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MONTHLY REPORT

“外商投资在虹桥”合作机制启动

9月1日，“外商投资在虹桥”合作机制启动仪式在虹桥国际中央商务区举行。上海虹桥国际中央商务区管理委员会副主任孔福安，协会会长黄峰，有关政府部门、开发公司及30余家虹桥国际中央商务区外商投资企业参加活动。虹桥国际中央商务区管理委员会与协会签署战略合作协议，并共同发起设立“虹桥国际中央商务区外商投资企业联谊会”，为外商投资企业提供更多与管委会等政府部门的交流渠道，也为政府部门了解外商投资企业的诉求提供常态化机制。

今年是上海市外商投资协会全资子公司上海外商投资咨询有限公司成立三十周年，咨询公司将于今年入驻虹桥国际中央商务区，踏上二次创业的新征程。公司将继续深化市场导向，在政策咨询、投资咨询、外资研究等业务领域不断提高外资服务的专业化水平，为外商投资企业提供全流程服务。（图1&2）



图 1



图 2

“关爱云南怒江青少年发展公益和志愿服务项目”启动

9月13日，协会与云南省怒江州泸水市教育体育局签订合作协议，标志着“关爱云南怒江青少年发展公益和志愿服务项目”启动。协会会长黄峰，外企志愿服务工作委员会理事长、安利中国日用品有限公司副总裁聂世永，上海市志愿服务公益基金会秘书长丁俐，会员企业太古（中国）有限公司上海代表处首席代表陈怡，3M中国有限公司支教团队等赴云南省怒江傈僳族自治州参加相关活动。太古（中国）有限公司、3M中国有限公司和来凯医药科技上海有限公司分别向老窝镇中学、古登乡中学捐赠电脑、图书并开展支教活动。

协会组织会员企业参加市消保委第五场消费者权益保护外企圆桌会议

9月15日，上海市消费者权益保护委员会协会组织召开第五场外企消保圆桌会。市消保委秘书长、市市场监管局二级巡视员陶爱莲出席会议并讲话。市市场监管局、市知识产权局、市消保委秘书处相关负责人及露露乐蒙、百佑佳、王子制纸、蕾碧裳、酪悦轩尼诗、如新6家协会会员企业代表参加会议。

参会外资企业代表结合当前消费的新模式、维权的新挑战，围绕惩罚性赔偿的适用、商标被恶意抢注、品牌企业与消费者的沟通堵点、直播带货对企业销售的负面影响、疫情封控引发的物流配送争议、网购商品质量问题认定、恶意投诉举报的应对、消费热点舆情的预警防范等提出了问题和建议，市消保委、市市场监管局、市知识产权局逐一予以回应。（图3）

协会与上海国际仲裁中心举行合作签约仪式暨外企座谈会

9月21日，协会与上海国际仲裁中心合作签约仪式暨外企圆桌会议在上海国际争议解决中心举行。协会会长黄峰，上海市国际贸易促进委员会副会长、上海国际经济贸易仲裁委员会副主任马屹，上海国际经济贸易仲裁委员会秘书长王唯骏以及安波福、勃林格殷格翰、蕾碧裳、埃森哲、保时捷、艾尔建、赢创、康宁、德之馨、西戈贸易10家协会会员企业代表参与本次活动。此次签约，双方就建立信息互通渠道，搭建资源共享平台，为在沪外商投资企业提供优质的商事仲裁法律服务达成共识。（图4）



图3



图4

协会动态

9月5日至10日

刘生副会长带队参加在厦门举办的第22届中国投资贸易洽谈会。

9月7日

黄峰会长出席上海市人民对外友好协会第五届理事会第四次全体会议。

9月9日

黄峰会长拜访上海市精神文明建设委员会办公室，向市委宣传部副部长、市文明办主任潘敏汇报协会外企志愿服务工作委员会工作情况。

9月9日

黄峰会长拜访日立（中国）有限公司，与日立集团中国总代表依田隆进行了交流。

9月19日

刘生副会长走访徐汇区外商投资企业投诉中心并交流工作情况，徐汇区商务委员会外资管理科科长钱旦等接待。

9月21日

优时比贸易（上海）有限公司来访协会，黄峰会长与优时比中国总经理吴昕等进行了交流。

9月21日

强生（中国）投资有限公司来访协会，黄峰会长与强生中国副总裁阙非等进行了交流。

9月21日

路易达孚（上海）有限公司来访协会，黄峰会长与路易达孚集团北亚区副总裁孙咏华等进行了交流。

9月23日

王子制纸管理（上海）有限公司来访协会，黄峰会长接待，企业向协会赠送锦旗，感谢协会疫情期间对企业的帮助。（图5）

9月26日

上海亿贝网络信息服务有限公司来访协会，黄峰会长与亚太区政策及政府关系总经理胡含芝等进行了交流。

9月27日

黄峰会长出席艾尔建美学上海创新中心落成启用仪式并致辞。（图6）

9月29日

史赛克（北京）医疗器械有限公司来访协会，黄峰会长与梁燕副总裁进行交流。



图5



图6

协会活动

9月协会共举办13场活动，1-9月累计举办95场。

“碳足迹与全生命周期碳中和”政策讲座

9月2日，协会举办《碳足迹与全生命周期碳中和》政策讲座，特邀该领域的专家四川大学王洪涛教授从碳足迹基本概念、ISO14067产品碳足迹标准与欧盟产品环境足迹指南PEF对比分析、中国LCA/碳足迹核心数据库CLCD、碳足迹案例分享等角度，分享在中国市场开展碳足迹核算和认证的实践经验，助力企业实现碳减排目标。

“在线经济下的商业广告合规”政策讲座

9月19日，协会举办“在线经济下的商业广告合规”政策讲座，邀请上海市市场监督管理局执法总队十三支队队长唐剑雄讲解商业广告的执法情况、执法重点、合规要求等内容。明确了广告案件的管辖范围，从广告法的重点执法领域，结合典型违法案例，一一为企业进行分析和讲解，帮助企业规避相关风险，还介绍了《互联网广告管理办法》，希望企业加强在互联网广告中的行为规范。

商业工作委员会举办“走进宜家‘未来家体验空间’”

9月21日，协会商业工作委员会举办“走进宜家‘未来家体验空间’”考察交流活动。来自乐高、露露乐蒙、达疆网络科技、江崎格力高、爱特思、恒天然、捷成洋行、索尼、酷悦

轩尼诗、多特瑞、家乐福、冯氏集团、金光纸业等 17 家企业的 30 名代表参加了本次活动。在宜家团队的引导下，成员企业代表首先参观了宜家全新升级的“未来家体验空间”。随后，宜家中国企业传播及公共事务副总裁阮林娟及宜家中国首席市场官张然分别就“转型中的宜家”和“新零售，新消费”两个主题与各位代表做了分享交流。（图 7）



图 7



图 8

“2022 版《协调制度》解读及企业商品归类技巧解析”技能培训

9 月 22-23 日，协会联合北京世方时企业管理咨询有限公司举办“2022 版《协调制度》解读及企业商品归类技巧解析”技能培训，特邀海关归类专家王华强先生进行授课。讲师从商品归类的基本概念和商品归类的最新海关管理机制，到商品归类操作技术及商品归类争议解决等 4 个主要方面逐一细致地讲解了在 2022 版《协调制度》中企业需要格外注意的一些事项。最后讲师通过实际案例和当下海关管理的重点案例进行分析。

“数字经济规则和外商投资企业发展机遇”讲座

9 月 22 日，虹桥国际中央商务区外商投资企业联谊会举办“数字经济规则和外商投资企业发展机遇”讲座，虹桥国际中央商务区管委会副主任孔福安出席活动并致辞。邀请上海社会科学院世界经济研究所副研究员彭羽博士从全球和中国数字经济发展现状出发，介绍中、美、欧三大经济体的数字经济规则导向，回顾中国数字经济政策和数字经济规则的试点情况，解读中国加入 DEPA 为外商投资企业带来的发展机遇。

“专精特新政策解读及申报经验分享”政策讲座

9 月 26 日，协会举办“专精特新政策解读及申报经验分享”政策讲座。本次讲座邀请上海市中小企业发展服务中心专精特新部于红旭老师讲解专精特新政策，重点介绍了创新型中小企业、专精特新中小企业、专精特新“小巨人”企业的评价和认定标准，帮助企业梳理了三种企业称号的区别及具体申请流程。还邀请了上海市专精特新企业科凯精细化工（上海）有限公司前来分享申报经验和获评体会，帮助更多外资中小企业拓宽申报思路。

“《上海市标准化发展行动计划》解读”政策讲座

9 月 29 日，协会举办“《上海市标准化发展行动计划》解读”政策讲座，邀请上海市市场监督管理局标准技术处陈向平副处长为企业讲解《上海市标准化发展行动计划》的主要任务、重要举措等相关内容。从《行动计划》背景意义、总体要求、主要任务、重要举措、组织实施等六个方面进行了详细地解读，有助于外资企业进一步了解上海的标准化制定工作，更好地参与到标准制定工作中来。

汽车分会举办“汽车行业数据安全合规讲座”

9 月 29 日，协会汽车分会举办“汽车行业数据安全合规要求和应对举措”讲座。来自汽车行业负责数据安全、IT、法务等方面的领导和技术人员二十余人参加。本次讲座邀请德勤风险咨询部门合伙人、网络安全与企业新技术运用流程风险控制专家张震老师进行讲解。讲师

首先对汽车行业数据安全整体要求进行了要点概况，对目前汽车行业数据使用现状做了具体描述和分析，随后分别就如何开展数据分类分级、合规应用，数据跨境风险评估、注意事项和车联网、车辆数据安全应用、保存、管控等方面进行了详细解读。（图 8）

9 月活动回顾：

	时间	主题
政企沟通	9月15日	市消保委第五次消费者权益保护外企圆桌会议
政策讲座	9月2日	碳足迹与全生命周期碳中和
	9月14日	2022上海国际碳中和技术、产品与成果博览会推介会
	9月19日	在线经济下的商业广告合规
	9月26日	专精特新政策解读及申报经验分享
	9月29日	《上海市标准化发展行动计划》解读
技能培训	9月22-23日	2022版《协调制度》解读及企业商品归类技巧解析
分会活动	9月13-17日	外企志愿服务工作委员会 — “关爱云南怒江青少年发展公益和志愿服务项目” 9月公益行
	9月21日	商业工作委员会 — 走进宜家“未来家体验空间”
	9月29日	汽车分会 — 汽车行业数据安全合规要求和应对举措
其他活动	9月1日	外商投资在虹桥合作机制启动仪式
	9月21日	上海市外商投资协会-上海国际仲裁中心合作签约仪式暨外企圆桌会议
	9月22日	虹桥外商投资企业联谊会 — 数字经济规则和外商投资企业发展机遇

会员走访

9月13日，刘生副会长走访上海和黄药业有限公司，政策事务总监项荣荣和经理奚娇娇接待。刘生副会长介绍了协会分会、MFM 等活动并了解了企业诉求。

9月15日，刘生副会长走访中英海底系统有限公司，副总裁刘阳和财务总监陈文奕等人接待。刘生副会长介绍了五年过渡期免费咨询、APEC 商务旅行卡办理、协会活动等内容。（图 9）

9月22日，刘生副会长走访上海英科实业有限公司，总经办经理蒋红芳和行政部助理周芳芳等人接待并进行交流，后参观企业的绿色再生艺术品展览区。（图 10）

9月29日，刘生副会长走访上海爱民私营投资有限公司，总经理助理范军接待。刘生副会长介绍了协会历史、活动和权益保护等内容，并了解了企业经营情况。



图 9



图 10

新会员

9 月新入会企业 7 家，本年度累计新入会企业 37 家。

汇丰银行（中国）有限公司

汇丰银行（中国）有限公司创立于 2007 年 4 月，是在内地投资最多的外资银行之一，在投资自身发展的同时，也入股内地中资金融机构，包括交通银行。汇丰中国目前拥有员工约 7000 人。汇丰中国已在内地 50 多个城市设立了 150 多个服务网点，是内地网点最多、地域覆盖最广的外资银行。凭借对中国内地市场的深入了解和国际金融服务专业经验，汇丰在内地为客户提供广泛的金融和银行服务，包括财富管理及个人银行业务、工商金融业务以及环球银行及资本市场业务。

小马易行科技（上海）有限公司

小马易行成立于 2016 年底，致力于提供安全、先进、可靠的全栈式自动驾驶技术，实现未来交通方式的彻底变革。小马易行以中国和美国为起点，分别在硅谷、北京、上海、广州、深圳设立研发中心。其技术目标是打造适用于各类车型及应用场景的“虚拟司机”，同时布局自动驾驶乘用车和商用车领域。凭借人工智能技术领域的最新突破，小马易行已与丰田、一汽、广汽等一流车厂以及英伟达、中国外运、四维图新、如祺出行等上下游头部企业建立合作，并成为全球首家在中美均推出自动驾驶出行服务的公司。截至 2022 年 3 月，公司估值达 85 亿美元，是全球最有价值的自动驾驶公司之一。

维京悠旅邮轮（上海）有限公司

维京游轮是在 1997 年创立的跨国游轮公司，目前全球船队有超过 80 艘河轮、9 艘海轮和 2 艘探险游轮，业务覆盖全球多个市场，其运营总部位于瑞士巴塞尔，销售总部位于美国洛杉矶。维京悠旅邮轮（上海）有限公司作为维京游轮于中国市场设立的全资子公司，致力于在中国打造以服务中国高知客群为特色、满足中国旅客出行需求的高端游轮旅游产品。目前本公司已经引进了行业领先的跨国游轮运营管理经验，向中国高端旅客提供包括境内游以及出境游在内的海洋和内河游轮旅游产品，未来公司业务将继续拓展至全国。

爱尔康（中国）眼科产品有限公司

爱尔康作为全球眼健康领域的引领者，在超过 75 年的时间里，通过其丰富的产品线帮助人们改善视力，提升生活质量。每年，有来自全球 140 多个国家和地区的超过 2.6 亿患有白内障、青光眼、眼底病和屈光不正等眼病的患者，在使用爱尔康的眼科手术和视力保健产品。公司超过 24,000 多名员工致力于通过创新产品、与眼科专家的紧密合作以及提升高品质眼科保健服务的可及性来提升患者的生活质量。爱尔康的企业愿景是帮助人们看见更明亮的世界。

直观复星医疗器械技术（上海）有限公司

直观复星医疗器械技术（上海）有限公司，成立于 2017 年 5 月，是全球医疗手术机器人领军企业之一。直观医疗与复星医药强强联合，旨在中国建设集研发、生产、服务于一体的区域创新中心，打造中国本土化精准医疗龙头企业。自成立以来，直观复星一直秉持“患者第一”的核心价值观，本着“中国制造共同研发、全球销售”的宗旨，为中国和全世界的外科诊疗带来安全、有效的工具。直观复星坚信，微创诊疗技术旨在改善生命质量，将独创和智能科技相融合，并为医生治愈患者提供无限可能。

第一太平戴维斯物业顾问（上海）有限公司

第一太平戴维斯是伦敦证券交易所上市的国际领先的房地产顾问之一，在全球拥有超过 600 家办事处，39,000 名员工，遍布美洲，欧洲，亚太区，非洲及中东。作为英国排名第一的房地产顾问，第一太平戴维斯为遍及世界各地的客户提供专业的咨询、管理及交易顾问。自 1995 年进驻中国，第一太平戴维斯凭借在本土房地产市场 25 年资深经验，建立了卓越独特的品牌。全国现有 18 家分公司，拥有 9,000 余名员工，提供全面优质的房地产咨询、交易及管理一站式服务。

蔻驰贸易（上海）有限公司

COACH 是源自纽约的国际时尚品牌，创立于 1941 年。在创意总监 Stuart Vevers 的启发下，Coach 以包容、勇敢的精神为灵感来源，始终坚持以精湛工艺开创美好生活，助力消费者展现自我魅力。其隶属于泰佩思琦集团，公司及其品牌一直以创意及消费者为主导，倡导具包容性及亲和力的奢华理念。公司的每一个品牌均各具特色并保持独立性，同时极具创意和原创精神，致力为消费者提供别具一格的产品，以及跨渠道和地域的独特购物体验。

Launch ceremony of "Foreign Investment Partnership in Hongqiao"

On September 1, SHFIA held the launch ceremony of foreign investment partnership in Hongqiao. Kong Fu'an, Deputy Director of the Shanghai Hongqiao International Central Business District Administrative Committee, Huang Feng, Chairman of SHFIA, and representatives from relevant government departments, development companies, and more than 30 foreign enterprises in the Hongqiao International Central Business District participated in the event. The Hongqiao International Central Business District Administrative Committee signed a strategic cooperation agreement with SHFIA, and jointly launched the Hongqiao International CBD Foreign-invested Enterprises Community, providing foreign enterprises with more communication channels with the administrative committee and other government departments as well as offering a normalized mechanism for government departments to understand the needs of foreign enterprises.

2022 marks the 30th anniversary of the establishment of Shanghai Foreign Investment Consulting Co., Ltd. (SFICC), SHFIA's wholly-owned subsidiary, and the company will enter the Hongqiao International Central Business District and embark on a new journey of development. SFICC will stay market-oriented, continuously improve its foreign investment services in policy consulting, investment consulting, foreign investment research and other fields, and provide full-journey services for foreign enterprises. (See Photo 1 & 2)



Photo 1



Photo 2

SHFIA's "Caring for Youth Development and Volunteerism in Nujiang, Yunnan Province" project kicked off

On September 13, SHFIA signed a cooperation agreement with the Lushui Education and Sports Bureau in Nujiang Prefecture, Yunnan Province, officially kicking off the "Caring for Youth Development and Volunteerism in Nujiang, Yunnan Province" project. Huang Feng, Chairman of SHFIA, Nie Shiyong, VP of Amway China Daily Necessities Co., Ltd. and Chairman of SHFIA's Foreign Enterprise Volunteer Service Committee, Ding Li, Secretary-General of the Shanghai Public Service Foundation for Volunteers (SPSFV), and representatives from SHFIA member enterprises, including Chen Yi, Chief Representative of John Swire & Sons (China) Limited Shanghai Representative Office and rural education support team from 3M China Co., Ltd. visited Nujiang Lisu Autonomous Prefecture, Yunnan Province to participate in relevant activities. John Swire & Sons (China) Limited, 3M China Co., Ltd., and Laekna Therapeutics Shanghai Co., Ltd.

donated computers and books to Laowo Town Middle School and Gudeng Town Middle School respectively and carried out activities of rural education support. In addition, SHFIA member enterprise Guess (Shanghai) Co., Ltd. donated T-shirts to villagers in Laowo Village.

SHFIA organized six member enterprises to attend 5th SCC roundtable meeting on protection of consumer rights and interests

On September 15, the Shanghai Consumer Council (SCC) held the fifth roundtable meeting for foreign enterprises on the protection of consumer rights and interests. Tao Ailian, Secretary-General of SCC and Second-Grade Counselor of the Shanghai Municipal Administration for Market Regulation (SMAMR) attended the meeting, along with representatives from six SHFIA member enterprises including Lululemon, PMI Foods, Oji Paper, L Brands, Moët Hennessy Diageo, and Nu Skin as well as officials from SMAMR, the Shanghai Intellectual Property Administration (SIPA), and SCC.

Referring to new consumption models and new rights protection challenges, representatives from participating foreign enterprises focused on topics including the application of punitive damages, malicious squatting of trademarks, congestion in communication between brand enterprises and consumers, the negative impact of livestreaming marketing on business sales, logistics and distribution disputes caused by COVID-19 lockdown, identification of online shopping product quality problems, response to malicious complaints and reports, and early warning and prevention of consumer concerns to put forward questions and suggestions. SMAMR, SIPA, and SCC responded to the questions one by one. (See Photo 3)



Photo 3



Photo 4

The Association and Shanghai International Arbitration Center Held a Cooperation Signing Ceremony and Foreign Enterprises Roundtable

On September 21, the signing ceremony of the cooperation between the Association and the Shanghai International Arbitration Center (SIAC) and the Foreign Enterprises Roundtable were held at the Shanghai International Dispute Resolution Center (SIDRC). Mr. Huang Feng, Chairman of the Association, Mr. Ma Yi, Vice President of Shanghai Council for the Promotion of International Trade (CCPIT) and Deputy Director of Shanghai International Economic and Trade Arbitration Commission (SIETAC), Mr. Wang Weijun, Secretary General of SIETAC, and representatives from 10 member companies of the Association, including Ampofo, Boehringer Ingelheim, Rebel, Accenture, Porsche, Allergan, Evonik, Corning, Dexion and Sigo Trading, participated in this event. At the signing, both parties reached a consensus on establishing an information sharing channel, building a resource sharing platform and providing quality legal services for commercial arbitration for foreign invested enterprises in Shanghai. (See Photo 4)

Sept. 5 to 10

Liu Sheng, Vice Chairman of SHFIA, attended the 22nd China International Fair for Investment and Trade in Xiamen.

Sept. 7

Huang Feng, Chairman of SHFIA, attended the fourth plenary session of the fifth Board of Directors of the Shanghai People's Association for Friendship with Foreign Countries.

Sept. 9

Huang Feng, Chairman of SHFIA, visited the General Office of the Shanghai Spiritual Civilization Development Steering Commission, and exchanged views on the work of SHFIA's Foreign Enterprise Volunteer Service Committee with Director Pan Min.

Sept. 9

Huang Feng, Chairman of SHFIA, visited Hitachi (China) Co., Ltd., and communicated with Takashi Ida, General Representative of Hitachi China.

Sept. 19

Liu Sheng, Vice Chairman of SHFIA, visited Center for Compliers of Foreign-invested Enterprises Xuhui and exchanged information on its work. Chief Qian Dan, Tang Yuting and Zhou Mi of the Foreign Investment Management Section of Xuhui District Commerce Commission participated in the exchange and reception.

Sept. 21

A delegation from UCB Trading (Shanghai) Co., Ltd. visited SHFIA. Chairman Huang Feng exchanged views with Wu Xin, General Manager of UCB China, Huang Wenjie, and others.

Sept. 21

A delegation from Johnson & Johnson (China) Investment Co., Ltd. visited SHFIA. Chairman Huang Feng communicated with Que Fei, VP of Johnson & Johnson China, and others.

Sept. 21

A delegation from Louis Dreyfus (Shanghai) Co., Ltd. visited SHFIA. Chairman Huang Feng communicated with Ella Sun, VP of North Asia, and others.

Sept. 23

A delegation from Oji Paper Management (Shanghai) Co., Ltd. visited SHFIA, and was received by Chairman Huang Feng. The company presented a pennant to SHFIA to thank the association for its help during the pandemic. (See Photo 5)

Sept. 26

A delegation from Shanghai eBay Network Information Services Co., Ltd. visited SHFIA. Chairman Huang Feng communicated with Hu Hanzhi, General Manager of Policy and Government Relations APAC, and others.

Sept. 27

Huang Feng, Chairman of SHFIA, attended the opening ceremony of Allergan Aesthetics

Shanghai Innovation Center, where he also delivered a speech. (See Photo 6)

Sept. 29

Stryker (Beijing) Healthcare Products Co., Ltd. visited SHFIA. Chairman Huang Feng communicated with VP Liang Yan, who expressed gratitude for SHFIA's support.



Photo 5



Photo 6

SHFIA Events

In September, SHFIA held 13 events. From January to September, SHFIA held a total of 95 events.

Policy Seminar on "Carbon Footprint and Carbon Neutrality in the Whole Life Cycle"

On September 2, SHFIA held a policy seminar on "Carbon Footprint and Carbon Neutrality in the Whole Life Cycle." It invited Hongtao Wang, professor from Sichuan University, who is an expert in this field, to present the basic concept of carbon footprint, a comparative analysis between the ISO14067 product carbon footprint standard and the EU product environmental footprint guide PEF, China LCA/carbon footprint core database CLCD, and cases of carbon footprint. Through these perspectives, the seminar shared the practical experience of carbon footprint accounting and certification in the Chinese market, and helped companies achieve carbon emission reduction goals.

Policy Seminar on "Commercial Advertising Compliance in the Online Economy"

On September 19, SHFIA held a policy seminar on "Commercial Advertising Compliance in the Online Economy," and invited Jianxiong Tang, officials from the Law Enforcement Brigade of the Shanghai Municipal Administration for Market Regulation, to explain the law enforcement of commercial advertising, the key focuses of law enforcement, and compliance requirements. They clarified the jurisdiction of advertising cases, and presented and analyzed typical illegal cases that law enforcement focuses on, helping enterprises avoid related risks. The officials also introduced the Administration and Handling of Internet Advertising, and expressed hope that enterprises can enhance their code of conduct in Internet advertising.

The Commercial Working Committee held a "Visit to IKEA's 'Future Home Experience Space'"

On September 21, the Business Working Committee of the Association held a visit to IKEA's "Future Home Experience Space". The event was attended by 30 representatives from 17 companies, including LEGO, Lulu Lemon, Daktronics, Ezaki Glico, Etos, Fonterra, Jebsen & Company, Sony, Moet Hennessy, Daughtry, Carrefour, Fung's Group, and Kam Kwong Paper.

Guided by the IKEA team, the representatives of member companies first visited IKEA's newly upgraded "Future Home Experience Space". Afterwards, Ruan Linjuan, Vice President of Corporate Communications and Public Affairs of IKEA China, and Zhang Ran, Chief Marketing Officer of IKEA China, shared with the delegates on the themes of "IKEA in Transition" and "New Retail, New Consumption" respectively. (See Photo 7)



Photo 7



Photo 8

Seminar on "Rules of Digital Economy and Development Opportunities for Foreign Enterprises"

On September 22, the Hongqiao International CBD Foreign-invested Enterprises Community held a seminar on "Rules of Digital Economy and Development Opportunities for Foreign Enterprises." Kong Fu'an, Deputy Director of the Shanghai Hongqiao International Central Business District Administrative Committee, attended the event and delivered a speech. The seminar invited Dr. Yu Peng, associate researcher from the Institute of World Economics, Shanghai Academy of Social Sciences, to introduce the orientation of digital economy rules of China, the US, and Europe from the perspective of the development status of the global and Chinese digital economy. The researcher also offered insights into the development opportunities brought by China's accession to DEPA for foreign enterprises.

Skills Training on "Interpretation of the 2022 Edition of the Harmonization System and Analysis of Enterprise Commodity Classification Skills"

From September 22 to 23, SHFIA joined hands with Beijing Shifangshi Business Service Co., Ltd. to hold a skills training session on "Interpretation of the 2022 Edition of the Harmonization System and Analysis of Enterprise Commodity Classification Skills," and invited Huaqiang Wang, customs classification expert, to give lectures. From the basic concepts of commodity classification and the latest customs management mechanism of commodity classification, to commodity classification operation technology and commodity classification dispute resolution, the lecturer explained in details issues that enterprises that need to pay extra attention to in the 2022 edition of the Harmonization System. The lecturer also presented and analyzed real-world cases and key cases of current customs management.

Policy Seminar on "Interpretation of Policies for SRDI Enterprises and Sharing of Application Experience"

On September 26, SHFIA held a policy seminar on "Interpretation of Policies for Specialized, Refined, Differentiated, and Innovative (SRDI) Enterprises and Sharing of Application Experience." The seminar invited Hongxu Yu, staff from the Shanghai Small and Medium-sized Enterprise Development Service Center, to explain relevant policies, focusing on the evaluation and certification standards of "innovative SMEs," "SRDI SMEs," and "SRDI Little Giant enterprises,"

and helped enterprises understand the differences between the three titles and the specific application processes. It also invited Pulcra Specialty Chemicals Shanghai Co., Ltd., one of Shanghai's certified SRDI enterprises, to share its experience of application and evaluation, so as to help more foreign SMEs broaden their application ideas.

Policy Seminar on "Interpretation of the Shanghai Standardization Development Action Plan"

On September 29, SHFAI held a policy seminar on "Interpretation of the Shanghai Standardization Development Action Plan," and invited Chen Xiangping, Deputy Director of the Standard & Technology Department of the Shanghai Municipal Administration for Market Regulation, to explain the key tasks and important measures of the Shanghai Standardization Development Action Plan for foreign enterprises. Chen offered a detailed interpretation of the action plan from six aspects, including context, overall requirements, key tasks, important measures, and organization and implementation, which will help foreign enterprises better understand and participate in Shanghai's standardization work.

Automotive Branch held a seminar on "Data Security Compliance in the Automotive Industry"

On September 29, the Automotive Branch of the Association held a seminar on "Data Security Compliance Requirements and Responses in the Automotive Industry". More than 20 people from the automotive industry attended the seminar, including leaders and technical personnel in charge of data security, IT and legal affairs. The lecture invited Mr. Zhang Zhen, a partner of Deloitte Risk Advisory Department and an expert in network security and risk control of new technology application process of enterprises, to give a lecture. The lecturer first gave an overview of the key points of the overall requirements of data security in the automotive industry and gave a specific description and analysis of the current status of data use in the automotive industry, followed by detailed explanations on how to carry out data classification and grading, compliance application, data cross-border risk assessment, precautions and vehicle networking, vehicle data security application, preservation and control, respectively. (See Photo 8)

September Event Review:

	Time	Theme
Government-Business Communication	Sept. 15	5th SCC Roundtable Meeting on Protection of Consumer Rights and Interests for Foreign Enterprises
Policy Seminars	Sept. 2	Carbon Footprint and Carbon Neutrality in the Whole Life Cycle
	Sept. 14	Offline Promotion Meeting of 2022 Shanghai International Carbon Neutral Technology, Products and Achievements Expo
	Sept. 19	Commercial Advertising Compliance in the Online Economy
	Sept. 26	Interpretation of Policies for SRDI Enterprises and Sharing of Application Experience
	Sept. 29	Interpretation of the Shanghai Standardization Development Action Plan
Skills Training	Sept. 22-23	Interpretation of the 2022 Edition of the Harmonization System and Analysis of Enterprise Commodity Classification Skills
Branch Activities	Sept. 13-17	Voluntary Service Committee — "Caring for Youth Development and Volunteerism in Nujian, Yunnan Province" September Visit
	Sept. 21	Commerce Working Committee — Into IKEA's 'Future Home Experience Space
	Sept. 29	the Automotive Branch of the Association — Automotive Industry Data Security Compliance Requirements and Countermeasures
Other Activities	Sept. 1	Launch Ceremony of Foreign Investment Partnership in Hongqiao
	Sept. 21	SHFIA-SIAC Partnership Agreement Signing Ceremony and Roundtable Meeting for Foreign Enterprises
	Sept. 22	FIEs Community @ Hongqiao — Rules of Digital Economy and Development Opportunities for Foreign Enterprises

Connecting With Member Enterprises

On September 13, Liu Sheng, Vice Chairman of SHFIA, visited Shanghai Hutchison Pharmaceutical Co., Ltd., and was received by Xiang Rongrong, Director of Policy Affairs, and Xi Jiaojiao, Manager of Policy Affairs. Vice Chairman Liu Sheng introduced SHFIA's branch information as well as activities including MFM, and learnt about the company's business needs.

On September 15, Liu Sheng, Vice Chairman of SHFIA, visited Sino-British Submarine Systems Co., Ltd., and was received by Vice President Liu Yang and Chief Financial Officer Chen Wenyi. Vice Chairman Liu Sheng introduced the free consultation treatment during the five-year transition period, the APEC business travel card, SHFIA activities, etc. (See Photo 9)



Photo 9



Photo 10

On September 29, Liu Sheng, Vice Chairman of SHFIA, visited Shanghai INTCO Industries Co., Ltd, and was received by Jiang Hongfang, Manager of the GM Office, and Zhou Fangfang, Assistant of the Administrative Department. Liu exchanged views with the company, and toured its exhibition area of green, recycled artworks. (See Photo 10)

On September 29, Liu Sheng, Vice Chairman of SHFIA, visited Shanghai Aimin Private Investment Co., Ltd., and was received by Fan Jun, Assistant to GM. Vice Chairman Liu Sheng introduced SHFIA's history, activities and rights protection services, and learned about the company's business operations.

New Members

In September, SHFIA welcomed 7 new members, and so far in 2022, 37 new enterprises have joined the association.

HSBC Bank (China) Company Limited

HSBC China started operations on April 2, 2007 and is one of the foreign-invested banks that invest the most in the Chinese mainland. While investing in the growth of its own operations, HSBC China has also become a shareholder of local-invested financial institutions, including

the Bank of Communications. HSBC China employs around 7,000 people, and has established more than 150 service outlets in over 50 cities, making it the foreign-invested bank with the most outlets and the widest geographical coverage in the mainland. With deep knowledge of mainland market and professional experience of international financing service, HSBC provides customers with a wide range of financial and banking services, including wealth management and personal banking, commercial banking and global banking, and capital markets.

Shanghai Pony Yixing Technology Co., Ltd.

Founded in late 2016, Pony.ai strives to provide safe, advanced and reliable full-stack driverless technology to completely reform future transportation. Starting from China and the United States, we set up research and development centers in Silicon Valley, Beijing, Shanghai, Guangzhou and Shenzhen respectively. The technical goal of Pony.ai is to create a "Virtual Driver" suitable for various models and application scenarios and to tap into the fields of autonomous vehicles (Robotaxis) and commercial vehicles (Robotrucks). With the latest breakthrough in the artificial intelligence technology, Pony.ai has established cooperation with first-class car manufacturers such as Toyota, FAW and GAC, as well as leading upstream and downstream enterprises such as Nvidia, Sinotrans, NavInfo and On Time, having become the first company in the world to launch driverless travel services both in China and the United States. As of March 2022, the company has a valuation of USD 8.5 billion, making it one of the most valuable autonomous driving companies in the world.

Viking Cruises (Shanghai) Ltd.

Viking Cruises is a multinational cruise company founded in 1997. Today, Viking operates a fleet of over 80 river cruise vessels, nine ocean cruise vessels and two expedition vessels worldwide. Viking operates in many markets across the globe, with its operational headquarters based in Basel, Switzerland, and its sales headquarters in Los Angeles, California of America. As a wholly-owned subsidiary of Viking Cruises in the Chinese market, Viking Cruises (Shanghai) Co., Ltd. is committed to creating high-end cruise tourism products in China that are characterized by serving China's highly knowledgeable customers and meeting the travel needs of Chinese tourists. At present, the company has introduced industry-leading experience in the operation and management of multinational cruises, providing high-end Chinese tourists with marine and inland cruise tourism products, including domestic and outbound tours. In the future, the company's business will continue to expand to the whole country.

Alcon (China) Ophthalmic Product Co., Ltd

As a global leader in eye health for the past over 75 years, Alcon improves people's eyesight and living quality through its abundant product lines. Every year, more than 260 million patients suffering from cataracts, glaucoma, retinal diseases and refractive errors in 140 countries and regions in the globe are using Alcon's products including ophthalmic surgery and vision care products. More than 24,000 employees of the company are committed to improving the quality of life of patients through innovative products, close cooperation with ophthalmologists and improving the accessibility of high-quality eye care services. The vision of Alcon is to help people see a brighter world.

Intuitive Surgical-Fosun Medical Technology (Shanghai) Co., Ltd.

Founded in May 2017, Intuitive Surgical-Fosun Medical Technology (Shanghai) Co., Ltd. is one of the world's leading medical surgical robots manufacturers. The strong combination of Intuitive Medicine and Fosun Medicine aims to build a regional innovation center integrating research and development, production and service and a leading enterprise of localized precision medicine in China. Since its establishment, Intuitive Fosun has always adhered to the core value of "patient first" and the purpose of "Made in China, Joint R&D and Global Sales" to bring safe and effective

tools for surgical diagnosis and treatment in China and the world. We firmly believe that mini-invasive diagnosis and treatment technology is aimed at improving the quality of life, integrating originality and technology and providing unlimited possibilities for doctors and patients.

Savills Property Services (Shanghai) Co., Ltd.

Savills is one of the leading global real estate advisors and listed on the London Stock Exchange, with over 600 offices worldwide and employing 39,000 people across the Americas, Europe, Asia Pacific, Africa and Middle East. As the No. 1 agency group in the United Kingdom, Savills offers a full range of specialist advisory, management and transactional services to clients across the world. Since entering China in 1995, Savills has established a strong presence in the country for over 25-year experience, employing over 9,000 people across a network of 18 offices and providing a full range of one-stop services of consultancy, agency and management.

Coach Shanghai Limited

Coach is a global fashion brand founded in New York in 1941. Inspired by Stuart Vevers, creative director, and the spirit of inclusiveness and bravery, Coach always insists on creating a better life with exquisite craftsmanship to help consumers show their charm. It belongs to Tapestry, Inc. which was established in 2017. The company and its brand have always been dominated by creativity and consumers, advocating the luxury concept of inclusiveness and affinity. Each brand of the company has its own characteristics and remains independent. At the same time, it is highly creative and original, committed to providing consumers with unique products and unique shopping experience across channels and regions.



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