

# Shanghai to better serve foreign community with new initiatives



Ding Yining

During the recently concluded 5th China International Import Expo, Shanghai released a series of new initiatives for the foreign community, hoping better services and more interaction will increase its attraction as a metropolis friendly to both newcomers and old friends.

Shanghai government spokesperson Yin Xin said the new initiatives are crucial for China to have its own voice and for Shanghai to tell its own story.

As part of the initiatives, a news and service platform, City News Service, went online on Tuesday, with “news at your service” as its vision.

The platform, launched by the Shanghai Information Office and Shanghai Daily, allows expats to gain the latest information about the city, including local news, official policies and lifestyle guide.

It aims to meet the needs of both new residents and those who have been here long by providing information, including official services and how to use them.

Dozens of news stories have been posted on the site since its soft launch at the end of last month. It was first offered in the form of a newsletter targeting foreign executives with the aim of strengthening the city’s innovative ability for international communication and better spread the city’s stories around the globe.

Foreign residents have high hopes for the service, believing it will bring convenience to their everyday life.

City-based equity management officer Benjamin said the CNS logo is minimalist and clean cut and also very Shanghai.



People celebrate Journalists’ Day at the 5th CIIE’s Press Center in Shanghai on Tuesday. The city released a series of new initiatives for the foreign community the same day. — Dong Jun

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**Fabrice Megarbane**  
President of L’Oréal North Asia Zone and CEO of L’Oréal China

Another analyst Alex says he hope the service section can be further expanded to host more content.

The platform will launch a mini program and expand its services to the Yangtze River Delta region next year.

In order to allow users to navigate the platform more easily, it has set up three entrances for residents, employee/employer and visitors, respectively, to help them find information more easily.

The WeChat account features seven regular columns from Monday to Sunday: The Headline, Kaleidoscope, Their Stories, What’s On, Good Deals, Impression and Alex Says.

Another initiative is to launch the Facebook and

Twitter editions of Shanghai Fabu, the official social media account of the city, to introduce Shanghai to the world better and faster. It was also officially unveiled on Tuesday.

On a related note, the IP SHANGHAI Best Practice Exhibition is being held at the Press Center of the 5th CIIE which showcases the city’s phenomenal socio-economic achievements over the past decade, and its exciting prospects.

The exhibition falls under five key words: innovation, ecology, culture, happiness, and opening-up.

Participants — multinationals, state-owned enterprises and private businesses — offer their own interpretation of

“People’s City,” by highlighting Shanghai’s major achievements over the past decade in economy, culture, and daily life.

Therefore, the city they help delineate is at once intimate, warm and endearing.

L’Oréal is among a total of 50 companies lauded for their best practices and their exemplary roles in projecting the city’s global image. They have all spoken highly of Shanghai’s outstanding openness, vibrancy and innovative spirit.

Fabrice Megarbane, president of L’Oréal North Asia Zone and chief executive officer of L’Oréal China, said that Shanghai is a symbol of openness in all aspects.

It’s also essential for companies to contribute to the overall openness, and L’Oréal continues to make new investments and attract talents to stay and work in the city, he pointed out. “Shanghai represents a very unique set of values with its openness and innovation and with less travel these days, it’s even more important to communicate these values.”

It’s essential to drive quality innovation to reflect people’s aspirations for a better life and to promote good consumption.

The French cosmetic giant plans to continue to work with the city to have a more sustainable and stronger impact on people’s daily life.

“Shanghai is a very vibrant city and an important window of China to the world and we’ll continue to drive innovation to inspire the rest of the world,” Megarbane observed. “We always believe that investing in Shanghai means investing for the future and we wish to continue to advocate for such a vibrant city.”