



SHANGHAI  
FOREIGN INVESTMENT  
ASSOCIATION  
上海市外商投资协会

2024年 第7期

# 月度工作简报

## MONTHLY REPORT



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## 本月聚焦 / SHFIA Highlights

### 协会举办第一届怒江老窝镇中学学生梦想夏令营

7月15日，协会开启了“第一届怒江老窝镇中学学生梦想夏令营”，在固特异、格朗吉斯、日通、德达医院、美亚财产、富士胶片等协会会员企业的支持下，16位老窝镇中学学生首次来到上海，亲身走进外资企业，与职场精英们面对面交流，开启了人生首次职业探访之行。该夏令营活动是协会外企志愿服务工作委员会云南怒江东西部协作项目新的子项目之一，历时7天，学生们走进多家协会会员企业进行了职业探访，不仅全方位体验了梦想职业，也近距离感受了上海的城市魅力。（更多活动精彩报道，可关注“上海市外商投资协会微信公众号”查看）。

7月20日，梦想夏令营结营仪式在协会举行。上海市浦东新区合作交流办主任王樱，上海市外商投资协会会长黄峰，日通东亚地区总裁松尾纯利先生以及来自上海迪士尼度假区、斯凯孚等14家会员企业的嘉宾们出席并见证了这一难忘时刻。王樱主任在致辞中表示，期待未来有更多企业加入协会的“云南怒江东西部协作项目·怒江青少年技能培训和就业项目”。黄峰会长对所有参与的同学、老师、志愿者们和支持活动的会员企业们表达了衷心的感谢，同时希望营员们能够坚定梦想、努力奋斗，并祝愿所有同学只要心有梦想，凡事都可成真。

### SHFIA hosted 1st Dream Summer Camp for students from Laowo Town Middle School

On July 15, SHFIA kicked off the "1<sup>st</sup> Dream Summer Camp for Students from Laowo Town Middle School". With the support of SHFIA member enterprises such as Goodyear, Gränges, Nippon Express, Delta Health, AIG, and Fujifilm, 16 Laowo Town Middle School students came to Shanghai for the first time, personally visited foreign enterprises, and communicated face-to-face with workplace elites, starting their first career exploration trip in their lives. The summer camp is one of the new sub-projects of the "East-West Cooperation Project in Nujiang, Yunnan" project hosted by SHFIA's Foreign Enterprise Volunteer Service Committee. During the 7-day camp, the students visited many SHFIA member enterprise for career exploration, not only experiencing dream careers in an all-round manner, but also feeling the charms of Shanghai in an up-close way (More details available on SHFIA's official WeChat account).

On July 20, the closing ceremony of the Dream Summer Camp was held at SHFIA, where Wang Ying, Director of the Shanghai Pudong New Area Office of Mutual Support, Cooperation and Exchange, Huang Feng, Chairman of SHFIA, Juntoshi Matsuo, President of Nippon Express East Asia, and representatives from 14 SHFIA member enterprises including Shanghai Disney

Resort and SKF attended and witnessed the unforgettable moment. In her speech, Director Wang Ying expressed her hope that more enterprises will join SHFIA's the youth skills training and employment initiative of SHFIA's "East-West Cooperation Project in Nujiang, Yunnan" project. Chairman Huang Feng expressed his heartfelt gratitude to all the participating students, teachers, volunteers, and member enterprises that supported the event. At the same time, he hoped that the students would be firm in pursuing their dreams, and wished all of them dream come true.



### **协会承办 2024 年上海跨境贸易营商环境改革政策宣贯会**

为帮助跨境贸易企业更好地了解、应用本市 2024 年跨境贸易便利化改革措施，7 月 18 日，市商务委会同上海海关、市交通委、市市场监管局及上港集团、亿通公司等单位举办上海口岸 2024 年跨境贸易营商环境改革政策宣讲会，线上线下药 200 家企业参会。协会承办此次宣讲会，60 余家会员企业参会。

市商务委对 2024 年上海跨境贸易营商环境改革政策以及对标世界银行新一轮营商环境评估改革成效作了总体介绍。上海海关介绍了货物通关便利化、海关监管创新、进出口企业帮扶等方面政策。市交通委介绍了区域通关便利化、国际中转集拼等政策。市市场监管局介绍了口岸收费监督检查方面的举措。上港集团介绍了上海港在智慧港口建设、压缩通关时间方面的措施。亿通公司重点介绍了上海国际贸易单一窗口中的数字化应用项目。在交流互动环节，与会专家针对与会企业代表提出的问题进行了详细解答。

### **SHFIA organized 2024 Policy Briefing on Reforms Related to Shanghai's Cross-Border Trade Business Environment**

To help cross-border trade enterprises better understand and apply the city's cross-border trade facilitation and reform measures in 2024, the Shanghai Municipal Commerce Commission (SMCC), together with the Shanghai Customs, the Shanghai Municipal



Transportation Commission (SMTC), the Shanghai Municipal Administration for Market Regulation (SMAMR), Shanghai International Port Group (SIPG), E&P International, etc., on July 18 held a policy briefing on the reforms related to the cross-border trade business environment in Shanghai Port in 2024. The event was organized by SHFIA, and was attended by about 200 enterprises both online and offline, including more than 60 SHFIA member enterprises.

At the briefing, SMCC gave a general introduction to the reform policies of Shanghai's cross-border trade business environment in 2024 as well as the results of the reforms in line with the World Bank's new round of business environment assessment; the Shanghai Customs introduced policies on the facilitation of customs clearance of goods, innovation in customs supervision, and assistance to import and export enterprises; SMTC introduced policies on regional customs clearance facilitation and international transit consolidation; SMAMR introduced measures for port fee supervision and inspection; SIPG introduced Shanghai Port's measures in building smart ports and shortening customs clearance time; and E&P International focused on the digital application initiatives for the Shanghai International Trade Single Window. During the Q&A session, experts gave detailed answers to questions raised by corporate representatives.

## 协会动态 / SHFIA News

### 7月15日-7月17日

受河北省人民对外友好协会邀请，上海市人民对外友好协会会长陈靖、副会长傅继红，上海市外商投资协会会长黄峰会同多家外资企业和驻沪外国商协会赴河北雄安新区等地学习考察，其中包括市外商投资协会会员企业霍尼韦尔、江森自控、西门子、巴斯夫、埃顿、三井住友海上火灾保险等。

#### July 15-17

At the invitation of the Hebei People's Association for Friendship with Foreign Countries, Chairman Chen Jing and Vice Chairman Fu Jihong of the Shanghai People's Association for Friendship with Foreign Countries and Huang Feng, Chairman of SHFIA, joined a number of Shanghai-based foreign enterprises and foreign chambers of commerce to visit destinations such as Xiong'an New Area in Hebei Province to investigate their development status. SHFIA member enterprises participating in the trip included Honeywell, Johnson Controls, Siemens, BASF, Aden, and Mitsui Sumitomo Insurance Group.

### 7月18日

上海市闵行区商务委彭哲颖主任一行来访协会，与协会黄峰会长等共同商讨合作事宜。

### **July 18**

Peng Zheyang, Director of the Minhang District Commerce Commission, led a delegation to visit SHFIA, where they discussed with Chairman Huang Feng matters related to bilateral cooperation.

### **7月18日**

海南国际经济发展局唐华局长一行来访协会，黄峰会长接待并作交流。

### **July 18**

Tang Hua, Director of the Hainan Bureau of International Economic Development, led a delegation to visit SHFIA, where they were received by Chairman Huang Feng for exchange of views.

### **7月18日**

范红秘书长参加上海市黄浦区人民对外友好协会成立大会。

### **July 18**

Secretary-General Fan Hong was invited to attend the inauguration ceremony of the Huangpu District People's Association for Friendship with Foreign Countries.

### **7月24日**

淮海路商圈党建联席会议第三次全体会议暨“上海之夏·潮趣淮海”主题活动发布仪式在中共一大纪念馆报告厅举行，黄浦区委书记杲云出席会议并致辞，黄峰会长参加。

### **July 24**

The 3rd Plenary Meeting of the Huaihai Road Business District Party Building Joint Conference and the "Shanghai Summer · Trendy Huaihai" Campaign Announcement Ceremony was held at the lecture hall of the site of the First National Congress of the Communist Party of China. Gao Yun, Party Secretary of Huangpu District, delivered a keynote speech at the event, where Huang Feng, Chairman of SHFIA, was also present.

### **7月26日**

海南省商务厅副厅长李枝平、外资处副处长郭志荣来访协会，黄峰会长接待并作交流。

### **July 26**

Li Zhiping, Deputy Director of the Hainan Provincial Commerce Department, and Guo Zhirong, Deputy Director of the department's Foreign Investment Division, visited SHFIA, where they were received by Chairman Huang Feng for exchange of views.

## 会员走访及接待 / Meeting with Members

7月12日，范红秘书长应索尼（中国）有限公司邀请，参观 SonyExpo 2024 @Bilibili World 展位。

On July 12, Secretary-General Fan Hong was invited to visit Sony's booth at Bilibili World 2024.

7月19日，丸红总公司执行董事兼财务部长田岛知净、丸红（中国）有限公司财务部长金子恭、法务部长孙菁来访协会，黄峰会长接待并作交流。

On July 19, Chijo Tajima, Executive Director and Head of Finance at Marubeni Corporation, Kaneko Yasushi, Head of Finance, and Sun Jing, Head of Legal Affairs at Marubeni (China) Co., Ltd., visited SHFIA, where they were received by Chairman Huang Feng for exchange of views.

7月19日，黄峰会长出席协会轮值副会长单位儒博科学仪器（上海）有限公司十周年庆典活动，与儒博集团总裁 Pete Morris、亚太区副总裁兼协会轮值副会长王正勇进行交流，介绍中国外商投资现况、外资支持政策以及在华外资企业的投资趋势。

On July 19, Chairman Huang Feng attended the 10<sup>th</sup> anniversary celebration of SHFIA's rotating vice chairman unit, PAC (Shanghai) Co., Ltd., where he exchanged views with Pete Morris, President of Roper Industries Incorporation, and Wang Zhengyong, VP of Roper Industries APAC and Rotating Vice Chairman of SHFIA. During the exchange, Huang introduced the current situation of foreign investment in China, relevant support policies, and investment trends of foreign enterprises in China.

7月24日，汉高（中国）投资有限公司大中华区总裁、汽车 OEM 亚太区副总裁安娜一行来访协会，黄峰会长接待并作交流。

On July 24, Anna An, President Greater China and VP Auto OEMs APAC at Henkel, led a delegation to visit SHFIA, where they were received by Chairman Huang Feng for exchange of views.

7月29日，黄峰会长拜访科思创浦东研发中心，科思创中国区总裁雷焕丽等接待，双方就权益保护、ESG、创新及城市更新等内容作交流。

On July 29, Chairman Huang Feng visited Covestro Pudong R&D Center, where he was received by executives including Lei Huanli, President of Covestro China. Both sides exchanged views on issues including rights and interests protection, ESG, innovation, and urban renewal.

## 协会活动 / SHFIA Events

7月协会共举办9场活动。本年度累计举办了80场活动。

In July, SHFIA held 9 events. Throughout 2024, SHFIA has held a total of 80 events.

### 分会活动 | 智能制造分会：企业级 AI 及数智转型技术创新工作坊——走进 IBM 客户体验中心

2024年7月26日，协会智能制造分会举办“企业级 AI 及数智转型技术创新工作坊——走进 IBM 创新体验中心”活动。IBM 团队为与会人员分享了企业级 AI 提速创新和发展新质生产力的领先实践，用理论和案例实践，从企业的痛点难点出发，详细介绍了 IBM 作为零号客户在 AI 应用方面的实践。智能制造分会秘书长朱月、IBM 大中华区外资企业事业部总经理翟峰开场致辞。来自英威达、奥雅纳、日立解决方案、日东电工等会员企业的 30 多位代表参会。

#### Smart Manufacturing Branch: Visit to IBM Innovation Experience Center – Workshop on Enterprise-Grade AI and Digital & Intelligent Transformation Technology Innovation

On July 26, SHFIA's Smart Manufacturing Branch held the "Visit to IBM Innovation Experience Center – Workshop on Enterprise-Grade AI and Digital & Intelligent Transformation Technology Innovation". The IBM team shared with the participants the leading practices of enterprise-grade AI to accelerate innovation and develop new quality productivity forces. Presenting both theories and case studies, they started from the challenges and difficulties of enterprises, and detailed IBM's practices in AI applications as "Customer Zero". Zhu Yue, Secretary-General of SHFIA's Smart Manufacturing Branch, and Zhai Feng, General Manager of IBM Greater China's Foreign Enterprise Division, delivered opening speech, and more than 30 representatives from member enterprises such as Invista, Arup, HITACHI Solution, and Nitto Denko attended the workshop.

### 分会活动 | 汽车分会：助力企业出海之欧洲专场活动

2024年7月30日，由上海市外商投资协会汽车分会和上海亿通国际股份有限公司共同主办的助力企业出海之欧洲专场活动举办。本次活动聚焦汽车及其零部件出口贸易，并兼顾碳足迹等近年来外贸热点议题，来自保时捷、宝马、伟巴斯特、盖瑞特等 30 余位企业代表出席活动。

#### Automotive Branch: Special Event on Helping Enterprises Seek Business Opportunities in Europe

On July 30, 2024, a special event on helping enterprises seeking business opportunities in Europe was co-held by SHFIA's Automotive Branch and E&P International. The event focused on the export trade of automobiles and parts, and took into account hot topics in foreign trade

in recent years such as carbon footprint. More than 30 representatives from enterprises such as Porsche, BMW, Webasto, and Garrett attended the event.

## 讲座 | 《上海东方枢纽国际商务合作区建设总体方案》政策解读

2024年7月25日下午，由上海市外商投资协会和上海市外国投资促进中心联合举办的政策解读——《上海东方枢纽国际商务合作区建设总体方案》（以下简称“总体方案”）在上海市外商投资协会举行。本次活动邀请了东方枢纽集团旗下子公司——上海汇在东方建设发展有限公司综合办蔡晟对《总体方案》的主要内容进行解读并对近期建设情况做介绍，近30位外资企业代表参加了本次活动。

### Policy Interpretation on overall plan for development of Shanghai Oriental Hub International Business Cooperation Zone

On the afternoon of July 25, a seminar was co-organized by SHFIA and the Shanghai Foreign Investment Promotion Center, offering policy interpretation on the *Overall Plan for the Development of the Shanghai Oriental Hub International Business Cooperation Zone*. Cai Sheng from Shanghai HuiZaiDongFang Construction & Development Co., Ltd., a subsidiary of Oriental Hub Group, was invited to interpret the key highlights of the plan, and introduce the zone's recent construction progress. Nearly 30 representatives of foreign enterprises participated in the event.

## 讲座 | 《网络反不正当竞争暂行规定》政策解读

2024年7月26日，为帮助上海市外商投资企业深入理解国家市场监督管理总局于2024年5月6日公布的《网络反不正当竞争暂行规定》（以下简称《暂行规定》），在黄浦区市场监督管理局的指导下，上海市外商投资协会举办了《暂行规定》解读讲座。本次活动邀请了北京竞天公诚律师事务所上海分所权益合伙人田小丰律师对《暂行规定》进行深度解读，通过典型案例，对商业营销重点条款进行了解析，并提出企业合规建议，帮助企业进一步了解不正当竞争领域最新动向。黄浦区市场监督管理局有关负责同志出席，近40位企业代表参加本次活动。

### Policy Interpretation on Interim Provisions on Anti-Unfair Online Competition

On July 26, 2024, to help Shanghai foreign enterprises deeply understand the *Interim Provisions on Anti-Unfair Online Competition* promulgated by the State Administration for Market Regulation on May 6, 2024, SHFIA held a seminar to interpret the provisions under the guidance of the Huangpu District Administration for Market Regulation (HDAMR). The seminar invited Tian Xiaofeng, an equity partner of Jingtian & Gongcheng Law Firm, to conduct an in-depth interpretation of the provisions. Through typical cases, he analyzed the key terms of commercial marketing and put forward corporate compliance suggestions to help enterprises further understand the latest trends in the field of unfair online competition. Relevant officials from HDAMR as well as nearly 40 corporate representatives attended the event.



## 7 月活动回顾:

	时间	主题
分会活动	7 月 26 日	智能制造分会：企业级 AI 及数智转型技术创新工作坊——走进 IBM 客户体验中心
	7 月 30 日	汽车分会：助力企业出海之欧洲专场活动
协会活动	7 月 15 日	第一届怒江老窝镇中学学生梦想夏令营
	7 月 25 日	讲座   《上海东方枢纽国际商务合作区建设总体方案》政策解读
	7 月 26 日	讲座   《网络反不正当竞争暂行规定》政策解读
政企沟通	7 月 2 日	市商务委等部门召开《上海市推进国际贸易中心建设条例》政策宣讲会
	7 月 11 日	市市场监督管理局召开百强外企反垄断合规专场讲座
	7 月 18 日	国务院发展研究中心市场经济研究所与市商务委召开关于“全国统一大市场建设政策研究”专题调研
	7 月 18 日	协会承办 2024 年上海跨境贸易营商环境改革政策宣贯会

## July Event Review

	Time	Theme
Branch Activities	July 26	Visit to IBM Innovation Experience Center – Workshop on Enterprise-Grade AI and Digital & Intelligent Transformation Technology Innovation
	July 30	Automotive Branch: Special Event on Helping Enterprises Seek Business Opportunities in Europe
SHFIA Events	July 15	1st Dream Summer Camp for Students from Laowo Town Middle School
	July 25	Policy Interpretation on Overall Plan for Development of Shanghai Oriental Hub International Business Cooperation Zone
	July 26	Policy Interpretation on <i>Interim Provisions on Anti-Unfair Online Competition</i>
Government-Business Communication	July 2	Policy Briefing on <i>Regulations on Promoting the Construction of an International Trade Center in Shanghai</i> by Shanghai Municipal Commerce Commission
	July 11	Special Seminar on Antitrust Compliance for Top-100 Foreign Enterprises by Shanghai Municipal Administration for Market Regulation
	July 18	Special Survey on "Research for Policies on Developing Unified National Market" by Market Economy Research Institute of State Council Development Research Center and Shanghai Municipal Commerce Commission
	July 18	Policy Briefing on Reforms Related to Shanghai's Cross-Border Trade Business Environment Organized by SHFIA

## 新会员 / New Members

7 月新入会企业 7 家，本年度累计新入会企业 36 家。

In July, SHFIA welcomed 7 new members. And throughout 2024, 36 new enterprises have joined the association.

### 贝宝支付（北京）有限公司上海分公司

PayPal 贝宝致力在中国长期投资和发展，是第一家获准在中国市场提供在线支付服务的外资支付机构以及首家在中国拥有全资子公司的外资支付企业。2004 年，PayPal 贝宝开始在中国设立子公司并陆续加大投入，不断为中国跨境电商以及数字支付产业的健康发展和迭代升级贡献力量，多年来为中国数字支付行业培养和输送了大量高端专业人才。PayPal 贝宝中国着力于深耕中国市场，加速本地化，与国内各大金融机构、技术平台建立了战略合作伙伴关系。凭借母公司在全球跨境支付、风险管控、技术创新和商业模式等多个领域 20 余年的宝贵实践经验和领先优势，PayPal China 贝宝中国持续赋能中国企业和中小商家，通过提供合规、安全、可靠、便捷的支付产品和全链条解决方案，实现中国企业及中小商家与 PayPal 贝宝全球逾 4 亿消费者和商户互联互通，助力他们在新一轮数字经济浪潮中拓展全球商机并获取成功。

### PayPal Payments (Beijing) Co., Ltd. Shanghai Branch

PayPal is committed to long-term investment and development in China. It is the first foreign payment organization approved to provide online payment services in the Chinese market and the first foreign payment enterprise to have a wholly-owned subsidiary in China. In 2004, PayPal began to set up subsidiaries in China and gradually increased its investment, continuously contributing to the healthy development and iterative upgrading of China's cross-border e-commerce and digital payment industries. Over the years, it has cultivated and delivered a large number of high-end professional talents for China's digital payment industry. PayPal China focuses on deepening the Chinese market, accelerating localization, and establishing strategic partnerships with major domestic financial institutions and technology platforms. With the parent company's more than 20 years of valuable, practical experience and leading advantages in multiple fields such as global cross-border payment, risk management, technological innovation and business models, PayPal China continues to empower Chinese enterprises and small- and medium-sized merchants. By providing compliant, safe, reliable and convenient payment products and full-value chain solutions, it enables Chinese enterprises and small- and medium-sized merchants to connect with PayPal's more than 400 million consumers and merchants worldwide, helping them expand global business opportunities and achieve success in the new wave of digital economy.

## 广发银行股份有限公司上海分行

广发银行成立于 1988 年，前身为广东发展银行，经国务院和中国人民银行批准，是国内首批组建的全国性股份制商业银行之一。2016 年 8 月，广发银行成为中国人寿集团成员单位。广发银行总部位于粤港澳大湾区中心城市广州，目前在国内 27 个省（自治区、直辖市）和香港、澳门特别行政区共设立了 49 家直属分行、968 家营业机构，覆盖 116 个地级及以上城市，设有全资子公司广银理财有限责任公司，资金营运中心在上海持牌经营，为客户提供高质量、高效率、全方位的综合金融服务。2021 年，广发银行成为首批国内系统重要性银行，2022 年在英国《银行家》全球 1000 强银行排名 61 位。

广发银行上海分行成立于 1997 年，目前下辖 34 家网点，其中自贸试验区分行（二级分行）1 家、一级支行 32 家、社区支行 1 家，网点覆盖除崇明外上海全市。广发银行上海分行始终通过自身产品与服务创新，全力为上海区域客户提供优质服务、为上海实体经济注入发展动能。

## China Guangfa Bank Co., Ltd. Shanghai Branch

Founded in 1988, China Guangfa Bank was formerly known as Guangdong Development Bank. Approved by the State Council and the People's Bank of China, it is one of the first national joint-stock commercial banks established in China. In August 2016, China Guangfa Bank became a member of China Life Group. Headquartered in Guangzhou, the central city of the Guangdong-Hong Kong-Macao Greater Bay Area, China Guangfa Bank currently has 49 directly affiliated branches and 968 business offices in 27 provinces (autonomous regions, and municipalities) and the Hong Kong and Macao Special Administrative Regions in China, covering 116 cities at the prefecture-level and above. It has a wholly-owned subsidiary, China Guangfa Wealth Management Co., Ltd., and its capital operation center is licensed in Shanghai, providing customers with high-quality, efficient and comprehensive financial services. In 2021, China Guangfa Bank became one of the first domestic banks of systematical importance, and ranked 61<sup>st</sup> in the world's top 1,000 banks in Britain's *The Banker* magazine in 2022.

China Guangfa Bank Shanghai Branch was established in 1997. It currently has 34 outlets, including one in the Pilot Free Trade Zone (second-level branch), 32 first-level sub-branches, and one community branch. Its outlets cover the entire city of Shanghai except Chongming District. China Guangfa Bank Shanghai Branch has always been committed to providing high-quality services to customers in the Shanghai region and injecting development momentum into the city's real economy through its own product and service innovation.

## 环响（上海）贸易有限责任公司

Loop 降噪耳塞于 2016 年成立于比利时安特卫普，当时电音文化正盛行，两位创始人试图找到既能享受音乐、又能保护听力的产品，但市面上的耳塞使用体验并不能满足他们的需求。于是，两位创始人决定自己开发创新型的降噪耳塞，由此在全球掀起了一场听觉革命。目前，Loop 已连续 5 年深耕用户洞察，从极度细分的切入点出发，成功销往全球数十个国家，为数千万人重新诠释新世代的降噪体验。

### **Huanxiang (Shanghai) Trading Co., Ltd.**

Loop earplugs were founded in 2016 in Antwerp, Belgium, at a time when electronic music culture was flourishing. The founders didn't want to give up their love for music and sought a product that would allow them to enjoy music while protecting their hearing. However, the earplugs available on the market did not meet their needs. So, these two engineering enthusiasts decided to develop their own innovative noise-canceling earplugs, sparking a global auditory revolution. For the past five years, Loop has been deeply understanding user insights from a highly specialized perspective, successfully selling to dozens of countries worldwide and redefining the noise-canceling experience for millions of people in the new era.

### **理光（中国）投资有限公司**

理光集团（RICOH）是国际商务办公领域及光学领域设备的生产制造商，在全球 200 个国家和地区开展业务，始终在为客户的数字化变革、印刷和图像解决方案等业务的成功提供数字化服务。产品如数码复合机、生产型数字印刷机、数码照相机和工业产品诸如热敏媒体，半导体和工厂自动化摄影机等。通过对工作场所的进一步变革，提高人们的生活品质，最终为可持续发展社会的实现做贡献。

作为最早一批进入国内的办公设备制造商入驻中国市场，历经二十一载光阴，理光见证了中国经济结构从重工业制造向数字化和低碳化转型，数字化业务技术与应用场景加速融合。如今，理光中国也加入数字经济大潮，助力更多中国企业实现数字化变革和转型。

### **Ricoh China Co., Ltd.**

Ricoh Group (RICOH) is an international manufacturer of equipment for the business office and the optical field, operating in 200 countries and regions around the world, and has been providing digital services for the success of customers' businesses during digital transformation, printing and imaging solutions. Products such as digital laminators, production digital printers, digital cameras and industrial products such as thermal media, semiconductor and factory automation cameras. By further transforming the workplace, we improve the quality of people's lives and ultimately contribute to the realization of a sustainable society.

Ricoh entered the Chinese market as one of the earliest office equipment manufacturers, witnessing the transformation of China's economic structure from heavy industrial manufacturing to digitalization and decarbonization, and the accelerated integration of digital business technologies and application scenarios. Now, Ricoh China also joins the digital economy tide, helping more Chinese enterprises to realize digital change and transformation.

### **塞拉尼斯（中国）投资有限公司**

塞拉尼斯公司是化学及特种材料解决方案的全球领导者，产品被广泛应用于大多数主要行业和消费品领域。充分利用广博的化学、技术和业务专长，为客户、员工和公司股东创造价值。塞拉尼斯致力于可持续发展，为材料的整个生命周期进行责任



管理，并不断扩大企业的可持续产品组合，以满足不断增长的客户和社会需求。塞拉尼斯努力为社区播撒积极影响，同时不断促进团队的包容性。塞拉尼斯是一家美国财富 500 强企业，全球约有 12,400 名员。2023 年净销售额达 109 亿美元。

### **Celanese (China) Holding Co., Ltd.**

Celanese is a global leader in chemistry, producing specialty material solutions used across most major industries and consumer applications. Its businesses use chemistry, technology and commercial expertise to create value for customers, employees and shareholders. The company is committed to sustainability by responsibly managing the materials it creates for their entire lifecycle and are growing its portfolio of sustainable products to meet increasing customer and societal demand. Celanese strives to make a positive impact in its communities and to foster inclusivity across its teams. Celanese is a Fortune 500 company that employs approximately 12,400 employees worldwide with 2023 net sales of \$10.9 billion.

### **生牌行贸易（上海）有限公司**

生牌行贸易（上海）有限公司是美国公司 Lifetime Brands, Inc. 的全资子公司，负责集团在中国及全球的产品采购业务。

公司总部 Lifetime Brands, Inc. 设立在美国纽约，是全球领先的厨具、餐具和其他家用产品供应商，在纳斯达克上市。公司销售知名厨具品牌的产品以及备受尊敬的餐具和礼品品牌，包括 Farberware、KitchenAid、Chef 'n、Copco、Fred & Friends、Kitchencraft、Kamenstein、Mikasa、Pfaltzgraff、Rabbit、V&A、BUILT NY 和 Taylor 等。除此之外，还为全球领先的零售商提供独家自有品牌产品。

### **Lifetime Brands Global Trading (Shanghai) Company Limited**

Wholly-owned by US-based Lifetime Brands, Inc., Lifetime Brands is a leading global provider of kitchenware, tableware and other products used in the home. It offers brands you trust, value without compromise and an unwavering commitment to innovation. Its products make it easier for you to prepare food, serve meals, entertain guests, and decorate your home. Lifetime Brands markets products under well-known kitchenware brands, including Farberware, KitchenAid, Chef 'n, Copco, Fred & Friends, Kitchencraft, Kamenstein, Mikasa, Pfaltzgraff, Rabbit, V&A, BUILT NY and Taylor, etc. It also provides exclusive private label products to leading retailers worldwide.

### **无印良品（上海）商业有限公司**

1980 年無印良品诞生于日本，主推服装、生活杂货、食品等各类优质商品。自 1980 年发展至今，无印良品一直在不同的领域探索、创新，商品种类也不断扩大，同时也涉及许多新事业新领域如 Café&Meal MUJI、MUJI HOTEL、MUJI INFILL、MUJI FARM 等等。無印良品的全球门店数量超过了 1,200 家，商品种类也遍及服装、生活杂货、食品乃至家居领域，超过了 8,000 种。

2005 年，MUJI 無印良品进入中国大陆地区，并逐步扩大商品的品类。为满足中国消费者需求，自 2019 年开始开发多样化的中国本地化商品。截至 2024 年 6 月，MUJI 在中国大陆地区的 81 个城市开设了 388 家门店，在 11 个城市设有餐饮门店和大型旗舰店。

無印良品，在通过商品和服务将生活变得简约而美好之外，更以解决整个社会和人类的课题为目标。希望从生活的细微片段到全球规模的未来，成为一个深思熟虑、无微不至的集合体。并通过“無印良品”这个品牌实现理念具象化，以实际行动积极为社会做出贡献。

### **MUJI (Shanghai) Co., Ltd.**

MUJI, originally founded in Japan in 1980, offers a wide variety of good quality products including household goods, apparel and food. Since 1980, it has continuously explored and innovated in various fields, expanding its range of products and branching into new business areas such as Café&Meal MUJI, MUJI HOTEL, MUJI INFILL, and MUJI FARM. There are more than 1,200 MUJI stores around the world, carrying more than 8,000 items ranging from clothing and household goods to food and even houses.

MUJI entered mainland China in 2005 and gradually expanded its product range. To better meet the needs of Chinese consumers, it began developing a variety of localized products in 2019. As of June 2024, MUJI has opened 388 stores across 81 cities in mainland China and has established dining outlets and large flagship stores in 11 cities.

Beyond making life simple and beautiful through products and services, MUJI will proactively respond to issues facing society and the Earth through its core value of “contributing to society and people.” It strives to be a thoughtful and comprehensive entity, influencing everything from the small details of daily life to the future on a global scale. Through the MUJI brand, the company brings its philosophy to life and actively contribute to society through concrete actions. By embodying its philosophy through “MUJI”, it actively contributes to society with concrete actions.