



SHANGHAI  
FOREIGN INVESTMENT  
ASSOCIATION

上海市外商投資協會



# 月度工作简报

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# MONTHLY REPORT



### 协会举办医药集中采购领域知识产权保护工作调研座谈会

4月4日，协会受上海市知识产权局委托，举办医药集中采购领域知识产权保护工作调研座谈会。市知识产权局副局长余晨、协会会长黄峰出席座谈会。武田、勃林格殷格翰、罗氏、美敦力、史赛克、碧迪医疗、欧加隆、葛兰素史克、富士胶片、辉瑞10家协会医药健康分会会员企业参加。参会医药会员企业代表围绕集中带量采购和申报医药集中采购平台挂网的工作现状、存在的知识产权保护问题进行了交流，并提出了对于进一步完善医药产品集中采购的知识产权保护机制的相关建议。

### 协会举办“外资企业走进徐汇”考察交流活动

4月13日，由协会与徐汇区商务委联合主办的“外资企业走进徐汇”考察交流活动成功举办。市商务委副主任诸旖，徐汇区常委、副区长俞林伟，市外资协会会长黄峰等领导出席活动并致辞。来自爱马仕、雅诗兰黛、施华洛世奇等27家会员企业的三十名代表参加。企业们参观了百年衡山路的新地标——衡山路8号商业街区及入驻的品牌店铺并在盛家花园举办专场交流会，各相关方进行政策交流、项目介绍和经验分享。在分享会所搭建的交流平台上，爱特思、施华洛世奇，尼康映像等多家企业进行了现场分享。（图1）



图 1



图 2

### 关爱云南怒江青少年发展公益和志愿服务项目：2023 云南教师来沪参访营

4月10日至14日，“关爱云南怒江青少年发展公益和志愿服务项目”的子项目云南教师来沪参访营在沪举办，来自云南省怒江傈僳族自治州泸水市7所初级中学的10位教师参加了活动。

活动期间，特邀了2位导师为老师们分别就职业生涯规划 and 关爱学生心理进行了授课。10位老师先后参访了星巴克烘焙工坊、安利体验馆、太古可口可乐、前滩太古里、恒天然研发中心、迅达电梯、联拓生物7家会员企业，了解零售、制造等行业的发展现状、就业机会。此外，还与3M Impact团队志愿者见面，志愿者分享了项目早期规划，亲身到怒江支教的经历和从大山走出的励志故事。老师们还考察了上海市向明初级中学和上海建设管理职业技术学院。（图2）

### 第 133 届中国进出口商品交易会线下开幕，协会携百余家企业参展

4月15日，第133届中国进出口商品交易会（简称广交会）线下开幕。协会作为上海交易团外资分团组团单位，组织了106家企业参加本届广交会，其中105家为线上线下融合参展，1家为线上参展。本届广交会是疫情三年后的首次全面恢复线下展，参展企业人员变动较大。协会于开展前落实大会要求和上海交易团动员会精神，专门召开了外资分团参展企业工作会议，向企业介绍了本届广交会的总体情况，讲解了广交会展览实务及参展重点注意事项，助力企业顺利参展。展前，已为1000余名代表办理了参展商证、参展代表证等各类证件。在展会期间，协会派出了四名员工驻场提供全天候服务，并为200多名随团住宿代表做好后勤保障。

#### 4月12日

应安徽省外商投资企业协会的邀请，黄峰会长一行访问合肥，双方进行了座谈交流，并走访了蜀山区科创、环境及城市数字化展厅。

#### 4月14日

上海市外商投资协会与米其林中国、上海市志愿服务公益基金会、九号站心理学工作室共同签署了“心理学青年教师扶持计划”子项目合作协议。米其林将通过投入资金与开展员工志愿服务活动，支持项目开展。上海市志愿服务公益基金会理事长蔡伟民、上海市人民政府合作交流办推进指导处四级调研员李婷、上海市外商投资协会会长黄峰出席仪式。（图3）



图 3



图 4

#### 4月14日

珠海外商投资企业协会李志方执行会长一行来访，协会会长黄峰接待并进行交流。

#### 4月14日

沙特基础工业公司全球副总裁兼北亚区总裁、沙特基础工业（中国）投资有限公司董事长李雷先生一行来访，协会会长黄峰接待并进行交流。

#### 4月19日

黄峰会长参加中国外商投资协会原会长陈德铭、常务副会长曹宏瑛会见美国直观医疗执行副总裁兼首席战略增长官、上海直观复星董事长戴夫·罗萨（Dave Rosa）一行。

#### 4月20日

上海车展期间，黄峰会长参加了“佛瑞亚可持续发展日”活动并作为讨论嘉宾发言。参观了会员企业保时捷、沃尔沃、宝马的展台。（图4）

#### 4月23日

新西兰恒天然公司“领航计划”烘焙环保项目于云南省怒江傈僳族自治州泸水市正式启动。中华环境保护基金会理事长徐光、怒江州常委、副州长黄克鹏、恒天然大中华区副总裁戴俊琦、韩励、协会会长黄峰等出席启动仪式。（图5）



图5



图6

#### 4月25日

范红秘书长参加宜家中国25周年庆典暨“限定‘家’年华”展览启动仪式。（图6）

#### 4月27日

黄峰会长、范红秘书长受夏普中国总代表北村喻先生邀请莅临2023中国家电与消费电子博览会夏普展台现场。

#### 4月27日

范红秘书长参加甘肃特色优势产业招商推介会。

## 会员走访及接待

4月3日，黄峰会长走访西门子（中国）有限公司上海分公司，西门子中国副总裁何巍接待并进行交流。（图7）



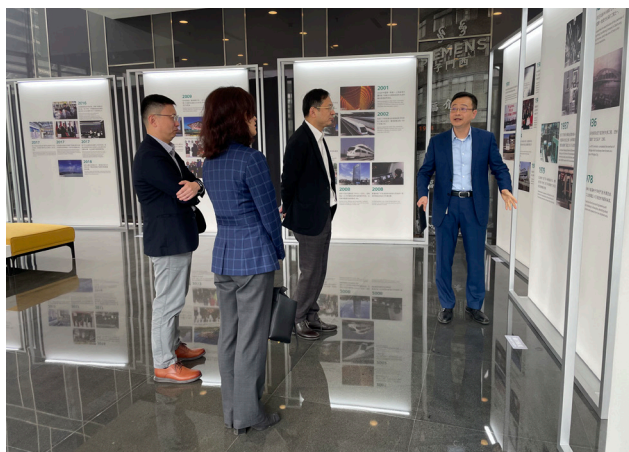


图 7



图 8

4 月 6 日，范红秘书长走访安利（中国）日用品有限公司上海分公司，公共事务经理范强接待，双方进行了交流。

4 月 10 日，福特汽车全球执行副总裁，首席政务官 Steven Croley 一行来访，黄峰会长接待，双方进行了交流。（图 8）

4 月 17 日，沃尔沃汽车亚太区政府事务副总裁刘颖一行来访，黄峰会长接待，双方进行了交流。

4 月 17 日，泰尔茂董事长兼总经理孙宝磊一行来访，黄峰会长接待并进行交流。



图 9



图 10

4 月 20 日，黄峰会长和范红秘书长走访美亚财产保险有限公司，总裁暨首席执行官孙立群黄峰会长接待，双方进行了交流。（图 9）

4 月 21 日，日立中国董事长明田笃弥一行来访，黄峰会长和范红秘书长接待并进行交流。（图 10）

4 月 28 日，黄峰会长和范红秘书长走访亚什兰（中国）投资有限公司，亚什兰个人护理品亚太区总经理及大中华区总经理赵连明接待，双方进行了交流。

### 走访企业名单（12 家）：

上海外服（集团）有限公司  
安利（中国）日用品有限公司上海分公司  
上海江崎格力高食品有限公司  
必科恩企业管理咨询（上海）有限公司  
美亚财产保险有限公司  
上海益商仓储服务有限公司

北京外企德科人力资源服务上海有限公司  
上海银科创展投资集团有限公司  
艾杰（上海）通信技术有限公司  
上海一冷开利空调设备有限公司  
埃森哲（中国）有限公司  
亚什兰（中国）投资有限公司

## 协会活动

4 月协会共举办 12 场活动。本年度累计举办了 34 场活动。

### MFM：优生优育健康沙龙，仁济专家为备孕夫妇支招

4 月 1 日，20 组来自会员企业的员工家庭参加了会员企业默克组织的优生优育健康沙龙讲座。特邀上海交通大学医学院附属仁济医院生殖医学中心的主任级专家进行生殖健康知识的讲解。现场还组织了参会者享受免费门诊咨询、免费 B 超检查等福利。

### “广告领域执法与合规动态——绝对化用语及互联网广告”讲座

4 月 11 日，协会举办了“广告领域执法与合规动态——绝对化用语及互联网广告”讲座，邀请到了市市场监管执法相关人员以及君合律师事务所上海分所的刘佳迪律师，为参会企业介绍并解答有关《广告绝对化用语执法指南》和《互联网广告管理办法》实施前后的广告执法动态和合规要点，并在问答环节与听众进行互动。本次活动采用了线下论坛的方式，共 70 余人次参加。（图 11）



图 11



图 12

### MFM：雅马哈钢琴和双排键电子琴的奇妙世界

4 月 15 日，协会联合会员企业雅马哈乐器音响（中国）投资有限公司在雅马哈音乐中心 Egg Hall 演奏厅举办了今年的第二场 MFM 活动——“雅马哈钢琴和双排键电子琴的奇妙



世界”。来自林肯电气、巴斯夫、罗克韦尔、日清纺等 15 家会员企业、近 40 名员工及其家属参加了活动。在近两个小时的时间里，雅马哈团队为大小朋友们带来了一场生动有趣的音乐之旅。两位经验丰富的调律师通过互动问答的方式带领大家了解钢琴的发声原理，趣味横生的互动环节让小朋友们体验到了钢琴结构的奥妙。（图 12）

### 2023 上海国际汽车高质量发展法律论坛

4 月 20 日，由上海市国际贸易促进委员会和中国国际贸易促进委员会汽车行业分会作为指导单位，协会联合上海国际经济贸易仲裁委员会（上海国际仲裁中心）和上海市汽车工程学会共同举办的“2023 上海国际汽车高质量发展法律论坛”在国家会展中心（上海）举行。上海市国际贸易促进委员会会长周敏浩、协会会长黄峰出席，并作开幕致词。论坛现场集聚了 106 家汽车行业相关企业代表和法律界的 350 余名专业人士。1.5 万人次在线观看了本次论坛。由协会邀请的博世、大陆投资、福特汽车、马自达、特斯拉等会员企业参加论坛。（图 13）



图 13



图 14

### “稳外贸、促发展、助力企业扬帆远航——外商投资企业通关便利化服务”沙龙

4 月 20 日，协会与中国银行上海市分行共同举办了“稳外贸、促发展、助力企业扬帆远航——外商投资企业通关便利化服务”沙龙活动，近 30 位企业代表参加。活动邀请了上海亿通国际股份有限公司和中国银行的专家为企业分享了上海国际贸易单一窗口的功能和服务、近期外汇走势、自贸区相关便利化政策等内容。

### 虹桥联谊会人力资源专场沙龙：人力资源数字化转型及共创员工体验

4 月 24 日，虹桥国际中央商务区外商投资企业联谊会在联谊会成员单位米其林中国区总部办公楼举办“人力资源专场沙龙：人力资源数字化转型及共创员工体验”活动。活动邀请上海市外商投资协会人力资源分会会长、上海外服（集团）有限公司副书记、副总裁、外服人力资源研究院院长夏海权先生分享《数据驱动的人力资源数字化转型》，米其林中国区人事副总裁李凌女士分享《“共创”员工体验，打造“幸福”工作场所》。虹桥国际中央商务区管委会商务发展处杨旭波处长、公共服务处刘飞处长出席活动。来自上海及长三角地区的近 50 名外商投资企业和机构代表参加了活动。（图 14）

4 月活动回顾：

	时间	主题
展会	4 月 15 日	第 133 届中国进出口商品交易会
论坛	4 月 20 日	首届上海汽车法律论坛暨第二十届上海国际汽车工业展览会配套论坛
政企沟通	4 月 4 日	医药集中采购领域知识产权保护工作调研座谈会
MPI	4 月 7 日	从新冠疫情的蔓延和应对谈如何防治今后的病毒
MFM	4 月 1 日	优生优育健康沙龙，仁济专家为备孕夫妇支招
	4 月 15 日	雅马哈钢琴和双排键电子琴的奇妙世界
虹桥外企联谊会系列活动	4 月 24 日	人力资源专场沙龙活动：人力资源数字化转型及共创员工体验
赋能中小企业系列讲座	4 月 7 日	出口型中小企业汇率风险管理及金融产品应用暨广交会上海交易团外资分团展前动员会
政策讲座	4 月 11 日	广告领域执法与合规动态——绝对化用语及互联网广告
	4 月 20 日	稳外贸、促发展、助力企业扬帆远航——外商投资企业通关便利化服务沙龙
分会活动	4 月 10 日 -14 日	外企志愿服务工作委员会：云南怒江教师来沪参访营
	4 月 13 日	商业工作委员会：“外资企业走进徐汇”考察交流活动

新会员

4 月新入会企业 8 家，本年度累计新入会企业 35 家。

爱丁顿洋酒（上海）有限公司

爱丁顿集团 Edrington Group 是全球高端苏格兰威士忌领域的知名企业之一，拥有丰富的品牌历史和传承至今的精湛制酒技艺。追溯历史，爱丁顿集团由罗伯逊家族在 19 世纪中叶成立。历经逾 150 年的发展，如今旗下拥有麦卡伦 The Macallan、奥克尼高原骑士 Highland Park、格兰路思 The Glenrothes、裸雀 Naked Malt 等烈酒品牌。

爱丁顿集团的总部位于英国苏格兰格拉斯哥，生产基地分别位于英国苏格兰格拉斯哥和多米尼加共和国。包括合资公司在内，目前全球雇员多达 3500 多名，其中 70% 员工分布在英国以外的世界各地，公司行销网络覆盖 100 多个国家。爱丁顿集团主要股东是罗伯逊信托 Robertson Trust, 自 1961 年以来, 它已向苏格兰的慈善事业捐赠了逾 2.63 亿英镑。



爱丁顿中国自 2005 年进入中国以来，随着中国经济的稳步增长与威士忌市场的逐渐成熟，爱丁顿中国的烈酒业务得以不断成长并茁壮，同时这与其良性的商业策略与企业文化的建设密不可分。经过近十年的不断努力，爱丁顿中国通过实际行动履行企业社会责任，积极参与中国慈善事业，赢得了良好的社会声誉。

### 北京北森云科技有限公司上海分公司

北森注册成立于 2005 年，是中国领先的人力资源科技公司。通过创新的一体化 HR SaaS 及人才管理平台——iTalentX，北森为中国企业提供人力资源管理场景中所有技术和产品，包括 HR 软件、人才管理技术、员工服务生态、低代码平台的端到端整体解决方案。帮助企业实现覆盖员工招募、入职、管理到离职的全生命周期的数字化管理，快速提升人力资源管理效率、提升人才管理能力、帮助员工快速成长，实现智慧决策。

自 2016 年起，北森已连续六年位列中国 HCM SaaS 整体市场排名第一（数据来源：IDC）。截至目前，北森已经累计帮助超过 6000 家中大型企业获得业务提升，其中包括超 70% 的中国 500 强企业。每天，有超过 15 万 HR 和 2000 万的企业员工使用 iTalentX。在 IT 互联网、高科技制造、房地产、零售连锁等行业，北森已经成为头部企业广泛认可的合作伙伴。

### 索尼半导体科技（上海）有限公司

索尼集团于 2019 年 4 月成立了索尼半导体科技（上海）有限公司（简称 SSS）。作为一家元器件供应商，SSS 正不致力于为世界带来新的价值与冲击。并且在科技与创新力的支持下，也希望与客户以及全社会一起为人类生活的进步作出贡献。

为了在元器件领域最高程度上满足了不同地区客户的需求，在上海、杭州、北京、深圳等主要城市都设立了办公室。业务范围主要包含：影像传感器，不同种类的 LSI、显示元器件等。这些产品现在正广泛的应用于移动，车载，安防以及物联网领域。同时也专门建立了一个应用技术中心为客户提供技术方面的支持。

依靠索尼在半导体领域的强大技术优势，相信 SSS 的决策会更为迅捷，在软件支持方面将得到提高，可为客户提供量身订制的个性化专业服务，并与索尼半导体解决方案公司总部紧密配合，在最终提升整体运营效率和生产力的同时，更好的满足客户的多样需求并丰富人们的日常生活。

### 爱德威广告（上海）有限公司

爱德威广告（adways china）创立于 2004 年，作为提供移动营销、数字整合营销、电子商务、品牌出海营销、社会化媒体营销、工业互联网营销等业务的综合性公司，将日本先进的广告理念和技术带入中国，为中外企业带来高性价比的网络整合营销。

区别于仅提供某单一服务的运营商，爱德威提供专业且全面，360 度全方位的一站式数字整合营销服务，最大程度降低成本。积累了近 20 年中国互联网事业的实战经验，成为

近 1500 家企业（含中国本地企业、日企、欧美企业的战略合作伙伴。站在客户的立场，为实现客户最终利益，始终站在市场最前沿，提供“最具竞争力”的创意和技术。团队长期积累的快速反应意识和流程机制，将项目做到极致。

爱德威的愿景是通过运用互联网的技术和表现力，帮助企业事业发展，带给消费者更感动的体验，与员工一起飞跃成长，进而对社会做更大的贡献，创造更多这样的机会。

### 上海纬羲科技有限公司

上海纬羲科技有限公司成立于 2021 年。在中德产业合作方面有着丰富的经验。主要致力于为科技企业提供技术转让合作、战略咨询、并购和产业升级服务。纬羲科技与德国和欧洲的许多工业和科研平台、产业集群以及多个创新联盟和孵化器有着密切的联系。

### 马瑞奥食品科技（上海）有限公司

马瑞奥是全球领先的食物加工方式转型解决方案提供商，专注于为家禽、红肉和水产加工业提供解决方案、服务和软件，以及宠物食品、水产饲料和植物蛋白等领域的新收购，以支持生产高质量、安全和价格合理的食品。

马瑞奥的核心价值观是团结、创新和卓越，致力于与客户合作，共同变革食物的加工方式，帮助整个行业以可负担且可持续的方式生产优质食品。可持续性是其业务的核心，马瑞奥提供创新的解决方案，既可以提高产量和创造经济价值，又可以减少浪费。

马瑞奥最初是冰岛水产行业船上称重技术的创新者，经过几十年的战略收购，不断扩展其历史和经验，并在水产、红肉和家禽加工行业不断扩大服务范围、产品组合和创新能力，以携手客户积极改变食物加工的方式。

### 伊索伊美斯（上海）商贸有限公司

Aesop 伊索在 1987 年成立于澳大利亚墨尔本。Aesop 的目标始终为开发一系列针对面部肌肤、身体、秀发所精心配制的专业优质配方以及香水、个人与家居产品和配件。遵循品牌的《道德采购政策》，广泛而谨慎地研究植物及科学配方，精心选用安全、有效的成分。

Aesop 始终专注于产品配方，而非华丽的包装或明星代言。从未进行任何产品或成分的动物测试实验；所有的配方也都是纯素且不添加动物来源的成分。但 Aesop 意识到，仅仅是这样做依然不足。Aesop 致力于减轻对地球环境的影响。到目前为止，Aesop 已荣获 B 型共益企业认证 (Certified B Corporation®) ——这是一项每三年必须重新评估的认证体系，也是公司承诺不断改进的重要指标。

Aesop 秉持诚实且真诚的态度，不利用顾客的不安全感来销售——尤其，Aesop 将老化过程视为智慧的印记，而非需掩盖的瑕疵。Aesop 希冀与顾客建立长期的合作关系；随着时光流逝尽力调整满足肌肤需求。



### SHFIA held research symposium on IPR protection in the field of centralized drug procurement

On April 4, SHFIA, entrusted by the Shanghai Intellectual Property Office (SIPA), held a research symposium on IPR protection in the field of centralized drug procurement. Yu Chen, Deputy Director of SIPA, and Huang Feng, Chairman of SHFIA, attended the symposium, where representatives from 10 member enterprises of SHFIA'S healthcare branch, including Takeda, Boehringer Ingelheim, Roche, Medtronic, Stryker, BD, Organon, GSK, Fujifilm, and Pfizer, were also present. The representatives exchanged views on the current status of centralized drug procurement, related application, and existing IPR issues, and put forward relevant suggestions for further improving the IPR protection mechanism for centralized drug procurement.

### SHFIA held "Foreign Enterprises into Xuhui" inspection and exchange activity

On April 13, the "Foreign Enterprises into Xuhui" inspection and exchange activity, co-organized by SHFIA and the Xuhui District Commerce Commission, was successfully held. Zhu Yi, Deputy Director of the Shanghai Municipal Commerce Commission, Yu Linwei, Deputy Governor of Xuhui District, and Huang Feng, Chairman of SHFIA, attended and delivered speeches at the event, where 30 representatives from 27 SHFIA member enterprises including Hermès, Estée Lauder, and Swarovski were also present. They visited the new landmark of the century-old Hengshan Road, the commercial block of No. 8 Hengshan Road, and the brand stores it has attracted, and attended a special exchange meeting at the Sheng Mansion, where they conducted policy exchanges, project introductions and experience sharings. Among them, enterprises such as ATS, Swarovski, and Nikon Imaging shared onsite their investment experience in Xuhui District. (See photo 1)



Photo 1



Photo 2

## **Caring for Youth Development and Volunteerism in Nujiang, Yunnan Province: 2023 Shanghai Visit Camp for Teachers from Yunnan**

From April 10 to 14, the 2023 Shanghai Visit Camp for Teachers from Yunnan, a sub-program of the "Caring for Youth Development and Volunteerism in Nujiang, Yunnan Province" project was held in Shanghai. And 10 teachers from junior high schools in Lushui City, Nujiang Lisu Autonomous Prefecture, Yunnan Province participated in the camp.

During the event, two tutors were invited to give lectures on career planning and student psychological consultation. The 10 teachers also visited 7 SHFIA member enterprises, including Starbucks Roastery, Amway Experience Hall, Swire Coca-Cola, Taikoo Li Qiantan, Fonterra R&D Center, Schindler Elevator, and LianBio, to understand the development status and employment opportunities of retail, manufacturing and other industries. They also met with volunteers from the 3M Impact team, who shared their draft project plans and inspirational stories of supporting rural education in Yunnan and studying hard to migrate from mountainous areas. The teachers also visited Shanghai Xiangming Junior High School and Shanghai Construction Management Vocational College. (See photo 2)

## **SHFIA organized more than 100 enterprises to attend 133rd Canton Fair**

On April 15, the 133rd China Import and Export Fair ("Canton Fair") opened offline. As the organizer of the Shanghai Trade Mission's foreign investment sub-mission, SHFIA organized 106 enterprises to participate in this year's Canton Fair – 105 of them attended in an online+offline form, and 1 attended only online. This year was the first time that the Canton Fair fully resumed its offline edition after the three-year pandemic, and most exhibitors saw their team members changed. Before the opening, SHFIA held a special preparation meeting for the exhibitors of the foreign investment sub-mission, to introduce the overall situation of the current Canton Fair, explain exhibition-related matters and practices, and help enterprises successfully participate in the exhibition. Before the exhibition, SHFIA also helped more than 1,000 representatives secure various certificates such as exhibitor passes and visitor passes. And during the exhibition, the association dispatched four employees to provide around-the-clock services and provide logistical support for more than 200 representatives traveling to Guangzhou.

## **SHFIA News**

### **April 12**

At the invitation of the Anhui Association of Enterprises with Foreign Investment, Chairman Huang Feng led a delegation to visit Hefei. The two sides held discussions and exchanged views, and visited Shushan District's exhibition halls of sci-tech innovation, environment, and urban digitalization.



## April 14

SHFIA, Michelin China, the Shanghai Public Service Foundation for Volunteers, and the No. 9 Psychology Studio jointly signed a sub-program partnership agreement on the "Young Psychology Teacher Support Program". Michelin will support the program by investing funds and carrying out employee volunteering activities. The signing ceremony was attended by Cai Weimin, Chairman of the Shanghai Public Service Foundation for Volunteers, Li Ting, Level-IV Division Rank Official of the Shanghai Municipal People's Government Cooperation and Exchange Office, and Huang Feng, Chairman of SHFIA. (See photo 3)



Photo 3



Photo 4

## April 14

Li Zhifang, Executive Chairman of the Zhuhai Association of Enterprises with Foreign Investment, led a delegation to visit SHFIA, where he was received by Chairman Huang Feng for exchange of views.

## April 14

Li Lei, Vice President and Regional Head, North Asia of SABIC and Chairman of SABIC (China) Holding Co., Ltd. led a delegation to visit SHFIA, where he was received by Chairman Huang Feng for exchange of views.

## April 19

Chairman Huang Feng was invited to attend the meeting between Chen Deming, ex-Chairman, and Cao Hongying, Executive Vice Chairman of the China Association of Enterprises with Foreign Investment and Dave Rosa, Executive Vice President and Chief Commercial Officer of Intuitive Surgical and Chairman of Shanghai IntuitiveFosun.

## April 20

During the 2023 Shanghai Autoshow, Chairman Huang Feng attended the "FORVIA Sustainability Day", where he spoke as a panelist. He also visited the booths of SHFIA member enterprises including Porsche, Volvo, and BMW. (See photo 4)

## April 23

Fonterra officially kicked off its "Pilot Project" bakery environmental protection program in Lushui City, Nujiang Lisu Autonomous Prefecture, Yunnan Province. Xu Guang, Chairman of the China Environmental Protection Foundation, Huang Kepeng, Deputy Governor of Nujiang Lisu Autonomous Prefecture, Dan Junqi and Han Li, both VP of Fonterra Greater China, and Huang Feng, Chairman of SHFIA, attended the program's launching ceremony. (See photo 5)



Photo 5



Photo 6

## April 25

Secretary-General Fan Hong attended IKEA China's 25th anniversary celebration and opening ceremony of the "Home Space 25" exhibition. (See photo 6)

## April 27

At the invitation of Yu Kitamura, Head of Sharp China, Chairman Huang Feng and Secretary-General Fan Hong visited Sharp's booth at the Appliance & Electronics World Expo 2023.

## April 27

Secretary-General Fan Hong attended the Gansu Province Investment Promotion Meeting for Specialty Industries.

## Member Enterprises Visited and Received

On April 3, Chairman Huang Feng visited the Shanghai branch of Siemens Limited China, where he was received by Vice President He Wei for exchange of views. (See photo 7)

On April 6, Secretary-General Fan Hong visited the Shanghai branch of Amway (China) Daily Necessities Co., Ltd., where she was received by public affairs manager Fan Qiang for exchange of views.



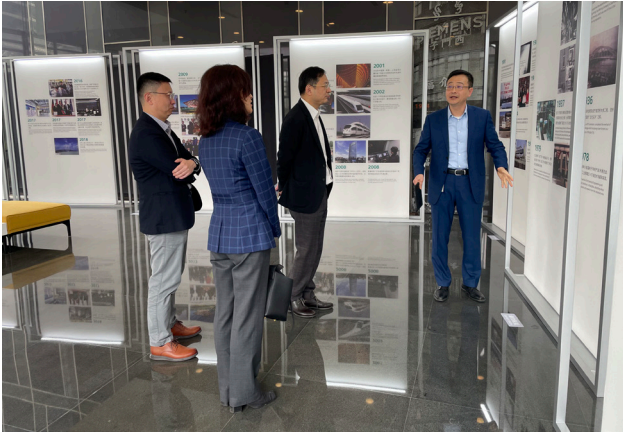


Photo 7

On April 10, Steven Croley, EVP and Chief Policy Officer of Ford Motor Company, led a delegation to visit SHFIA, where he was received by Chairman Huang Feng for exchange of views. (See photo 8)



Photo 8

On April 17, Liu Ying, VP of Government Affairs at Volvo Car Asia Pacific, led a delegation to visit SHFIA, where she was received by Chairman Huang Feng for exchange of views.

On April 17, Sun Baolei, Chairman and CEO of Terumo China, visited SHFIA, where he was received by Chairman Huang Feng for exchange of views.

On April 20, Chairman Huang Feng and Secretary-General Fan Hong visited AIG Insurance Company, where they were received by President and CEO Lisa Sun for exchange of views. (See photo 9)



Photo 9

On April 21, Atsuhiko Aketa, Chairman of Hitachi China, led a delegation to visit SHFIA, where he was received by Chairman Huang Feng and Secretary-General Fan Hong for exchange of views. (See photo 10)



Photo 10

On April 28, Chairman Huang Feng and Secretary-General Fan Hong visited Ashland (China) Holdings Co., Ltd., where they were received by Zhao Lianming, GM of Ashland APAC Personal Care Business and GM of Ashland China, for exchange of views.

### List of Enterprises Visited (12):

Shanghai Foreign Service (Group) Co., Ltd.

Amway (China) Daily Necessities Co., Ltd.

Shanghai Ezaki Glico Foods Co., Ltd.

Business Consultants (Shanghai), Inc.

AIG Insurance Company China Ltd.

Shanghai e-Shang Warehousing Services Co., Ltd.

FESCO Adecco Human Resources Service Shanghai Co., Ltd.

Shanghai Yintech Chuangzhan Investment Group Co., Ltd.

IJJ Global Solutions China Inc.

Shanghai Yileng Carrier Air-Conditioning Equipment Co., Ltd.

Accenture (China) Co., Ltd.

Ashland (China) Holdings Co., Ltd.

## SHFIA Events

In April, SHFIA held 12 events. Throughout 2023, SHFIA has held a total of 34 events.

### **MFM: Seminar on Science-Based Childbearing and Childrearing for couples preparing for pregnancy**

On April 1, 20 groups of employee families from SHFIA's member enterprises attended a seminar on science-based childbearing and childrearing organized by Merck, which invited a chief physician from the Reproductive Medicine Center of Renji Hospital Affiliated to Shanghai Jiao Tong University School of Medicine to present reproductive health knowledge. The event also organized participants to enjoy free outpatient consultation, free B-ultrasound examination, and other benefits.

### **Seminar on "Law Enforcement and Compliance in Advertising - Absolute Terms and Internet Advertising"**

On April 11, SHFIA held a seminar themed "Law Enforcement and Compliance in Advertising — Absolute Terms and Internet Advertisements", and invited the city's market regulatory officials and lawyer Liu Jiadi from JunHe Law Offices (Shanghai) to introduce advertising law enforcement trends and compliance points before and after the implementation of the Guidelines for the Law Enforcement of Absolute Terms in Advertising and the Administrative Measures for Internet Advertising. They also interacted with the audience in the Q&A session. Adopting an offline form, the seminar was attended by more than 70 people. (See photo 11)

### **MFM: The Wonderful World of Yamaha Pianos and Electronic Organs**

On April 15, SHFIA joined hands with member enterprise Yamaha Music & Electronics (China) Co., Ltd. to hold the second MFM event in 2023, The Wonderful World of Yamaha Pianos and Electronic Organs, at the Egg Hall of Yamaha Music Center. Nearly 40 employees and their families from 15 SHFIA member enterprises including Lincoln Electric, BASF, Rockwell, and Nisshinbo participated in the event. In two hours, the Yamaha team took children and adults on a lively and engaging music journey, where two experienced piano





Photo 11



Photo 12

tuners led everyone to understand the sounding principle of the piano through interactive Q&A – the interactive session allowed the young participants to better understand the mysterious piano structure. (See photo 12)

### **2023 Shanghai International Legal Forum on High-Quality Development of Auto Industry**

On April 20, SHFIA teamed up with the Shanghai International Economic and Trade Arbitration Commission and the Shanghai Society of Automotive Engineers to co-organize the 2023 Shanghai International Legal Forum on High-Quality Development of Auto Industry at the National Exhibition and Convention Center (Shanghai), under the guidance of the Shanghai Council for the Promotion of International Trade (CCPIT Shanghai) and the China Council for the Promotion of International Trade's automotive branch. Zhou Minhao, Chairman of CCPIT Shanghai, and Huang Feng, Chairman of SHFIA, attended the forum and delivered opening speeches. The forum gathered representatives of 106 enterprises related to the auto industry as well as more than 350 legal professionals, and was watched by 15,000 people online. SHFIA invited member enterprises including Bosch, Continental, Ford, Mazda, and Tesla to participate in the forum. (See photo 13)

### **Salon on "Stabilizing Foreign Trade, Promoting Development, and Helping Enterprises Seek International Development — Customs Clearance Facilitation Services for Foreign Enterprises"**

On April 20, SHFIA joined hands with Bank of China's Shanghai Branch to host a salon themed "Stabilizing Foreign Trade, Promoting Development, and Helping Enterprises Seek International Development — Customs Clearance Facilitation Services for Foreign Enterprises", which was attended by nearly 30 representatives from SHFIA member enterprises. The salon invited experts from Shanghai E&P International Co., Ltd. and Bank of China to share the functions and services of the Shanghai International Trade Single Window, recent foreign exchange trends, and relevant facilitation policies in China's free trade zones.



Photo 13



Photo 14

### FIEs Community@Hongqiao HR Salon: HR Digital Transformation and Co-Creation of Employee Experience

On April 24, the Hongqiao International Central Business District's FIEs Community@Hongqiao held the "HR Salon: HR Digital Transformation and Co-Creation of Employee Experience" at Michelin China's headquarter office. The event invited Xia Haiquan, Chairman of SHFIA's human resources branch, Deputy Party Secretary and Vice President of Shanghai Foreign Service (Group) Co., Ltd., and Director of the FSG Human Resources Research Institute, for a presentation titled "Data-Driven HR Digital Transformation", and Li Ling, VP of Human Resources of Michelin China for a presentation titled "Co-Creating Employee Experience and Fostering a Happy Workplace". Yang Xubo, Director of the Business Development Division, and Liu Fei, Director of the Public Service Division of the Administration Committee of the Shanghai Hongqiao International Central Business District attended the salon, where nearly 50 representatives from foreign enterprises and organizations across Shanghai and the Yangtze River Delta region were also present. (See photo 14)

### April Event Review:

	Time	Theme
Exhibition	April 15	133rd China Import and Export Fair
Forum	April 20	Shanghai International Legal Forum on High-Quality Development of Auto Industry
Government-Business Communication	April 4	Research Symposium on IPR Protection in The Field of Centralized Drug Procurement
MPI	April 7	Seminar on Future COVID-19 Prevention Based on its Spread and Response
MFM	April 1	Seminar on Science-Based Childbearing and Childrearing
	April 15	The Wonderful World of Yamaha Pianos and Electronic Organs
FIEs Community @Hongqiao	April 24	HR Salon: HR Digital Transformation and Co-Creation of Employee Experience

	Time	Theme
Empowering SMEs Seminar Series	April 7	Seminar on Forex Risk Management and Financial Product Application of Export-Oriented SMEs and Preparation Meeting for the Shanghai Trade Mission's Foreign Investment Sub-Mission to the Canton Fair
Policy Seminars	April 11	Law Enforcement and Compliance in Advertising - Absolute Terms and Internet Advertising
	April 20	Stabilizing Foreign Trade, Promoting Development, and Helping Enterprises Seek International Development — Customs Clearance Facilitation Services for Foreign Enterprises
Branch Activities	April 10-14	Foreign Enterprise Volunteer Service Committee: Shanghai Visit Camp for Teachers from Yunnan
	April 13	Commerce Committee: "Foreign Enterprises into Xuhui" inspection and exchange activity

## New Members

In April, SHFIA welcomed 8 new members. And throughout 2023, 35 new enterprises have joined the association.

### Edrington Shanghai Limited

One of the best-known premium Scotch whisky companies in the world, The Edrington Group celebrates a rich brand history and exquisite distilling skills that have been passed down to this day. The Edrington Group was founded by the Robertson family in the middle of the 19th century. After more than 150 years of development, we now own premium spirits brands such as The Macallan, Highland Park, The Glenrothes, and Naked Malt.

Edrington is headquartered in Scotland, with production bases in Glasgow and the Dominican Republic, and employs over 3,500 people in its wholly owned and joint venture companies, with over 70% employed outside the UK. We distribute our brands to more than 100 countries around the world through joint ventures and third-party agreements. Edrington's principal shareholder is The Robertson Trust, which has donated GBP 263 million to charitable causes in Scotland since 1961.

Since entering China in 2005, Edrington China's spirits business has been growing and thriving with the steadily growing Chinese economy and the country's gradually maturing whisky market, which is also indispensable from its positive business strategy



and corporate culture. After nearly a decade of unremitting efforts, Eddington China has fulfilled its corporate social responsibility through practical actions, actively contributing to Chinese charitable causes and winning a solid social reputation.

### **Beisen Holding HK Limited**

Founded in 2005, Beisen is a leading HR technology company in China. Through iTalentX, an innovative integrated HR SaaS and talent management platform, Beisen provides Chinese companies with all technologies and products in the HR management scenario, including HR software, talent management technology, employee service ecosystem, and end-to-end integration of low-code platforms solution. It helps companies realize digital management covering the whole journey of employee recruitment, onboarding, management and resignation, quickly improve the efficiency of HR management, enhance talent management capabilities, help employees achieve fast growth, and realize smart decision-making.

Since 2016, Beisen has ranked first in China's overall HCM SaaS market for six consecutive years (data source: IDC). Up to now, Beisen has helped more than 6,000 medium- and large-sized companies improve their business, including more than 70% of China's top 500 companies. Every day, more than 150,000 HR managers and 20 million business employees use iTalentX. In sectors including IT & Internet, high-tech manufacturing, real estate, and retail chain, Beisen has become a widely recognized partner of leading players.

### **Sony Semiconductor Solutions (Shanghai) Limited**

In April 2019, Sony Group established Sony Semiconductor Solutions (Shanghai) Limited (SSS). As a component supplier, SSS is committed to bringing new value and impact to the world. And supported by technology and innovation, it also hopes to contribute to the progress of human life together with customers and the whole society.

In order to best meet the needs of customers in different regions for components, SSS has set up offices in major Chinese cities such as Shanghai, Hangzhou, Beijing, and Shenzhen. Its business scope mainly includes: image sensors, different types of LSI, display components, etc. These products are now widely used in mobile, vehicle, security and IoT fields. At the same time, an application technology center has been established to provide technical support for customers.

Relying on Sony's strong technical advantages in the semiconductor industry, SSS enjoys more rapid decision-making, along with improved software support. It can provide customers with customized professional services, and work closely with global headquarters to better meet the diverse needs of customers and enrich people's daily life while ultimately improving overall operational efficiency and productivity.

### **Adways China Co., Ltd.**

Founded in 2004, Adways China is a comprehensive agency that provides services such as mobile marketing, digital integrated marketing, e-commerce, cross-border brand marketing, social media marketing, and industrial Internet marketing. It brings advanced Japanese advertising concepts and technologies to China, offering cost-effective integrated Internet marketing to Chinese and foreign companies.

Different from operators who only provide single services, Adways provides professional, comprehensive, 360-degree one-stop digital integrated marketing services to minimize costs. With nearly 20 years of practical experience in China's Internet business, it has become a strategic partner of nearly 1,500 companies (including those from China, Japan, Europe, and North America). Standing in customers' shoes and eyeing their ultimate interests, the agency always stays at the forefront of the market, providing the "most competitive" ideas and technologies. Adways' rapid response awareness and process mechanism, built on long-term practice, will allow the agency to refine its projects to the extreme.

Adways' vision is to help corporate customers develop their business by using the technology and expressive power of the Internet, bring consumers more touching experiences, grow rapidly together with employees, and then make greater contributions to society and create more similar opportunities.

### **Verser Technology (Shanghai) Co., Ltd.**

Established in 2021, Verser Technology (Shanghai) Co., Ltd. has rich experience in Sino-German industrial cooperation. It is mainly committed to providing technology transfer cooperation, strategic consultation, M&A and industrial upgrading services for technology companies. Verser Technology owns close ties with many industrial and scientific research platforms, industrial clusters, and multiple innovation alliances and incubators in Germany and Europe.

### **Marel Food Technology (Shanghai) Co., Ltd.**

Marel is a global leader in transforming the way food is processed. We support the production of high quality, safe and affordable food by providing solutions, services and software to the poultry, meat and fish processing industries, in addition to the newly acquired verticles of pet food, aqua feed and plant-based proteins.

Marel is guided by three core values: unity, innovation and excellence. In partnership with our customers, we are transforming the way food is processed, and our vision is of a world where quality food is produced sustainably and affordably. Sustainability is at the core of our business; our groundbreaking solutions reduce waste while improving yields and creating economic value.

Marel began as an innovator in onboard weighing technology for the Icelandic fish industry, and strategic acquisitions over the years have extended our history and experience back in time. We continuously expand our service reach, product portfolio and innovative powers in the fish, meat and poultry processing industries, where we work in partnership with our customers to transform the way food is processed.

### **Aesop (Shanghai) Commercial and Trading Co., Ltd.**

Aesop was established in Melbourne in 1987. Its objective has always been to formulate products of the finest quality. This includes skin, body and hair care, as well as fragrance and accessories for self and space. Following its Ethical Sourcing Programme, the brand carefully studies plant- and science-based formulas, and selects safe and effective ingredients.

Aesop always focuses on product formations, rather than on excessive packaging, celebrity endorsement or empty promises. All formulations are vegan and have never tested their products or ingredients on animals. But Aesop realizes that doing just that isn't enough. That's why it is committed to mitigating the impact on the planet and the environment. Aesop is already a Certified B Corporation®, a certification system that must be reassessed every three years and an important indicator of a company's commitment to continuous improvement.

Staying honest and genuine, Aesop doesn't sell on customers' insecurities — in particular, it sees the aging process as a mark of wisdom, not a blemish that needs to be covered up. Aesop hopes to establish a long-term cooperative relationship with customers. As time goes by, the brand will try its best to cater to the needs of the skin.



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