

Volvo drives creativity with Shanghai car design studio

Tang Linfei and Li Xinran

THE Volvo Car Design Studio located in the Jiading Industrial Zone on Luyi Road has been put into service recently. The design studio will join forces with its counterparts in Gothenburg, Sweden, and Camarillo, the United States, to form a strong design system and further expand Volvo Car's global design layout.

The Shanghai design studio covers an area of 5,500 square meters and can accommodate more than 100 designers and creative engineers working simultaneously. It is equipped with devices such as milling machines, 3D printers, and other equipment used to efficiently produce high-precision models.

In addition, the studio has the full process capability of car design, from concept to mass production. It can provide design solutions for interior, exterior, color/material, and user experience for mass-produced full-sized models. Designers can also utilize virtual reality technology to enter the virtual world for design and creative work.

"Volvo Car Design Studio Shanghai aims to become one of the most comprehensive and strongest global automotive brand design centers in Asia," said Jeremy Offer, head of global design at Volvo Cars. "The new office environment and cutting-edge technology at Volvo Car Design Studio Shanghai will push forward Volvo Cars' design capabilities and further elevate its design standards."

In addition to a good design studio, an excellent design team is also an important part of Volvo Cars' global design system. The Shanghai design team was established in 2010 and boasts professional talent with different backgrounds. The Volvo EX90 Excellence was one of the first design projects led by the Shanghai design team.

The Volvo EX90 Excellence made its debut in China in April. This model is a four-seat version of the all-new pure electric flagship, the Volvo EX90, and is also the most luxurious car model in Volvo's history.

"The successful creation of Volvo EX90 Excellence signals rapid improvements in the capabilities of their Shanghai design team," said Sophie Li, head of Volvo's Asia Pacific design team.

Innovation chains benefit from collaboration with neighbors

Li Huacheng and Li Xinran

IN recent years, Jiading District has been focusing on integrated development and high-quality growth, while fostering cooperation with neighboring cities to bring out complementary advantages in innovation chains.

This has led to the acceleration of integration and coordination of industrial chains, as well as promotion of exchange and sharing of supply chains, thereby maximizing innovation and development of the surrounding area and promoting growth of the Yangtze River Delta region.

For example, the research and development results from Schaeffler Shanghai R&D Center are put into production at Schaeffler's Taicang Plant. The technical engineers from Shanghai frequently travel to Schaeffler's Suzhou factory for business purposes, and employees from Suzhou regularly "check-in" to work in Shanghai.

"The circulation of talent is key to the integrated development of the Yangtze River Delta, and is also an advantage for the intra-circle development of regional industries," said Zhang Yilin, chief executive officer of Schaeffler China.

Jiading in Shanghai has been working closely with other regions in the Yangtze River Delta area, such as Kunshan and Taicang in Jiangsu Province, to achieve deeper integration of industrial development. This has strengthened the confidence of companies in their efforts to develop and grow their businesses in the Yangtze River Delta region.

The intra-circle development has enabled companies to expand their geographical footprint.



Last year's fifth Yangtze River Delta Sci-Tech Fair attracted numerous cooperation agreements, facilitating intra-circle development within the region. — Yang Yujie

Schaeffler has established its regional headquarters and R&D center in Jiading and currently operates eight factories in locations including Taicang, Suzhou, and Nanjing in the Yangtze River Delta region.

While the expansion project for Schaeffler China's regional headquarters and R&D center in Jiading is expected to be operational soon, their new-energy vehicle parts manufacturing base in Taicang is also expected to become operational later this year.

According to Zhang, since the integrated development of the Yangtze River Delta region was elevated to a national strategy in China, the region has become the most active, open and innovative area in terms of economic development.

Schaeffler has already opened over 40 bus routes that cross regions of Shanghai, and Taicang and Kunshan

in Jiangsu Province.

Schaeffler's case offers just a glimpse into the rapid intra-circle development in the Yangtze River Delta region. Jiading is targeting the construction of several world-class industrial clusters, focusing on the automotive "new four modernizations" (electrification, IoT, intellectualization and sharing), automotive chips, high-performance medical equipment and precision medical industries.

The district is also implementing actions to strengthen and consolidate these industry chains, and working to align its policies and plans with neighboring regions.

It has initiated the "Jia-Kun-Tai" (referring to Jiading, Kunshan and Taicang) industry coordinated development plan, which supports leading enterprises in driving integration and innovation among large, medium, and small-sized enterprises.

Hydrogen energy research project wins top sci-tech award

Yang Yujie and Li Xinran

THE 2022 Shanghai Scientific and Technological Progress Awards have been announced. A total of 316 projects (or individuals) won the awards among which 10 were from Jiading District.

The "Long-life Commercial Vehicle Fuel Cell Operation Control Key Technology and Application" project, which was nominated by the Jiading District government, and implemented by Shanghai Refire Group in partnership with Tongji University,

Shanghai Motor Vehicle Inspection and Certification Research Center Co Ltd and Unilia (Shanghai) Fuel Cells Incorporated, won the first prize of the 2022 Shanghai Scientific and Technological Progress Award.

It is the only hydrogen energy research project in Shanghai to win this award.

Undoubtedly, research institutions are one of the main drivers of high-level scientific and technological innovation. Four scientific research achievements from the Shanghai

Institute of Optics and Fine Mechanics, under the Chinese Academy of Sciences, also won prizes.

The science and technology award is an important indicator for measuring the level of scientific and technological innovation and major achievements.

In recent years, Jiading has adhered to innovation-driven development, focusing on the growth of dominant industries, the layout of leading industries, and the cultivation of innovation sources.