



SHANGHAI
FOREIGN INVESTMENT
ASSOCIATION

上海市外商投資協會



上海市外商投资协会月度工作简报

2022年 第4期

Shanghai Foreign Investment Association

Vol. 4, 2022

MONTHLY REPORT

协会动态

4月15日-24日

第131届中国进出口商品交易会于4月15日-24日在线上举办。协会作为上海交易团外资分团组团单位，组织了100家企业参加本届线上广交会，共设展位432个，涉及汽车配件、工具、家用电器、园林用品、家居用品、办公文具、箱包、男女装等38个展区。

协会前期分类梳理了各企业的申报资料，敦促本团企业上架展品，组织企业参与线上展视频培训，发动企业报名参加对接会，解答企业在参展业务和操作层面的各项问题。开展期间，协会为外资分团企业做好各项参展服务。

4月15日

中国外商投资企业协会线上召开“全国外商投资企业协会第十三次联席会议”，聚焦疫情下外资企业经营状况及所面临的问题。协会会长黄峰参会并发言。

协会活动

4月协会共举办16场活动。1-4月累计举办活动40场，完成全年举办130场活动目标的31%。

4月6日

协会联合江三角律师事务所小微企业法务公益中心共同举办“上海市疫情防控期间企业劳动用工的热点问题”专题线上讲座。江三角律师事务所主任、首席合伙人陆律师为企业梳理了灵活用工、弹性工时、居家办公、电子劳动合同、工资保障及调整、社保调整、稳岗培训、劳动争议处理等九类劳动用工政策和措施。江三角律师事务所合伙人马律师围绕上海疫情期间的主要管控措施、劳动用工政策以及具体用工热点问题进行详细解析。

4月7日

协会联合上海黑湖网络科技有限公司共同举办赋能中小企业系列讲座第二场—数据重构供应链。黑湖科技联合创始人向中小企业介绍了数字化转型要从供应商数字化，生产数字化，需求数字化，资金流数字化，物流数字化这五方面协同发展，帮助企业解析如何依托云计算、物联网、区块链等前沿技术使制造业企业和产业链上下游互联互通，从而快速响应多变的市场需求，提升制造业企业竞争力。

4月8日

协会联合北京德和衡（上海）律师事务所共同举办“以案说法：涉税海关事务法律风险与合规”法律讲座。两位拥有近二十年海关实务经验的律师结合亲身经办的案例，为企业解读涉税海关业务核心知识，重点分析了外资企业在华经营主要风险点，并指导企业如何防范和化解；解析如何提高企业进出口合规管理水平和保护企业的合法权益，强调了涉及海关审价和海关原产地的注意事项以及风险点。

4月12日

协会联合供应链管理专业协会共同举办了“如何打造供应链成为企业核心竞争力”培训。王国文博士主讲了“全球供应链挑战与数智融合发展的未来”，从当今疫情和地缘政治危机为切入点，为学员详细阐述了供应链的数智变革，列举了在美国制造供应链的数智变革中的一些经典应用案例，强调了物联网+区块链的重要性。赵传书先生主讲了“供应链管理十大

发展趋势”，从实操角度为学员从供应链的总价值管理、敏捷供应链、流程融合、世界级的绩效考核等多个维度进行了阐述。

4月15日

协会举办“系统思考—动态问题分析”培训。“五项修炼企业高级教练班”认证讲师陈老师以《第五项修炼》这本书为引子，向学员展示了学习系统思考的有利方面，并从身边的实际案例出发，展现了系统思考在实操中是如何应用并获得成功的。另外，陈老师还着重介绍了对企业发展运营非常有帮助的“系统思考循环图”，列举了大家耳熟能详的冰山理论模型并结合有趣的开放性问题的引导学员们理解冰山之下的心智模式。

4月19日

协会举办“有说服力的逻辑工作汇报”培训，邀请资深咨询顾问和专业培训师俞老师为学员讲解了如何明确汇报目标、如何设计汇报思路、提炼汇报中心思想，解析了OPMS工具对设计汇报流程所起到的作用，同时展示了许多实际案例供学员们参考和互动。

4月20日

协会携手市国际贸易促进委员会举办了疫情纾困系列讲座之“企业申办与‘新冠’疫情相关事实性证明实务讲座”，邀请上海贸促会出证认证部蔡忆鸣女士解答有关企业申办与“新冠”疫情相关事实性证明过程中遇到的各类问题。

4月22日

协会举办疫情纾困系列讲座之“疫情之下，积极情绪的力量”。知名心理学教练陈老师以自身抗疫经历为切入点，强调了心理健康在抗击疫情期间的重要性。她向学员们介绍了积极心理学的PERMA理论体系，并倡导大家转换视角，关注生活的积极面。讲座中，陈老师还利用了很多心理学的小游戏和学员进行线上互动，让学员们了解如何去增加积极的情绪。

4月23日

协会与上海发展研究基金会合作举办“一季度国家经济数据解读及趋势分析”宏观政策洞察讲座，特别邀请了两位经济领域的资深专家解析了一季度国家经济数据。

4月27日

协会举办“税基侵蚀与利润转移（BEPS）2.0双支柱政策分享”国际税务线上讲座。来自普华永道双支柱研究的三位专家分别从多方面介绍了双支柱的政策。李老师从双支柱的发展历程为切入点，向学员们理清了双支柱政策的由来；汪老师结合实际案例对双支柱的一些重点规则进行了解读，强调了双支柱对跨国企业和整体营商环境的影响；唐老师针对外资企业的一些特点，向学员们介绍了如何推进双支柱政策的行动方案，并展示了PWC的双支柱数字化工具。

4月28日

为帮助汽车分会会员更好地了解《互联网信息服务算法推荐管理规定》，协会汽车分会邀请竞天公诚律师事务所合伙人袁律师就算法监管的合规要点和难点开展了一次线上专题讲座。协会副秘书长麻伟锋、汽车分会副会长周祺出席并作开场发言。

袁律师首先介绍了《互联网信息服务算法推荐管理规定》出台的背景介绍，并着重就算法应用的法律问题和算法与数据的关系、算法应用的监管规则、算法与个人权益和市场的关系、算法应用的合规建议等为大家进行了全面剖析并提出了汽车行业在算法推荐管理规定新形势下的应对措施。

4月28日

协会举办赋能中小企业系列讲座第四场——“生态纺织品的国际检测标准解析”，邀请协会会员企业海恩斯坦纺织检验（上海）有限公司介绍OEKO-TEX®系列纺织品认证。在海恩斯坦的认证体系下，纺织供应链源头的化学品将得到量化的筛查及管控，纺织品内的有害化学成分也可被检测出来，从而引导纺织行业转向生态化发展。本次讲座还通过上海进出口商会邀请了相关企业共同参与。40多家来自服装品牌商、中小纺织品生产厂家、纺织贸易商等纺织产业链行业的企业代表参加了本次活动。

4月28日

协会举办“项目干系人管理”技能培训。资深项目管理专业培训郑老师从干系人的定义出发，为学员解析了干系人在项目管理中的重要性，从实际案例出发，为大家详细阐述了如何有效影响干系人，并为大家展示了施加影响的七个开关，其中包括焦点、互惠、归位、从众、喜好、权威和稀缺等。

4月29日

协会邀请会员企业百汇（上海）医院管理有限公司咨询师为会员企业的员工们进行了一场主题为“居家亲子健康和家庭关系”线上心理讲座。咨询师从居家期间如何照顾孩子的心理健康、调节居家时的家庭关系、如何支持孩子的远程学习、创造游戏和放松的空间四个方面逐一解开听众们的心头之感。

4月29日

协会邀请市市场监督管理局信用监督管理处海文处长介绍《关于疫情防控期间进一步完善信用修复工作机制助力市场主体稳定发展的实施方案》。海文处长就强化信用修复工作协同等内容作了详细的解读。

4月活动回顾：

	时间	主题
MPI	4月23日	一季度国家经济数据解读及趋势分析
疫情纾困系列讲座	4月6日	上海疫情防控期间企业劳动用工的热点问题
	4月20日	企业申办与“新冠”疫情相关事实性证明实务讲座
	4月22日	疫情之下，积极情绪的力量
	4月29日	疫情期间信用修复政策
	4月29日	封控期的家庭和亲子关系
赋能中小企业系列讲座	4月7日	数据重构供应链
	4月28日	生态纺织品的国际检测标准解析
政策讲座	4月8日	以案说法：涉税海关事务法律风险与合规
	4月27日	税基侵蚀与利润转移（BEPS）2.0双支柱政策分享

	时间	主题
技能培训	4月12日	如何打造供应链成为企业核心竞争力
	4月15日	系统思考 — 动态问题分析
	4月19日	有说服力的逻辑工作汇报
	4月28日	项目干系人管理
分会活动	4月20日 - 6月20日	人力资源分会 — 爱活力线上健康训练营
	4月28日	汽车分会 — 近期算法监管的新趋势及企业应对

新会员

4月新入会企业3家，本年度累计新入会企业17家，完成全年发展新会员100家目标的17%。

矢崎（中国）投资有限公司

矢崎集团自1941年创业以来，已在全球46个国家设立分支机构。除了生产以汽车线束、仪表为主的汽车零件外，还经营空调设备、太阳能设备、燃气设备、家用电气配线组件等与人们生活息息相关的各种产品。

自1988年在天津设立工厂以来，矢崎在中国国内不断发展，目前已拥有13家公司和24个分支机构。对于矢崎集团来说，中国已成长为非常重要的地区之一。立足于急剧发展且瞬息万变的中国市场，矢崎（中国）投资有限公司作为矢崎集团在中国的集团总部，将继续专注于产品制造领域以满足客户的期望。

安姆科包装（上海）有限公司

安姆科集团是一家拥有160多年历史的全球领先的消费品包装企业，总部位于瑞士苏黎世。集团于上世纪90年代进入中国市场，当前在华总员工约3,700名，地区总部设立于上海，并于北京、广州、香港设有办公室，目前集团在华运营13个生产基地，分布于广东惠州、中山、佛山、新会、东莞、江苏江阴、苏州、四川成都及河北石家庄。

安姆科的消费品包装在大中华区居于行业龙头地位，公司运用世界范围内的营销和研发网络为客户提供全球及本地化的服务，专业提供一系列软包装产品和包装解决方案，业务涉及食品、饮料、医药、医疗器械、家庭与个人护理用品和功能性薄膜等行业。安姆科是首家承诺至2025年所有包装开发为可回收或可重复使用的全球包装企业。每天约有3亿个安姆科包装应用在中国市场，每个消费者几乎每天都有可能接触到安姆科包装的产品。

孩之宝商贸（中国）有限公司

孩之宝（Hasbro）于1923年由Henry与Helal Hassenfeld兄弟在美国创建，名字源自Hassenfeld Brothers的缩写。作为一家品牌娱乐公司，旨在为全球儿童和家庭提供全方位沉浸式的娱乐体验。从玩具和游戏，到电视节目、动画片、电子游戏等丰富多彩的授权体验，孩之宝力争让全球消费者从它众多知名而深受喜爱的品牌中获得乐趣。这些品牌包含了国内外消费者耳熟能详的变形金刚、小马宝莉、热火、培乐多、万智牌、地产大亨、淘气宝贝和宠物朋友等。

SHFIA NEWS

Apr. 15-24

The 131st China Import and Export Fair, also known as the Canton Fair, was held online from Apr. 15 to 24. SHFIA, as the organizing unit of the FIE sub-group of the Shanghai Trade Mission, organized 100 enterprises to participate in this edition of online Canton Fair. The enterprises set up 432 booths that spread across 38 exhibition zones such as auto parts, tools, household appliances, garden supplies, household products, office stationery, bags, and men's & women's clothing.

Before the fair, SHFIA classified the application information of each enterprise, urged the enterprises organized to shelve exhibits, organized them to participate in the online exhibition video training, mobilized them to sign up for matchmaking activities, and answered their questions related to the fair's participation and operation. During the exhibition period, SHFIA provided solid support in providing exhibition services to participating foreign enterprises.

Apr. 15

China Association of Enterprises with Foreign Investment (CAEFI) held the 13th Joint Meeting of National Associations of Enterprises with Foreign Investment in an online form, focusing on the business situation and challenges faced by foreign enterprises under the pandemic. Huang Feng, Chairman of SHFIA, attended and made the speech at the meeting.

SHFIA EVENTS

In April, SHFIA held 16 events. From Jan. to Apr., SHFIA held a total of 40 events, completing 31% of its 130-event annual target.

Apr. 6

SHFIA, in cooperation with the Law Center for Small and Micro Enterprises of River Delta Law Firm, held an online seminar on "Hot Issues of Labor and Employment in Shanghai during COVID-19 Prevention and Control". Lu Jingbo, Director and Chief Partner of River Delta Law Firm, introduced nine types of labor policies and measures for enterprises, such as flexible employment, flexible working hours, home office, electronic labor contract, wage protection and adjustment, social security adjustment, job stability training, and labor dispute handling. Ma Xinli, Partner of River Delta Law Firm, gave a detailed analysis on the main control measures, labor policies and specific employment issues during the pandemic in Shanghai.

Apr. 7

SHFIA in cooperation with Black Lake Technologies, held the 2nd session of the "Empowering SMEs" lecture series. At the lecture, the co-founder of Black Lake Technologies introduced the digital transformation for SMEs from the digitalization of suppliers, production, demand, capital flow, to the digitalization of logistics, helping enterprises analyze how to rely on cloud computing, Internet of Things, blockchain and other cutting-edge technologies to allow manufacturing enterprises to achieve

interconnectivity with upstream and downstream industries, so as to quickly respond to the changing market demand and improve the competitiveness of manufacturing enterprises.

Apr. 8

SHFIA, in cooperation with Beijing DHH (Shanghai) Law Firm, held a legal seminar on "Legal Risk and Compliance in Tax-related Customs Matters". Two lawyers with nearly 20 years of experience in customs practice combined cases they've personally handled to explain the core knowledge of tax-related customs business for enterprises, focusing on the analysis of the main risk points of foreign enterprises operating in China and guiding enterprises to prevent and solve such risks; analyzing how to improve the level of import and export compliance management and protect the legal rights and interests of enterprises; and emphasizing the cautions and risk points involving customs valuation and customs origin determination.

Apr. 12

SHFIA, in cooperation with the Council of Supply Chain Management Professionals, held a training on "How to Make Supply Chain a Core Competitiveness of Enterprises". Dr. Wang Guowen gave a lecture on "Global Supply Chain Challenges and the Future of Digital Intelligence Integration" – with today's pandemic and geopolitical crisis as the starting point, he elaborated the smart digital transformation of supply chain for the participants, cited some classic applications of smart digital transformation in the US manufacturing supply chain, and emphasized the importance of IOT + Blockchain. After Wang, Zhao Chuanshu gave a lecture on "Top Ten Trends of Supply Chain Management" and explained, from a practical point of view, the total value management of supply chain, agile supply chain, process integration, world-class performance assessment and other dimensions for the participants.

Apr. 15

SHFAI held a training session themed "Systematic Thinking - Dynamic Problem Analysis". Mr. Chen, a certified instructor of "The Fifth Discipline Advanced Coaching Course", started with the book *The Fifth Discipline*, showed the participants the beneficial aspects of learning systematic thinking, and presented how systematic thinking is applied in practice and leads to success stories from the actual cases around them. In addition, Chen also introduced the "Systematic Thinking Cycle Diagram", which is very helpful for business development and operation, and listed the familiar iceberg theory model and combined it with interesting open-ended questions to guide the participants to understand the mental model under the iceberg.

Apr. 19

Mr. Yu, a senior consultant and professional trainer, was invited to explain how to clarify reporting objectives, design reporting ideas, and refine the central idea of reporting. He also analyzed the role of OPMS tools in designing the reporting process. The workshop also showcased many practical cases for participant reference and engagement.

Apr. 20

SHFIA, together with the Shanghai Council for the Promotion of International Trade (CCPIT), held the "Practical Seminar on Enterprise Application and Certification of Factual Information related to the COVID-19 Pandemic", as part of its "Pandemic Bailout" lecture series. Cai Yiming from the Certification and Accreditation Department of CCPIT was invited to answer questions about the application of certificates of factual information related to the pandemic.

Apr. 22

SHFIA held a lecture themed "The Power of Positive Emotions under the COVID-19 Pandemic", as part of its "Pandemic Bailout" lecture series. Ms. Chen, a well-known psychology coach, used her own experience in fighting COVID-19 as a starting point to emphasize the importance of mental health during the fight against the pandemic. She introduced the participants to PERMA, a theoretical system of positive psychology, and advocated that participants should shift their perspective and focus on the positive side of life. During the lecture, Chen also used many psychology mini-games to interact with the participants online and let them understand how to increase positive emotions.

Apr. 23

SHFIA cooperated with the Shanghai Development Research Foundation to hold a seminar on macro-policy insights, which was themed "Interpretation of National Economic Data and Trend Analysis in Q1". At the event, two senior economists were invited to analyze the national economic data in the first quarter.

Apr. 27

SHFIA held a seminar on international taxation titled "Base Erosion and Profit Shifting (BEPS) 2.0 Dual-Pillar Policy Sharing". Three experts specializing in dual-pillar research from PwC introduced the dual-pillar policy from various aspects. Mr. Li took the development history of Pillar One and Pillar Two as the starting point and clarified the origin of the dual-pillar policy to the participants; Mr. Wang explained some key rules with actual cases and emphasized the impact of the dual-pillar policy on multinational enterprises and overall business environment; and catering to some characteristics of foreign enterprises, Mr. Tang introduced the action plan of how to promote the dual-pillar policy and demonstrated PwC's dual-pillar digital tool.

Apr. 28

In order to help members better understand the Provisions on the Administration of Algorithm-Generated Recommendations for Internet Information Services, the SHFIA's automotive branch invited Mr. Yuan, Partner of Jingtian & Gongcheng Law Firm, to conduct an online seminar on the compliance points and difficulties of algorithm-related regulation. Wilson Ma, Deputy Secretary-General of SHIFIA, and Zhou Qi, Vice Chairman of the Automotive Branch, attended and made opening remarks.

Yuan first introduced the background of the Provisions, and focused on the legal issues of algorithm application and the relationship between algorithm and data, the regulatory rules of algorithm application, the relationship between algorithm and personal rights and market order, and the compliance suggestions of algorithm application. He made a comprehensive analysis and proposed reactive measures for the automobile industry under the new algorithm-related regulation.

Apr. 28

SHFIA organized the fourth session of its "Empowering SMEs" lecture series, which was titled "Analyzing the International Testing Standards of Eco-Textiles" - and invited member enterprise Hohenstein Textile Testing (Shanghai) Co., Ltd. to present the OEKO-TEX® series of textile certifications. Under Hohenstein's certification system, chemicals at the source of the textile supply chain will be screened and controlled in a quantitative way, and harmful chemical components in textiles can be detected, thus guiding the textile industry towards eco-friendly development. More than 40 representatives from the textile industry chain, including garment brand owners,

small and medium-sized textile manufacturers and textile traders, were invited to the event.

Apr. 28

SHFIA held the "Project Stakeholder Management" skill training. Starting with the definition of "stakeholders", Mr. Zheng, a senior project management trainer, analyzed the importance of stakeholders in project management, elaborated how to effectively influence stakeholders with case studies, and showed the seven switches to exert influence, including focus, reciprocity, positioning, subordination, preference, authority and scarcity.

Apr. 29

SHFIA invited a counselor from Parkway (Shanghai) Hospital Management Co., Ltd. to give an online psychological seminar on the topic of "Parent-Child Health and Family Relations at Home During Lockdown" to the employees of member enterprises. The counselor addressed the audience's questions on how to take care of children's mental health at home, how to handle family relations at home, how to support children's distance learning, and how to create space for play and relaxation.

Apr. 29

SHFIA invited Hai Wen, Director of the Credit Supervision and Administration Division of the Shanghai Municipal Administration for Market Regulation to introduce the Implementation Plan on Further Improving the Credit Repair Mechanism to Facilitate the Stable Development of Market Entities during COVID-19 Prevention and Control. Director Hai offered a detailed explanation on strengthening the coordination of credit repair and other topics.

April Event Review:

	Date	Theme
MPI	Apr. 23	Interpretation of National Economic Data and Trend Analysis in Q1
Pandemic Bailout Lecture Series	Apr. 6	Hot Issues of Labor and Employment in Shanghai during COVID-19 Prevention and Control
	Apr. 20	Practical Seminar on Enterprise Application and Certification of Factual Information related to the COVID-19 Pandemic
	Apr. 22	The Power of Positive Emotions under the COVID-19 Pandemic
	Apr. 29	Credit Repair Policy During the COVID-19 Pandemic
	Apr. 29	Parent-Child Health and Family Relations at Home During Lockdown
Empowering SMEs Lecture Series	Apr. 7	Use Data to Reconfigure the Supply Chain
	Apr. 28	Analyzing the International Testing Standards of Eco-Textiles

	Date	Theme
Policy Lecture	Apr. 8	Legal Risk and Compliance in Tax-related Customs Matters
	Apr. 27	Base Erosion and Profit Shifting (BEPS) 2.0 Dual-Pillar Policy Sharing
Skill Training	Apr. 12	How to Make Supply Chain a Core Competitiveness of Enterprises
	Apr. 15	Systematic Thinking - Dynamic Problem Analysis
	Apr. 19	Persuasive and Logical Work Reporting
	Apr. 28	Project Stakeholder Management
Branch Event	Apr. 20- Jun. 20	HR Club – “iHuoli” Online Health Boot Camp
	Apr. 28	Automotive Branch - Recent Trends in Algorithm-Related Regulation and Corporate Responses

NEW MEMBERS

In April, SHFIA welcomed 3 new members, and so far in 2022, 17 new enterprises have joined the association, completing 17% of its 100-new member annual target.

Yazaki (China) Investment Corporation

Since its establishment in 1941, Yazaki has set up branches in 46 countries around the world. In addition to producing auto parts based on automotive wiring harnesses and meters, it also operates air conditioning equipment, solar equipment, gas equipment, household electrical wiring components and other products closely related to people's lives.

Since the establishment of the factory in Tianjin in 1988, Yazaki has continued to develop in China and currently has 13 companies and 24 branches. For Yazaki Group, China has grown into one of the very important regions. Based on the rapidly developing and rapidly changing Chinese market, Yazaki (China) Investment Corporation, as the headquarters of Yazaki Group in China, will continue to focus on product manufacturing to meet customer expectations.

Amcor Packaging (Shanghai) Co., Ltd.

Amcor is a global leader in consumer packaging, established since 1860s and headquartered in Zurich, Switzerland. Amcor entered the China market in 1994. Headquartered in Shanghai, Amcor Greater China operates from 13 sites

located in Huizhou, Zhongshan, Foshan, Xinhui, Dongguan, Jiangyin, Suzhou, Chengdu and Shijiazhuang; and 4 offices in Shanghai, Beijing, Guangzhou and Hong Kong, with approximately 3,700 employees.

Amcor is a leading consumer packaging provider in Greater China. We leverage the extensive network around the world to provide customers a wide range of flexible packaging products and innovation solutions in various market segments, such as food, beverage, pharmaceutical, medical device, home and personal care and Technical Specialties markets. Amcor is the first global packaging company pledging to develop all our packaging to be recyclable or reusable by 2025. About 300 million Amcor packaging applications are active in the China market every day. Amcor is around you from day to night with its extended packages in your daily life.

Hasbro Trading (China) Co., Ltd.

Established in 1923 in the US, Hasbro is a global play and entertainment company committed to making the world a better place for all children, fans, and families. We deliver immersive brand experiences for global audiences through consumer products, including toys and games, entertainment, and gaming. Our unparalleled portfolio of approximately 1,500 brands includes MAGIC: THE GATHERING, NERF, MY LITTLE PONY, TRANSFORMERS, PLAY-DOH, MONOPOLY, BABY ALIVE, DUNGEONS & DRAGONS, POWER RANGERS, PEPPA PIG and PJ MASKS, as well as premier partner brands.



上海市外商投资协会 Shanghai Foreign Investment Association
地址 Address :上海市黄浦区淮海中路138号上海广场29楼 29F, Shanghai Plaza, No.138 Middle Huaihai Rd, Huangpu District, Shanghai
微信公众号 WeChat: 上海市外商投资协会
联系人 Contact Person: 朱微娜
电话 Tel: 021-62752995
邮箱 E-mail: zhuweina@safi.org.cn