

静安区关于实施“全球服务商计划”的若干意见（摘要）

“全球服务商计划”是静安区全力打响“上海服务”品牌、促进服务经济高质量发展的重要专项行动。为贯彻落实《静安区全力打响“上海服务”品牌 加快建设“国际静安”三年行动计划（2018—2020年）》，全面增强城区服务上海发展改革大局、服务长三角更高质量一体化发展、服务长江经济带和“一带一路”桥头堡建设的核心功能，特提出以下意见：

（一）大力集聚高能级的全球服务机构

积极招引具有全球影响力的旗舰型企业和组织，增强配置全球资源要素的能力，支撑上海国际经济中心的枢纽功能。

1、大力集聚全球服务机构。引进 GaWC 名录中的全球服务机构以及专业服务各细分领域的龙头企业组织，吸引区域总部、代表处、成员所等多层次、多领域的服务机构入驻，鼓励代表处、成员所、分公司等升级为地区总部功能机构。鼓励和支持 Fortune500、Forbes1000 等国际和国内大型企业集团在静安区设立区域职能中心。积极吸引和争取具有全球影响力的行业协会、专业会展总部、公共服务组织等，发挥国际组织的全球资源整合和协调带动作用。

2、提升总部经济发展能级。鼓励跨国公司设立地区总部、投资性公司和研发中心等功能性机构，发展采购中心、分拨中心、营销中心等“贸易型”总部。鼓励静安的跨国公司地区总部、分支机构提升能级，实现由分公司、办事处到区域性总部、全球性总部的梯度升级，形成具有决策、管理、研发、投资等更高职能的营运中心。鼓励区域总部升级为中国区或亚太区等更大范围总部。推动实施“央企伙伴计划”，吸引央企在静安区落户第二总部或区域总部。鼓励国内龙头企业拓展海外市场时在静安区设立总部型管理机构。

（二）着力发展专业化的高端服务经济

以专业化、高端化、创新型为导向，完善全球服务商产业布局，打造深度嵌入全球价值网络的服务经济发展高地。

3、打响专业服务优势品牌。汇聚咨询、法律、会计、审计、人力资源、检验检测、广告创意设计等领域国内外龙头企业，构建门类齐全、业态丰富、能级

领先的专业服务商体系。依托产业沙龙、行业联合组织等，促进专业服务资源与企业资源的对接，不断扩大专业服务对象辐射面和服务品牌影响力。探索专业服务的“发展共同体”模式，形成专业服务“组团”发展格局，使静安能够为国内外企业布局全球提供全套优质的解决方案。探索建立静安区专业服务业联盟，逐步形成常态化的论坛活动和交流合作机制。

4、营造高端服务产业生态。发挥国内外知名机构溢出效应，加强商贸、法律、金融、专业等高端服务各行业领域的沟通交流，激发更大的市场合作空间。建设好国际消费城市示范区以及全球新品首发地，带动更多国际优质品牌、产品、服务从上海进入中国市场。促进贸易平台、跨境电商、广告传媒、检验检测认证等服务融合发展，构建“买全球、卖全球”的进出口服务网络。探索“上海-静安公共数据开放区”建设，深化大数据、人工智能在各高端服务行业领域的应用，推动各部门、各行业的各类数据互联互通。

5、加快培育产业创新动能。借力“科创板+注册制”推出，着力培育符合条件的高成长性企业，推动静安的高新技术企业率先在科创板上市。鼓励科创服务商发展，提供全球前沿的科技成果转化、科技企业孵化、知识产权服务、科技金融服务等。依托大数据产业基地，培育面向各应用领域的大数据服务商，为投资贸易便利化提供有力的数据资源服务，以“数据资产”助力全球科创中心建设。

6、推动服务标准与国际接轨。推动高端服务企业参与“上海品牌”自愿性认证，打造一批具有较高知名度、美誉度和影响力的服务品牌。支持专业服务龙头企业、检验检测认证机构、行业组织主导参与国际标准、国家标准制修订，鼓励形成与国际接轨的服务业标准体系。开展人力资源服务标准化全国示范试点，继续推进服务业优势领域的服务业标准化试点，扩大静安服务行业标准化的影响力。

（三）逐步提升链接全球的经济辐射能力

发挥静安资源优势，扩大辐射范围，构建连接周边、链接全球的新平台，不断增强面向国际国内“两个扇面”的辐射能力。

7、支持高端服务机构海外拓展。以专业服务、贸易服务等领域为重点，鼓励优质企业拓展全球视野，熟悉国际规则、增强品牌运作，融入全球服务网络。

提升本土咨询、中资律所、会计审计等专业机构的国际化服务能力，支持企业通过新设、并购、合作等方式开展境外投资合作。推动专业服务机构跟随境外投资合作项目出海。加强和法律、仲裁、广告、金融、会计等领域各类国际行业组织、协会、产业联盟的交流合作。

8、构建一批服务链接新平台。打造服务“一带一路”高端智库、项目发布中心、资管服务平台、联合创新平台等，为企业更好地“走出去”“引进来”提供支撑。建立和完善律师对外交流平台，进一步拓展和提升“一带一路”高端经贸法律人才培养、沪港法律人才交流活动等服务项目。支持跨境电商拓展产业链、生态链，打造上海出口跨境电商产业园区。积极培育一批世界级跨境电子商务交易中心、平台中心、支付中心和服务中心，为更多国内优质商品走向世界提供展示舞台。发挥国际化、品牌化、专业化的众创空间集聚优势，完善上海—亚马逊AWS联合创新中心、中航联创上海创新孵化中心、聚能湾国家级孵化器等各类平台功能，成为国际创新创业团队登陆上海的首要门户和本土创新创业机构融入全球的始发基地。夯实大数据产业基础，试点推进长三角地区改革创新联动和产业协同合作。将中国（上海）人力资源服务产业园区逐步建设成为国际化人才服务枢纽平台，为上海、长三角乃至国内外的人力资源发展提供有力支撑。

9、扶植本土实体经济“走出去”。发挥静安服务经济发达的优势，大力促进实体经济向产业链、价值链高端迈进，辐射服务长三角乃至全国的实体经济转型升级。发挥法律、咨询、资管、检验检测等专业服务的跨区域、跨产业服务能力，为企业开拓海内外市场保驾护航。大力扶植新兴行业具有爆发力和创新力的国内外企业，培育高速成长、走向国际的“独角兽”和“瞪羚羊”。鼓励国有企业“走出去”，推进“市北高新”园区运营品牌输出，更好服务“长三角一体化”和“一带一路”战略大局。

（四）努力构筑全方位的对外开放格局

坚持改革驱动，展现开放姿态，主动推进对外开放向更高层次、更宽领域拓展，打造对外开放的新局面。

10、深化金融开放创新。集聚各类总部型、功能性金融机构，支持科技金融、资产管理、融资租赁等新金融业态规范发展。依托国家服务业综合改革试点，顺

应金融开放创新趋势，探索实施静安“沙箱计划”，鼓励外资银行、保险、证券、基金、投融资、评级服务等各类机构进驻，增强金融创新活动力和综合服务能力。吸引更多境内外资本在静安区设立天使投资、风险投资和股权投资机构，服务企业成长。深化拓展自由贸易账户功能，支持企业通过自由贸易账户开展涉外投资贸易活动。

11、扩大专业服务对外开放。探索建立“专业服务产业试点区”，力争在人力资源、法律服务、会计审计等专业服务领域的对外开放政策在静安先行先试，率先在外资进入门槛、外资比例、业务领域、经营范围等方面取得突破。开放发展第三方检验检测认证服务，支持各种所有制检验检测认证机构平等参与市场竞争。探索密切中国律师事务所与外国及港澳台地区律师事务所业务合作的方式与机制，积极探索推进中外律师事务所联营与互派法律顾问、本市律师事务所聘请外籍律师担任法律顾问、对台律师事务所开放、沪港律师事务所合伙联营等试点工作。争取与上海自贸试验区同步开放增值电信业务。探索推进数据跨境流动的相关机制建设。

12、提升贸易便利化水平。推进高端服务领域贸易便利化，优化企业通关服务，推进便捷高效的快速通关模式和一站式窗口服务。积极探索跨境服务贸易的负面清单管理模式，争取在金融、电信、互联网、专业服务等领域逐步放宽和取消与跨境交付、境外消费、自然人移动等模式相关的限制性措施。鼓励跨境电商创新发展，通过完善风险监测和商品追溯体系等，推进跨境电商进口监管模式创新。

（五）全面优化国际一流的政务服务环境

打造服务高效、接轨国际的外向型政府，营造国际化、法治化、便利化的投资营商环境。

13、全面提升政务服务效能。全面落实优化营商环境实施计划，对标世界银行营商环境评价体系，聚焦开办企业、办理施工许可、财产登记、纳税等领域，提高政务服务效率和水平。以“一网通办”和商事登记制度改革为突破口，完善“一窗通”平台功能，推行并落实外资企业设立的商务备案与企业登记“一套表格、一口办理”制度，全面提升企业办事全流程便利化水平。探索包容审慎监管，

对全球服务商的经营活动，实行“积极不干预”政策，强化事中事后监管。

14、深化国际化、外向型的企业服务。基于数据链分析方法和工具，建立区域洞察动态跟踪系统和企业追溯追踪系统，时时掌握市场主体的实际经营状况，精准匹配政策。积极探索民间外交，构建非官方外交渠道，充分了解跨国企业的发展动态和诉求。做实静安企业服务综合平台，深化“楼小二”等多个服务品牌建设，为企业提供“零距离”服务。鼓励和支持商业联合会、楼宇联盟等社会组织发展，发挥其企业间联系沟通的桥梁纽带作用。

15、创新政策扶持方式。探索建立“全球服务商”认定机制，加大对全球服务机构及潜力企业的支持力度，鼓励企业加强品牌推广，扩大辐射影响，制定国际、国家标准，举办国际会展活动等。探索建立产业扶持基金，推进市场化运作，盘活社会资本，放大对服务业发展的引领带动作用。

16、支持人才引进与培育。支持区内企业开展管理培训、海外交流等人才培养项目。探索楼宇大学、企业大学等模式，提供专业技术、企业管理、跨国经营等高层次人才培养。开展海外人才永久居留、出入境便利服务以及在沪外国留学生毕业后符合条件的直接留沪工作，加大对海外优秀人才的服务和支持力度。努力当好人才服务“店小二”，完善人才公寓等配套政策。

（六）精心打造品质卓越的国际魅力城区

加强载体支撑，提升城区品质，打造楼宇选择丰富多样、公共环境品质卓越、国际文化交流活跃的魅力城区。

17、优化“国际静安”载体布局。依托“一轴三带”战略，坚持高品质功能开发，活化历史风貌建筑，支持重点集聚区楼宇改造、功能升级和环境优化。以苏河湾地区为重点，着力集聚全球服务机构，拓展形成全球服务的“一湾多点”布局。坚持南京西路地区高端资源导入，加强楼宇后期的标准化、品质化管理，提高南京西路商务楼宇的客户粘性。坚持中环两翼生态型的产城融合开发，推进市北国际科创社区、大宁国际影视电竞产业基地建设，不断提升新兴产业活力和创新创业服务能级。

18、全面提升城区国际化品质。以南京西路、苏河湾、大宁等区域为重点，建设国际品质的城区公共活动空间，打造外国人友好型的高品质生活先行区。对

标世界一流国际城区智能化建设水平，加快大数据在政务服务、商务服务等领域的应用。强化多语种服务等软环境，实现全区双语全覆盖，提升国际人士的参与度及体验感。深化推进静安文化品牌建设，积极注入国际元素，拓展国际合作。大力支持企业和各类组织在静安区举办具有国际影响力的博览会，品牌论坛、行业会展等大型活动，推进国际交流活动进一步发展。

**OPINIONS OF CPC SHANGHAI JING'AN DISTRICT COMMITTEE
AND JING'AN DISTRICT PEOPLE'S GOVERNMENT ON IMPLEMENTING
THE "GLOBAL SERVICE PROVIDERS PROGRAM" (EXCERPT)**

"Global Service Providers Program" is an important special action taken by Jing'an District to launch the "Shanghai Service" brand and promote the high-quality development of service economy. In order to carry out and implement the Three-Year Action Plan of Jing'an District for Making Full Efforts to Launch "Shanghai Service" Brand and Accelerating the Construction of "International Jing'an" (2018-2020), and comprehensively strengthen the core functions of the urban areas to serve the overall development and reform of Shanghai, serve the high-quality integrated development of the Yangtze River Delta, serve the Yangtze River Economic Zone and the construction of "The Belt and Road" gateway, the following opinions have been specially brought forward:

(I) Vigorously gather global service institutions of high energy level.

Actively attract the global influential flagship enterprises and organizations, strengthen the ability to allocate global resource elements, and support the hub functions of Shanghai as an International Economic Center.

1、 Vigorously pool together the global service institutions.

Introduce the global service organizations in the GaWC directory and the leading enterprise organizations in various segmented fields of professional services, attract the settlement of multi-level service organizations from many fields, such as regional headquarters, representative offices, membership institutes, etc., and encourage representative offices, membership institutes, and branch companies, etc. to upgrade to regional headquarters functional organizations. Encourage and support Fortune500, Forbes1000 and other international and domestic large-scale enterprise groups to set up regional functional centers in Jing'an District. Actively attract and strive for the industrial associations, professional exhibition headquarters, public service organizations, etc. with global influences, and play a leading role of international organizations in the integration and coordination of global resources.

2、 Improve the development energy level of headquarters economy.

Encourage multinational companies to establish functional institutions such as regional headquarters, investment companies and R&D centers, and to develop the “trade” headquarters such as procurement centers, distribution centers and marketing centers, etc. Encourage the regional headquarters and branches of multinational companies in Jing'an District to raise the energy level, achieve the gradient upgrading from branch companies and offices to regional headquarters and global headquarters, and form operation centers with higher functions such as decision-making, management, R&D and investment, etc. Encourage regional headquarters to be upgraded to head-quarters in a broader scope such as China or the Asia-Pacific region. Promote the implementation of the “Central Enterprise Partner Program”, and attract central enterprises to settle the second or regional headquarters in Jing'an District. Encourage domestic leading enterprises to establish headquarters management institutions in Jing'an District when expanding overseas markets.

(II) Put forth effort to develop professionalized high-end service economy.

Improve the layout of the global service provider industry by orienting at professionalization, high end, and innovation, and create a service economy development highland deeply embedded into the global value network.

3、 Launch the advantaged brands of professional services.

Gather the domestic and overseas leading enterprises in the fields of consulting, law, accounting, audit, human resources, inspection and testing, advertising creative design, etc., and build a professional service provider system of complete categories, rich business forms, and leading energy level. Promote the connection of professional service resources and enterprise resources by relying on industrial salons and industrial joint organizations, etc., and constantly expand the radiation surface of professional service objects and the influences of service brands. Explore the "development community" model of professional services, form the development pattern of professional services "cluster", so that Jing'an District can provide a complete set of high-quality solutions for the global layout of domestic and foreign enterprises. Explore the establishment of Jing' an District Professional Service Industry Alliance, and gradually form a normal forum activities and exchange & cooperation mechanism.

4、 Build the ecology of high-end service industry.

Give full play to the spillover effects of domestic and overseas well-known institutions, strengthen the communication and exchange in each industrial field of high-end professional services such as commerce and trade, law, finance, etc., and stimulate greater market cooperation space. Build a good demonstration zone of international consumer city and a place for initial release of new products in the world, and promote more international high-quality brands, products, and services to enter the Chinese market through Shanghai. Promote the integration and development of the services such as trading platforms, cross-border e-commerce, advertising media, and inspection, testing and certification, etc., and build the import and export service network of "buying from the world, and selling to the world". Explore the construction of "Shanghai-Jing'an Public Data Open Zone", deepen the application of big data and artificial intelligence in various fields of high-end service industry, and promote the interconnection and interworking of various data of various departments and industries.

5、Accelerate the cultivation of kinetic energy for industrial innovation.

Put forth effort to cultivate high-growth enterprises meeting conditions in virtue of the launching of "science & technology innovation board + registration system", and promote the high-tech enterprises in Jing'an District to go listed on the science & technology innovation board initiatively. Encourage the development of science & technology innovation service providers, and provide the global frontier technological achievement transformation, technological enterprise incubation, intellectual property services, and technological financial services, etc. Cultivate big data service providers facing each application field by relying on the big data industry bases, provide effective data source services for facilitating investment trade, and boost the construction of the global science & technology innovation centers with "data assets".

6、Promote the service standards to connect with the international standards.

Promote high-end service enterprises to participate in the voluntary certification of "Shanghai Brand", and create a number of service brands with higher popularity, reputation and influences. Support leading enterprises of professional services, inspection, testing and certification institutions, and industrial organizations to dominate and participate in the formulation and revision of international standards and national standards, and encourage the formation of a service industry standard system in line with international standards. Carry out the national demonstration pilot of the standardization of human resources services, continue to promote the

pilot of the service industry standardization in advantaged fields of the service industry, and expand the influences of the service industry standardization in Jing'an District.

(III) Gradually enhance the economic radiation capacity of linking the world.

Give play to the resource advantages of Jing'an District, expand the radiation scope, construct a new platform connecting the surrounding regions and linking the world, and constantly strengthen the radiation ability of “two sectors” facing the international and domestic markets.

7、 Support the overseas development of high-end service institutions.

Focus on the fields of professional service and trade service, etc. encourage high-quality enterprises to expand global visual field, to get familiar with international rules and strengthen brand operation, and to integrate into the global service network. Enhance the international service ability of the professional institutions, like local consulting, Chinese-funded law firms, accounting audit, etc., and support enterprises to develop overseas investment cooperation by means of new establishment, merger, and cooperation, etc. Promote professional service institutions to go abroad together with overseas investment cooperation projects. Strengthen the exchange and cooperation with various international industrial organizations, associations, and industrial alliances in the fields of law, arbitration, advertising, finance, and accounting, etc.

8、 Build a number of new service links platforms.

Create the high-end think tank serving “The Belt and Road” , project release center, asset management service platform, and joint innovation platform, etc., and provide support for enterprises to “go global” and “introduce in” still better. Establish and improve the lawyers' foreign exchange platform, further expand and enhance the service projects, such as “The Belt and Road” high-end economic, trade and legal talent training, and Shanghai - Hong Kong legal talent exchange activities, etc. Support cross-border e-commerce to expand industrial chain and ecological chain, and build Shanghai export cross-border e-commerce industrial park. Actively cultivate a number of world-class cross-border e-commerce trading centers, platform centers, payment centers and service centers, and provide an exhibition stage for more domestic high-quality goods to go to the world. Give play to the gathering advantages of internationalized, branded and professionalized mass entrepreneurship spaces, improve the functions of various platforms such as Shanghai-Amazon AWS Joint Innovation Center, AVICUI (Shanghai)

Innovation Center, Junengwan National Incubator, etc., and become the first important portal for international innovation and entrepreneurship teams to enter Shanghai and the initial base for local innovation and entrepreneurship institutions to integrate into the world. Consolidate the foundation of big data industry, and implement a pilot project to promote the reform & innovation linkage and industrial coordination & cooperation in the Yangtze River Delta Region. Build China (Shanghai) Human Resources Service Industry Park into an international talent service hub platform, and provide strong support for the human resources development in Shanghai and the Yangtze River Delta, and even at home and abroad.

9、 Support the local real economy to “go global”.

Give play to the advantages of the developed service economy in Jing’ an District, vigorously promote the real economy to march towards the high end of industry chain and value chain, and radiate the service for the transformation and upgrading of the real economy in the Yangtze River Delta and even the whole country. Give play to the cross-region and cross-industrial service ability of the professional services such as law, consulting, asset management, inspection and testing, etc., and escort the enterprises in the development of domestic and overseas markets. Vigorously support the domestic and overseas enterprises with explosive force and innovation force in emerging industries, and cultivate “unicorn” and “gazelle” enterprises which grow at high speed and move towards the international world. Encourage state-owned enterprises to “global”, promote the output of operating brands in “Shibei High-Tech” Park, and serve the overall situation of “The Yangtze River Delta Integration” and “The Belt and Road” Strategy still better.

(IV) Make efforts to construct a pattern of overall opening up to the outside world.

Persist with reform driving, exhibit an open stance, initiatively promote the opening-up to develop towards higher level and broader fields, and create a new pattern of opening up to the outside world.

10、 Deepen financial opening-up and innovation.

Gather various headquarters and functional financial institutions, and support the standard development of new financial formats such as technological finance, asset management, and finance lease, etc. By relying on the national pilot reform of the service industry and following the new trend of financial openness and innovation, explore the implementation of “sandbox

program” in Jing’ an District, encourage the settlement of various institutions such as foreign-funded banks, insurance, securities, fund, investment and financing, and rating service, etc., and strengthen the financial innovation activity ability and comprehensive service ability. Attract more domestic and overseas capital to establish angel investment, venture capital and equity investment institutions in Jing’ an District to serve enterprises’ growth. Deepen the expansion of the functions of free trade accounts, and support enterprises to develop foreign-related investment and trade activities through free trade accounts.

11、Expand the opening-up of professional services.

Explore for the establishment of “pilot area for professional service industry” , strive for the early and pilot implementation in Jing’ an District of the opening-up policy in the professional service fields of human resources, legal services, accounting audit, etc., and take the lead in making a breakthrough in terms of the threshold for entry of foreign capital, foreign capital proportion, business field, and business scope, etc. Open and develop the third party inspection, testing and certification services, and support the inspection, testing and certification institutions of various ownerships to participate in the market competition equally. Explore the methods and mechanisms for Chinese law firms to strengthen the business cooperation with law firms in foreign countries and Hong Kong, Macao and Taiwan, and actively explore to promote the pilot works, for example, Chinese and foreign law firms carry out joint operation and mutually dispatch counselors-at-law, local law firms employ foreign lawyers to act as counselors-at-law, law firms are opened to Taiwan, and law firms in Shanghai and Hong Kong carry out joint operation, etc. Strive for the synchronous opening of value-added telecom business with Shanghai Pilot Free Trade Zone, and explore to promote the construction of relevant mechanisms for the cross-border flowing of data.

12、Enhance the level of trade facilitation.

Promote the trade facilitation in high-end service fields, optimize enterprises’ customs clearance service, and promote convenient and high-efficiency fast customs clearance model and one-stop window services. Actively explore the negative list management model of cross-border service trade, and strive to gradually relax and cancel the restrictive measures related to the models of cross-border delivery, overseas consumption, and natural person movement, etc. in the fields of finance, telecom, Internet, and professional service, etc. Encourage the innovation

development of cross-border e-commerce, and promote the innovation of cross-border e-commerce import supervision model by improving the risk monitoring and commodity tracing system.

(V) Fully optimize international top-ranking government service environment.

Build an export-oriented government that provides high-efficiency services and is geared to international standards, and create an internationalized, legal and convenient environment for investment and business.

13、 Improve the efficiency of government service in an all-round way.

Comprehensively carry out the implementation plan for optimizing the business environment, connect with the business environment evaluation system of the world banks, and raise the efficiency and level of governmental services by focusing on the fields such as establishing enterprises, handling construction license, property registration, and tax payment, etc. Take “One-stop Administrative Services” and business registration system reform as a breakout, improve the functions of “all-in-one window” , promote and carry out the business filing for the establishment of foreign-funded enterprises, and the “one set of forms, and handling through one window” system for enterprise registration, and comprehensively raise the level of full-process facilitation for enterprises’ handling of affairs. Explore inclusive and prudential supervision, implement “active non-intervening” policy for the operating activities of global service providers, and strengthen in-process and afterwards supervision.

14、 Deepen internationalized and export-oriented enterprise service.

Establish a regional insight and dynamic tracking system and enterprise tracing & tracking system based on data chain analysis methods and tools, grasp the actual operation of market subjects anytime, and match the policies precisely. Explore folk diplomacy actively, construct non-official diplomatic channels, and sufficiently understand the development trends and appeals of multinational enterprises. Operate the comprehensive platform for serving the enterprises in Jing’ an District firmly, deepen the construction of multiple service brands such as “Lou Xiao Er (Butler of Mansion)”, etc., and provide “zero-distance” services for enterprises. Encourage and support the development of social organizations such as Commercial Association, and Building Alliance, etc., and give play to their role as bridge and hinge for the contact and communication

between enterprises.

15、 Innovate the policy support methods.

Explore the establishment of the mechanism for identification of “global service provider” , strengthen the support for the global service institutions and enterprises with potentials, encourage enterprises to strengthen brand pro-motion, expand the radiative influences, make international and national standards, and hold international exhibition activities, etc. Explore the establishment of industrial support funds, promote market-oriented operation, activate social capital, and amplify the guiding and driving effects for the development of the service industry.

16、 Support talent introduction and training.

Support the enterprises in the District to develop management training, overseas exchange, and other talent training projects. Explore the modes of building university and enterprise university, etc., and provide high-level talent training on know-how, enterprise management, and multinational operation, etc.

Develop the services for facilitating the permanent residence and entry & exit of overseas talented people, and facilitating the foreign students in Shanghai who meet relevant requirements to work in Shanghai directly after graduation, and strengthen the service and support for overseas excellent talented people. Make efforts to be good “butlers” serving talented people, and improve the supporting policies such as talent apartments, etc.

(VI) Create international charming urban areas of outstanding quality elaborately.

Strengthen the carrier support, improve the quality of urban area, and build a charming urban area with rich and diversified building choices, excellent public environment, and active international culture exchange.

17、 Optimize the “International Jing’an” carrier layout.

Rely on the “one axis and three belts” strategy, persist with high-quality functional development, activate the buildings of historic features and styles, support the reconstruction, functional upgrading and environmental optimization of buildings in key gathering areas. Take Suhe Creek Area as key point, put forth effort to gather global service institutions, and develop the “one bay and multiple points” layout to form global services. Persist with the introduction of high-end resources in West Nanjing Road area, strengthen the later-stage standardized and

high-quality management of buildings, and improve the customer viscosity of the business buildings on West Nanjing Road. Persist with the ecological industry-city integration development on two wings of the central ring area, promote the construction of Shibe International Science and Technology Innovation Community and Daning International Film & Television and E-sports Industry Base, and constantly enhance the activity of emerging industries and the energy level of innovation and entrepreneurship services.

18、Comprehensively improve the quality of internationalization in urban areas.

Construct urban public activity spaces of international quality, and build the pilot area friendly to foreigners with high-quality life by focusing on the West Nanjing Road, Suhe Creek, and Daning, etc. Accelerate the application of big data in the fields of government service and business service, etc. according to the intelligent construction level of the world top-ranking international urban areas. Strengthen the soft environment of multi-language service, etc., realize the full coverage of dual languages in the District, and improve the participation degree and experience of international personnel. Deepen and promote the construction of culture brands in Jing'an, actively inject inter-national elements, and expand international cooperation. Vigorously support enterprises and various organizations to hold large-scale activities such as expo, brand forum, and industrial exhibition, etc. with international influences in Jing'an District, and promote the further development of international communication activities.