



SHANGHAI
FOREIGN INVESTMENT
ASSOCIATION

上海市外商投資協會



月度工作简报

2024 年第 2 期

Shanghai Foreign Investment Association Vol. 2, 2024

MONTHLY REPORT

本月聚焦/highlights

协会 23 家会员企业参加上海市 2024 年优化营商环境大会

春节后第一个工作日，上海市（2月18日）上午召开 2024 年优化营商环境大会，启动“潮涌浦江‘投资上海全球分享季’系列活动。

市委书记陈吉宁在会上强调，营商环境没有最好，只有更好，优化营商环境永远在路上。要深入学习贯彻习近平总书记考察上海重要讲话精神，牢牢把握市场化、法治化、国际化要求，进一步提高思想认识，聚焦重点任务，凝聚全市合力，以钉钉子精神锲而不舍、驰而不息抓好优化营商环境这件大事，奋力谱写上海高质量发展和现代化建设新篇章。

市委副书记、市长龚正主持会议。市人大常委会主任黄莉新、市政协主席胡文容，市委常委朱芝松、陈金山、李政出席会议，市委常委、副市长华源部署 2024 年上海市优化营商环境工作并介绍“潮涌浦江‘投资上海全球分享季’系列活动。

黄峰会长以及赢创、科思创、霍尼韦尔、安波福、宜家等 23 家会员企业的高管参加会议。会员企业多特瑞、格力高在会后接受采访。

23 SHFIA member enterprises attended Shanghai's conference for optimizing the business environment

On February 18, the first working day after the Chinese New Year holiday, Shanghai held the 2024 Conference for Optimizing the Business Environment, where the “Ride the Wave of Rising Shanghai – Global Investment Promotion Season” campaign was launched.

At the conference, Chen Jining, Secretary of the CPC Shanghai Municipal Committee, stressed that there can always be a better business environment, which requires lasting efforts for optimizing it. It is necessary for the city to thoroughly study and implement the spirit of General Secretary Xi Jinping's important speech during his Shanghai inspection tour, firmly grasp the requirements of marketization, legalization, and internationalization, further improve mentality, focus on key tasks, gather the city's joint efforts, and work extra hard to optimize the business environment and kick off a new chapter of Shanghai's high-quality development and modernization.

The conference was hosted by Gong Zheng, Deputy Secretary of the CPC Shanghai Municipal Committee and Mayor of the Shanghai Municipal People's Government, and attended by Huang Lixin, Chairwoman of the Standing Committee of the Shanghai Municipal People's Congress, Hu Wenrong, Chairman of the Shanghai Municipal People's Political Consultative Conference, and members of the standing committee of the CPC Shanghai Municipal Committee Zhu Zhisong, Chen Jinshan, and Li Zheng. Hua Yuan, Member of the Standing Committee of the CPC Shanghai Municipal Committee and Vice Mayor of the Shanghai Municipal People's Government, outlined

the city's arrangements for optimizing the business environment in 2024 and shared activities of the "Ride the Wave of Rising Shanghai – Global Investment Promotion Season" campaign. Huang Feng, Chairman of SHFIA, and senior executives from 23 SHFIA member enterprises including Evonik, Covestro, Honeywell, Aptiv, and IKEA attended the conference. And executives from doTERRA and Glico took media interviews after the event.



协会组织会员企业现场参加 2024 上海商务情况通报会

由市商务委主办的“2024 年上海商务情况通报会”在 2 月 1 日下午举办，上海市副市长华源出席会议并讲话，市政府副秘书长赵祝平主持会议。上海市外商投资协会组织了 ABB 集团、巴斯夫、保时捷、威立雅、特斯拉等 142 家会员企业现场参会。

华源副市长分享了上海经济总体趋势，聚焦建设“五个中心”重要使命，以科技创新为引领，以改革开放为动力，以国家重大战略为牵引，以城市治理现代化为保障，加快建成具有世界影响力的社会主义现代化国际大都市，在中国式现代化中充分发挥龙头带动和示范引领作用。

市商务委主任朱民重点通报了本市 2023 年商务运行情况和 2024 年商务领域重点工作安排。市商务委总经济师罗志松介绍了《全面对接国际高标准经贸规则推进中国（上海）自由贸易试验区高水平制度型开放总体方案》有关情况。市委网信办总工程师杨海军介绍了跨境数据流动相关情况。

SHFIA organized member enterprises to attend 2024 Briefing on Shanghai's Commerce and Investment

On February 1, the Shanghai Municipal Commerce Commission (SMCC) hosted the 2024 Briefing on Shanghai's Commerce and Investment. The event was hosted by Zhao Zhuping, Deputy Secretary-General of the Shanghai Municipal People's Government, where Vice Mayor Hua Yuan also delivered a keynote speech. SHFIA organized representatives from 142 member enterprises such as ABB, BASF, Porsche, Veolia, and Tesla to attend the briefing.

In his speech, Vice Mayor Huayuan shared Shanghai's overall economic situation, saying that the city is focusing on the important mission of building the "Five Centers", bringing into play the guiding and driving roles of sci-tech innovation, reform and opening up, and major national strategies, and leveraging the assuring effects of modernized urban governance, to accelerate the development of a modern, socialist and international metropolis with global influence that plays a leading and exemplary role in Chinese-style modernization.

Zhu Min, Director of SMCC, presented the city's commerce-related operations in 2023 and key commerce-related arrangements in 2024. Luo Zhisong, Chief Economist of SMCC, introduced the *Overall Plan for Comprehensively Aligning with International High-Standard Economic and Trade Rules to Promote High-level Institutional Opening of the China (Shanghai) Pilot Free Trade Zone*. And Yang Haijun, Chief Engineer of the Office of Shanghai Cyberspace Affairs Commission, shared details related to the city's cross-border data flow.



协会获评“上海市商业秘密保护示范站”

2月，上海市市场监督管理局公布了“上海市商业秘密保护示范区、示范站（点）名单”，上海市外商投资协会获评“上海市商业秘密保护示范站”。

商业秘密保护是外商投资企业重点关注和反映问题的领域。协会结合自身特色，将商业秘密保护工作与上海市外商投资企业投诉中心、上海市知识产权保护中心上海市外商投资协会维权援助工作站打通，形成了为外商投资企业提供商业秘密保护的良好平台。

未来，协会将持续落实商业秘密保护工作的相关要求，开展商业秘密保护政策宣讲及培训，搭建政企沟通渠道，联合市场监管部门组织外商投资企业商业秘密保护座谈会、圆桌会等活动，做好商业秘密保护宣介工作。

SHFIA was named "Shanghai Demonstration Site for Trade Secret Protection"

In February, the Shanghai Municipal Administration for Market Regulation announced the "List of Shanghai's Demonstration Parks and Sites for Trade Secret Protection", which included SHFIA as a demonstration site.

Trade secret protection is an area that foreign enterprises are highly concerned about and often complaint about. Combining its own characteristics, SHFIA has connected trade secret protection with the Shanghai Foreign Enterprise Complaint Center, and the SHFIA Branch of the Shanghai Intellectual Property Protection Center, creating a good platform for providing trade secret protection for foreign enterprises.

In the future, the association will continue to implement requirements for trade secret protection, carry out publicity and training on relevant policies, build government-enterprise communication channels, and organize symposiums and roundtables on trade secret protection for foreign enterprises together with market regulatory authorities.

黄峰会长参加上海市与大阪市结好 50 周年纪念研讨会

今年是上海市和大阪市结好 50 周年。2 月 6 日，由中国驻大阪总领事馆主办，上海市、大阪市、上海市文化和旅游局、上海市人民对外友好协会、大阪府日中友好协会协办的“推进新时代地方交流合作，助力强化中日战略互惠”——上海市和大阪市结好 50 周年纪念研讨会在大阪举行。两国、两市嘉宾、代表 500 余人出席活动，共同回顾双方友好交往历史，携手展望两市务实合作未来。围绕友好交流主题，上海市人民对外友好协会理事、上海市外商投资协会会长黄峰，大阪府日中友好协会副会长大藪二郎分别进行发言。黄峰回顾了上海市与大阪市缔结友城关系的历史及 50 年来两市友好关系的发展历程。他提出三点感想及建议：一是坚持和平友好的发展方向；二是继续强化经济领域互利共赢；三是传承人民友好的优良传统。

Chairman Huang Feng attended the seminar commemorating the 50th anniversary of the establishment of friendship ties between Shanghai and Osaka

2024 marks the 50th anniversary of the establishment of friendship relations between Shanghai and Osaka. On February 6, a seminar commemorating the anniversary themed “Promoting Local Exchanges and Cooperation in the New Era, Facilitating and Strengthening Strategic Mutual Benefits between China and Japan” was held in Osaka, hosted by the Chinese Consulate General in Osaka and co-organized by the Shanghai Municipal People’s Government, the Osaka municipal government, the Shanghai Municipal Culture and Tourism Bureau, the Shanghai People’s Association for Friendship with Foreign Countries (SPAFFC), and the Osaka Prefecture Japan-China Friendship Association. More than 500 guests and representatives from the two countries attended the event, reviewing the history of friendly exchanges between Shanghai and Osaka and looking forward to the future of practical cooperation between the two cities. Focusing on the theme of friendly exchanges, Huang Feng, Board Member of SPAFFC and Chairman of SHFIA, and Jiro Oyaru, Vice President of the Osaka Japan-China Friendship Association, both delivered speeches. Huang reviewed the history of the sister-city relationship between Shanghai and Osaka and the development of friendly relations between the two cities over the past 50 years. He put forward three thoughts and suggestions: first, adhere to the principle of peace and friendship; second, continue to strengthen mutual benefits and win-win results in the economic field; third, inherit the fine tradition of people-to-people friendship.



政策每月速递：《全面对接国际高标准经贸规则推进中国（上海）自由贸易试验区高水平制度型开放总体方案》政策解读

2月27日上午，由上海市商务委员会、上海市外商投资协会主办的上海市外资企业“政策每月速递”（第四期）在上海市外商投资协会举行。本次活动邀请了上海市商务委员会自由贸易发展处副处长周乐晔深度解读《全面对接国际高标准经贸规则推进中国（上海）自由贸易试验区高水平制度型开放总体方案》（国发〔2023〕23号）（以下简称《总体方案》）相关内容，共有外资企业代表约100人参加了本次活动。

Fourth session of "Monthly Policy Update" was held to focus on the city's policy for aligning with international high-standard economic and trade rules

On February 27, the fourth session of the "Monthly Policy Update" for foreign enterprises, co-hosted by the Shanghai Municipal Commerce Commission (SMCC) and SHFIA, was held at the association. The session invited Zhou Leye, Deputy Director of SMCC's Free Trade Development Section, to give an in-depth interpretation of the *Overall Plan for Comprehensively Aligning with International High-Standard Economic and Trade Rules to Promote High-level Institutional Opening of the China (Shanghai) Pilot Free Trade Zone*. The session was attended by more than 100 representatives from foreign enterprises.



协会动态/SHFIA News

2月22日

继2月6日黄峰会长拜访日中经济贸易中心及参加上海市与大阪市结好50周年纪念研讨会，日中经济贸易中心理事长池田稔、上海代表处罗和庆来访协会，黄峰会长接待。

February 22

After Chairman Huang Feng visited the Japan-China Economic Relations and Trade Centre and attended the seminar commemorating the 50th anniversary of the establishment of friendship ties between Shanghai and Osaka on February 6, the center's chairman Minoru Ikeda and its Shanghai representative office member Luo Heqing visited SHFIA, where they were received by Huang.

2月22日

黄浦区人大常委会副主任姚晓红率区人大代表工作小组一行来访调研，黄峰会长接待并作交流。

February 22

Yao Xiaohong, Vice Chairman of the Standing Committee of the Huangpu District People's Congress, led a delegation for an investigation tour to SHFIA, where they were received by Chairman Huang Feng for exchange of views.

2月26日

黄峰会长参加上海市黄浦区人民法院举办的“优化法治营商环境 支撑服务经济发展《上海市黄浦区人民法院涉外涉港澳台、涉外商投资企业商事审判白皮书》发布暨黄浦法院‘优护宜商’法治化营商环境建设推进会”。

February 26

Chairman Huang Feng was invited to attend the release ceremony of the Huangpu District People's Court's white paper on business-related trials concerning foreign enterprises, where the court also announced its upcoming efforts to safeguard a law-based business environment.

2月27日

范红秘书长带领外企志愿服务工作委员会赴浦东新区合作交流办汇报云南怒江项目2023年度工作和2024年度计划。

February 27

Secretary-General Fan Hong led SHFIA's Foreign Enterprise Volunteer Service Committee to the Pudong New Area Office of Cooperation and Exchange to report on the 2023 work as well as the 2024 plan for the "Caring for Youth Development and Volunteerism in Nujiang, Yunnan Province" project.

会员走访及接待/

Member Enterprises Visited and Received

2月2日，洲际酒店集团大中华区企业事务总经理杜英杰，洲际酒店集团东区企业事务负责人焦蓉来访，黄峰会长接待。

On February 2, Du Yingjie, General Manager of Corporate Affairs of InterContinental Hotels Group Greater China, and Jiao Rong, Head of Corporate Affairs of InterContinental Hotels Group East China, visited SHFIA, where they were received by Chairman Huang Feng.

2月5日，黄峰会长拜访大金日本总部，与大金空调技术（中国）有限公司董事长总经理仲上昭次进行了交流。

黄峰会长拜访格力高日本总部，与上海江崎格力高食品有限公司董事长冈田浩昌、总经理加藤巧、江崎格力高株式会社集团涉外部长岛田玄一郎进行了交流。

On February 5, Chairman Huang Feng visited the Japanese headquarters of Daikin, where he exchanged views with Shoji Nakaue, Chairman and General Manager of Daikin Air-Conditioning (China) Co., Ltd.

Huang also visited the Japanese headquarters of Glico, where he exchanged views with Hiromasa Okada, Chairman, and Takumi Kato, President of Shanghai Ezaki Glico Foods Co., Ltd., as well as Genichiro Shimada, General Manager for Public Affairs Division of Ezaki Glico Corporation.

2月7日，黄峰会长拜访住友电工日本总部，与住友电工株式会社高级常务执行董事中田将稔、执行董事堀叶祐一郎进行了交流。

On February 7, Chairman Huang Feng visited the Japanese headquarters of Sumitomo Electric, where he exchanged views with Masatoshi Nakata, Senior Managing Executive Officer, and Yuichiro Horiba, Executive Officer of Sumitomo Electric Industries, Ltd.

2月26日，美光科技公司执行副总裁兼首席财务官马克·墨菲 (Mark Murphy)及中国区总经理兼 DRAM 封装与测试运营企业副总裁吴明霞(Betty Wu)来访，黄峰会长接待。

On February 26, Mark Murphy, Executive Vice President and Chief Financial Officer of Micron Technology, and Betty Wu, China General Manager and Vice President of DRAM Packaging and Testing Operations, visited SHFIA, where they were received by Chairman Huang Feng.

2月27日，瓦克化学中国副总裁刘雪琳一行来访协会，黄峰会长接待。

On February 27, Liu Xuelin, Vice President of Wacker China, led a delegation to visit SHFIA, where they were received by Chairman Huang Feng.

2月29日，黄峰会长走访佛吉亚（中国）投资有限公司，佛瑞亚集团亚洲区战略和发展副总裁李京诚接待。

On February 29, Chairman Huang Feng visited Faurecia (China) Investment Co., Ltd., where he was received by Li Jingcheng, Vice President Strategy and Development of Faurecia Asia.

2月29日，黄峰会长、范红秘书长走访上海美蓓亚精密机电有限公司，上海美蓓亚精密机电有限公司董事长总经理石上统英、副总经理刘志明接待。

On February 29, Chairman Huang Feng and Secretary-General Fan Hong visited Shanghai Minebea Electronics & Hi-Tech Components (SHANGHAI) Ltd., where they were received by Chairman and President Motohide Ishigami and Vice President Liu Zhiming.

2月29日，黄峰会长范红秘书长走访德达医院，德达医疗首席执行官 David Hoidal，CFO 梁嘉声，政府事务总监章立，运营管理部总监张家桦陪同参与座谈会且带领协会一行人参观了院所环境。

On February 29, Chairman Huang Feng and Secretary-General Fan Hong visited DeltaHealth Hospital, where they were received by Delta Health's CEO David Hoidal, CFO Jason Liang, Government Affairs Director Zhang Li, and Operations Management Director Zhang Jiahua for exchange of views. The DeltaHealth team also led Huang and Fan for a hospital tour.

走访企业名单 (19 家) :

List of enterprises visited (19 enterprises):

戴德梁行房地产咨询 (上海) 有限公司

六洲酒店管理 (上海) 有限公司

香奈儿 (中国) 贸易有限公司

蓝蛙餐饮管理 (上海) 有限公司

杰露泰理 (上海) 投资有限公司

儒博科学仪器 (上海) 有限公司

上海日盛财务咨询有限公司

北京明思力公关顾问有限公司上海分公司

大金 (中国) 投资有限公司

住友电工管理 (上海) 有限公司

佛吉亚 (中国) 投资有限公司

戴森贸易 (上海) 有限公司

上里 (上海) 餐饮管理有限公司

帝亚吉欧洋酒贸易 (上海) 有限公司

上海益持科技有限公司

亚萨合莱 (中国) 投资有限公司

晟择 (上海) 企业管理咨询有限公司

罗克韦尔自动化 (中国) 有限公司

上海江崎格力高食品有限公司

左列 left side:

Cushman & Wakefield International Property Advisers (Shanghai) Co., Ltd.

Intercontinental Hotels Group Shanghai Co., Ltd.

Chanel (China) Trading Co., Ltd.

Blue Frog Catering Management (Shanghai) Co., Ltd.

JNTL (Shanghai) Investment Co., Ltd.

Roper Industries Manufacturing (shanghai) Co., Ltd.

Shanghai Risheng Financial Consulting Co., Ltd.

Beijing MSL Public Relations Co., Ltd. Shanghai Branch

Daikin (China) Investment Co., Ltd.

Sumitomo Electric Management (Shanghai) Co., Ltd.

右列 right side:

Faurecia (China) Investment Co., Ltd.

Dyson Trading (Shanghai) Co., Ltd.

Shari (Shanghai) Restaurant Management Co., Ltd

Diageo (Shanghai) Co., Ltd.

Shanghai Yichi Technology Co., Ltd.

ASSA ABLOY (China) Investment Co., Ltd.,

Shengze (Shanghai) Enterprise Management Consulting Co., Ltd.

Rockwell Automation (China) Co., Ltd.

Shanghai Ezaki Glico Foods Co., Ltd.

协会活动/SHFIA Events

2月协会共举办2场活动。本年度累计举办了14场活动。

In February, SHFIA held 2 events. Throughout 2024, SHFIA has held a total of 14 events.

分会活动 | 《人力资源管理理论及应用的新进展》报告分享会

众所周知，人工智能（AI）正在成为数字经济发展的核心推动力，同时也是企业数字化转型过程中不可或缺的一环。而在人力资源领域，人工智能也得到了越来越多的应用，为企业发展赋能、为人才服务助力。2024年伊始，人力资源分会聚焦AI主题，举行了《人力资源管理理论及应用的新进展》报告分享会，本次分享会的场地位于东浩兰生（集团）有限公司总部。人力资源分会会长夏海权先生出席并发言。来自分会的30多位人力资源从业人员参加了本次活动。

Human Resources Branch: Sharing Session on "New Progress in HR Management Theories and Applications"

Artificial intelligence (AI) is becoming the core driving force for the development of the digital economy as well as an indispensable part of the digital transformation journey of modern enterprises. In the field of human resources, artificial intelligence has also been increasingly adopted to empower enterprise development and support talent services. At the beginning of 2024, SHFIA's Human Resources Branch focused on the theme of AI to hold a sharing session on "New Progress in HR Management Theories and Applications" at the headquarters of Donghao Lansheng (Group) Co., Ltd. Xia Haiquan, Chairman of the Human Resources Branch, delivered a speech at the event, which was attended by more than 30 HR professionals from the branch's member enterprises.

分会活动 | “日企热点问题”报告分享会暨2024年日资企业分会新年会活动顺利召开

2024年2月28日下午，“日企热点问题”报告分享会暨2024年日资企业分会新年会活动在绿地外滩中心上海外服集团多功能厅成功举行。上海市外商投资协会会长黄峰，人力资源分会会长、上海外服（集团）党委副书记夏海权、上海市外商投资协会秘书长范红等嘉宾出席，来自日资企业代表70余人参加本次活动。

Japanese Enterprises Branch: Sharing Session on "Hot Issues for Japanese Enterprises" and New Year Gathering

On the afternoon of February 28, the sharing session on "Hot Issues for Japanese Enterprises" and the 2024 New Year Gathering of SHFIA's Japanese Enterprises Branch was successfully held in the multi-functional hall of Shanghai Foreign Service Group at the Greenland Bund Centre. Huang Feng, Chairman of SHFIA, Xia Haiquan, Chairman of the Human Resources Branch and Deputy Party Secretary of Shanghai Foreign Service (Group) Co., Ltd., Fan Hong, Secretary-General of SHFIA and more than 70 representatives from Japanese enterprises attended the event.

2 月活动回顾:

February Event Review:

	时间	主题
分会活动	2月2日	《人力资源管理理论及应用的新进展》报告分享会
分会活动	2月28日	"日企热点问题"报告分享会暨2024年日资企业分会新年会活动顺利召开

	Time	Theme
Branch Activities	February 2	Human Resources Branch: Sharing Session on "New Progress in HR Management Theories and Applications"
	February 28	Japanese Enterprises Branch: Sharing Session on "Hot Issues for Japanese Enterprises" and 2024 New Year Gathering

新会员/New Members

2 月新入会企业 2 家，本年度累计新入会企业 5 家。

In February, SHFIA welcomed 2 new members. And throughout 2024, 5 new enterprises have joined the association.

瑞穗银行（中国）有限公司

（以下简称“本行”）原名为瑞穗实业银行（中国）有限公司，是由日本瑞穗银行股份有限公司（原名日本瑞穗实业银行股份有限公司，以下简称“日本瑞穗”），在中华人民共和国上海市成立的外商独资银行。

经原中国银行业监督管理委员会（以下简称“银监会”）批准，日本瑞穗于 2007 年 6 月 1 日将其所属的上海分行、大连分行、北京分行、深圳分行和无锡分行（以下简称“原中国区分行”）改制为由日本瑞穗单独出资的外商独资银行——瑞穗实业银行（中国）有限公司。本行继承原中国区分行的所有资产和负债。

本行于 2013 年 10 月 23 日，更名为瑞穗银行（中国）有限公司。并于 2013 年 11 月 5 日取得了上海市工商行政管理局核准颁发的变更后的企业法人营业执照。

本行持有银监会颁发的金融许可证，持有上海市工商行政管理局核准颁发的企业法人营业执照。注册地址为中国（上海）自由贸易试验区世纪大道 100 号上海环球金融中心 21、23 楼。注册资本为人民币 95 亿元。

截至 2022 年 12 月 31 日，本行除在上海设立总行之外，还在北京、深圳、大连、无锡、天津、青岛、广州、武汉、苏州、合肥设立了 10 家分行，在大连经济技术开发区、昆山、常熟、上海虹桥设立了 4 家支行。

Mizuho Bank (China), Ltd.

Mizuho Bank (China), Ltd. (the “Bank”), formally named as Mizuho Corporate Bank (China), Ltd., was established as a wholly-owned foreign subsidiary of Mizuho Bank, Ltd. (“MHCB”, formally named as Mizuho Corporate Bank, Ltd.) in Shanghai, China.

On 1 June, 2007, the Bank obtained an approval from the former China Banking Regulatory Commission (“CBRC”). Upon the approval, the Bank was incorporated as a wholly-owned subsidiary of MHCB by consolidating five branches including Shanghai, Dalian, Beijing, Shenzhen and Wuxi, collectively known as the “Former China Branches”. The total properties, rights and obligations of the Former China Branches have been transferred to the Bank.

On October 23, 2013, the Bank changed its name to Mizuho Bank (China), Ltd., and on November 5, 2013, obtained the business license of enterprise legal person after the change was approved by the Shanghai Administration for Industry and Commerce.

The Bank holds a financial license from CBRC, and a business license from the Shanghai Administration for Industry and Commerce. Its registered address is 21/F, 23/F Shanghai World Financial Center, 100 Century Avenue, Shanghai Pilot Free Trade Zone, China. The registered capital of the Bank is RMB 9.5 billion equivalents.

Up to 31 December 2022, in addition to the head office in Shanghai, the Bank has also established 10 branches in Beijing, Shenzhen, Dalian, Wuxi, Tianjin, Qingdao, Guangzhou, Wuhan, Suzhou and Hefei respectively, and 4 sub-branches in the Dalian Economic and Technological Development Zone, Kunshan, Changshu and Shanghai Hongqiao.

上海益持科技有限公司

Grin 于 2015 年在新西兰奥克兰市成立，为消费者提供更安全、健康的牙科级口腔护理产品和一站式家庭口腔护理解决方案。作为新西兰专业天然口腔护理领导品牌，在全球十余个国家均有销售。grin 全系列产品以 100%纯植物提取精华成分代替有害的化学物质，经新中高校临床研究证实，不用任何药物干预即可改善口腔健康。同时坚持可持续发展的价值理念，积极研发新型绿色环保可回收材质与技术，采用纯天然的原材料和可降解包材，引领全球口腔护理领域环保潮流。

Grin 品牌于 2019 年进入中国，多年来持续深耕国内市场，不断进行品类优化与创新升级，为中国家庭带来科学完善的个性化口腔护理选择。在满足市场需求的同时，也为消费者提供更多健康快乐的绿色生活方式。

Grin 品牌不忘初心，始终以教育为先，公益为重。在全球范围内推出“Grin Oral Care Recycling Program”“十换一”海洋环保空管回收计划，回收消费者手中使用完毕的牙膏空管进行铝塑分离二次利用。此外还发起 Share a grin 大型儿童健康公益项目，致力于帮助青少年及特殊群体培养科学正确的口腔护理习惯，惠及中美澳新等多个国家的 400,000+ 儿童，让爱陪伴成长中的笑颜。

Shanghai Yichi Technology Co., Ltd.

Grin was established in Auckland, New Zealand in 2015, providing consumers with safer and healthier dental-grade oral care products and one-stop home oral care solutions. As a leading professional natural oral care brand in over ten countries worldwide, Grin's full range of products replaces harmful chemicals with 100% pure plant extracts. Clinical research from Chinese and international universities has proven that Grin's products can improve oral health without the

use of any medication. At the same time, it adheres to sustainable development values, actively developing new green, recyclable materials and technologies, using only natural raw materials and biodegradable packaging materials, and leading the global oral care industry's environmental protection trend.

Grin entered China in 2019 and has continuously deepened its foothold in the Chinese market over the years, continuously optimizing and innovating categories to bring science-backed and comprehensive personalized oral care choices to Chinese families. While meeting market demand, Grin also provides consumers with more green lifestyle choices that are healthy and happy.

Grin never loses sight of its original aspirations, always prioritizing education and philanthropy. It has launched the "Grin Oral Care Recycling Program" and "Ten for One" ocean environmental protection tube recycling program globally, collecting and recycling used toothpaste tubes for aluminum-plastic separation and reuse. In addition, it has also launched the Share a Grin large-scale children's health public welfare project, which aims to help teenagers and special groups develop scientific and correct oral care habits, benefiting over 400,000 children from multiple countries including China, the United States, Australia, and New Zealand. The brand's commitment to education and philanthropy empowers children to grow with smiles.