

Hongkou District is close to the water, thus having a long shipping history and a sound industrial foundation. In recent years, the development of the shipping industry has been vigorously promoted to serve the construction of Shanghai Shipping Service Center. Shipping Service Cluster Area of the North Bund begins to take shape.

## 30 Shanghai Port International Cruise Terminal

*No. 500 East Daming Road*

Shanghai Port International Cruise Terminal has enjoyed a reputation of the "international cruise harbor". This new landmark in the North Bund is bounded on the west by Liyang Road, east by Gaoyang Road, north by East Daming Road and south by the Huangpu River. It boasts the 1,200-meter-long gold dock line of the North Bund, shining with the famous Bund and Pudong Lujiazui altogether, constituting the famous Golden Triangle in the center of Shanghai.

Shanghai Port International Cruise Terminal is mainly divided into two parts: the east part and ►





## Shipping Service Cluster Area of the North Bund

► the west part. The west part is the office building of Shanghai International Port (Group) Co., Ltd and the Passenger Terminal Complex while the east part is office buildings and commercial facilities. Between the east part and the west part there is a 240-meter-long greenbelt. The layout is not only harmonious but also unconventional. The terminal concentrated on cruise services, transportation, business, culture, entertainment and other functions. It's not only modern, but also carries the shipping heritage, and links up the rich tourism resources in the surrounding areas of Shanghai as well.

Shanghai Port International Cruise Terminal has an annual capacity of receiving one million people and can also park three 70,000 t-class cruise ships at the same time. The exterior design of the terminal is drop-shaped. It's equipped with transparent low-reflective glass curtain walls. Looking from a distance, it seems like a sparkling drop of water suspending in the golden lot of the North Bund. Therefore, it has enjoyed the reputation of "one drop of water" near the Huangpu River and has become "the new landmark" of the North Bund in Shanghai. Starting from here, luxury cruises can reach Japan, Korea, Hong Kong SAR, and Taiwan within 48 hours and nearby tourism scenic spots such as Suzhou, Wuxi and Shaoxing as well.



HUANGPU RIVER





31 Riverside Greenbelt in the North Bund

## 31 Riverside Greenbelt in the North Bund

*Along East Daming Road ( Hongkou Creek to Qinhuangdao Road )*

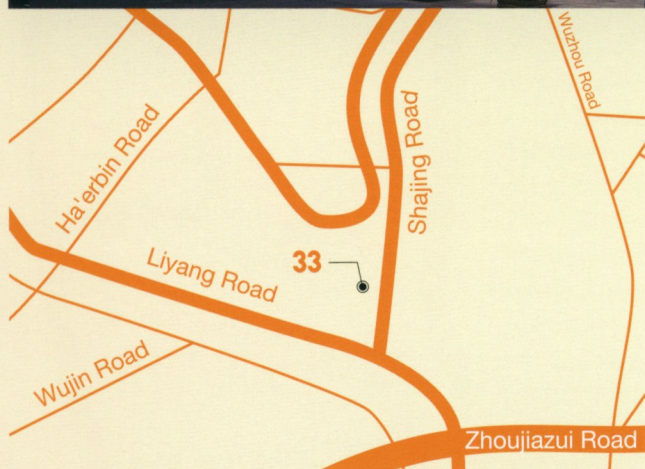
As an extension of the Bund, facing south and close to the water, the North Bund is an ideal place to enjoy the view of the Huangpu River. The construction of the Riverside Greenbelt in the North Bund undoubtedly enhanced the continuity and integrity of the Bund view. While expanding the green coverage, it has taken advantage of its location on the north of the Huangpu River to create an open, spacious, bright and pleasant urban waterfront. It integrates such functions as flood control, green landscape, riverside pedestrian path, leisure facilities and underground space.

## 32 Shanghai Shipping Exchange

*No. 88 Yangshupu Road*

Shanghai Shipping Exchange was approved by the State Council and jointly established by the Ministry of Transport and the People's Government of Shanghai on Nov 28th, 1996. It's the only state-level shipping exchange in China. It's a great measure taken by our government to foster and develop China's shipping market in concert with the construction of Shanghai International Shipping Center.





In the history of Hongkou, there were many active cultural innovations and fruits. In recent years, the culture industry as exemplified by the construction of creative industry parks has developed vigorously. The number of the parks ranks the forefront in Shanghai.

## 33 1933 Old Millfun

No. 10 Shajing Road

1933 Old Millfun, used to be the first slaughter house in the Far East, now is the municipal creative industry park, the Shanghai outstanding historic preservation architecture and the national pilot site for industrial tourism. It has become a fashion design center integrating the three elements of design, lifestyle and knowledge seeking as its core. As Shanghai's new landmark for fashion and innovation and a brand park, it has set multiple functions such as office, retail, food and beverage, club, artistic and cultural activities, fashion show, artists association, gallery, education and academic institutions into one.

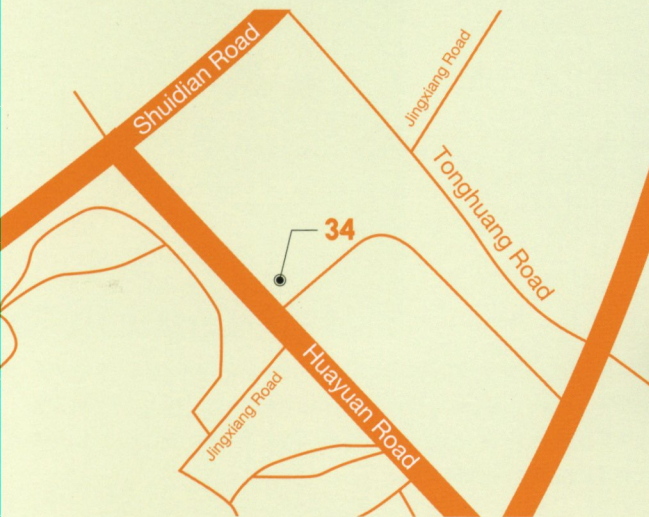
The park consists of 5 independent buildings with a total area of 32,500 square meters. Full of a sense of sculpture, the concrete ramps, the gallery bridges, the umbelliform columns with ▶



## 34 Garden Lane Energy Saving Environmental Protection Industry Park

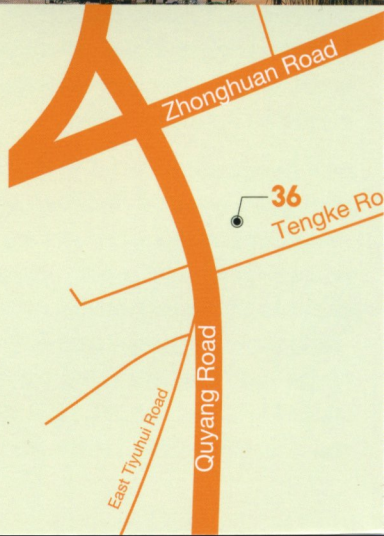
No. 171 Huayuan Road

Shanghai Garden Lane Energy Saving Environmental Protection Industry Park was jointly developed by Shanghai Automotive Assets Operation Co., Ltd and Shanghai Creative Industry Center. Relying on the industry and resource advantages of Shanghai Automobile Industry Corporation Group, Garden Lane was born through planning and rebuilding the old factory building of former Shanghai Auto Accessories Co., Ltd, which is located at the corner of North Zhongshan No.1 Road and Huayuan Road, and has a total construction area of over 40,000 square meters. It powerfully combines energy-saving environmental protection industry with creative industry. With strategic ideas and a new vision, it has built a multifunctional, tridimensional and integrative service and business platform for energy-saving environmental protection industry. It intends to create a new height for a service-oriented, market-oriented international energy-saving environmental protection industry park.

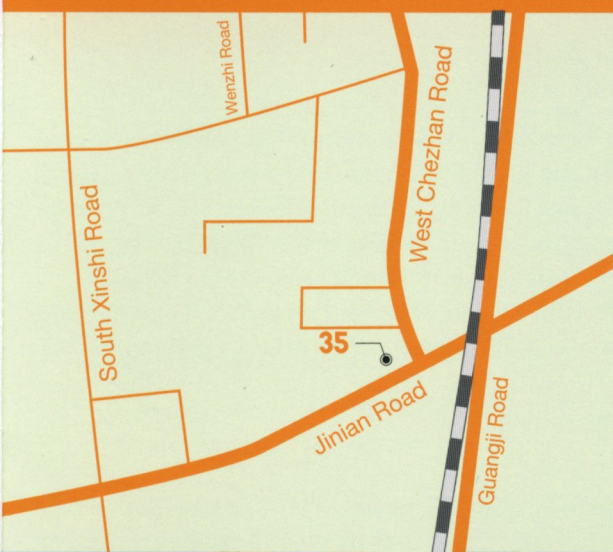


- decorative patterns and the spiral staircases create a spiritual space, which is the best choice for creative people to work and organize creative activities here.

With its spiritual space and continuous creative efforts, 1933 Old Millfun has been awarded the "Outstanding Creative Industry Cluster Area", "Modern Shanghai Creative Space of Best Reputation Index" and many other honors, becoming the first choice for major brands to hold events.







## 35 Blue Bridge Park

No. 500 Jinian Road

Blue Bridge Park was formerly Shanghai Jingcheng Printing Co., Ltd, which was affiliated with China National Publications Import and Export (Group) Corporation. In 2002, it became high-tech incubator base of Hongkou District. According to Hongkou's development strategy of "one park, one street and one circle", it was transformed into Cultural and Creative Industry Park in 2007. Blue Bridge Park was developed by Shanghai Hongkou Government, China Publishing Group and China National Publications Group, in an effort to build a brand new cultural and creative industry park specialized in digital publishing. In May 2010, the first national digital publishing extension base was settled in Blue Bridge Park.



34 Garden Lane Energy Saving Environmental Protection Industry Park

## 36 930 Creative Industry Park

No. 930 Quyang Road

Since it was put into use in March 2009, 930 Creative Industry Park on No. 930 Quyang Road has become a highlight in Dabaishu Business Zone. It has brought many influential brand stores together. The brand new Creative Industry Park focuses mainly on offering business offices, supplemented by cultural and leisure facilities. Relying on the geographical advantage, the resource features and the development foundation of Dabaishu region, it has introduced many potential scientific and technological enterprises in concert with the construction of Knowledge Innovation and Service Trade Circle in Dabaishu. It has offered effective services for the construction of innovation environment, economy and culture in the region.

