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UNIDO SIPC (ITPO Shanghai)

ANNUAL REPORT 2016

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(I) Summary

SIPC Background

ITPO Shanghai (“SIPC”) was found in September 2001 based on an agreement between UNIDO, Shanghai Municipal Government and PRC. In Sep 2014, the agreement was renewed for another three years, as the fourth phase of cooperation.

The main objective of the project is to promote the inflow of foreign capital to Shanghai as well as the outflow of Chinese investments to other developing countries and countries with economics in transitions.

Table 1: List of SIPC Staff in 2016

Name	Functional Title
Mr. Wang Weicheng	Head
Mr. Jiang Min	National Expert
Ms. Nie Sha	National Expert
Ms. Wang Lihua	Executive Assistant

Working Summary in 2016

SIPC has been working closely with UNIDO headquarter, UNIDO global networks, Shanghai Municipality Government and Shanghai Foreign Investment Development Board (“Invest SH”), and established an extensive working network to promote investment and technology transfer between Yangtze River Delta in China and other developing countries.

SIPC aims to enhance local brand visibility; investment & technology project promotion and strengthen capacity of IPAs and Chinese enterprises, especially through the UNIDO global networks and local resources.

Following is the outcome in 2016:

- Number of the inbound and outbound investment projects concluded: 13
- Total contractual capital of inbound and outbound investment promoted by the Office: USD 304.3million
- Number of investment promotion events and activities organized: 11
- Number of presentations/speeches on investment/technology transfer by the Office staff: 25
- Number of meeting with investment promotion delegations from other countries: 65



- Number of advising/consulting services (problem solving), to the potential companies/organizations that requested for assistance: 118
- Number of the investment projects under negotiation: 11

(II) Working Strategy

The goals and objectives of SIPC are in line with the donor and counterpart in accordance with UNIDO priorities.

Inbound investment: In 2016, SIPC has attracted many investment projects mainly from USA, Japan, Singapore and Europe, but the figures from Shanghai statistic bureau shows that the proportion of manufacturing projects is still low comparing with other provinces in China.

Outbound investment: in 2016, priority attention was paid by SIPC to Latin America, South East Asia and East European countries to promote outward investment and technology transfer from China. From the figures for Shanghai Municipality's outward investment statistics in 2016, it can be reflected that, the contractual amount of concluded overseas investment projects has been increased around 75%, and more than 58% flowed to Asia regions, including Hong Kong SAR.

Technology transfer among developing countries and countries in economy transition is another working focus. In April 2016, the 4th China (Shanghai) International Technology Fair ("CSITF") was jointly hosted by the China Ministry of Commerce, Ministry of Science and Technology, State Intellectual Property Office and Shanghai Municipality. With the full support from UNIDO Headquarters, regional office in China and ITPO networks, UNIDO was one of the earliest participated UN agencies to the 4th CSITF, as the international organization supporter.

Being part of UNIDO investment and technology promotion network, cooperation with UNIDO HQs, other ITPO field offices and other international organizations distinguished us from other local Investment Promotion Agency ("IPA"s). SIPC recorded several cooperation activities with UNIDO HQs or other field offices within ITPO network, which is related to facilitation on UNIDO HQ missions, Shanghai Municipality delegation to UNIDO, participation & organization in global forums and join promotion of investment projects. Through building up a closer relation with the global family, Chinese enterprises can be more accessible to the resources and project information.

(III) Investment Promotion Program

SIPC developed a working plan and strategy to implement more effective investment and technology transfer promotion.



In 2016, SIPC worked with INVEST SHANGHAI, engaged in a vast array of information dissemination, matchmaking and follow-up consultancy assistance to private sector entrepreneurs. Intense cooperation and networking of SIPC with Shanghai Municipality Commission of Commerce (SCOFCOM) and local IPAs has been conducted, which achieved satisfactory results.

SIPC performed various activities such as country presentation seminars, industries seminars, roundtable meeting, newsletters and mission visits with global SIPP and IPA's network.

Investment Promotion

- Cooperated with INVEST SHANGHAI, we edited more than 1800 pieces news including inbound and outbound investment policy, investment environment, economic, project information, investment data analysis, trade and technology promotion of UNIDO SIPC in Chinese version, all these news were released to relevant department of Shanghai Municipal Government, Consulates, investment promotion organizations and agencies, state-owned and private companies, etc. Some of the important seminar news and investment statistics have been translated in English version and sent to UNIDO HQ frequently, these news and information were warmly welcomed by the government and companies for their policy and decision making.

Newsletter and information Coverage on Wechat electronic platform made by SIPC and INVEST SHANGHAI.

 <p>国家统计局宁吉喆局长作为国务院李克强总理的特别代表向大会致祝贺词。联合国秘书长潘基文也发来录像向工发组织成立50周年表达祝贺，为未来工发组织发展提出了良好的祝愿。亚洲基础设施投资银行行长金立群，中国银行董事长田国立，原世行副行长、北京大学新结构学研究中心主任、北京大学国家发展研究院名誉院长林毅夫等中方代表致辞或出席。</p>	 <p>【最新动态】联合国工业发展组织主题日暨技术贸易国际论坛聚焦科技创新和经济转型升级 受到热捧</p> <p>2016-04-23 聂莎 投资上海</p> <p>点击上方“投资上海”可以订阅哦！</p> <p>作为“上交会”最重要的国际组织合作方之一的联合国工业发展组织（UNIDO）在本届上交会</p>	 <p>下午，联合国工业发展组织主题日暨技术贸易国际论坛万众创新浦东分论坛在张江高科技园区康桥先进制造技术创业园顺利举办，来自康桥园区的先进制造业企业亮相会场外特别设置“上交会张江康桥高新技术企业创新创业产品展”，与会的专家和企业代表进行面对面的交流，以促进技术合作。作为张江高科技园区的一个重要部分，康桥先进制造技术创业园以创新和创业为服务宗旨，以技术和制造相结合为发展理念，在吸引和服务高端制造业企业方面取得了较好的成绩。</p>
<p>50th anniversary of UNIDO is the first news we released on that day.</p>	<p>UNIDO day Forum on CSITF is the most important news on that day.</p>	<p>News of UNIDO delegation visit Shanghai technology innovation park during UNIDO day forum.</p>

- 11 investment promotion seminars and events with over 2200 participants



have been organized, co-organized or supported by SIPC in 2016, including the themes of country presentations, project demonstrations, professional service, cross-regional theme forums and UNIDO themed forum. Most of the country presentations or professional service workshops were co-organized with municipal government authorities, regional departments of Invest SH, Chamber of Commerce, foreign investment promotion agencies and commercial sections of Consulate Generals in Shanghai.

Table 2: List of Investment Promotion Seminars and Events
(Please see the detailed content of events in Annex 2)

No.	Main Topic of events	Co-organizer
1	UNIDO DAY Forum on the 4th China (Shanghai) international Technology Fair	SCOFCOM
2	GFP Annual Forum	UNIDO, ITC, ICC, INVEST SH
3	Investment Forum of Technology Innovation in Xiamen Fair	INVEST SH
4	Good Opportunity for Investment in Vienna— — Vienna Business Presentation Event	Invest in Austria, Vienna Business Agency.
5	Poland investment project conference	Poland ARP
6	Experience of Shouldering Social Responsibilities by Foreign Enterprises	Swedish investment Bureau
7	Seminar of “Business opportunities from Singapore”	Singapore IE, INVEST SH
8	Invest Portugal Forum	INVEST SH, AICEP, Consulate Portugal
9	Entry to German market Seminar	German Chamber of Commerce and Industry (GCC)
10	M&A China Forum 2017	M&A alien, AVCJ
11	Large Japanese Investment Promotion Forum	JETRO, METI



Investment Promotion Seminars and Events



UNIDO DAY Forum on the 4th CSITF



UNIDO DAY Forum on the 4th CSITF



GFP annual Forum 2016



China M&A Forum 2016



Investment Forum of Technology Innovation in Xiamen Fair



Large Japanese Investment Promotion Forum

- SIPC was distinguished itself as an important agency in Shanghai's international cooperation and was expected to represent both UNIDO and Shanghai with the arm of Invest SH in Yangtze River Delta Region. SIPC is now playing an increasing role in jointly implementing cross-regional economy cooperation initiative with other key stakeholder countries and international organization. To highlight that, SIPC successfully cooperated with other Province such as Jiangsu, Zhejiang and Shandong in 2016, introduced several technology companies to work with local private companies and signed cooperative agreement, SIPC also bring 4 business delegation to these Provinces to organize technology workshop with local Chinese companies.



- Cross-regional economy cooperation initiatives



Promote Yantai from Shandong Province to have meeting with Consulate and investment agency.



Assist Liyang from Jiangsu Province to host investment conference in Shanghai.



Support Zhejiang Province to hold technology meeting with European Companies.



Organize technology meeting for companies from Xuzhou, Jiangsu Province.

- **International investment mission visit completed in 2016**

In 2016, SIPC has organized one delegation to participate 50th anniversary celebration in Vienna, the delegation led by Mrs. Shang Yuyin, Chairman of Shanghai Municipal Commission of Commerce, in order to have more interaction with German ITPO, the chief representative of Frankfurt office of INVEST SH also joined the delegation to Vienna, besides, we invited 8 technology innovation enterprises from Shanghai area to showcase their newly developed technology on Shanghai booth in UNIDO headquarter, the booth has attracted many foreign companies during anniversary week.

Mrs. Shang had great honor to meet with DG and discussed in details about the 5th phase of SIPC project and future cooperation of CSITF, Mrs. Shang also met with German ITPO to talk about the possibility of overall economic cooperation between Shanghai and Germany.



Mission to 50th anniversary celebration in UNIDO



Mrs. Shang attended the opening forum of 50th anniversary celebration.



Mrs. Shang Meeting with DG



The delegation meeting with DG and other UNIDO officials.



The delegation meeting with German ITPO.



DG talked with Shanghai enterprises in the booth.



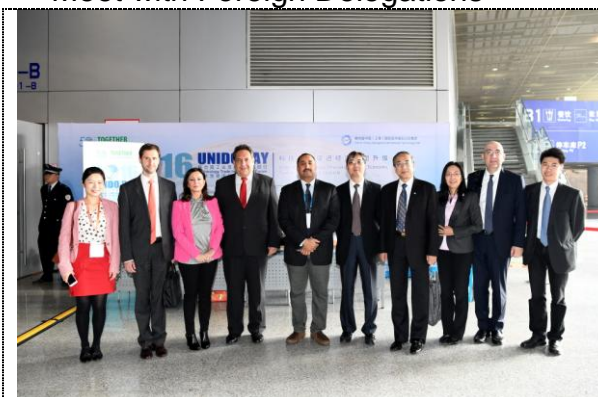
Mrs. Shang meet Shanghai enterprises delegation in the booth.



SIPC promoted UNIDO brand in Yangtze River Delta regions by actively participating investment promotion events like investment seminars, exhibitions, and conferences as UNIDO field office. In 2016, SIPC participated in 26 investment promotion activities/forums and visited IPAs like government agencies, foreign Consulate Generals and chambers in Shanghai for over 30 times.

- More than 70 project consultations to potential foreign and domestic investors have been conducted to provide suggestions on the project feasibility, market analysis, certificate application policy clarifications. 7 delegations from abroad have been received by SIPC to increase visitors' awareness of Shanghai investment climate, strategy and policies.

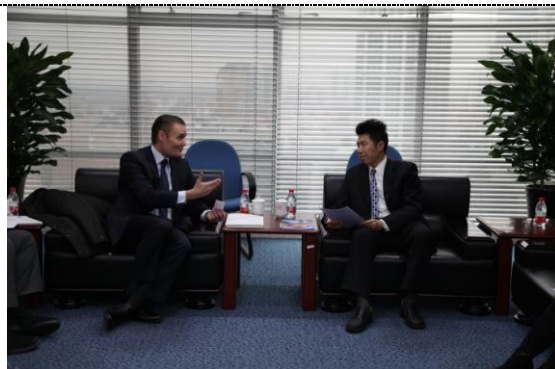
Meet with Foreign Delegations



Meet UNIDO delegation during 4th CSITF



Meet with Nigeria business delegation



Meet with Ukraine government officials



Meet with Botswana organization and signed MOU.



(IV) Technology Promotion Program

2016 Shanghai (China) International Technology Fair

The 4th CSITF was a state-level grand event jointly hosted by the China Ministry of Commerce, Ministry of Science and Technology, State Intellectual Property Office and Shanghai Municipality, which was held in April 2016 in Shanghai, China. With the full support from UNIDO Headquarters, regional office in China and ITPO networks, UNIDO was one of the most important participated UN agencies to the CSITF, as the international organization supporter.

The detailed introduction of UNIDO Day Forum on the 4th CSITF is listed on the Annex 3.

● Other technology transfer and cooperation activities in 2016.

Although investment promotion is our major tasks with the support of INVEST SH, we have done it for many years and we are very experienced in promoting both inbound and outbound investment. Besides, so technology transfer is new challenge for our new team because all members of our new team are from INVEST SHANGHAI. We have tried to do it from last year, we strongly believe that technology transfer is closely related to investment flow, it often come first than investment and trade, once technology transfer succeed, that our investment promotion will succeed accordingly either.

Therefore, we are making efforts to establish platform of technology transfer from this year, we also matched 7 Chinese companies to cooperate with foreign advanced tech companies during the 4th CSITF, furthermore, we explore our target out of Shanghai area, for example, I went to Liyang in Jiangsu Province in May on behalf of UNIDO, I met with many Chinese enterprises in “Liyang International Economic and Trade Conference”, I realized there are lots of technical companies in Jiangsu Province especially in South part where is very rich, advanced area and was developed very much during last decades, these enterprises are eager to work with foreign company to make themselves stronger and more competitive and eventually to go overseas, I talked with local municipal level leaders from Liyang and co organized 2 technology presentation and cooperation meetings for a batch of foreign enterprises who have attended this conference, now 2 agreements have been signed and matched, so we will have long-term relations with Liyang and promised them that we will play as a bridge linking technology cooperation between Liyang and outside world, therefore we hope to do more in technology transfer and it will be helpful to stimulate our 2 way investment promotion.



(V) Capacity Building

Cooperated with INVEST SHANGHAI, SIPC has carried out a series of investment training course or program to SIPP, IPA, Consulate, Industry park and Chinese companies to enhance staff capabilities, institutional capacity of IPAs, private sector companies and government officials in developing countries.

SIPC played an important role as the connection between Chinese business communities and UNIDO investment and technology resources from UNIDO global ITPO networks, tools and program.

In order to improve the business ability of promoting investment for professional staff in Shanghai, SIPC working with INVEST SHANGHAI to carry out the plan of “ investment promotion ability cultivation”, we totally co organized 4 phrases of training with 380 participants involved, our trainers invited covering local government officials, senior specialists, multinational entrepreneurs, consulting experts, etc. The training topic including investment policy, industry development trend, project promotion, capacity building, aftercare service and so on.

In addition, SIPC has also participated many training courses organized by other organizations and companies, we collected training documents to deliver to our customers who really need to update their knowledgeable information.

Please check 3 Annexes in the following content



3 Annexes:

Annex 1

Investment Projects concluded in 2016

(Total 14 projects promoted with investment capital of 304.3 million.)

Project	Industry	Capital (USD)	Destination
Borouge Chemical	Borouge, UAE Abu Dhabi national petroleum Group set up JV with Borealis from Austria, to set up manufacturing base and R&D center in Zhangjiang Hi tech park for upgrading solution for plastic product.	46 million	From UAE to Shanghai
OMRON health care	Health care industry from Japan	20 million	From Japan to Shanghai
CHEMO Pharmaceutical	CHEMO Pharmaceutical Group from Spain, the industry is for manufacturing, trade, R&D center and eventually to set up holding company in Shanghai.	30 million	From Spain to Shanghai
Red Star tomato processing	Agricultural industry	6 million	From Netherland to Shanghai
Philos metal surface treatment	USA Philos Group invested 10 million USD in Jinshan Industry park for the first phrase to handle the surface treatment for metal components.	10 million	From USA to Shanghai
Star Plastic Inc.	Star from USA to set up JV with Shanghai ShiTa Plastic company in Fengxian, USA taks up 80% share.	1.2 million	From USA to Shanghai
Aranca business consulting	Aranca from India to set up consulting office in Shanghai to help more Indian companies and companies from other South Asia to do business in Shanghai, whatever trade, investment and technology cooperation.	1.6 million	From India to Shanghai
TRE SCALINI catering industry	NAVONA Group from Italy established in 1851, to set up catering industry in Shanghai, Cafeteria, fast food, luxury restaurant, initially they invested in Fuzhou, Fujian Province, wrong location makes them to shift their investment to Shanghai, set up regional headquarter in Shanghai and spread the business to whole nationwide.	20 million	From Italy to Shanghai
Henry Bath Warehousing Shanghai Co., Ltd.	Manufacturing of Bath and related products in FTZ, including import and export business.	2.5 million	From UK to Shanghai
Tiechen Finance Lease	Provide financial lease service to large enterprises, such as big equipment and machinery.	80 million	From Hong Kong to Shanghai
POS printing technology	Printing technology and related equipment were introduced in Shanghai to set up manufacturing facility in Qingpu district.	12 million	From Japan to Shanghai
Fosun Group M&A baby stroller in UK	Manufacturing project for baby stroller	20 million	From Shanghai to UK
Shanghai New Energy and technology	Shanghai Jindian new energy company plan to set up R&D center in TIS industry park in Italy.	30 million	From Shanghai to ITALY
Zhejiang Hongda Food processing center	Zhejiang Hongda Stock company set up food processing base in San Paolo, Brazil. Including fresh fruit, edible oil, fishing product and other agriculture products.	25 million	From China to Brazil

Annex 2



Seminars and Events concluded in 2016

Total 11 seminars and events organized

Main topic of Events	Date	Major content	Co-organizer
UNIDO DAY Forum on the 4th China (Shanghai) international Technology Fair	April	Investment and Technology Transfer (Detailed summary is in attached file)	SCOFCON
GFP Annual Forum	Jun	Discuss the impact of trade facilitation to inclusive cross border trade environment and foreign direct investment; Shanghai introduced newly established organization— Apmen; All participants were invited to visit the Yangshan deep water port, the biggest one in China.	UNIDO, ITC, ICC, INVEST SH
Innovative center of Investment Forum in Xiamen Fair	Sep.	In order to build up technological innovation in Shanghai, we invite Yangpu and Songjiang district to introduce innovative environment.	INVEST SH
Good Opportunity for Investment in Vienna— Vienna Business Presentation Event	March	the theme is “Vienna — A Digital City and R&D Hot Spot”, showcase Austrian customs and practices, enchanting natural sceneries, as well as the latest scientific technologies, including smart city, ICT information technology, renewable energy and biopharmaceutical R&D.	Invest in Austria, Vienna Business Agency.
Poland investment project conference	Feb	Mr. Marcin Zielinski, Vice President of Industrial Development Agency of Poland (ARP) lead a delegation to visit Shanghai, they showed many investment projects from Poland to Chinese companies in Shanghai.	Poland ARP
Experience of Shouldering Social Responsibilities by Foreign Enterprises	Mar	This session served as a platform for Swedish investors in China and Chinese companies going international to share the lessons of social and environmental responsibilities during overseas investment.	Swedish investment Bureau
Seminar of “Business opportunities from Singapore”	Apr	Release many investment projects in Singapore on this platform to invite Chinese companies to share their experience of overseas investment.	Singapore IE, INVEST SH
Invest Portugal Forum	May	Introduce investment climate of Portugal, release information of more investment projects which is eagerly inviting Chinese companies to involve.	INVEST SH, AICEP, Consulate Portugal
Entry to German market Seminar	Sep	Encourage more Chinese companies to Germany; utilize the local technology and innovation power to cover the whole European market.	German Chamber of Commerce and Industry (GCC)
M&A China Forum 2017	Nov	Invite international M&A expertise to educate Chinese enterprises how to make global M&A more efficiently, how to draw the lesson from past failure story to avoid the risk and increase the successful ratio.	M&A alien, AVCJ
Large Japanese Investment Promotion Forum	Dec	The investment from Japan to China is 16 times as much as that China in Japan, so we need to push more Chinese companies to go to Japan searching investment opportunities.	JETRO, METI

Annex 3



Summary for UNIDO DAY Forum and related activities at 4th China (Shanghai) International Technology Fair

As one of the most important international partners, the United Nations Industrial Development Organization (UNIDO) continues to be the host of the theme day events which includes high-profile dedicated international forums, booth display, project promotion and matchmaking, case analysis and experience sharing. Among them, the International Forum of Technology and Trade entitled “Science & Technology Innovation Driving Economic Transformation and Upgrade” convened on April 22 was the highlight of the UNIDO Day, as well as another major event following the CSITF opening summit.

To ensure a smooth UNIDO Day, SIPC has made every effort and worked together for the preparations of a successful UNIDO Day. Its mandate was fulfilled with the help of Invest Shanghai, and under the guidance and support of Shanghai Municipal Commission of Commerce, and China International Center for Economic and Technical Exchanges (CICETE).

Work report of UNIDO Day is hereby summarized as below:

I. Major Achievements

(1) Innovative and Unique Technology Trade International Forum on UNIDO Day



1. The forum taking an innovative form was twofold – a sub-forum entitled “Industrial Innovation” and another sub-forum entitled “Popular Entrepreneurship and Innovation”.

Inheriting the successful experiences of the past UNIDO Days, this UNIDO International Forum focused on the two hot issues concerning economic development - Technology Innovation and Transformation Upgrade. The forum taking an innovative form was twofold – a sub-forum entitled “Industrial Innovation” and another sub-forum entitled “Popular Entrepreneurship and Innovation”. The subject matter in the morning was “Practice and Performance: Scientific and Technological Innovation as well as Industrial Transformation and Upgrade of China’s Manufacturing Sector”; in the afternoon, both forums addressed the topic of “mass innovation”, an economic and social driver, with participants being invited to Shanghai Advanced Manufacturing Development Park and communicating with Shanghai’s advanced manufacturing enterprise representatives face-to-face.

2. Accord with the current economic hotspots and major issues, the UNIDO International Forum was featured by high-profile, new vision, multi-perspectives, multi-ranges and practicality.



The opening ceremony of the forum was moderated by Wang Weicheng (Director of UNIDO Shanghai Investment Promotion Center and Deputy Director of INVEST SHANGHAI), opened by Gu Jun (Deputy Director of Shanghai Municipal Commission of Commerce), Wang Weili (Deputy Director of China International Center for Economic and Technical Exchanges), and Bernardo Calzadilla Sarmiento (UNIDO Director of the Development of Trade, Investment and Innovation), and addressed with keynote speeches by Wang Xiwen (Director of Institute of Intelligence Manufacturing and Industry 4.0, Center for International Economic and Technological Cooperation, Ministry of Industry and Information Technology), Lucia Cartini (UNIDO Senior Officer of the Development of Industrial Development and Coordinator of Investment and Technology Promotion Office), and Cheng Zhengmin (President of McKinsey Global Institute in China).

Lv Xinhua (Deputy Director of the Foreign Affairs Committee of the 12th CPPCC, head of the Council for Promoting South-South Cooperation, former Spokesperson of CPPCC, former Commissioner to the Hong Kong Special Administrative Region, and former Deputy Minister of Foreign Affairs), Lv Guoqiang (Director of Shanghai Intellectual Property Administration), Ralf Bredel (UNIDO Representative and Head of Regional Office), representatives of UNIDO Investment and Technology Promotion Offices in Beijing, Bahrain, and Japan, experts from America and Holland in the field of intellectual property and technology transformation, University of Shanghai for Science and Technology, experts from Fudan University, Shanghai Institute of Aircraft Design, COMAC, National Engineering Research Center of Rapid Manufacturing and other universities and institutions, and representatives from renowned domestic and foreign enterprises and law firms, were invited to deliver speeches or participated in the discussions. Together with professionals at the forum, they focused on the establishment of the Shanghai Technology Innovation Center (STIC), studied approaches to helping Shanghai fully take advantage of the resources at home and abroad through STIC, further promote the transformation and upgrade as well as innovative development of China's manufacturing sector, strengthen the implementation of CPC Central Committee's "Mass Entrepreneurship and Innovation" initiative, and help China's manufacturing sector scale new heights by fully taking advantage of the domestic and foreign resources, and strengthening international cooperation.

3. "Inside the Park" has become the most innovative feature of the UNIDO Day and UNIDO International Forum.

In the afternoon, "Popular Entrepreneurship and Innovation" forum had successfully kicked off in Shanghai Kangqiao Advanced Manufacturing Technology Innovation Park. Advanced manufacturing enterprises from Kangqiao Park presented themselves at the designated "CSITF Zhangjiang Kangqiao Innovative Products Show of New Technological Enterprises", and communicated with the experts and business representatives face-to-face for technological cooperation. As an important part of Zhangjiang Hi-tech Park, Kangqiao Advanced Manufacturing Technology Innovation Park is dedicated to innovation and entrepreneurship with visions to integrate technologies with manufactures, and has been making progress in attracting and servicing the high-end manufacturing enterprises.

Shanghai Forever Technology & Development Co., Ltd (a leading 3D printing firm), Shanghai Bosin Robotic Technology Co., Ltd (a specialized Cartesian coordinate robot maker), Shanghai HK Auto & Eng Co., Ltd (a hi-tech engineering company



specialized in R&D, sales and services), and other hi-tech companies from Zhangjiang Kangqiao Park staged visual and sensory feast of science and technology for the guests and audiences, which truly reflected the important role of CSITF in promoting technological innovation and trade.

4. The audience responded enthusiastically and the forum achieved its desired result.

The UNIDO Day and International Forum of Technology and Trade had a distinct theme and took a pragmatic approach to cooperation. Drawing on and learning from overseas counterparts' experience in promoting and driving scientific and technological innovation and cutting-edge manufacturing industry, participants offered advice and suggestions to build a globally influential technology innovation center in Shanghai. In this way, the forum achieved its desired result.

There were over 500 participants who responded enthusiastically in the two forums on the UNIDO Day. The organizer refined all the details to present the guests and audience a feast of sparkling thoughts that met their needs. The forums came with strong relevance to Zhangjiang Hi-tech Park, achieving positive social influence and practical significance.

5. Multi-party collaboration and joint effort yielded fruitful results.

The forums were a complete success, thanks to the support of Yongqing Hong Deputy (Director of Shanghai Intellectual Property Administration) and other organizations and enterprises, such as Shanghai Huangpu River Enterprise Intellectual Property Cooperation and Exchange Center, INVEST SHANGHAI, Shanghai Land Minhong (Group) Co., Ltd, and Shanghai Kangqiao Advanced Manufacturing Technology Innovation Park.

During the preliminary planning period, the SIPC team had meetings with Director Hong several times to discuss and determine the themes of the forums, make plans for all the events, and implement the plans with joint efforts. After the forum was launched, as the core of the operation, the SIPC team, with the help of Director Hong and his team, kept improving and promoting the completion of all tasks to ensure all goals are reached before deadlines. On the day of the forum, volunteers from universities also joined and supported us to make the forums a success.

6. SIPC stepped up our efforts with media coverage through various channels and covered multiple aspects and different stages of the forum with zero delay.

In order to expand the influence of the UNIDO Day, SIPC studied the prospective hot topics and speeches made by the guests to design conference brochures and other publicity materials. It made a comprehensive plan on the roll-over publicity and promotion efforts to cover the forum as it progresses in a holistic manner. Supported by *Labour Daily* and a TV show "Interviewing Business Leaders" on Dongfangcaijing channel while pulling together the strength of the traditional newspaper and online new media, SIPC made a detailed plan to cover the forum in depth. It covered multiple aspects and different stages of the forum with zero delay through various channels and ensured the success of the forum.

Before the forum, SIPC held a press briefing to prepare the media for the content of the UNIDO Day and the International Forum. The forum attracted the attention of *Jiefang Daily*, *Eastday.com* and *Shanghai Daily* among other media. The official



Wechat account of *Shanghai Observer* and “News Valley”, the official Wechat account of *China Science&Technology Industry Park* rendered special coverage of the forum. *Labour Daily’s Business Weekly* published featured articles – *A Preview of the CSITF UNIDO Day* and introduced the highlights and hot topics of the forum.

On the forum day, the publicity work revolved mainly around the in-depth coverage by SIPC’s media partners. Online media made real-time broadcasts with zero delay. *Labour Daily’s* mobile app and its official Wechat account posted messages to their users when the forums were in session. The official Wechat accounts of *Shanghai Observer*, *China Science&Technology Industry Park* (“News Valley”), INVEST SHANGHAI and other media covered the forum on the same day. *Labour Daily* and the show “Interviewing Business Leaders” on Dongfang Caijing channel (the Oriental Financial) focused particularly on topics such as technology and trade, innovation and “Going-global”, interview speakers and guests, analyze the hot issues in depth to introduce and spread the opinions of these speakers, which guaranteed a fruitful result of the forum.

After the forum, SIPC will gather all speeches delivered at the forum as what it did last year for review. The media are also expected to publish interview transcripts and videotapes, and collect all written and digital material for the filing of the forum.



(2) The Inspection by the Delegation of UNIDO HQ and the Reception by SIPC

To support the UNIDO Day and the International Forum, UNIDO HQ paid close attention to SIPC’s work and offered constructive advice and suggestions on the arrangements and updates of the forum for several times. A 3-person delegation led by Bernardo Calzadilla Sarmiento (Director of the UNIDO Department of Trade, Investment and Innovation) and 4 representatives

from UNIDO Investment and Technology Promotion Offices in Beijing, Bahrain, and Japan attended this forum. UNIDO HQ also invited regional chief representatives for China, North Korea, and Mongolia to the forum.

During the events in Shanghai, apart from arranging for the delegation and representatives to deliver speeches and join discussions at the forum, SIPC also took the opportunity of the visit to engage the delegates and representatives in a half-day working conference where SIPC’s achievements, recent priorities and job requirements were reported. Meanwhile, SIPC had a detailed discussion with delegates from UNIDO HQ on SIPC’s operation and coordination mechanism, especially the 5th tri-party cooperation project by UNIDO, Shanghai Municipal Government and CICETE. SIPC and the delegates had a preliminary discussion on the framework of the agreement, the content, the budget and the application process of the 5th SIPC project, which laid a solid foundation for



the prospective signing of the project agreements.

Members of SIPC have also arranged airport pick-up and drop-off services, and joined several events, such as the opening ceremony, dinner reception with Deputy Director Gu Jun, dinner reception with Director Luo Zhisong, CSITF on-site visit, booth inspection, and interaction between the Parks and enterprises. Their roles and responsibilities are recognized and commended by UNIDO HQ and ITPO delegates.

A MOFCOM delegation led by Wang Weili, Deputy Director of China International Center for Economic and Technical Exchanges, were also entertained with hospitality by SIPC.

(3) UNIDO Booth for Promotion

SIPC has set up a UNIDO- INVEST SHANGHAI booth at CSITF, an effort well recognized as it put on full display UNIDO's functions and image, SIPC's mission and visions, and the general economic situation of Shanghai as an investment destination, offering consulting services to help investors exchange project information and establish ties and contacts.

II. Imperfections and Deficiencies

In general, SIPC's mandate, including the UNIDO Day, receptions for UNIDO delegation, and UNIDO booth, were accomplished to a certain degree of satisfaction. However, there is still something more SIPC can do for better performance.

First, SIPC shall follow up and implement better with regard to inviting VIP guests to the forum.

Communication and coordination with relevant entities shall be tightened up such as the communication among UNIDO HQ, MOFCOM's China International Center for Economic and Technical Exchanges and SIPC.

Second, more careful consideration is needed for the design of the forum.

Better balance should be maintained between focusing hot issues and addressing audiences' concerns. SIPC need to monitor and control the schedule of the forum, avoiding any events that may negatively affect the forum.

Third, there is a failure to be fully attentive to details as a result of inadequacy of experience.

Regarding the time for opening ceremony, as lessons have been learnt from last year's event where audiences were still kept outside the venue at 9am, SIPC has coordinated with relevant members of staff at the venue, staffed the volunteers at the main entrance for assistance. Despite of its efforts, some participants failed to show up on time, causing the venue to look slightly vacant at 9am. In light of this, SIPC considers postponing the event by half an hour to 9:30am next year to ensure orderly registration and full attendance of the participants. This year's event venue has been moved to Zhangjiang, which increased SIPC's workload by a big margin, leading to issues on entrance of participants, food and drinks, and guidance to bus, despite of the fact that SIPC has tried its best to make multiple plans for transfer services. It need to learn from lessons and mistakes of this year and make improvements should the form of the forum remain unchanged next time.



Those deficiencies arise from inadequate experience, consideration and practice. SIPC has learnt its lessons this year and will be better next year.

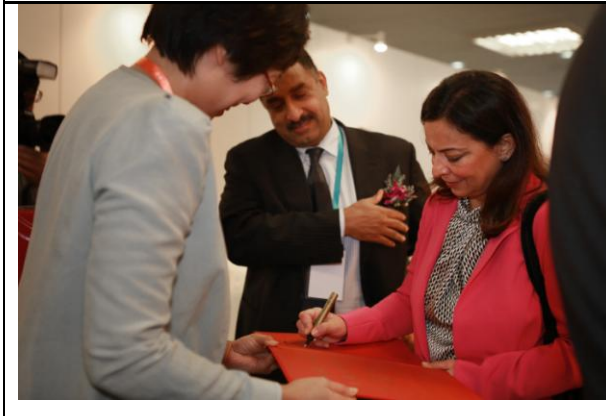
III. Plan for the Next Year

To drive better results of next year's UNIDO Day, SIPC ought to continue its teamwork with INVEST SHANGHAI, gain support and guidance from Shanghai Municipal Commission of Commerce, CSITF Organizing Committee, and Shanghai International Technology Exchange Center. SIPC should plan ahead and pay close attention to the UNIDO Day through enhanced communication with UNIDO HQ, and preparatory efforts that begins in the second half of this year, which would pave the way for the subsequent mandate, such as the selection of subject matter and participants for the forum.

In addition, based on the concept of "openness and innovation", next year's UNIDO Day will continue its innovative touch – "Inside the Park" to integrate leading thoughts and latest achievements with the innovative transformation and development of China, especially Shanghai, creating a platform to share and learn, and more opportunities of business cooperation and development.

Third, on top of the successful closing of the past two UNIDO Days, SIPC will work to drive better results of next year's event through more emphasis on details and services, and being more thoughtful and attentive to arranging various events on the UNIDO Day.





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