

# SHANGHAI NOW

Friday, March 22, 2024



Apple CEO Tim Cook visits an Apple store on Nanjing Road E. in Shanghai on Wednesday. Cook was on a charm offensive ahead of a new flagship Shanghai store opening, weeks after a report suggested the firm's sales in China slumped at the start of 2024. "I'm always so happy to be back in this remarkable city," he wrote in an accompanying caption in Chinese and English. — Tim Cook's Weibo account

## Overseas bankcards for Metro rides

Cai Wenjun

STARTING this month, a total of seven service centers at four subway stations within at Shanghai's two airports are offering POS (point of service) machines to allow expatriate passengers to use overseas bankcards to buy metro tickets.

The new service is available at Pudong International Airport Station and Hongqiao Terminal 2 Station on Line 2, as well as Hongqiao Terminal 1 Station and Hongqiao Terminal 2 Station on Line 10, according to Shanghai Shentong Metro Group, the metro operator.

They can buy single-trip, one-day, three-day metro tickets and maglev train tickets at manned service centers. The cards include VISA, Master Card, Discover Card, AE, Diners Club, JCB and China's UnionPay.

"Since the service was launched, we have had expat passengers purchasing metro tickets with their overseas cards at our service center every day," said Wang Yilin, head of Hongqiao Terminal 1 Station.

In addition to the new POS machines, passengers also can purchase metro tickets by paying cash in yuan or via WeChat and Alipay at self-service vending machines at each station.

A passenger from the United Kingdom, who bought a subway ticket with his VISA card at the service center, hailed the convenience.

"I heard about the new service from my colleagues and came to the service center right away. It is nice," said the expat who only gave his name as Chuck.

## Apple opens eighth store in Shanghai

Zhu Shenshen

APPLE Jing'an, which opened last night in Shanghai's downtown area and brings the number of Apple stores in China to 57, is Shanghai's eighth Apple Store and its largest.

Since its first store in Shanghai — Apple Pudong — opened in July 2010, more than 163 million people have visited Apple's seven retail locations in Shanghai.

With eight Apple Stores, Shanghai is ahead of six in Hong Kong and five in Beijing. In comparison, New York city has seven Apple Stores. The store

also fits well with Shanghai's strategy to encourage consumption, and a recent commercial zone upgrade in the Jing'an Temple region.

Apple Jing'an is on West Nanjing Road in the Jing'an District, near Jing'an Temple, a city's landmark.

More than 150 Apple staff work in the Apple Jing'an store, most of them speaking multiple languages including English, Japanese, Korean, German, Spanish, and Malay. The team can also speak 25 different local dialects to serve Chinese customers from all over

the country.

Like other Apple Stores, Apple Jing'an features service zones like Forum for public learning and training; Pickup Station and Genius Bar with four row spaces, which offers enough capacity for on-site tech support and repairs.

Apple Jing'an also features a Boardroom, a new and unique space among the Shanghai stores. Looking like a meeting room, it allows entrepreneurs, developers, and other small and medium business customers to receive personal advice and training.



The new store has eight pillars that create an amphitheater-like structure above, exuding an ancient Greek ambiance.



Macbooks and iPhones in the Apple Jing'an store. — Photos by Dong Jun

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