

SHANGHAI•PUDONG FOREIGN INVESTMENT GUIDE



PDCOC



Invest in Pudong

Shanghai Pudong New Area Foreign
Investment and Trade Promotion Center

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- Lujiazui Financial City
- Zhangjiang Science City
- Waigaoqiao Trade City
- Jinqiao Smart Manufacturing City
- Expo Lifestyle City
- International Tourism City
- Lin-gang Future City
- Shanghai Eastern Hub

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- Investment Safeguards
- Talent Services
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- Incentives & Policies
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1

Pudong at a Glance

2030

Pudong will achieve pivotal breakthroughs in implementing national strategies, drive substantial progress in socio-economic transformation, and reach new heights in building the People's City. These milestones will accelerate its development into **a modern socialist district** that is globally connected, innovation-driven, culturally vibrant, ecologically livable, and digitally empowered

2035

Pudong will fully establish a modern economy, a modern urban environment, and a modern governance system, with its urban functions and global competitiveness **ranking among the world's best**

2050

Pudong will stand among the world's most influential urban areas, defined by its exceptional appeal, innovation, and competitiveness. It will stand as a global benchmark for urban governance and **a shining jewel** of China's socialist modernization

Pudong is located in eastern Shanghai, with the Huangpu River to the west and the Yangtze River Estuary to the east

Total area	Permanent residents	Sub-districts Towns	
1,210 km ²	5.80 million	12	24

% of Shanghai's total

Land area
1/5

Population
1/4

GDP
1/3

Tax revenue
1/2

Key economic indicators remain above **the RMB 1 trillion mark**

Local GDP

RMB **1.88** trillion

Total commodity sales

RMB **5.95** trillion

Major industrial output

RMB **1.39** trillion

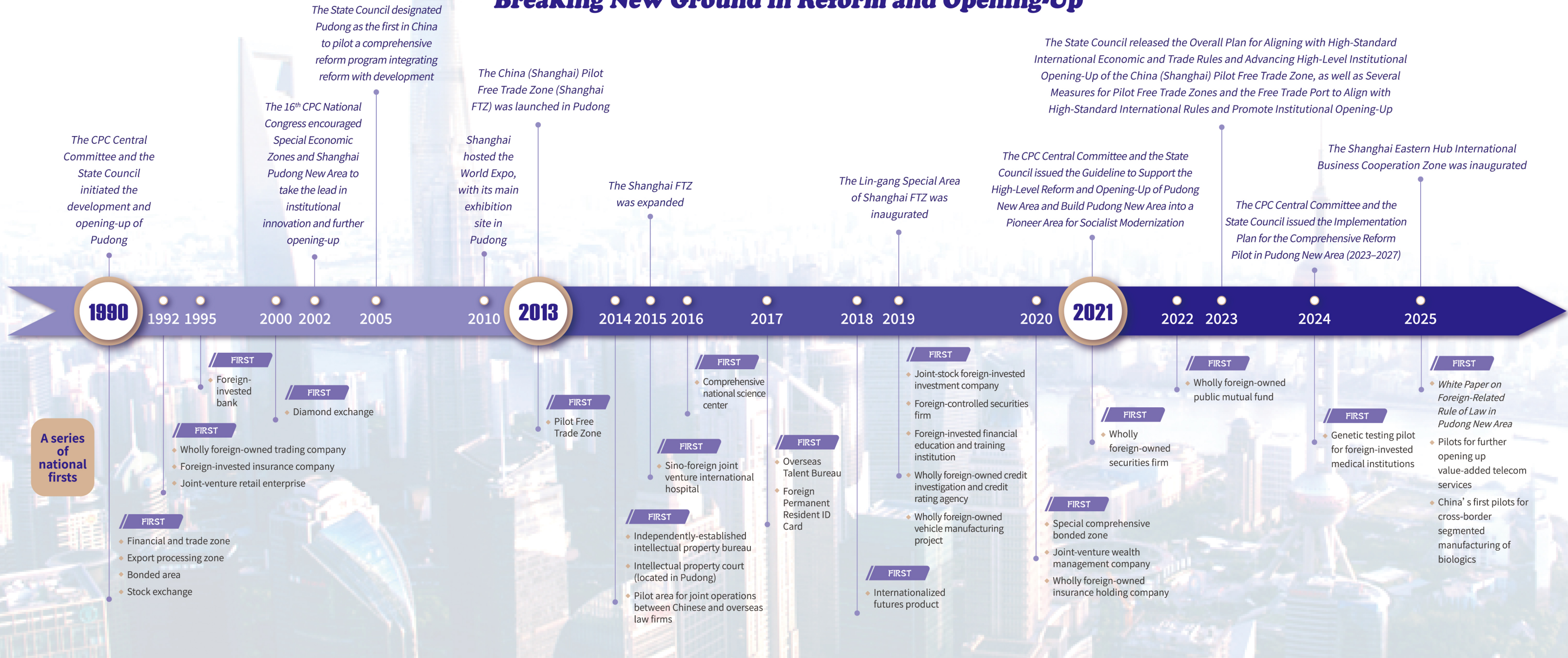
Value of international trade

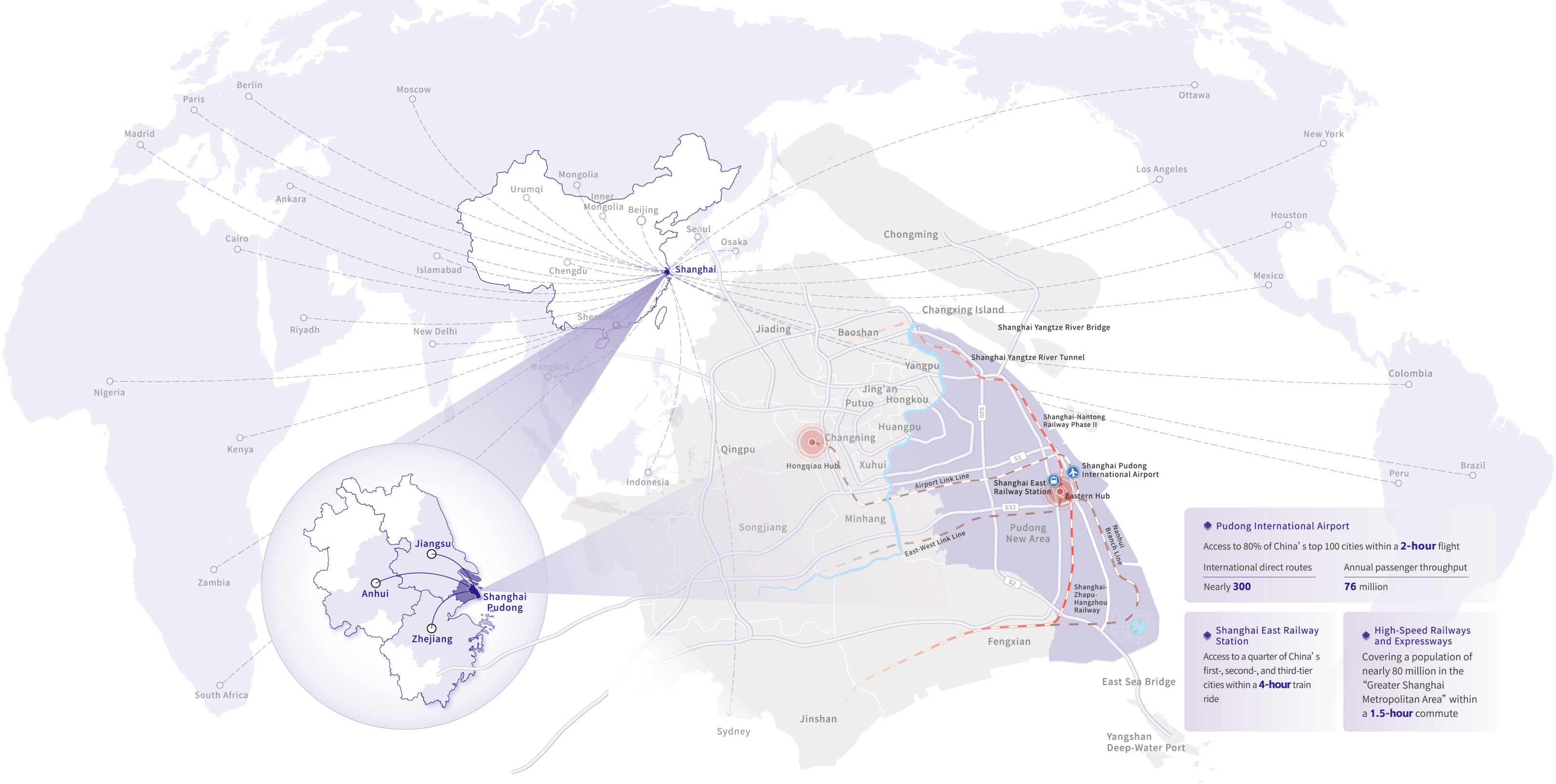
RMB **2.76** trillion

Note: Data as of December 31, 2025

Pudong New Area: Advancing High-Level Reform and Opening-Up Building a Pioneer Area for Socialist Modernization

Breaking New Ground in Reform and Opening-Up





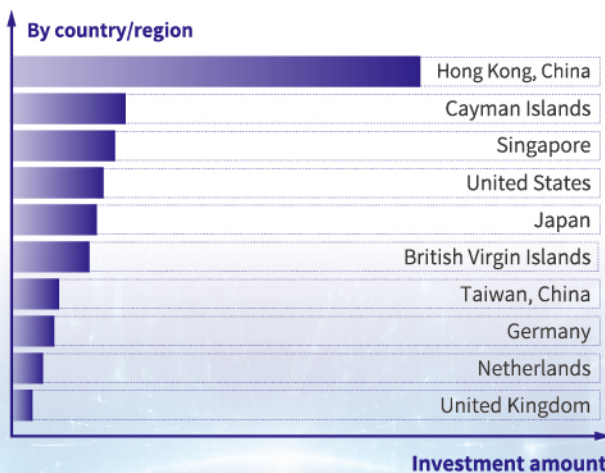
Foreign Investment Highlights

Key foreign investment indicators

Since its development and opening-up in 1990, Pudong has brought in

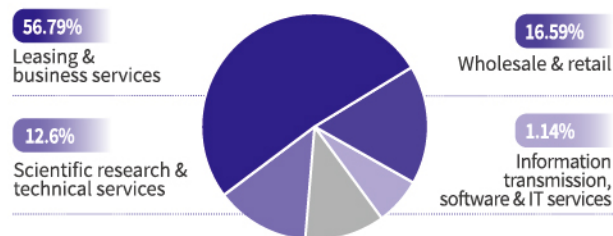


Major sources of foreign investment



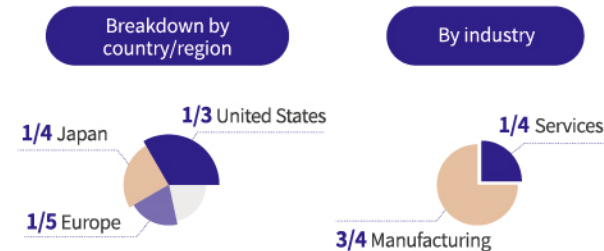
Foreign investment by industry

In 2025, the services sector accounted for **98.52%** of Pudong's paid-in FDI. This was heavily led by four key industries, which together contributed **87.12%** of the sector's total.



Regional Headquarters of MNCs

As a highly competitive global hub for corporate headquarters, Pudong hosts **500** regional headquarters of multinational corporations (MNCs), accounting for **46.5%** of the city's total.



A total of **86** high-level headquarters have been recognized, with mandates covering Greater China, Asia, the Asia-Pacific region, and beyond.

350 Fortune Global 500 companies have established a presence in Pudong.

• Mainly in



In 2025, foreign-invested enterprises generated **50.2%** of Pudong's total economic output.

Functional Headquarters

Foreign-funded R&D centers

294 foreign-funded R&D centers (**46.2%** of the city's total)

- **11** global R&D centers (19 citywide)

Breakdown by country/region

United States Nearly 33%	Hong Kong, China 20%	Japan 8%	Germany 5.8%
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By industry (No. of companies)



Automobiles & parts >20	Chemicals >20	Integrated circuits >16
Smart manufacturing >10	New materials >10	

International trade distribution center

In recent years, Pudong's international trade distribution sector has become increasingly vibrant, with robust growth in business activities

2025

The Shanghai Municipal Commission of Commerce designated **57** demonstration enterprises in international trade distribution

- Of which **49** are in Pudong



Integrated circuits	Medical devices
Bulk commodities	High-end consumer goods

Pudong designated **30** district-level demonstration enterprises, encouraging companies to establish Pudong as their global or Asia-Pacific distribution hub

Trade-oriented headquarters

The Shanghai Municipal Commission of Commerce designated **369** trade-oriented headquarters

- Of which **152** are in Pudong



Domestic wholesale & retail	International goods trade
Logistics, warehousing & international services trade	Platform-based trading

Note: Data as of December 31, 2025

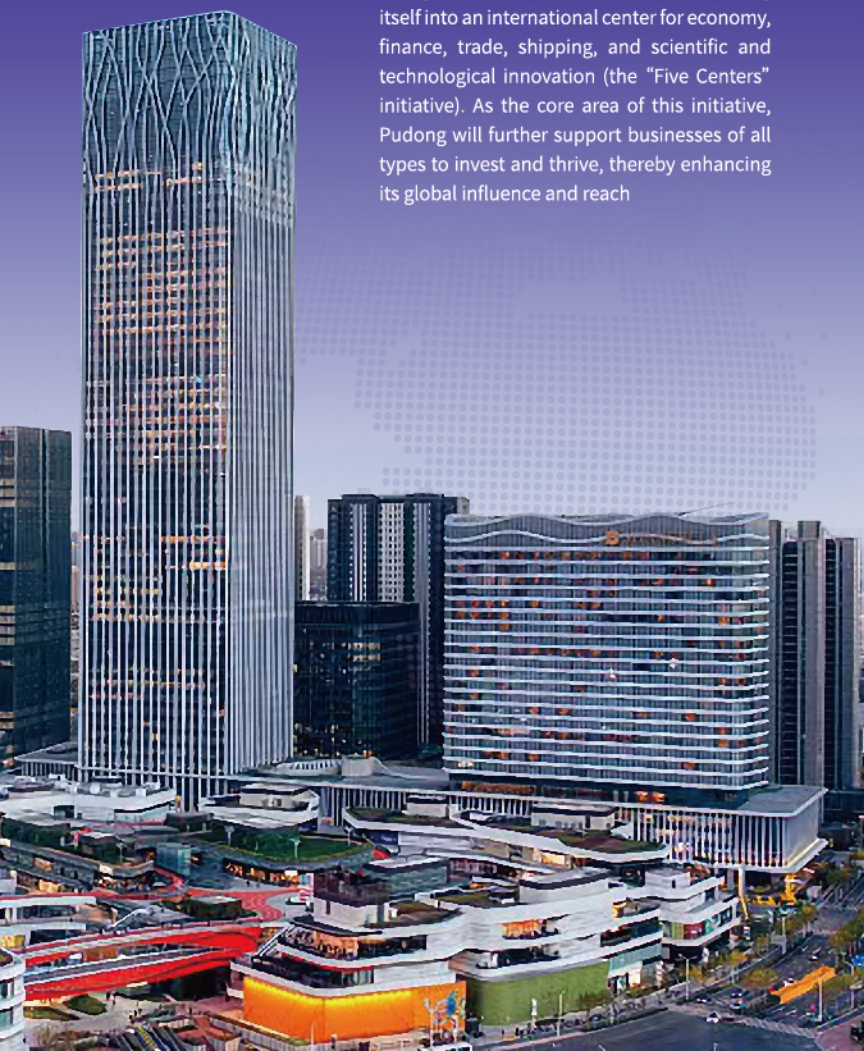




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Key Investment Sectors

Shanghai is advancing its development into a modern socialist international metropolis with global influence, with a focus on building itself into an international center for economy, finance, trade, shipping, and scientific and technological innovation (the “Five Centers” initiative). As the core area of this initiative, Pudong will further support businesses of all types to invest and thrive, thereby enhancing its global influence and reach



Finance

Lujiazui Financial City

13

National factor markets

>8,000

Domestic & foreign financial institutions

>120

Global asset management institutions

>3,000

Professional services providers

110

Wholly foreign-owned asset management firms

>RMB 1.7 trillion

Total assets of the financial leasing sector

Pudong is leveraging upgraded FT accounts to expand cross-border financial services and support enterprises in managing both onshore and offshore capital

Licensed Financial Institutions

 Total: **1,250**
No.1

No. of locally incorporated foreign banks (nationwide)

No.1

No. of locally incorporated foreign insurance companies (nationwide)

>50%

Securities joint ventures (% of Shanghai)

No.1

No. of wholly foreign-owned mutual funds (nationwide)

No.1

Concentration of futures companies (nationwide)

No.1

No. of reinsurance institutions (nationwide)

Trade

Pudong: A crucial hub for international trade

Around **17,000**
Trade enterprises

Nearly **400**
Enterprises with annual imports
and exports exceeding RMB 1 billion

RMB **3.2** trillion
2025 bulk commodity sales

40% of Shanghai's total

7
Bulk commodity platforms with
transaction volumes exceeding
RMB 10 billion/100 billion

Sectors
Metals & minerals, energy &
chemicals, agricultural products

Over USD **100** billion
Merchanting trade value

95% of Shanghai's total

Pudong is actively developing the Silk Road E-commerce pilot cooperation zone, and partnering with global e-commerce platforms such as Temu, eBay, and Alibaba to expand its cross-border e-commerce business. In 2025, import/export declarations for cross-border e-commerce surged by nearly **110%** year on year

Pudong: China's largest distribution hub for imported consumer goods

Pudong accounts for over **20%** of the country's imports of cosmetics, watches, and wine

As a massive consumer market, Pudong's retail sales reached nearly USD **60** billion last year, maintaining a compound annual growth rate of over **10%** over the past decade

Nearly
1/3

World's top 100
retailers

Nearly
90%

Globally renowned
premium brands

Nearly
100

Consumption-oriented
headquarters

>800

Debut stores

Shipping

Pudong: A gateway connecting China and the world

World-class maritime & aviation hubs

Shanghai Port handled **55.06** million TEUs, ranking first globally for 16 consecutive years
Pudong ports handled **50.11** million TEUs, accounting for **91%** of Shanghai's total and surpassing the 50 million TEUs for the first time



As the world's second busiest airport for cargo and mail, Pudong International Airport handled **4.10** million tonnes, accounting for **90.2%** of the city's total



Its passenger traffic reached **84.99** million, representing **62.9%** of the city's total

Home to **85%** of Shanghai's international shipping organizations
Over **12,000** companies across the entire shipping value chain



The birthplace of China's **first** domestically produced large passenger jet and cruise ship



Pudong boasts **11** international shipping and maritime organizations, including the Baltic Exchange and the Royal Aeronautical Society

Flagship events rise in scale and global influence

- The Pudong Shipping Week 2025 attracted nearly 1,000 international guests from over **20** countries and more than **7,200** industry professionals
- More than **20** innovative achievements were unveiled and over **40** cooperation agreements were signed
- The Pudong Shipping Week, alongside Marintec China, generated strong synergy, with nearly **20** high-level international shipping events held in Pudong throughout the year

Tech & Innovation

Pudong: A platform for open innovation centers of leading domestic and international tech companies

108 companies including EY, Danone, and Roche have established open innovation centers in Pudong

Scale of biomedical sector

RMB **449.43** billion

43.3%

of Shanghai's total

Scale of integrated circuits sector

RMB **382.97** billion

66.1%

of Shanghai's total

Scale of artificial intelligence sector

RMB **198.22** billion

31.1%

of Shanghai's total

Key AI companies

>1000

Major scientific facilities

14

National and Shanghai municipal key laboratories

>30

Universities and colleges offering undergraduate programs or above

16

Public sci-tech service platforms

>250

Key scientific research institutions

>40

Modern Services

16 focus areas for the high-quality development of modern services in Pudong New Area



Note: Data as of December 31, 2025

Ten Hard-Tech Clusters

Three leading industries



Seven emerging industries



Note: Data as of December 31, 2025

3 Key Development Zones





Lujiazui

Financial City

China's First Financial and Trade Zone

High economic density

High-caliber businesses

High concentration of industries

High level of openness

A world-class central business district and one of the world's top investment destinations

 Businesses
47,000+

 Office buildings
285

- Comprehensive industrial ecosystems and abundant business scenario resources

Finance

Headquarters-related commerce and trade

Professional services

High-end shipping services

- An open and enabling environment supported by favorable policies
- Premium office facilities and comprehensive supporting amenities
- A full lifecycle talent services platform



Zhangjiang

Science City

Serving Multiple National Strategies

Comprehensive National Science Center

Core area for Shanghai's international scientific and technological center initiative

"Two Zones": Shanghai FTZ and National Independent Innovation Demonstration Zone

Three leading industries

Integrated circuits

- Shanghai Integrated Circuit (IC) Design Industrial Park
- Equipment InnoPark

Biomedicine

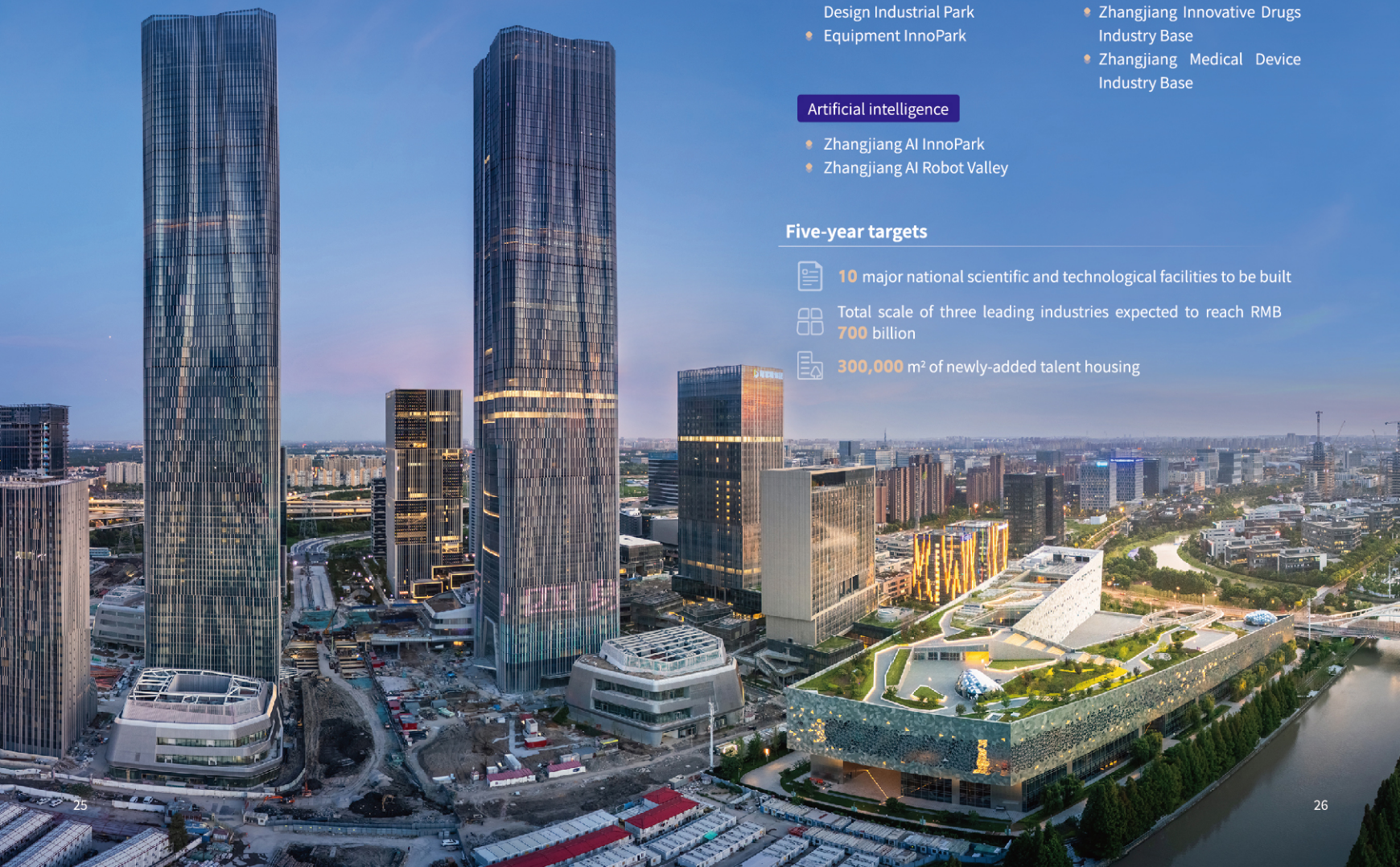
- Zhangjiang Pharma Valley
- Zhangjiang Innovative Drugs Industry Base
- Zhangjiang Medical Device Industry Base

Artificial intelligence

- Zhangjiang AI InnoPark
- Zhangjiang AI Robot Valley

Five-year targets

- 10 major national scientific and technological facilities to be built
- Total scale of three leading industries expected to reach RMB 700 billion
- 300,000 m² of newly-added talent housing



Waigaoqiao

Trade City

China's First National Import Trade Promotion and Innovation Demonstration Zone

With a planned area of 14.62 km², Waigaoqiao Trade City comprises three special customs supervision zones

Waigaoqiao Free Trade Zone

Waigaoqiao Port Free Trade Zone

Pudong Airport Free Trade Zone

Industry focus

- Headquarters economy
- Offshore trade
- Bulk commodities
- Cross-border e-commerce
- Culture and art

Sunland Area

As the designated area for advancing the integration of industry and urban development within the Waigaoqiao Free Trade Zone, the area is planned to comprise



Nearly **250,000** m² of retail and shopping clusters



Around **450,000** m² of headquarters space for Shanghai FTZ-based enterprises



Around **1** million m² of eco-friendly international residential districts



Around **3.87** km² of vibrant waterfront green space



Jinqiao

Smart Manufacturing City

China's First National Export Processing Zone

A leader in digital technology

A model of high-end manufacturing

A demonstration area of transformation and upgrade

A benchmark of city-industry integration

Jinqiao Equipment InnoPark

With an initial area of approximately 4 km² and a planned total area of around 7 km², the park leverages Pudong's strengths in institutional innovation and Jinqiao's strong industrial foundation. It is positioned to become a national hub for high-end equipment innovation and a globally recognized benchmark for industrial ecosystems

Drive breakthroughs in core technologies in key fields

Build a full-value-chain innovation ecosystem for equipment and components

Key industries

- Intelligent vehicles
- Next-generation communications
- High-end equipment
- Producer services





Expo Lifestyle City

Parlor of the World: An Open, Smart Hub for Performing Arts and Headquarters Economy

Covering a total of **25** km², the Expo Lifestyle City is located in the core urban area of Shanghai, adjacent to Lujiazui and facing the Xuhui Riverside across the Huangpu River. It features over **130** completed and in-use office buildings, with a total floor space exceeding **6.5** million m²

Prime Huangpu River waterfront 11 km	Expo Water-Ring Network 22 km	Riverside parks 8	Green coverage 37%
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Cluster of Central SOE Headquarters

Over **240** enterprises affiliated to **39** central SOEs, including China Baowu, COMAC, and China Unidata

Cultural and Performing Arts Hub

13 premier cultural and sports facilities hosting over **700** events annually

Cluster of International Economic and Technological Organizations

26 international economic and technological organizations including New Development Bank

Integrated Ecosystem for International Commodity Trade

Over **170** international commodity trading companies with a combined annual sales of over RMB **600** billion





International Tourism City

A Modern International Tourism City with Exemplary Significance

Land area

22.5 km²

Total planned
floor area

7 million m²

Total number of tourist visits to the area from the opening of Shanghai Disney Resort in June 2016 to the end of 2025

175
million

International leisure and vacation destination

Cultural exchange hub between China and the world

Cradle of international cultural innovation

One Core Area and Four Parcels

Core Area

As Phase I of Shanghai Disney Resort continues to expand, the area is evolving into a vibrant hub where diverse industries intersect and collaborate

North Parcel

The parcel features eco-recreational green spaces alongside hotels and conference facilities

West Parcel

The parcel is home to Hengmian Ancient Town Historic and Cultural Area, with supporting hotels, retail and residential areas

East Parcel

With excellent rail transit connectivity, the parcel serves as a platform for international and regional cultural exchanges and the establishment of cultural and tourism institutions

South Parcel

The parcel is positioned as a contiguous, mixed-use development combining culture, retail, tourism, sports, and entertainment. Its inaugural project "Sunrise Digital Entertainment Port" aims to develop into a modern digital cultural industry cluster and a model zone for digital urban living





Lin-gang

Future City

A Business-Friendly and Livable Modern Town Featuring Openness, Innovation, Intelligent living, Eco-friendly Environment and City-industry Integration

Strategic industry focus

An industry-leading integrated circuits cluster covering the whole value chain

A world-class civil aviation cluster with a strong presence in key value-chain segments

An intelligent vehicle cluster driven by industry leaders

A high-end equipment cluster centered on power systems



Shanghai Eastern Hub

A New Gateway for International Exchanges in the New Era

Shanghai Eastern Hub International Business Cooperation Zone (IB CZ)

1 special policy zone

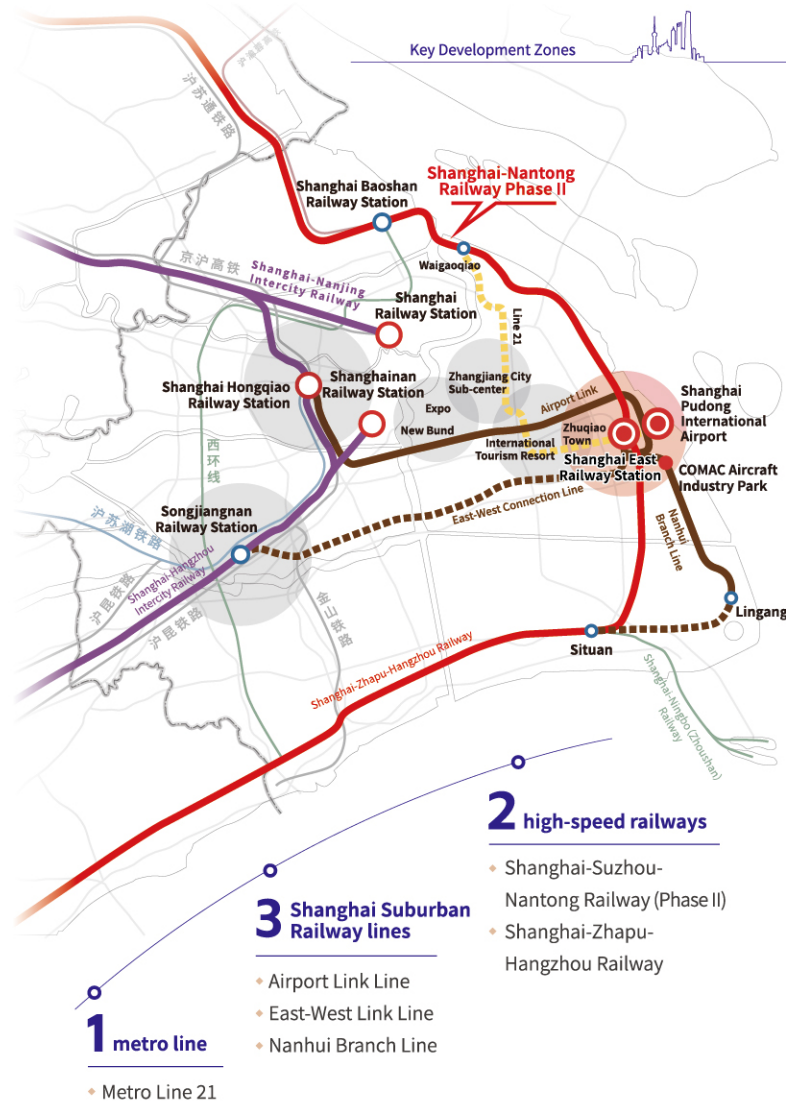
Building on the management regimes for comprehensive bonded zones, areas under customs supervision, and port-restricted areas, the IB CZ introduces policies that facilitate cross-border movement of personnel, alongside business services within a designated controlled area. This extends the “freer access at the first line, and effective control at the second line” model from goods to people

3 major functions

- ◆ International business exchanges
- ◆ Exhibitions
- ◆ Training

Efficient and facilitative measures

- ◆ **Facilitated entry and exit of personnel:** International visitors with a registered invitation may enter the IB CZ visa-free for up to 30 days, with options to extend. They may also benefit from port visa policies and visa-free transit arrangements. Domestic personnel can enter the IB CZ with an access permit
- ◆ **Streamlined baggage management:** The IB CZ provides convenience for visitors’ baggage intended for personal and reasonable use by allowing advance customs declaration, tax refund, and baggage check-in prior to departure from the IB CZ
- ◆ **Efficient goods management:** The flow of goods in and out of the IB CZ is managed in accordance with the policies for comprehensive bonded zones. Goods procured within China but outside the IB CZ may enter the IB CZ upon registration at customs checkpoints. Imported supplies and equipment required for the construction and operations of the IB CZ are subject to catalogue-based management and are exempt from import duties, value-added tax, and consumption tax



2 high-speed railways

- ◆ Shanghai-Suzhou-Nantong Railway (Phase II)
- ◆ Shanghai-Zhupu-Hangzhou Railway

3 Shanghai Suburban Railway lines

- ◆ Airport Link Line
- ◆ East-West Link Line
- ◆ Nanhui Branch Line

1 metro line

- ◆ Metro Line 21

Shanghai East Railway Station

Air-rail connectivity

Offering seamless transfers to Shanghai Pudong International Airport, national rail services, the Airport Link Line, and Shanghai Metro, the Shanghai East Railway Station further integrates Shanghai into the Yangtze River Delta and the broader global network

A planned capacity of **15 platforms** and **30 rails**





4 Investment Services



Investment Safeguards

Legal Safeguards

Authorized by the Standing Committee of the National People's Congress and the Standing Committee of the Shanghai Municipal People's Congress with local legislative rights, Shanghai Municipality and Pudong New Area have enacted **61** local regulations and administrative measures for Pudong New Area

A total of **24** Pudong New Area regulations have been promulgated in areas including market access and exit, IP protection, financial services, industrial development promotion, and commercial mediation. Another **37** administrative measures have been issued to support developments in areas such as warehouse receipt registration, legal services, fair competition review, trade secret protection, and diversified mechanisms for resolving foreign-related commercial disputes



IP protection

● China (Pudong) Intellectual Property Protection Center

The Center has shortened the turnaround time for patent applications to **3 months** for invention patents, **1 month** for utility model patents, and as fast as **1 week** for design patents

● China (Shanghai) Pilot Free Trade Zone Copyright Service Center

The Center enables expedited copyright registration with a processing time of **five** working days. It is also pioneering a cross-regional registration scheme, which allows non-Shanghai residents to complete copyright registration where the copyright-related acts occur

● National Platform (Shanghai) for International Service of Intellectual Property Operation

The Platform provides services in IP transactions, innovative financing, overseas development and rights protection, as well as support for key industry operations and essential services

Talent Services

- ◆ Pudong rolled out 15 measures to support young innovators and entrepreneurs, including the provision of 1 million m² of low-rent apartments and another 1 million m² of subsidized office space for startups
- ◆ Pudong has been authorized to issue the Confirmation Letter for Foreign High-End Talent, enabling streamlined procedures for work permits, entry-exit, and residence permits for foreign professionals
- ◆ With a recommendation, top foreign professionals working in Pudong can apply for permanent residence. Their foreign spouses and dependent children may apply together with them
- ◆ Pudong released a list of recognized overseas professional qualifications (149 in total) and another list of in-demand qualifications (23 in total), and issued the Notice on Providing Facilitated Services for Holders of Recognized Overseas Professional Qualifications. A dedicated platform has been established to support the application of the list of recognized overseas professional qualifications
- ◆ Pudong is piloting measures to facilitate currency conversion and remittance of salary income for foreign talent. Through the Fast Pass for Foreign Talent Salary Exchange and Remittance, foreign professionals can enjoy installment-based, interbank salary remittance services with no additional paperwork requirements
- ◆ Pudong's innovative service package offers foreign talent holistic support across six areas: immigration consulting, social integration, residence and mobility, legal assistance, family support, and language and cultural services
- ◆ Foreign nationals travelling to China on short notice for business, investment, or exchange activities can apply for port visas or port e-visas for entry
- ◆ Pudong is expanding the reach of its International Talent Station, making it an ideal first stop for highly skilled, promising young talent seeking a job or starting a business
- ◆ Pudong launched a series of talent outreach programs for outstanding college students across the globe, connecting them to potential internship or job opportunities

Comprehensive Amenities

Rich Educational Resources

Public and private schools

Pudong is home to **589** public and private kindergartens, primary and secondary schools, with a total of **1,011** campuses

256 Kindergartens	135 Primary schools	91 Junior secondary schools
55 Senior secondary schools (including integrated junior and senior secondary schools)	45 All-through schools	7 Vocational schools

Special education

7 Special education kindergartens	21 Preschool special education classes	36 Special education service stations (covering every sub-district and town)
3 Special education schools in compulsory education stage	21 Special education classes in compulsory education stage	2 Special education units in secondary vocational schools

International education

Offer globally recognized curricula, including AP, A-Level, IB, and IGCSE

9 International schools for children of expatriates	1 Kindergarten for children of expatriates
3 International divisions in public schools	1 International division in private school





Robust Healthcare System

Medical institutions of various types **1,727**

Tertiary hospitals **16**

Hospital beds per 1,000 people **6.42**

A hub for foreign-invested hospitals



Direct billing

7 district-affiliated general hospitals and **11** privately-operated medical institutions offer direct billing services for international health insurance plans, with varying levels of coverage

Internationalized services

All district-affiliated hospitals provide basic English-language services and accept VISA card payments. Among them, Shanghai East Hospital, Shanghai Pudong Hospital, and Shanghai Punan Hospital of Pudong New Area have established international medical departments to meet the healthcare needs of foreign expatriates

Practice licensing

As of December 2025, **107** foreign physicians have been registered for practicing medicine on a short-term basis in China, along with **2** physicians from Hong Kong, Macao and Taiwan

Vibrant Cultural and Sports Life

16 art galleries



17 theaters and performance venues



23 museums



11,064 sports venues



Per capita sports venue area **2.72 m²**



216 exhibitions held in 2025, with a cumulative exhibition area of **9.17 million m²**



International cultural and sports events

Longines Global Champions Tour Shanghai



The 21st China Digital Entertainment Expo & Conference (ChinaJoy)



ISU Four Continents Figure Skating Championships



Pudong Event Series of the "Shanghai Summer" International Consumption Season





Excellent Ecological Environment

Per capita park and green space

13.5 m²

Parks

225



Accessible Community Services

As one of China's first pilot areas for the standardization of basic public services and the only such pilot area in Shanghai, Pudong provides a full range of public services in education, healthcare, senior care, culture, sports, commerce, and entertainment

15-minute community life circles



Incentives & Policies

Policies for foreign investment

- Opinions on Further Optimizing the Foreign Investment Environment and Intensifying Efforts to Attract Foreign Investment
- Action Plan to Solidly Promote High-level Opening-up and Make Greater Efforts to Attract and Utilize Foreign Investment
- Catalogue of Encouraged Industries for Foreign Investment (2025 Edition)
- Announcement on the Tax Credit Policy for Foreign Investors Utilizing Distributed Profits for Direct Investment
- Several Measures of Shanghai Municipality on Encouraging Domestic Reinvestment by Foreign-Invested Enterprises
- Implementation Plan of Shanghai Municipality on Further Optimizing the Foreign Investment Environment and Intensifying Efforts to Attract Foreign Investment
- Supporting Measures of Pudong New Area on Intensifying Efforts to Attract Foreign Investment

Policies for regional headquarters of MNCs and foreign-invested R&D centers

- Provisions of Shanghai Municipality for Encouraging Multinational Corporations to Establish Regional Headquarters
- Several Measures of Shanghai Municipality for Supporting the Capacity Upgrading of the Regional Headquarters of Multinational Companies
- Measures of Shanghai Municipality to Manage the Fund for the Development of Regional Headquarters of Multinational Companies
- Regulations of Shanghai Municipality on Encouraging the Establishment and Development of Foreign-Invested Research and Development Centers
- Measures of Shanghai Municipality on Further Upgrading the Capacity of Foreign-invested Research and Development Centers
- Several Opinions on Encouraging the Agglomeration of Treasury Centers of Regional Headquarters for Multinational Companies in Pudong New Area

Incentives for talent attraction and retention

- Measures of Pudong New Area on Supporting Young Talent in Innovation and Entrepreneurship
- Implementation Opinions on the Pearl Project in Pudong New Area
- Several Opinions on Supporting the Innovative Development of Postdoctoral Researchers in Pudong New Area

Puyida

The one-stop enterprise policy service platform provides AI-powered services, such as Q&A, targeted recommendations, and application assistance, making policy access easier than ever. The Puyida WeChat Mini-Program enables mobile access to policy search and interpretations





Investor Support Channels

Shanghai Pudong New Area Foreign Investment and Trade Promotion Center

As an affiliated public institution under the Pudong New Area Commission of Commerce, the Center is responsible for foreign investment promotion and enterprise services, as well as supporting domestic enterprises in expanding overseas. It facilitates both FDI inflows and outbound investment by Chinese enterprises through a range of activities, including investment promotion, business services, outreach, and policy briefings. Delegated by the Pudong New Area Commission of Commerce, the Center conducts the preliminary review and accreditation of regional headquarters of MNCs and foreign-invested R&D centers, as well as the receipt and review of applications for municipal-level headquarters development funding

Shanghai Pudong Headquarters Economy Shared Service Center (Platform)

Pudong New Area has pioneered a China-first model of integrated government services for market entities. Led by Pudong New Area Commission of Commerce and in collaboration with the Pudong New Area Association of Enterprises with Foreign Investment, the Platform integrates government and social resources to deliver comprehensive, professional, and tailored services. To date, it has served over 1,000 headquarters of various types

Pudong New Area Complaint Center for Foreign-Invested Enterprises

Pudong established the Complaint Center in 2021 and issued the Measures for Handling Complaints of Foreign-Invested Enterprises in Pudong New Area to protect the legitimate rights and interests of foreign-invested enterprises in Pudong and ensure a stable and predictable investment environment

- 1 Complaint Submission** (via the "Government Online-Offline Shanghai Portal" or the Shanghai Foreign-Invested Enterprises Complaint Platform at www.fdi-protection.cn)
- 2 Complaint Acceptance** (processed by a targeted service counter in the Pudong Business Service Center within 7 working days)
- 3 Complaint Resolution** (in accordance with the law to ensure proper settlement of complaints)

Hotline: 021-20585549