

A stronger social credit system

Guan Wenfei and Pan Zheng

JIADING's government has issued a document to strengthen the social credit system, an important part for the district to coordinate with the construction of the China (Shanghai) Pilot Free Trade Zone.

While Jiading law enforcement departments are strengthening punishments for violations by enterprises and individuals in recent years, the district has decided

to establish a platform to share information of social credit.

The local government is establishing a big database.

Those who violate regulations will not only be punished, but also be recorded on the relevant official websites.

The authorities will use a blacklist in 11 significant fields including construction, production safety, food safety, medicine safety, product quality, environmental

protection and civil affairs management. The blacklisted enterprises and individuals will be restricted in many ways such as applying for loans.

The blacklist will also be linked with the municipal credit information system. When an enterprise or individual is in violation, all relevant departments will know.

By encouraging the use of big data in government procurement, awards giving,

allowances and personnel promotion, Jiading has improved the transparency in fund use, important construction projects and social benefit projects.

For example, those who have bad credit records will be directly rejected in government procurement.

In Anting Town, big data has already been used to select enterprises for government support or loans, and such a service will be popularized across the district.

Spaces for innovation to be set up in district

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JIADING will establish more group innovation spaces for start-ups in the next three years to promote the construction of Shanghai International Scientific Innovation Center, according to local authorities.

Low cost and convenient living facilities are two main features of group innovation spaces. The area is not that important. An old workshop or a used garage can be made into a group innovation space.

It is part of Jiading's efforts to transform idle factories and office buildings into entrepreneurship parks and group innovation spaces. By the end of 2017, the district will have 40 group innovation spaces with a total area of more than 300,000 square meters.

Most of the group innovation spaces will be in Jiading New City, Anting Town, around Tongji University Jiading Campus and along Metro lines 11, 13 and 14.

Entrepreneur teams will not only get low-rent offices, but also a set of supporting policies.

The district will establish a service center for scientific enterprises and talents.

In the second half of this year, Jiading will introduce the service system of the Zhongguancun Science Park in Beijing into Juyuan's scientific industrial park.

Meanwhile, the Jiading Angel Fund will double its current scale to 200 million yuan (US\$32 million) and is expected to attract more than 20 billion yuan from 50 social institutional investors. A new 3-billion yuan development fund for entrepreneurship will also be set up.

Jiading holds various activities for innovation companies such as Entrepreneurship China, Entrepreneurship 50 and Jiading Science & Technology Fair.

The district also encourages enterprises to cooperate with colleges in research and development.

PiCode tops start-ups competition

Wang Anqi and Pan Zheng

THE final of the 2015 China Entrepreneurship took place in Jiading Industrial Park late last month with 22 start-up projects from Shanghai, Hong Kong and Boston in the final.

The Chen Changsheng team won with their "Pi-Code" project. Chen said that compared with traditional QR codes, his PiCodes are identifiable, meaning the user can understand the content of the code before scanning.

Sun Rui's team and their "intelligent infusion monitoring and warning system" also won praise. The system can automatically monitor the dropping rate and bubbles during infusion. If anything unusual occurs, the system will control the rate and warn the doctor.

The top three projects won 100,000 yuan (US\$16,000), 50,000 yuan and 20,000 yuan respectively, and all the final participants have an opportunity to get investment of up to 1.5 million yuan.

It was the second China Entrepreneurship competition. The two competitions have attracted 247 projects from 12 countries and regions, more than 20 of which having settled in Jiading.



• Xuhang heritage delights foreigners

Spouses of consuls general in Shanghai admire straw weaving handicrafts, a cultural heritage native to Xuhang Town, during a visit to Jiading. The group included spouses from the UK, Italy, Germany, Colombia, Ireland and South Africa. — Li Huacheng

Fresh food online proving popular

Wang Anqi and Pan Zheng

A CELLPHONE app — "Fresh Market" — is proving popular with residents keen to buy fresh food online.

The food purchased using the app will be sent to fridges installed in more than 10 neighborhoods in Jiading New City and buyers can take their food by using their membership cards.

"We don't have to worry about freshness thanks to the fridge," one customer said.

It seems to be a trend in Jiading for companies to go online to sell fresh produce.

A similar enterprise mainly sells fresh fruit online.

Zhicheng Zhipin Orchard in Nanxiang Town offers cheaper prices as it doesn't have a physical shop.

Some traditional food companies have also been making moves toward the online market.

Shanghai Xinlei Food Company on Jialuo Road recently opened an online shop on WeChat.

"Through big data analysis, we will learn when and where to sell our products," said Zhao Zhendong, Xinlei's general manager.

3-year plan aims to attract more professional talent

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JIADING has a three-year plan aimed at attracting more professionals to settle in the district, as it makes efforts to be an important part of Shanghai's bid to become an international scientific innovation center.

By the end of last year, Jiading had more than 269,900 residents deemed to be "qualified talented persons,"

including 82,000 "high-end talents."

However, there are still some weaknesses. For example, the amount, quality and structure of talent in Jiading is still not satisfactory due to the lack of market standards and innovation mechanisms and services for talents are not good enough.

The three-year plan is aimed at establishing a complete talent attraction and service system to promote the

scientific innovation and industrial transformation.

Jiading is to focus on key industries and improve the scale and quality of talent attraction.

By the end of 2017, Jiading is expected to have 100 outstanding innovation teams composed of high-end talents and a total of 50,000 people with expertise in scientific innovation and entrepreneurship. Colleges and

vocational schools will become their major training bases.

Jiading will also promote institutional innovation to encourage scientific researchers to transfer their results into industrial applications.

A 100-million yuan (US\$16 million) fund will be set up together with a project to provide housing allowances and other beneficial policies for talented professionals.