Complexity map of the territory

Criticalities

Potentials

1 Geographically

Territory history

1292 (Yuan Dynasty) Shanghai County Was Established

1843 The opening of Shanghai as a commercial port

1847 The first foreign-funded bank

1861 The first foreign-funded shipping company

1865 Jiangnan Arsenal was established

1896 After the First Sino-Japanese War

1903 Power supply in the International Settlement

1911 Xinhai Revolution

1919 During the May 4th Movement, a boycott

1921 The founding of the Communist Party of China

1927 Shanghai Special Municipality was established

1937 the War of Resistance against Japanese Aggression

1949 Liberation

1978 Respond to the reform and opening up

1990 The development and opening up of Pudong in Shanghai

2001 APEC

1 Foreign investment has a long history of entry

1 There is a history related to the resistance against foreign investment.

Area Information

16 districts
Total area 6340.5 km²
7 districts in the city center 660 km²

Low and flat terrain

The average altitude is around 2.19 meters.

Well-developed water system

The Huangpu River and its tributary, the Suzhou River, are components of the Taihu Lake Basin.

Relatively long coastline

Shanghai has a 172.3-kilometer mainland coastline with numerous port facilities.

2 The water system is well-developed, the coastline is long, and there are numerous seaports.

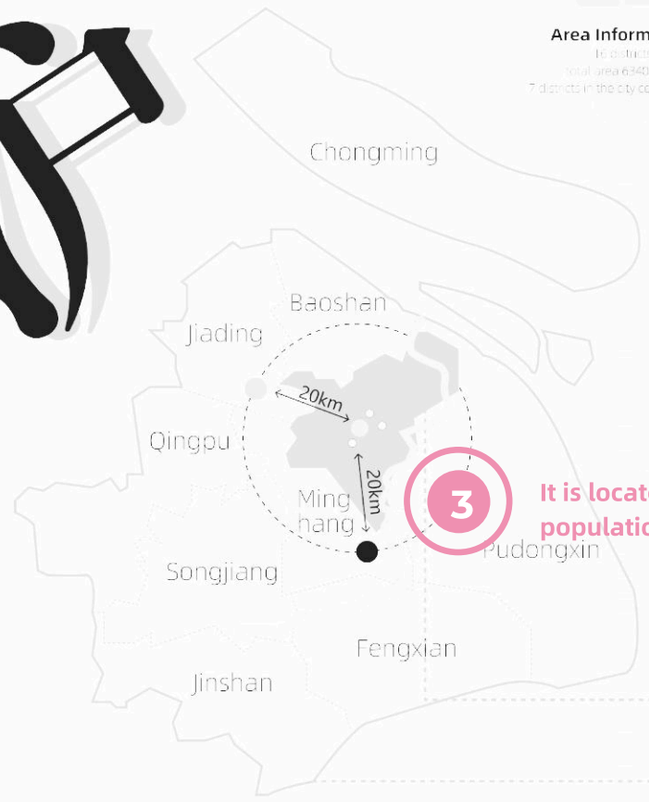
Subtropical monsoon climate

Precipitation is mainly concentrated in summer. The precipitation from June to September accounts for approximately 60% - 70% of the annual precipitation.

Meteorological Disasters

It is often affected by meteorological disasters such as typhoons, rainstorms and cold waves.

2 Meteorological disasters may affect the expected effectiveness of the event.



3 It is located in the city center, boasting a high population density and good economic returns.

40km boundary

The HPP landing point of brand D (2023)

The office of Brand D (Jing'an District, city center)

HPP building factory of Brand D

The HPP disposal factory of Brand D

City Center Shanghai

3 The location of the event is quite far from each cooperative factory.

2 Transportation

International Airport

In 2023, the passenger throughput of the airport reached 96.97 million person-times.

80.9% vs 19.1%

Domestic flight routes

International, Hong Kong, Macao and Taiwan flight routes

High-speed railway station

The proportion of the average daily arrival and departure volume of each high-speed railway station in Shanghai in 2023

Hongqiao Railway Station 57.6%

Shanghai South Railway Station 26.7%

Shanghai West Railway Station 6.1%

Shanghai Railway Station 9.6%

In 2023, the volume of railway passengers arriving and departing reached 201.5 million person-times.

4 The public transportation is well-developed, facilitating travel and transportation.

Lines 18

Station 486

The average daily passenger flow of the subway during the summer vacation in 2024 was 10.6704 million person-times.

The ownership of new energy vehicles

Rank 1st globally

5 New energy is developing rapidly.

Huangpu River Ferry

Buses (including electric buses)

Taxis and online car-hailing services

Private cars

4 The high density of vehicles leads to road congestion.

3 Demographic

2023 permanent population

2023 permanent migrant residents

2023 permanent population in the city center

2023 registered population

Birth rate

Mortality rate

Natural growth rate

5 There may be an aging problem in the future.

Population structure

Population Growth in Shanghai from 2009 to 2020 (in ten thousands of people)

female male

780 760 740 720 700 680

2009 2012 2015 2018 2020

6 The female population is slightly higher than the male population, presenting a vast market.

7 The proportion of middle-aged and young people is high, which is in line with the brand culture.

8 The level of urbanization is high, and the citizens generally hold more advanced concepts.

4 Tourism/Culture/Event

9 The tourism industry is rebounding, and the tourism economy is developing.

The ranking of the total number of foreign tourists visiting Shanghai

Concerts in the first half of the year

12 There are many coffee shops. Coffee culture prevails. There are opportunities for brand cooperation.

10 Cultural and recreational activities are extremely popular and widely loved by consumers.

11 There are many international events and the international atmosphere is favorable.

5 Economy

Gross Domestic Product (GDP) and Growth Rate of Shanghai from 2000 to 2024

Gross Domestic Product (trillion yuan)

Increase compared with the same period of the previous year%

5 4 3 2 1 0

16 13 10 7 4 1 -2

2000 2005 2010 2015 2020 2024

2008-2009 affected by the global financial crisis

2020-2022 Be severely affected by the COVID-19 pandemic

13 The economic development situation is favorable.

The economic operation of Shanghai in the first three quarters of 2024

Classified by industry	Absolute amount (100 million yuan)	Increase % year-on-year	Proportion (%)
primary industry	60.78	5.5	0.18
secondary industry	8032.81	1.2	23.36
tertiary industry	25296.59	5.8	76.46
Classified by industry	34389.18	4.7	100

tertiary industry 76.46%

primary industry 0.18%

18 The tertiary industry, namely the service industry, holds a dominant position.

6 Education

Regular institutions of higher education

Double First-Class universities

Schools for children of expatriates

International students coming to China

14 Higher education is well-developed, and citizens have a high level of literacy.

15 Colleges and universities have established majors and departments related to sustainability, presenting opportunities for collaborative development of scientific research achievements.

7 Waste

Productive waste metal enterprises

Non-productive waste metal enterprises

The separated quantity of recyclable materials 7946t/day

Separation of hazardous waste 2t/day

The separated quantity of wet waste 9270t/day

The amount of dry waste transported 1729t/day

Recycling rate of domestic waste

Recyclable waste delivery service points

transfer station

Average daily recycling volume of recyclable materials 7200t

distribution yard

Recycling and making use of various renewable resources

Enterprises filing for renewable resource recy

16 There are many sustainable innovation practices and a strong sustainable atmosphere.

6 The concept of sustainability no longer seems novel to consumers, and it has even triggered thoughts about it being a "pseudo-proposition".

17 The waste sustainable recycling system is mature.

7 The implementation and supervision of garbage classification have weakened.

区域领土 复杂性分析

D品牌 中国区总代理-上海