



Shanghai's latest blueprint for the 14th Five-Year Plan calls for the promotion of digital transformation of the whole city, encouraging further synergy between digital applications in the fields of economic development, social life and urban management. — HelloRF

# Digitalization fuels smart city initiatives, proving convenient for shopping, entertainment

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**Peng Yihao**

Deputy director at the Shanghai Development and Reform Commission

**Ding Yining**

Shanghai's latest blueprint for the 14th Five-Year Plan calls for the promotion of digital transformation of the whole city, encouraging further synergy between digital applications in the fields of economic development, social life and urban management.

A total of 20 major tasks in three areas were put forward, including developing new business formats, fostering of digital economies and building a new ecosystem for technology and innovation.

Peng Yihao, deputy director at the Shanghai Development and Reform Commission, told a recent press briefing that Shanghai has fully leveraged

digital technologies to upgrade urban management and regulatory methods.

All of the initiatives are taken to benefit business owners and fuel more efficient government service.

Cainiao Network's cloud computing and data technology was recently put into use at the Fengxian District's digital industry management platform.

It offers an overview of the district's key industry metrics, the bestselling items, the operational status of logistics and dispatch centers as well as the rising trends for niche segment such as pet food.

Online shopping has become an integral part of daily life, and delivery services have a key role in ensuring supplies of daily necessities at important

occasions like the upcoming Chinese New Year.

Digital platforms, caterers and food vendors are fostering partnerships for on-demand delivery.

And Shanghai is at the forefront of this national trend.

Nianyefan (Chinese New Year's Eve dinner) dishes are considered the most important part of ushering the Lunar New Year and local food retailers are making the most of digital technology to meet demand.

Local supply chains and food vendors and gearing up for those who want to dine at home — but without too much fuss.

Alibaba's fresh food and grocery chain Freshippo has also started to