking space of 800,000 square meters that can hold 76 planes at a time. The second phase includes a runway 4,000 meters long and 60 meters wide, a terminal

building with a floor area of 800,000 square meters and four runways. When all the projects are completed, the airport can handle 80 million passengers and 5 million tons of cargo a year.

Shanghai Southern Railway Station Located in Caohejing of Xuhui District, the station is the southern gate of Shanghai in the city's railway hub plan and links Shanghai to other parts of the country and functions as a transit hub for local commuters. The roof of the main building at the station takes the shape of a flying disk, and the planned floor area of the facility is about 600,000 square meters. The project includes the station proper and support facilities, station kiosks and relevant development projects, a square and support urban infrastructure projects, and a project for handling transit mail. The station started operation in 2006.



Cross-river Projects

Before the 1990s, residents had to take a ferry to travel across the Huangpu River as there was neither bridge nor tunnel linking the two parts of Shanghai separated by the river. Since the government adopted the opening and reform policy for Pudong, six bridges, namely Nanpu,





2

1-Yangpu Bridge

2-Lupu Bridge

3-Nanpu Bridge



3

2007

SHANGHAI BASIC FACTS

Yangpu, Xupu, Lupu, Fengpu and Songpu, and six cross-river tunnels, namely, Out Ring Rd, Xiangyin Rd, Dalian Rd, Yan'an Rd E., Fuxing Rd E. and Dapu Rd, have been completed.

Nanpu Bridge It is the first bridge Shanghai built across the Huangpu River. The 8,346-meter-long bridge has an under-clearance of 46 meters, thus allowing ships with a tonnage of 55,000 to pass under it. As a cable-stayed bridge, its main bridge is 846 meters long and 30.35 meters wide, divided into six lanes. The approaches have a combined length of 7,500 meters and the West Shanghai spiral approach is 3,754 meters long. The bridge opened to traffic on December 1, 1991.

Yangpu Bridge Located 11 kilometers downstream, this is a sister bridge of the Nanpu Bridge. The two bridges act as two wings to help the Inner-Ring Road to fly across the Huangpu River. Also a cable-stayed bridge, the Yangpu Bridge is 7,658 meters long with a 602-meter-wide main arch. The bridge opened to traffic in October 1993.

Lupu Bridge It was named “world’s No. 1 arch bridge” for the 10 records the projects set. The whole-




steel structure is recognized as “world No. 1 steel bridge”. With a total length of 8.7 kilometers, the bridge starts from Luban Road in Puxi, spans the Huangpu River and reaches Jiyang Road in Pudong. Its main arch, spanning 750 meters, flies across the river. The main bridge has six traffic lanes. The bridge’s under-clearance reaches 46 meters and it provides a water navigation lane of 340 meters wide. The bridge opened to traffic in 2003.

▣ **Dalian Road Tunnel** It parallels with the second phase of the Pearl Line Light Rail. The tunnel has four traffic lanes going two ways and each lane is 3.75 meters wide. The lane above-clearance is 4.5 meters. It is designed for a speed of 40 kilometers per hour. The tunnel, with a total length of 2.5 kilometers, opened to traffic in 2003.

▣ **Fuxing Road E. Tunnel** It is the world’s first double-deck tunnel in operation. The tunnel has six lanes. The

3-meter-wide, two-lane upper deck is designed for cars and has height limit of 2.4 meters. The lower deck has a 3.5-meter-wide drive lane and a 2.5-meter-wide emergency lane, with a height limit of 3.8 meters. The speed limit is 40 kilometers per hour. With a total length of 2,785 meters, the tunnel opened to traffic in 2004.

 **Xiangyin Road Tunnel** With the biggest diameter among China's cross-river highway tunnel, it will link with the planned Shanghai-Chongming-Jiangsu cross-river tunnel. The northern part of the project totals 2,597 meters, and the south section 2,606 meters. The tunnel has four two-way lanes in two pipes with a designed speed limit at 80 kilometers per hour. It opened to traffic in 2005.

Rail Network

An urban rail network has taken its initial shape since the 1990s when Shanghai began to build a modern metropolitan road system. By the end of 2006, the city had built five subway lines and a maglev line, covering a total of 169.36 kilometers and transporting 1.8 million passengers a day.



2

1-Dalian Road Tunnel

2-Zhangjiang Station
on No.2 Subway


3-Metro Line 2




3

Urban Construction

By 2010 when Shanghai hosts the World Expo, the city will have 11 subway lines, with a total length of 400 kilometers, transporting more than 5 million passengers a day.

 **Subways** With a total length of 33.89 kilometers, the Metro Line 1 goes from Xinzhuang to the crossing of Taihe Rd and Out Ring Road, with 26 stops and a speed limit of 80 kilometers per hour. The Metro Line 2 is the east-west artery of the rail network. With a total length of 27.03 kilometers, it goes from the Hongqiao Airport to Longdong Rd E. in Pudong. The Metro Line 3 is the country's first elevated metro line. It extends 25 kilometers from Shanghai Southern Railway Station to Jiangyang Rd N. in the northeast. The Metro Line 4 covers 22 kilometers, with 17 stops, including 9 that it shares with Metro Line 3. The 17.2-kilometer Metro Line 5 joins Line 1 at Xinzhuang.

 **Exemplary Maglev Line** It is the first commercial maglev line in the world. It is also the first maglev line in





2



1-Longyang Rd Station of Maglev line

2-Road network

3-Crossing of Yan'an and North-South elevated roads

3



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SHANGHAI BASIC FACTS

China designed for transportation, sightseeing and tour trips. It connects Pudong International Airport with the expressways entering the downtown. With a total length of 30 kilometers, the maglev train has a designed speed limit of 430 kilometers per hour. The whole trip takes seven minutes. It started operation in December 2002.



Elevated Highways

The city's network of elevated roads consists of the Elevated Inner-Ring Road, the Elevated South-North Road, and the Elevated Yan'an Road. The 48-kilometer Elevated Inner-Ring Road goes along the circular Zhongshan Road and links up the two sides along the Huangpu River through the Nanpu Bridge and the Yangpu Bridge. The Elevated South-North Road, with six lanes, goes across the city center, covering a total length of 8.45 kilometers. The Elevated Yan'an Road starts from the Zhongshan Road E1 in the east and reaches the Hongqiao Airport in the west. With a total length of 14.8 kilometers,

it connects with the other two elevated roads to form an elevated road network in the city center.



Expressways

With a combined length of 560 kilometers, the city's expressway network now allows people to enter the network within 15 minutes, switch to any expressway within 30 minutes and arrive at any spot on the network within




City Infrastructure Facilities

Indicator	Unit	2000	2006
Waterworks production capacity	10,000 tons/day	1 048	1 138
Length of water pipeline	10,000 kilometers	15 943	2.66
Length of natural gas pipeline	kilometer	1 742	8 349
Natural gas user	10,000 households	38	217
Length of city roads	10,000 kilometers	5 204	1.46
Area of city roads	10,000 sqm	6 393	21 017
Length of sewage pipeline	kilometer	4 452	7 430
Sewage treatment capacity	10,000 tons/day	189	488
Urban park area	hectare	12 119	30 609
Public greenbelts	hectare	4 555	13 307



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SHANGHAI BASIC FACTS

 The new skyline along Suzhou Creek

60 minutes. This is the so-called “153060” target of the city’s expressway network development. A number of expressways or sections, such as the Shanghai section of the Hu-Hang Expressway, the Shanghai section of the Hu-Ning Expressway, the Hu-Qing-Ping Expressway, the Tong-San National Expressway and the Hu-Lu Expressway, have all been completed and open to traffic.



Environment Protection and Rectification

Shanghai has made remarkable progress in pollution control and environment protection. In 2006, the city invested 31.085 billion yuan, or more than 3% of the city’s GDP, into environmental protection projects. The effective control of discharged pollutants helped the city’s good air quality to reach 88.8%. The city treated 71% of its sewage.

Urban Construction



Urban Greening

By the end of 2006, the city's areas of parks and greenbelts amounted to 30,600 hectares. Of the total, 13,300 hectares were public green areas. The average per capita green area reached 11.5 square meters in the city and the green area coverage reached 37.7% of the city's total territory. In recent years, the city had built a great many large green areas, including the Yanzhong Greenbelt, Taipingqiao Greenbelt, Huangxing Park, Daning Greenbelt, the Xujiahui Park, the third phase of the People's Square Park, the third phase of the Xujiahui Park, Yanhong Greenbelt, Expo Forest, and the first phase of Riverside Forest Park.



1



1-Taipingqiao Greenbelt

2-Yanhong Greenbelt



2

Opening to the Outside World



Port Functions

—— *Structure of Export Products*

—— *Utilization of Overseas Capital*

—— *Overseas-Funded Ventures*

—— *Overseas-Invested Financial Institutions*

—— *Sister Cities*

—— *Overseas News Organizations*

Port Functions

The city has witnessed constant expansion of the port functions. In 2006, US\$428.754 worth of commodities passed through the city ports, up 22.3% over the previous year. Of the total, imported commodities increased 17.3% to US\$162.189 billion and exported commodities grew by 25.5% to US\$266.565 billion. Meanwhile, the foreign trade maintained fast growth, totaling US\$227.489 billion, up 22.1% over the previous year. Of the total, import was worth US\$113.916, up 19.1%, and export US\$113.573, up 25.2%, including US\$75.935 from overseas-funded enterprises, up 23.3%.

Total Volume of Foreign Trade

Year	Import (US\$100 million)	Export (US\$100 million)
2000	293.56	253.54
2001	332.70	276.28
2002	406.09	320.55
2003	639.15	484.82
2004	865.06	735.20
2005	956.23	907.42
2006	1 139.16	1 135.73

Structure of Export Products

The city has further improved its structure of export products, lifting the common trade export above the



1-Business talk



2-Cranes of Shanghai Zhenhua Port Machinery Plant arrive in the US

processing trade export. In 2006, the common trade export hit 43.304 billion US dollars, up 27.7%, 4.8 percentage points more than the processing trade. The electromechanical products dominated the total export. In the year, export of local electromechanical products hit 75.415 billion US dollars, accounting for 66.4% of the total export. The city also fostered its policy of diversifying its export markets. The export to other Asian areas totaled 46.915 billion US dollars, up 22.2%; to Europe 27.81 billion US dollars, up 28.6%; to North America 30.541 billion US dollars, up 23.6%, and the growth of export to Latin America and Oceania exceeded 30%.



Utilization of Overseas Capital

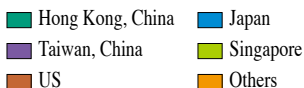
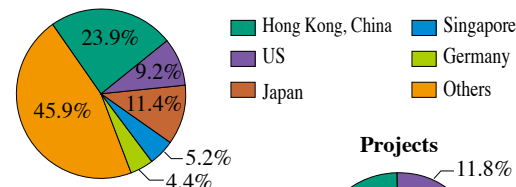
In 2006, Shanghai approved a total of 4,061 projects of direct overseas investment. The contracted investment totaled 14.574 billion US dollars, and the realized fund hit 7.107 billion US dollars. The service sector continued to lead other sectors in attracting overseas fund. In the year, overseas funds of 4.416 billion US dollars were pumped into the sector, up 26.2% over 2005. The secondary industries received 2.683 billion US dollars of overseas fund, down 19.7%. By the end of 2006, the city had accumulatively signed 44,500 projects of direct overseas investment from 127 countries and regions. Their contracted investment totaled 114.535 billion US dollars, of which

Opening to the Outside World

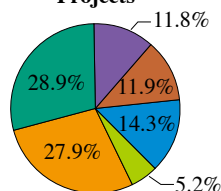
66.763 billion US dollars had already been pumped in. By the end of 2006, Shanghai had attracted 154 regional headquarters of multinational companies, 150 investment firms and 196 overseas-funded research and development centers.

Proportion of Investment from Countries (Regions) in 2006

Contracted Investment



Projects

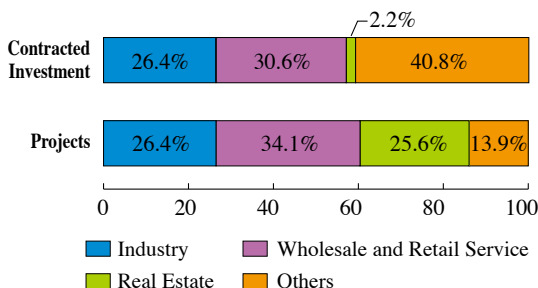


Overseas-Funded Ventures

The overseas-funded enterprises in Shanghai reported steadily increasing economic returns. In 2006, these enterprises reported a total sales or operational income of 1561.876 billion yuan, up 11.8% from the previous year. Their profits topped 83.719 billion yuan, up 25.4%. They paid a total tax of 45.536 billion yuan, up 17%. Their foreign exchange earnings hit 90.723 billion US dollars, up 11%.



Structure of Industries where Overseas Capital Entered in 2006



2007

SHANGHAI BASIC FACTS



Overseas-Invested Financial Institutions

The speed of overseas-invested financial institutions investing in Shanghai picked up. By the end of 2006, the city had 105 operating overseas-funded financial institutions. Of them, 43 were authorized to deal in Chinese currency business within the year. Also, the first 9 overseas-funded banks were authorized to be established in Shanghai. By the end of the year, the deposits balance of these overseas-funded financial institutions stood at 153.023 billion yuan, and the loan balance 263.499 billion yuan. By the year end, the invested capital (or operational

1-Foreign-funded financial service

2

2-Foreign business



Opening to the Outside World

fund) of the operational overseas-funded financial institutions in the city totaled 5.167 billion US dollars.



Sister Cities

In 2006, Shanghai established sister-city relationship with Java province, Indonesia, and set up ties with London, United Kingdom. By the end of the year, the city had established sister-city ties and long-term friendly exchange programs with 68 cities (provinces, states and regions) in 51 countries around the world. Also in 2006, Venezuela, Luxemburg, Uzbek, and Papua New Guinea set up their consulates general in Shanghai, bringing the total number of such diplomatic offices in the city to 60.



Overseas News Organizations

During the past few years, a growing number of overseas news organizations have set up resident offices in the city given the rising position of Shanghai in the world. In 2006, 18 foreign news outlets set up their offices in Shanghai. By the end of last year, 101 news organizations from 21 countries had set up branches in the city, involving 110 resident journalists. These countries included Finland, Japan, UK, Russia, USA, France, Belgium, the Netherlands, Singapore, Thailand, Germany, Finland, Switzerland, South Korea, Sweden, Italy, Spain, Australia, Malaysia, Norway, Denmark and Canada. In the year, 17 media outlets from 11 countries such as Malaysia and Norway set their branches in Shanghai.

Pudong Development



Pudong Today

—— *Economic Development*

—— *Investment Magnet*

—— *Financial and Trade Zone*

—— *Free Trade Zone*

—— *Export Processing Zone*

—— *High-Tech Park*

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 *contents*

Pudong Development



 *Pudong: the Land of Promise*

Pudong Today

The Chinese name of Pudong indicates that it is on the eastern side of the city's mother river, the Huangpu River. Before the 1990s, the area featured paddies and fishing villages, where the socio-economic development lagged far behind that in Puxi, the city part on the western side of the river. In 1990, China adopted the policy of opening and reforming Pudong, and three years later, the new area government was established. After 17 years of opening and reform undertakings, the area has established itself as a modern urban district geared toward investment environment and multifunctional services, becoming a window showcasing the country's reform and opening achievements and a mirror of Shanghai's modern construction. It covered 532.75 square kilometers and was home to a population of 1.8755 million by the end of 2006.

Economic Development

Pudong has been playing an exemplary and spear-heading role in industrial upgrading, service expanding and system reforming. In 1990, Pudong's economic output value was only 6.024 billion yuan, but the figure soared to more than 100 billion yuan within 10 years and 200 billion yuan another four years later. In 2006, Pudong New Area realized added value worth 236.533 billion yuan, up 13.4% over the previous year according to the comparable prices. The figure also represented a 13.9-times rise over 1990, or an annual growth of 18.4% on average.

Map of Pudong District







Main Indexes of Economic Development in Pudong New Area

Year	Added Value (100 million yuan)	Industrial Output Value (100 million yuan)	Retail Sales (100 million yuan)	Fixed Asset Investment (100 million yuan)
2000	920.63	1 625.77	215.17	351.06
2001	1 082.36	1 888.74	233.02	416.18
2002	1 253.13	2 190.00	256.20	587.20
2003	1 507.44	2 856.68	313.24	602.16
2004	1 789.79	3 519.71	358.21	651.94
2005	2 108.79	4 241.04	414.99	693.61
2006	2 365.33	4 759.95	400.02	659.97



Investment Magnet

Pudong constantly opened further to the world. By the end of 2006, investors from 97 countries and regions had injected funds into 14,910 projects in the district, involving 35.643 billion US dollars in contracted funds. There were a total of 10,276 domestic enterprises registered in the district, with a combined registered capital of 68.522 billion yuan.



Financial and Trade Zone

Lujiazui Finance and Trade Zone has seen financial institutions speed up finding a foothold in the area, and the financial market here further improved. By the end of 2006, a total of 380 Chinese and foreign financial institutions had started operation in this zone. A number of world multinational corporations and domestic large com-

Pudong Development

panies have established their headquarters in Lujiazui. Its function as venues for conference, exhibition, tourism and commercial space leasing further expanded. In the year, 1,687 major meetings and 88 exhibitions, including 73 international ones, were held in the zone.

Free Trade Zone

Waigaoqiao Free Trade Zone has improved its function as a modern logistic and port facility. In 2006, the Waigaoqiao port handled 113.44 million tons of cargo, up 6.6% over the previous year, and 13.73 million TEUs of containers, up 7.9% and accounting for 63.2% of the total handled at local ports. In the year, the revenue of the logistic firms in the zone totaled 177.1 billion yuan, up 21.4% from the previous year. The zone's 2,700-strong companies had developed trade ties with 160 countries and regions.





2



3

1-Lujiazui Finance and Trade Zone

2-Waigaoqiao Free Trade Zone

3-Jinqiao Export Processing Zone

4-Zhangjiang High-tech Park



4

Export Processing Zone

Jinqiao Export Processing Zone has further expanded its industrial functions. In 2006, the zone's industrial output value totaled 146.7 billion yuan, up 15.9% over the previous year. The leading industries in the zone also further defined their exemplary role. The output value of leading industries, including manufacturers of electronics and information products and home appliances, hit 130 billion yuan, accounting for more than 60% of the zone's total. In the year, the zone approved 88 overseas-invested projects, which injected 637 million US dollars into the area.

High-Tech Park

The advantage of Zhangjiang High-Tech Park in attracting high-tech industries has been outstanding. By the end of 2006, there were 268 approved high-tech compa-

Pudong Development

nies. The park's total output value of electronic and information products manufacturing reached 17.9 billion yuan, up 37.1% from the previous year. The figure with the biological medicine stood at 4.9 billion yuan, up 16.4%. Many famous companies at home and abroad, including the National RFID Industrialization Shanghai Zhangjiang (Group) Co Ltd, the research and development center of Novartis AG, Pfizer Inc, Lei Yun Shang Co and its traditional Chinese medicine research institute and the Greater China headquarters of DuPont, had moved into the park before the end of 2006.

Urban Life



Housing Conditions

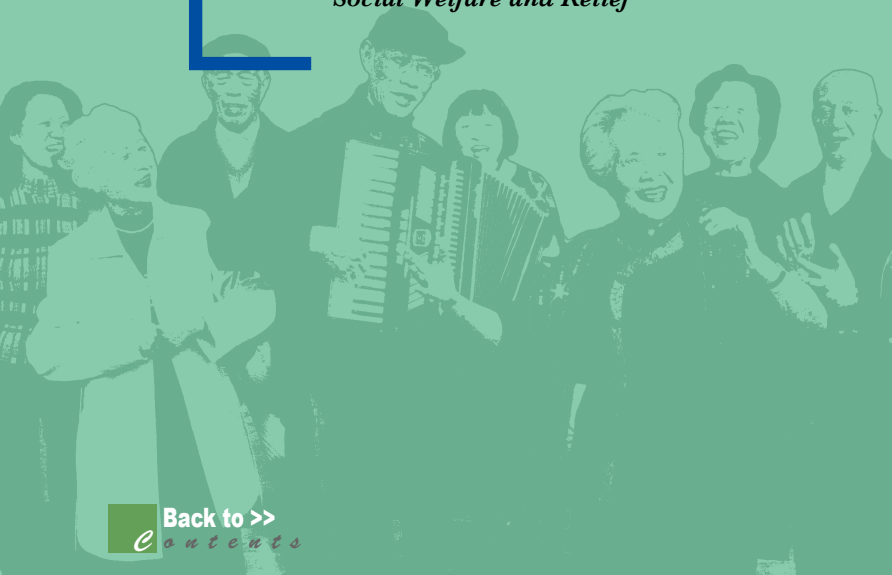
—— *Personal Income*

—— *Personal Consumption*

—— *Personal Savings*

—— *Social Security*

—— *Social Welfare and Relief*



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Housing Conditions

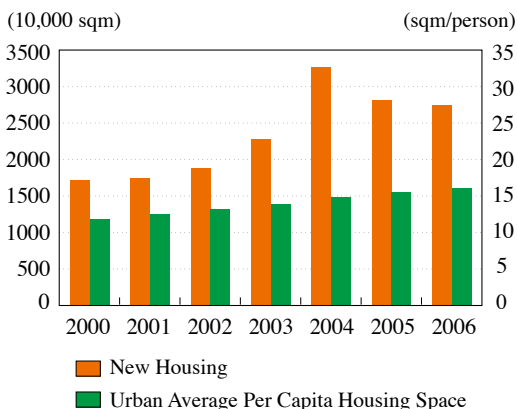
Housing conditions have been improving continuously. During 2006, the city built residential buildings with a combined floor space of 27.468 million square meters, up 16% over the previous year. Batches after batches of garden-style, intelligence and convenience-oriented apartment buildings were put into use. By the end of 2006, the percentage of garden-style, high-end residences accounted for 4.9% of the city's total housing, and that for common apartments accounted for 89%. The per capita living space for urban residents reached 16 square meters, up 4.2 square meters over 2000, and the per capita indoor space 22 square meters, up 5.7 square meters. In the city's rural areas, the per capita housing area topped 60 square meters. By the end of 2006, 22,397 families had benefited from the low-rent housing policy promoted by the city government.

Personal Income

The incomes of both urban and rural residents have



New Housing and Urban Average Per Capita Housing Space



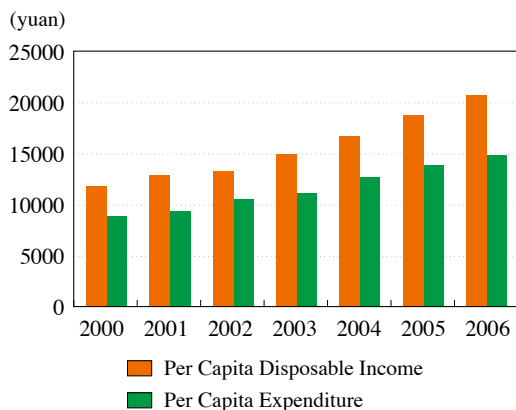
kept rising. According to a sample survey, the average per capita annual disposable income among local urban residents reached 20,668 yuan in 2006, up 10.8% from the previous year. Of the figure, income from regular work topped 13,962 yuan, up 12.5%. The per capital annual



- 1-Elegant residential complex
- 2-Peronal savings
- 3-Wedding photo shooting
- 4-Flower market



Income/Expenditure of Urban Families



disposable income among rural residents reached 9,213 yuan, up 10.4%. Of the figure, income from regular work reached 6,892 yuan, up 8.4%.



Personal Consumption

With more income, residents' consumption spending rose further. A sample survey revealed that in 2006, the per capita annual expenditure on consumption goods and service reached 14,762 yuan among urban residents, up



1



2



3



1-Car show in a shopping center

2-High-definition TVs gain popularity

3-Cyber cafe

4-Fashion show



4

7.2% from the previous year. The Engel Coefficient of the city's urban residents stood at 35.6%. The per capita consumption spending for rural residents reached 8,006 yuan, up 10.2%. The Engel Coefficient for them stood at 37.8%.



Personal Savings

The savings deposits of residents have been growing rapidly. As of the end of 2005, the balance of their savings deposits totaled 843.249 billion yuan, 2.3 times that of 2000 and accounting for 36.2% of the total deposit balance in the city-based financial institutions.



Social Security

The city's social security system has covered more people and offered better services. By the end of 2006, 7.7241 million people had been covered by the pension program, 4.7641 million registered for unemployment insurance, 1.3976 million joined the social security network specially designed for small townships, and 7.4764 million workers at government departments, civil service

institutes and enterprises had joined the medical insurance network, which also covered freelance workers. As of the end of 2006, the minimum salary for workers was raised to 750 yuan per month, the minimum living cost subsidy to 320 yuan per month and that for rural residents to 2,560 yuan a year.

Social Welfare and Relief

The city's social welfare and relief programs reached more people. By the end of 2006, the city had a total of 505 seniors' homes with 59,700 beds. There were also 108 community day-care centers for senior citizens and 233 community service centers dedicated to helping the elderly. In addition, a total of 531,900 local people benefited from the city's relief endeavor. About 62,800 local patients suffering serious illness received government medical subsidies in 2006, saving them a total of 76.806 million yuan. The city operated 240 "sunshine homes" that offer treatment for mentally disabled citizens. The year also saw 30 charity enterprises start operation, offering jobs to an additional 504 disabled people.



Care for the elderly

Science and Education



Scientific and Research Input and Talent

—— *Science and Technology Achievements*

—— *Industrialization of Science and Technology*

—— *Science Popularization Activities*

—— *Higher Education*

—— *Regular Education*

—— *Non-Public Education*

—— *Adult Education*

Scientific and Research Input and Talent

The investment in the city's technological projects keeps growing. In 2006, about 25.78 billion yuan was pumped into R&D projects, up 20.6% from the previous year. It accounted for 2.5% of the city's GDP, up 0.81 percentage points over 2000 and 1.09 percentage points above the nation's average. The number of leading researchers also increased. By the end of 2006, there were 97 city-based academics from the Chinese Academy of Sciences and 69 academicians from the Chinese Academy of Engineering.

Science and Technology Achievements

The city has enjoyed an increasing number of technological achievements. In 2006, the city reported 1,953 items of major scientific and technological achievement, 252 more than the previous year. During the year, 42 research projects won the state science awards. The city



1

1-Shanghai New and High-tech Park
2-Strict testing of fine machinery





3-National Human Gene
Southern Research Center

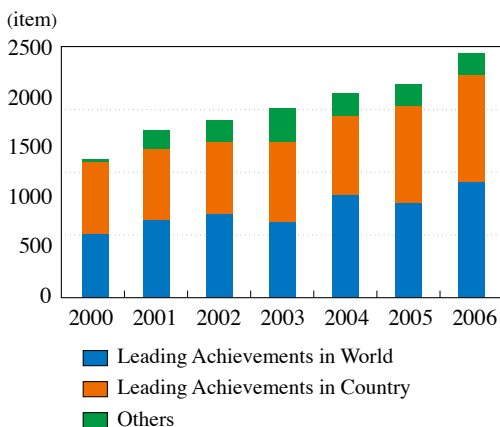
4-Eco-friendly car show



also toughened up its hand in protecting the intellectual property rights. It handled 36,000 patent applications, up 10.1% over the previous year. The figure included 12,100 for inventions, up 15.4%, and 16,600 that were awarded patent certificates, up 31.7%, including 2,644 for inventions, up 32.4%.



Major Technological Achievements



Industrialization of Science and Technology

The city has speeded up the industrial application of technological achievement. By the end of 2006, the city had approved a total of 4,327 application projects of new and high technology, of which 72% had already been put into production. The city certified the industrial application of 786 items of new and high-tech achievement, 87.2% of which reached the international level. The city had also increased its incubation capability for technology enterprises. The city now has 35 enterprise incubation bases, covering a combined space of more than 590,000 square meters and housing more than 2,123 enterprises.

Science Popularization Activities

The city pushed forward the construction of popular science education centers. In 2006, the city added 22 such centers. Meanwhile, the city hosted 11,493 popular sci-



- 1-Popular science education
- 2-Scientific exploration
- 3-Compulsory education school
- 4-University graduates





ence activities, including 6,778 forums, and the activities attracted 392,600 participants.

Higher Education

The city speeded up the reshuffle of subjects and majors as part of its efforts to reform the higher education. As of late 2006, Shanghai had 60 regular institutions of higher learning. They enrolled a total of 140,400 students in the year, raising the total number of their students to 466,300. Also, the number of newly recruited postgraduate students hit 30,100 while 19,900 graduated, 3,772 of them with a doctoral degree and 15,957 with a master's.

Regular Education

Shanghai has launched a citywide all-round education program, ensuring the education quality at local primary and secondary schools. By the end of 2006, the city had 626 primary schools, 745 junior and senior middle schools, and 81 vocational education institutes. Up to 99.9% of school-age children enrolled into the nine-year compulsory education, and 99% of graduates of junior middle school entered high schools and vocational schools. Meanwhile, 81.7% of local high school graduates entered colleges.

Non-Public Education

As of late 2006, there were 16 non-public colleges,

Science and Education

with a combined 78,600 students, 126 non-public high schools, with a total of 93,000 students, and 22 non-public primary schools, with 29,400 students.



Exchange program on youth's starting business



Adult Education

By the end of 2006, the city had 21 adult colleges, with 194,600 students, 52 adult secondary schools, with 33,200 students, and 827 vocational training institutes, where 1.6174 million people had completed training programs.



School Statistics (2006)

Category	School	Faculty (10,000 persons)	Enrollment (10,000 persons)
University and College	60	3.39	46.63
Secondary Specialized School	81	0.52	13.70
Vocational School	37	0.30	5.33
Middle School	794	5.14	71.17
Primary School	626	3.75	53.37
Special Education School	28	0.10	0.50

Social Undertakings



Public Health

Cultural Facilities

Cultural and Art Festivals

Creative Industry Parks

Radio, Film and Television

Press and Publication

Sports Achievements

National Fitness Drive

Sports Facilities

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Public Health


The city has speeded up construction of public health network and healthcare program, and the city's medical care services have improved. By the end of 2006, the city had 2,519 medical and public health organizations, including 505 hospitals and 22 disease prevention and control centers. The city had 109,000 medical workers, including 45,000 licensed medicine practitioners. There were altogether 928,000 hospital beds. The community medical services also improved steadily. By the year end, the city had set up 228 urban community medical centers and 300 standard village clinics.




Cultural Facilities

Since the 1990s, the city has speeded up construction of cultural facilities. Such new facilities include the Shanghai Museum's new gallery, Shanghai Library, Shanghai Grand Theater, Shanghai Book City, Shanghai Urban Planning Exhibition Center, the Shanghai Science and Technology Museum, the Oriental Arts Center and the Oriental Green Land juvenile education and recreational


center. By the end of 2006, the city had 32 cultural palaces and mass artistic activities centers, 96 art troupes, 28 public libraries, 41 archive halls, and 106 museums

 **Shanghai Library** Shanghai Library is a large, modern and multi-functional public library, covering a combined floor space of 83,000 square meters. The 3,036-seat library boasts a collection of 13.2 million volumes of publications, 38 reading rooms, 24 research rooms, and eight audio-video rooms. The library has a lecture hall, an exhibition hall, a multifunctional hall and a seminar room where advanced computer management facilitates international academic exchanges.




-  1-Blood donation
2-Operation
3-Shanghai Library


3

 **Shanghai Museum** Shanghai Museum, with a total floor area of 38,000 square meters, opened in late 1995. The upper part of the building is round and the lower part square, reflecting the ancient Chinese belief in the “hemispherical dome cosmology.” The square shape indicates all directions on earth and the round shape implies the cycle of cultural evolution. There are 10 galleries, including the Ancient Chinese Bronze Gallery, the Ancient Chinese

Social Undertakings

Pottery and Ceramics Gallery, the Ancient Chinese Paintings Gallery and the Ancient Chinese Calligraphy Gallery. It houses special rooms for repairing cultural relics, mounting Chinese paintings and calligraphy works and doing academic research. Boasting a collection of more than 126,900 rare cultural relics, Shanghai Museum enjoys a high reputation both at home and abroad.

 **Shanghai Grand Theater** Shanghai Grand Theater is a world class arena. With a total floor area of 62,800 square meters, the theater has a main theater seating 2,000 and a stage of nearly 760 square meters. Its three theaters feature ballet, opera and symphony respectively. In its huge arc-shape dome, there is a 500-seat multi-functional hall, suitable for holding banquets, fashion shows and exhibitions.

 **Shanghai Urban Planning Exhibition Center** The largest of its kind throughout the world, the facility covers a total floor space of 18,400 square meters. The roof is a grid in the shape of four portals of a white magnolia, the city flower. It offers exhibitions, data searching, study and exchange, education and leisure and sightseeing services. The center features the theme of “City, Human, Environment and Development.” It has a 1:200 giant model of the city center, covering 800 square meters. In the basement is a 45-meter-long mock scene of an old Shanghai street.

 **Shanghai Science and Technology Museum** Promoting the theme of “Nature, Man and Science and



1-Shanghai Grand Theater


2-Shanghai Science and Technology Museum


3-Shanghai Museum

2007

SHANGHAI BASIC FACTS

Technology,” the museum serves as a center for exhibition, education, scientific study and exchange, exhibits collection and production, and leisure and tourism. With a total floor space of 98,000 square meters, the museum has seven exhibition areas for the Earth’s Crust, Life, Light of Wisdom, Audio-Video Paradise, Cradle of Designers, Children’s Garden, and Natural Science. It also has a large 3-D screen cinema, a 360 degree circular screen cinema and a 4-D screen cinema. It receives about 3 million visitors a year.

 **Oriental Art Center** The butterfly orchid-shaped architecture has a total floor area of nearly 40,000 square meters. It has a 1,953-seat concert hall, a 1,020-seat opera hall and a 333-seat music hall. It boasts the top-class acoustic and lighting facilities in the world, geared for symphony, ballet, musical, opera and other performances.

 **Oriental Green Land** Located by the Dianshan Lake in Qingpu District, it is one of the top sites in the country for juvenile extracurricular education and enter-

Social Undertakings

tainment. Covering more than 3,700 hectares, the center is divided into eight areas, including the Bravery and Wisdom District, the Knowledge Boulevard, the National Defense Education, the Wildness Surviving, the Creation Activities, the Aquatic Sports, the Daily Life Practice, and the Sport Training zone. It has a lawn extending 170,000 square meters, 110,000 trees and more than 400 types of flowers, which blends perfectly with buildings of a variety of foreign styles.



1



1-Oriental Green Land

2-Shanghai Oriental Art Center

3-Swan Lake

2



Cultural and Art Festivals

The year 2006 saw a series of large-scale cultural and art festivals in Shanghai, including the St Petersburg Week as part of the Year of Russia celebrations, the 8th China Shanghai Art Festival, the 9th Shanghai Film Art Festival, and Shanghai Fashion Festival. During the year, Shanghai won 133 national and international art awards, including a Peking Opera that was named a national stage art masterpiece. The museums across the city received 11.145 million visits.



2007


SHANGHAI BASIC FACTS

3


Creative Industry Parks


Shanghai has seen a boom of creative industry parks. A batch of creative parks have taken initial shape at some old factory buildings and warehouses thanks to the city's intensifying efforts at preserving and developing historic industrial structures. The historic heritage and convenient geological locations along the banks of Suzhou Creek gave birth to the creative industries. By the end of 2006, the city had 75 creative industry parks, with a total floor area of 2.25 million squares. The parks are now home to more than 2,500 creative industry companies from more than 30 countries and regions, involving 20,000 art workers. The businesses in these parks feature industrial design, interior design, construction design, ad design, clothing design, game software, manga art, Internet media, fashion, studios, brand promotion and artistic articles. The creek is lined with famous creative industry parks like Creativity Warehouse, Zhoujiaqiao Center, E Cang on Yichang Road, M50 Park on Moganshan Road, and Jing'an Creative Art Park on Changhua Road.

Social Undertakings

 **Creativity Warehouse** The facility at 181 Guang-fu Rd on the north bank of Suzhou Creek, with a floor area of more than 20,000 square meters, is the first ever creative industry park in Shanghai. More than 10 creative design companies and 40 enterprises have moved into the park, most of them overseas-related design studios featuring urban planning, construction design and environment art. In addition, Many companies prefer to hold cultural and commercial activities in the park.



 *Creativity Warehouse*

 **M50 Park** At 50 Moganshan Rd, the 41,000-square-meter facility is housed in the best-preserved textile industry factory along Suzhou Creek. The park features visual art and fashion design. Its good service and beautiful environment have prompted more than 80 enterprises from 14 countries and regions and more than 10 provincial areas in China to move onto its



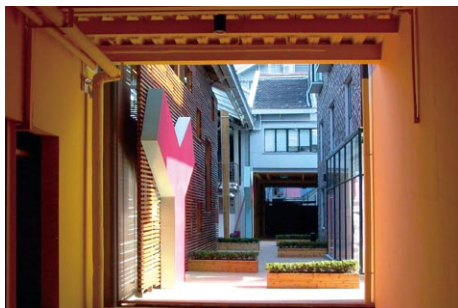
M50

premise. It is the city's largest and most influential creative industry center.

Total Rich Fun Located at the crossing of Xikang and Yuyao roads in Jing'an District, the park has a floor area of more than 20,000 square meters. The area was famous for its large collection of "lane factories" in the 20th century. It features "culture, leisure and creative" venues. The park comprises 22 sections where fashion promotions, Chinese and Western-style restaurants and specialized retail shops.

Bridge 8 The complex in Luwan District has a floor area of 120,000 squares, 80% of which features office buildings. It features bridges, which joins up the office

Bridge 8



Social Undertakings

buildings and blends the fashion and creative ideas from home and abroad. More than 40 companies devoted to creative industry, art and fashion have moved into Bridge 8, turning it into a source of creative ideas and a showcase of fashion.

- **Tian Zi Fang Park** The complex at Lane 210 Taikang Rd has a floor area of more than 70,000. It was refurbished from old factory buildings and residences built in the 1950s. It is now home to many galleries and art studios, including Song Yun Ge, Dada Gallery, Jing Gu Ge, Yi Shi Zhai, and Deke Erh Art Center, as well as cafes, bars, smithies, silk shops and teahouses, becoming a creatively industry park smacking of historic heritage and modern elegance.



1



2

- **Xin Shi Gang Park** The creatively industry park on Huaihai Rd W in Changning District is converted from old warehouses of the former Shanghai No. 10 Steelworks.

The Shanghai Urban Sculpture Art Center in the park has become a landmark for its artist aura and spacious rooms. Its exhibition area totals 20,000 square meters. The park is expected to introduce design studies and workshops and launch a multimedia workshop area.



3



1-Tian Zi Fang Park

2-Shanghai Urban Sculpture Art Center

3-TV station control center

4-Book fair

4



Radio, Film and Television

The city's radio and television stations have offered more-defined, more-varied and more-attractive programs. By the end of 2006, the city had 21 radio channels and 26 TV channels. The penetration of radio and TV broadcasting services was 100%. The "village-to-village" cable TV network is spreading in the rural areas at a faster pace. In 2006, the network has reached 1,486 villages, accounting for 87% of the total. The city produced 9 movies in the year.



Press and Publication

In 2006, the city had successfully hosted a series of publication exchange activities, including a book fair themed "I like books, and life." In the year, the city published 102 types of newspapers, including 20 daily news-

Social Undertakings

papers. The city published a total of 1.789 billion copies of newspapers, 183 million copies of magazines, and 254 million copies of books.



1



2

- 1-Parachuting show
- 2-Sailing along Huangpu River
- 3-A1 in Shanghai
- 4-Fitness fans



3

Sports Achievements

With advanced sport facilities, Shanghai hosts a series of important national and international sports events every year. In 2006, the city witnesses 37 international sports events and 55 domestic ones, including Shanghai leg of F1, Special Olympics Invitational and Master's Cup. The city's sportsmen also won credits for Shanghai. They won 34.5 golds at national events, placing Shanghai second among Chinese cities in the terms of gold numbers. At the 15th Asian Games in Doha, they brought home 23.5 golds, equalized one world record and broke two Asia records two Asian Games records.



4


➤ National Fitness Drive

The mass sports activities thrive in the city. In 2006, the city hosted more than 26 major mass sports events, including the 11th National All-Fitness Festival and the 13th Shanghai Games. The city also improved community fitness facilities. By the end of 2006, the city had built 130 community-level sports venues and 80 community health test centers. There are 201 fitness parks and 4,537 fitness stations. More than 82,000 pieces of equipment have been installed at those fitness sites and parks.


➤ Sports Facilities

Since the 1990s, Shanghai has speeded up construction of sports facilities to meet the need of domestic and international sports events. The multifunctional sports venues completed in the city include Shanghai Stadium, Shanghai International Circuit, Hongkou Soccer Stadium, China Disabled People's Sports and Art Training Center, and Qizhong Tennis Center.



 **Shanghai Stadium** Covering a floor area of 150,000 square meters, Shanghai Stadium is a comprehensive sports center with a unique architectural style. It seats 80,000. The open circular space within the saddle-shaped stadium has a diameter of 300 meters. The stadium has facilities not only for sports events, but also for cultural performances, fitness and recreation, boarding and catering offices, shopping and exhibitions.



-  1-Shanghai Stadium
2-Qizhong Tennis Center
3-Shanghai International Circuit



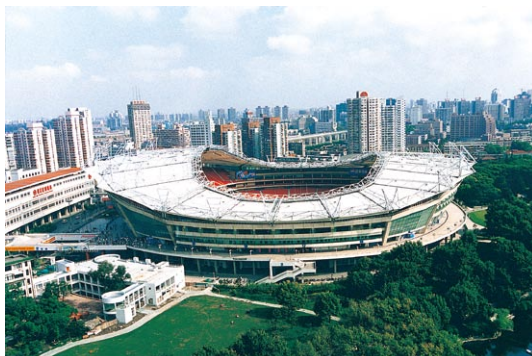
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Shanghai International Circuit Located in Anting Town of Jiading District, the circuit occupies an area of 5.3 square kilometers. The circuit, in the shape of the Chinese character for the first word of Shanghai, extends 5.45 kilometers and has 14 different bends. The racing section has a width ranging from 13 to 20 meters. The highest up-going slope stands at 3% and the down slope 8%. Its highest speed limit is 327 kilometers per hour. It can hold nearly 200,000 spectators, including 50,000 seats.

Hongkou Soccer Stadium Besides being the first specialized soccer stadium in China and Asia, Hongkou Soccer Stadium is an actually multi-functional sport complex. Covering a total floor area of 72,900 square meters, the stadium boasts 35,000 seats and 47 boxes. The soccer field has lawn heating and large-capacity drainage equipment, the first of its kind in China. The stadium also fea-

Social Undertakings

tures facilities for table tennis, fitness, roller-skating, cliff-climbing and other leisure and recreational activities.



 *Hongkou Soccer Stadium*

Scenes and Tourist Sites

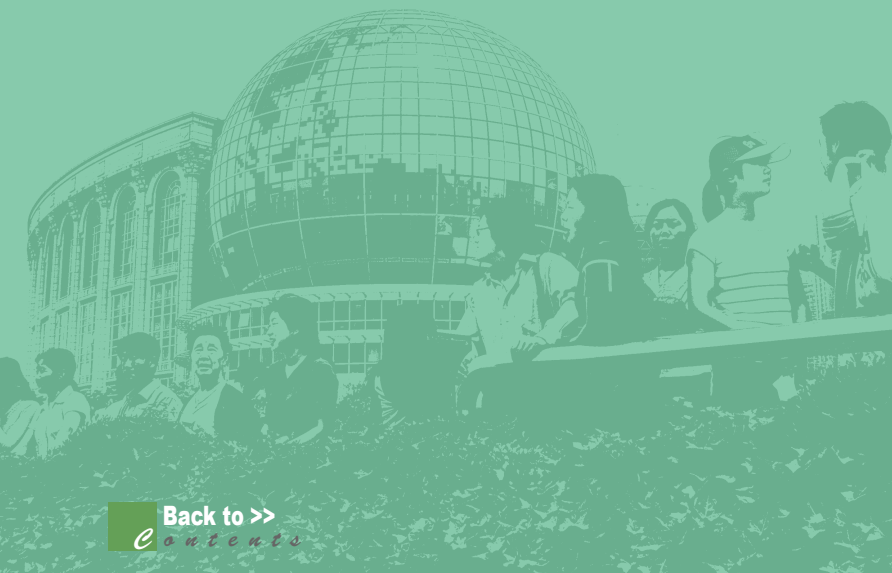


Cultural and Historical Sites

—— *Revolutionary Sites*

—— *Tourist Scenes*

—— *Food and Shopping*





Cultural and Historical Sites

Shanghai is a city with a long cultural history. By the end of 2006, there were 19 cultural and historical sites listed under the state protection and 165 under the city protection. A number of ancient sites and gardens dating back to Tang, Song, Yuan, Ming and Qing dynasties have been well preserved.



Yuyuan Garden Under well preservation, the Yuyuan Garden in city center is a famous garden featuring southern China structures. Construction of the garden started in 1559. Its layout features the garden styles of the southern part of the country during the Ming and Qing dynasties. Enjoying a lasting reputation as “Wooded Hill in City,” the garden is very well preserved. Carved dragons wind across atop the walls which divide the garden into different scenes. The pavilions, ponds, man-made stone formations have formed 48 scenic spots, including ancient buildings, rare stones and centuries-old trees.



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2



3

1-Zigzag Bridge at Yuyuan Garden

2-Jing'an Temple

3-Longhua Pagoda

2007

SHANGHAI BASIC FACTS

Longhua Temple Longhua Temple in Xuhui District is the oldest, largest and most magnificent Buddhist architecture in Shanghai area. It is said that the temple was built in AD 247. The temple, the pagoda, the temple fair and the evening bell chiming constitute a religious tourist attraction. Many Buddhist scriptures, gold seals and statues from the Tang Dynasty, the Five Dynasties, the Ming Dynasty and the Qing Dynasty are housed in a hall built in the Song Dynasty.

Jade Buddha Temple Jade Buddha Temple in Jing'an District was built in 1882 and named after two jade Buddhist statues that Hui Gen, a monk from Putuo Mountain, brought back from Myanmar. In the temple, there are several grandiose halls housing a 1.9-meter-high and 3.4-meter-wide jade statue featuring a sitting Sakyamuni, the founder of Buddhism. The temple has several grandiose halls.

Confucius Temple Confucius Temple in Jiading District was built in 1219, always known as the number one temple in this area of the country. The temple has exhibition halls displaying articles related to the traditional imperial examination system and three high stone tablets,

Scenes and Tourist Sites



1



2



3

- 1-Square Pagoda
- 2-Confucius Temple
- 3-Zhujiajiao Ancient Water Town
- 4-The site of the First Congress of the Communist Party of China

representing people's respect to education and Confucius. The 270-year-old "Danghu Academy" in the temple is one of the best-protected such buildings in Shanghai area. Among the stone tablets there, one is carved with the calligraphy by Zhu Xi, a great Chinese educator. Many others are also of very high art values.

Square Pagoda

The Square Pagoda in Songjiang District was built in AD 949. Made of wood and bricks, the nine-story, 42.5-meter-high square pagoda features the architectural style of brick pagodas of the Tang Dynasty. Many parts of the building are original from the Song Dynasty. The pagoda today is surrounded by a "classical garden," which is

dotted with bridges, pavilions and stone formations.

Zhujiajiao Ancient Water Town Known as the “Shanghai’s Venice,” the well-preserved Zhujiajiao is a typical ancient water town in the south of the Yangtze River. It first appeared as a village market during the Three-Kingdom Period. Later, it became a bustling trade town in the Ming Dynasty. Today, visitors can still see many well-preserved buildings, stone bridges and stone lanes dating back to the Ming and Qing dynasties. This is a little quiet town where people can find antiquity, leisure and tranquility.

Revolutionary Sites

Shanghai has many precious relics and sites featuring its glorious revolutionary history.


Site of the first National Congress of the Communist Party of China Situated at No. 76-78 Xingye Road, this is the birth place of the Communist Party of China and is now under the state protection. The two houses with stone gates are typical Shanghai resi-



Scenes and Tourist Sites

dences in the 1920s. The first national congress of the Party was convened in one of the sitting room on the ground floor on July 23, 1921. Now, the furniture in the sitting room is replica. There are also wax statues of participants in the congress, precious documents and other exhibits, recording the historic period of the beginning of the Party and its activities in the following years.

 **Site of 2nd National Congress of the Communist Party of China** Located at No. 30 Lane 7 on today's Chengdu Road N., the two-story shikumen building has been placed on the list of relics under city-level protection. July 16-23, 1922, saw the 2nd National Congress of the Communist Party of China convene its first session at the living room on the first floor. Furniture in the meeting living room is replicas. Hundreds of exhibits on show at the site feature Party constitution and Party Program passed at the meeting and other documents recording revolutionary activities after the Party was born.

 **Residence of Dr. Sun Yat-sen** No.7 Xiangshan Road is the address of the residence, which was bought by some Chinese living then in Canada for Dr. Sun Yat-sen to support his revolutionary activities. Dr. Sun lived in this house in 1920-24. In 1961, it was listed as an important historical site under state protection. During his stay here, Dr. Sun reformed the Kuomintang and entered the first round of cooperation with the Communist Party of China. In addition, he had written several books in this house. Now, articles on display in this residence include



1



2



3

- 1-Former residence of late Chairman Mao Zedong
 2-Zhou Residence
 3-Former residence of late author Lu Xun

the sword, military maps and writing tools once used by Dr. Sun.

Residence of Mao Zedong Mao's former residence is an old-style, two-storey building with a stone-framed gate, located at 7 Yulanfang, Weihaiwei Road (today's No.7, Lane 583, Weihai Road). In mid-February 1924, when Mao was the secretary of the CPC Central Bureau and an official of the Kuomintang Shanghai branch, he lived in this house. Today, the building is listed as a historical site under the city's protection.

Zhou Residence Zhou Residence, where late Chinese Premier Zhou Enlai lived at No 73 Sinan Road, is a French-style garden house. During 1946-47, this was the Shanghai representative office of the Communist Party of China. Zhou held many important press conferences and met with many famous patriotic personages here. Officially turned into a memorial hall in 1979, the house exhibits

Scenes and Tourist Sites

some of the precious articles and documents written by Zhou.

➤ **Residence of Lu Xun** The former residence of the great Chinese writer is at No. 9, Lane 132 Shanyin Road. The writer did a lot of writing, translating, editing in this house and created the “China Freedom Movement Alliance” and the “Leftists’ Alliance” here. On display in the three-story red brick house are some writing tools and articles once used by the writer.

➤ Tourist Scenes


Since 1990, Shanghai has built a batch of landmark architectures that are known both at home and abroad. These buildings have become new tourist scenes in the city, reflecting its new appearances.

➤ **New Bund** The Bund is the “name card” of Shanghai. The new Bund lies along the west bank of the Huangpu River between Waibaidu Bridge and Nanpu Bridge. The four-kilometer-long thoroughfare was listed as one of the





➤ The Bund



 *People's Square*

top 10 new scenes and tourist attractions in the city. Along the Bund, there are buildings of different Chinese and Western architectural styles, nicknamed the contemporary world expo of architectures. This cultural heritage of mankind has epitomized the modern history of Shanghai. The modern skyline at the Lujiazui across the Huangpu River is within easy view, and as the night sets in, the scene along the Bund is fantastic.

 **People's Square** Located at the very center of the city, People's Square, nicknamed "city's green lung," is a garden-type open space surrounded by buildings and facilities for administration, cultural activities, transportation and commerce. On its north is the People's Mansion, to its northwest the Shanghai Grand Theater, to its northeast the Shanghai Urban Planning Exhibition Hall, and to its south the Shanghai Museum. Flanked on both sides by 17-meter-wide greenbelts, People's Avenue goes across the center of the square. The total green areas in the square reach 80,000 square meters.

 **Orient Pearl Broadcasting and Television Tower** It is one of the city's tourist landmarks. Serving for radio and television broadcasting as well as recreation and sightseeing, the 460-meter-tall tower is the highest TV



tower in Asia and the third highest in the world. It features broadcasting, entertainment and tourist facilities. Tourist can get a bird's-eye view of the city at the 263-meter-high observatory room and the 350-meter-high "space cabin." At 267 meters high is a rotating restaurant, the highest one of its kind in Asia. The ground floor of the structure is a historical museum featuring the city's history, including the life-like scenes of old Shanghai streets.



Jin Mao Tower One of Shanghai's landmarks, the building is the tallest in China and the third tallest in the world. Overlooking the Lujiazui Finance and Trade Zone in Pudong, Jin Mao is an intelligent building offering services for business, hotel, recreation, sightseeing and shopping. It covers a total floor area of 290,000 square meters and is 420.5 meters high. It has 88 stories above the ground and three stories underground. The 88th floor is the highest and largest sightseeing hall in China, offering a breathtaking bird's-eye view of the city to up to more than 1,000 tourists at a time.



1-Oriental Pearl Broadcasting and Television Tower

2-Jin Mao Tower



2

Scenes and Tourist Sites

Shanghai Ocean Aquarium It is a world-level high-tech tourist project. Covering a total area of 22,400 square meters, Shanghai Ocean Aquarium is located in Pudong's Lujiazui Finance and Trade Zone. With a theme of "Across Continents – Through Worlds of Water," the aquarium is divided into 8 zones, displaying more than 300 species and a total of more than 14,000 precious fish from across the world. Its 120-meter-long undersea tunnel is one of the longest of its kind in the world and a major attraction for visitors. Walking through this tunnel, people can have a close contact with the unique and colorful ocean world.

Shanghai Xintiandi Shanghai Xintiandi is an urban tourist attraction imbued with the city's historical and cultural legacies. The 30,000-square-meter trendy entertainment complex is nestled in the very center of the city, close to the bustling Huaihai Road C., the Huangpi Road S. Station of the Metro Line and the conjunction of the



1- A view of Xintiandi
2-Afternoon sunshine
3-Hengshan Road



north-south and east-west elevated roads. It showcases the perfect blending of Shanghai's traditional "Shikumen" houses and state-of-the-art buildings. It features a multitude of restaurants and cafes, retail, entertainment, cultural, recreational, commercial and residential facilities in restored – stone-gate buildings. It's where Shanghai's rich history meets the modern posh lifestyle.



3


Food and Shopping


Shanghai is also known as a paradise for eating and shopping. There are more than 30,000 chain-store-style restaurants serving Chinese and Western-style food and delicacies from other Asian regions. The foreign-style restaurants feature food from more than 30 countries, including Italy, France, Japan, Portugal, and India while the Chinese ones feature food from more than 20 regions of China. The famous restaurant areas are at the City God Temple area, Yunnan Road, Henan Road, Zhapu Road and Xianxia Road. For shopping buffs, Nanjing Road and Huaihai Road, Super Brand Mall, the Grand Gateway, and Plaza 66 are the top choices.

Scenes and Tourist Sites

-  **City God Temple** The City God Temple area features antique shops, restaurants and teahouses in typical Shanghai style. The famous business venues in the area include Huabaolou antique market, Cangbaolou antique and boutique market, Zijincheng basement market, and Shanghai Old Street antique shops. The famous food sold here includes Nanxiang buns. The area is popular with tourists from home and abroad for its wide variety of commodities, special operation mode and good services.



-  **Yunnan Road Food Market** The food street at the crossing of Yan'an and Xizang roads featuring restaurants serving typical food from Shanghai and Sichuan, Shandong, Jiangsu and other provinces. The choice food includes Beijing roast duck, salty duck, steak glutinous rice cake, sauce-dipped chicken and hotpot. It is popular with tourist on first visit to Shanghai.

-  **Nanjing Road Pedestrian Mall** The street is known as “China’s No.1 Commercial Street.” It began to boom in the 19th century and was the busiest shopping area in old



2

1-City God Temple

2-Nanjing Road
Pedestrian Mall

3-Huaihai Road





3

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SHANGHAI BASIC FACTS

Shanghai. After China's liberation in 1949, time-honored shops moved back to the street while modern shopping centers like the No.1 Department Store, Oriental Shopping Center, Wing On Department Store and Landmark Plaza have also sprung up along the street.


 **Huaihai Road** The road matches the world's famous shopping streets for its elegance and high-end commodities. It is lined with shops housed in buildings of Chinese, American and European styles spanning old and modern eras. Brand-name products are never in short supply here. High-end shopping malls like Shanghai Times Square, Printemps-Shanghai, Isetan Department Store and Maison Mode Department Store are popular with shoppers of luxury brand products.

 **Xujiahui** It is the largest shopping and entertainment zone in the city's southwest. The shopping area is named after Xu Guangqi, a scientist in Ming Dynasty who lived in the area. Covering 1.2 square kilometers, Xujiahui is home to Grand Gateway shopping center, Orient Shop-

Scenes and Tourist Sites

ping Center, Pacific Department Store, Huijin Department Store, Metro City and Huilian Department Store. The shopping area also has the biggest number of underground shops in Shanghai.



 Xujiahui shopping area

Future Objectives



Shanghai's Middle- and Long-Term Development Goals

—— *Main Targets of Shanghai's 11th Five-Year Plan*

—— *Main Indexes of Shanghai's 11th Five-Year Plan*

—— *Shanghai World Expo 2010*

—— *Run-up to World Expo 2010*



Shanghai's Middle- and Long-Term Development Goals

Facing both opportunities and challenges in the 21st century, Shanghai has already set its middle- and long-term development goals: To build the city into one of the economic, finance, trade and transport centers in the world and a socialist modern international metropolis and by 2020.



Main Targets of Shanghai's 11th Five-Year Plan

To keep the social and economic growth on a fast and sustained pace, make the World Expo 2010 successful, splendid and memorable, and establish a framework for an international center of economy, finance, trade and transport, make major progress toward building the city into a socialist modern international metropolis, lay a solid foundation for the city's sustained socioeconomic growth during 2011-2020.

To readjust and optimize the economic structure; continuously improve the city level of information utilization, market-oriented operation and the rule by law; bring into play the comprehensive advantages of an international metropolis; and sharpen the city's comprehensive competitive edge.

The detailed targets include:

- To keep economic growth at a sustained, fast and healthy rate;
- To achieve marked transformation in the modes of economic growth;
- To make breakthroughs in carrying out the policy of developing the city through science and education;

- To improve remarkably the city's comprehensive services;
- To further improve citizens' living quality; and
- To lead the country in building an environment that is more dynamic, more open and more geared up to the international practices.



Main Indexes of Shanghai's 11th Five-Year Plan

- To maintain an average yearly GDP growth rate at above 9% with the city's GDP reaching 1.5 trillion yuan (in terms of comparable prices) by 2010;
- To increase the percentage of the added value of the tertiary sector in the city GDP to about 50% by 2010; the figure for urban areas should rise to about 80%;
- To increase the percentage of the added value of the non-public sector in the city's GDP to about 50% by 2010;
- To cut the energy consumption in unit GDP production to about 20% by 2010;
- To control the urban unemployment rate within 4.5% by 2010, and make 98% of local citizens enjoy social security benefits;
- To increase the average life expectancy of citi-



Promising future

Future Objectives

zens to above 80 years by 2010; the social security index should be kept above 100;

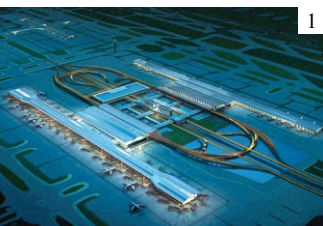
- To keep the percentage of spending on R&D projects in the city GDP at above 2.8% by 2010;

- To make sure new work force has received at least an average 14.5 years of education by 2010;

- To boost the city's port trade to 550 billion US dollars, the containers handled to 24 million TEUs, the number of passengers crossing local airports to above 80 million by 2010;

- To increase the Internet penetration to about 68% by 2010;

- To keep the spending on environment protection projects at 3% of the city GDP; more than 80% of household and industrial waste are treated before being discharged into local rivers, 80% of urban sewage is treated, and 85% of the year is rated good-air days by 2010.



1



1-Blueprint for air traffic hub

2-Blueprint for future urban development

3-Artist rendition of the World Expo 2010

2





Shanghai World Expo 2010


Theme: Better City, Better Life

Sub-topics: City's cultural diversification, city's economic prosperity, city's science and technological renovation, recreating harmony in urban communities, and interaction between urban and rural areas

Emblem: With green as the keynote color, the emblem combines the Chinese character “world”, shaped as two adults and one child holding together, with the number of 2010. It expresses the Chinese people's strong aspiration to stage a multicultural world expo and to present it to the people all around the world. The graphic design using the three-people-shaped Chinese character of “world” implies that the Shanghai expo will belong to “you, me, him” or all human beings. It also indicates “understanding, communication, happy gathering and cooperation.” The green color enriches the vitality and liveliness. Evidently, the emblem illustrates Chinese people's strong resolution in pursuing a bright future and their passion for achieving sustainable development.

Future Objectives



 *Blueprint for World Expo 2010*

Time: May 1, 2010 – May 1 - October 31, 2010 (184 days)

Participating Countries, Regions and

World Organizations: About 200

Estimated Visitors: Around 70 million

Sites: The bank areas along the Huangpu River between the Nanpu Bridge and the Lupu Bridge.

Official Website: www.expo2010china.com

Goal: To host a successful, splendid and memorable World Expo



Run-up to World Expo 2010

By the end of 2006, 107 countries and international organizations had confirmed their participation in the 2010 World Expo; the registration report for World Expo has passed inspection by the Bureau International des Expositions; the city has finished the legal procedures for hosting the World Expo 2010; the preferential policies for attracting businesses to the Expo published; the city completed detailed planning of the Expo site.

Main Websites in Shanghai



Important Websites

—— *News Websites*

—— *Portals with News Service*

—— *Specialized Websites*



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Important Websites



www.shanghai.gov.cn

www.spcsc.sh.cn



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www.expo2010china.com

News Websites



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Specialized Websites

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Welcome to
Shanghai World Expo 2010

