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Jiading News

嘉定報

News

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The chef from the Spain Pavilion at Shanghai World Expo serves up a taste of Mediterranean cooking.

Culture

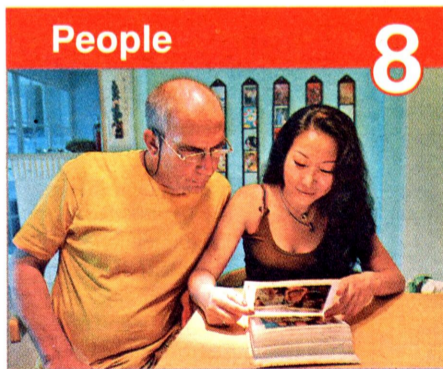
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It's a pleasure to take in the scenery and stroll around historic bridges and pagodas.

People

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Germany-born Norbert Korsten and Jiading native Xu Lili find love after failed first marriages.



Race circuit builds brand in celebrity charity gala

Lu Xiaofeng and Fei Lai

The Challenge Show 2010, held at the Shanghai International Circuit on August 14-15, took as its themes the spirit of giving and the notion of everyone belonging to "one family."

As part of the event, a celebrity race for the One Foundation charity was held. Hong Kong artist Aaron Kwok and entertainers such as Ethan Ruan, Chilam Cheung and Ekin Cheng took part in the race, which was led by Chinese martial arts star Jet Li.

Several families were invited on stage to join the performers in a "Hand Printing Ceremony."

Three other professional races — the AFR Series, the AGT Series and the Clio Cup China Series — were also staged. The Shanghai International Circuit is now endeavoring to develop the Challenge Show into its own event brand and tourism attraction. Organizers said that within three years, the show will become an event drawing participants from professional ranks, celebrity stars and local community enthusiasts. An event for folk racing enthusiasts will be held next year.

The Shanghai International Circuit is now booked more than 90 percent of the time. Besides the world renowned Formula One, it also hosts about six professional races, including the China Touring Car Championship. It also stages new car model launches, media promotion ceremonies and test trials. Many car clubs are also regular users of the venue.

A stylish tourist reception center will be built to provide services to visitors. Porsche Design and TAG Heuer have indicated interest in opening stores at the center.



Jet Li (center) leads Hong Kong artists in the One Foundation charity race. — Lu Xiaofeng

Geely picks Jiading for its China Volvo HQ

Lu Xiaofeng and Fei Lai

CHINESE automaker Geely said it had completed the acquisition of Swedish automaker Volvo from the Ford Motor Co for US\$1.65 billion.

Geely said it would set up its Volvo Chinese headquarters in the Jiading District. It will include a research and development center, a sales hub and a procurement base.

The Chinese company plans to expand Volvo's presence in China, the world's largest car market, by marketing the cars as sturdy and "family friendly."

Within five years, China is expected to become the biggest market for the Volvo brand.

Located at Jiading Industrial Zone, the Volvo project covers an area of 20 hectares,

of which 100,000 square meters will be devoted to research and development. The area will also house a new Volvo Museum to highlight the history of the auto.

The project, which is still in the planning stages, will begin construction next spring and is expected to be completed in the second half of 2012.

The manufacturing base for Volvo will be located west of the Zhuqiao exit of the Jiading Expressway.

Its annual output will eventually be 200,000 vehicles for both domestic and overseas markets.

Geely said its domestic models will cater to the motoring habits of Chinese consumers.

A workshop near the crossroads of Shengxinbei and Xingxian roads will be

turned into a temporary research and development site employing up to 300 people. Work at the site is expected to start by the end of the year.

Since May, almost 80 executives from Geely have been working at the industrial zone preparing for the industrial handover.

Founded in 1927, Volvo was sold to Ford in 1999 for US\$7 billion.

In China, Volvo's S40 executive compact car and S80 saloon have been manufactured at a Ford-Mazda joint venture with Chang'an Motors in Chongqing, but Volvo sales in China have lagged far behind other foreign brand names.

Geely said Stefan Jacoby, who is currently the head of Volkswagen in America, would become Volvo's new president and chief executive.