

DPARK FOREIGN-RELATED ECONOMIC,  
INNOVATIVE & CULTURE PARK

杜雅特涉外经济创兴文化园区



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« Knowledge is the beginning of action  
and action the completion of knowledge »

Wang Yang-Ming

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# DPARK FOREIGN-RELATED ECONOMIC, INNOVATIVE & CULTURE PARK

Shanghai, Asia's most up-to-the-minute city, with the greatest potential, is resolutely turned towards the international scene. As an extremely hospitable city, it intends to help European SMEs establish themselves in the region. To do this, it has initiated a policy comprising financial aid, advantages and guarantees for foreign companies.

**Dpark Foreign-related Economic, Innovative & Culture Park** was created to implement this new policy and provides the human,

logistical and financial resources required for European SMEs to develop successfully in China.

**DPark** offers a secure, operational, highly-effective solution that is perfectly adapted to European SMEs that wish to establish themselves rapidly in China where everything is possible. The business culture and the legal context can, however, hinder SME development.

Success in China is not achieved overnight!



★ DPARK : WORKING SUCCESSFULLY IN CHINA ★



FAIR TRUST

FLEXIBILITY, OPTIMAL USE OF RESOURCES, MOBILITY,  
COOPERATION, CONNECTIVITY AND RAPIDITY  
ARE THE KEYS TO SUCCESS ACCORDING TO DPARK

## DPARK SOLUTIONS

Dpark has been approved by the Chinese government to help foreign companies deal with all administrative processes in China directly with the different authorities.

- ★ Creation of WFOE (Wholly Foreign-Owned Enterprise) companies with a legal address in Dpark
- ★ Creation of J.V. (Joint Venture) companies with a legal address in Dpark
- ★ Creation of companies in Hong Kong
- ★ Virtual office with legal address in Dpark
- ★ Procurement of import & export licences
- ★ Procurement of food product, wine, etc. licences
- ★ Procurement of **visas, work permits, residence permits**
- ★ Chinese accounting, tax declarations completed by our on-site chartered accountants
- ★ Establishing contacts with Chinese partners
- ★ Human resources
- ★ Equipped office rental
- ★ Meeting room service
- ★ On-site accommodation, hospitality staff services
- ★ Restaurant (buffet, cocktail, etc.)
- ★ Facilities for receptions and events

Dpark is the direct point of contact with the different Chinese government offices, such as tax, health, immigration etc.

All legal procedures are carried out directly by Dpark staff.

# DPARK SETTLING-IN SERVICES

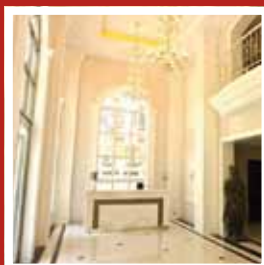
With the support of the Shanghai Yangpu district government, DPark makes establishing a business in China today :

**Simple - Rapid - Efficient**  
**Safe - Cost - effective**

DPARK Foreign-related Economic, Innovative & Culture Park provides an across-the-board range of professional services that make setting-up and developing in China easy, rapid and cost-effective.

The park provides countless advantages: a multilingual team speaking Chinese, English, French, German, and Japanese, the complementarity of Western and Chinese associates, absolute understanding of Chinese government and authorities, perfect knowledge of cultural codes and conduct in China and, above all, a remarkable location in Shanghai combining vitality and economic power, ideal for doing business.

Yangpu district is the centre of cutting-edge technologies, information development technologies, biotechnologies, environmental sciences and engineering.



★ DPARK : WORKING SUCCESSFULLY IN CHINA ★



EXCHANGE

« There are three friendships which are advantageous. Friendship with the upright, friendship with the sincere and friendship with the man of much observation »

Confucius

## DPARK CONSULTING AND SUPPORT

Through its consulting activity, DPark offers a range of skills and solutions adapted to European SMEs :

- ★ Partnership search, establishing contacts, Joint Venture start-up and support
- ★ Partnership search with universities in Shanghai
- ★ Strategic advice on China (economic, political, cultural, relational)
- ★ Legal and financial advice
- ★ Initiating industrial partnerships
- ★ Searching Chinese companies for M&A and investments
- ★ Market research
- ★ Marketing & Communication Studies
- ★ Sourcing

We provide across-the-board consulting to help you know, understand and interact with the Chinese, in political, economical, legal, technical, psychological, behavioural and cultural fields.

# DPARK DEVELOPMENT SERVICES

DPark is a Franco-Chinese company that is extremely well-established in China, that masters the intricacies of the overall cultural and economic aspects of business life and benefits from an efficient political, economical, financial and cultural network.

To do sustainable business in China, it is vital to create close bonds with local economic and politic players. DPark is a prime example.

It is the first Franco-Chinese park exclusively dedicated to promoting the investment of European companies in China and in Europe.

In China, nothing, absolutely nothing can be done without "Guanxi", a Chinese concept that embraces relationships and contact networks, and the key that opens the door to everything. DPark's experts are on-hand to help you understand the Chinese environment, to decipher information and to implement appropriate means to help your activity grow.



★ DPARK : WORKING SUCCESSFULLY IN CHINA ★



# DPARK : LIVING WELL IN CHINA



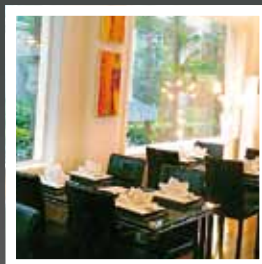
## GOOD RELATIONSHIPS WITH EVERYONE

« Confucius starts with a simple principle: our “humanity” is not a piece of data, it grows through exchanges between human beings and through the quest for mutual harmony »

Anne Cheng, History of Chinese Thought

## DPARK “ART OF LIVING” SERVICES IN SECURE SOHOS

- ★ Individual and adjustable air condition
- ★ Double glazing
- ★ Voice mail, Internet and Wifi
- ★ Plasma screen TV with satellite channels
- ★ 55 channels in 12 languages
- ★ Spacious wardrobe
- ★ Spacious working space
- ★ Private bar
- ★ Coffee and tea machine
- ★ Equipped bathroom(hair dryer, towel dryers, mirror, bathrobes, slippers)
- ★ Room service
- ★ Concierge service
- ★ 60-seater restaurant
- ★ Lounge bar
- ★ DClub open from Tuesday to Sunday
- ★ A highly-active art gallery with new exhibition openings every quarter that facilitates new contacts with the most influential stakeholders in Shanghai



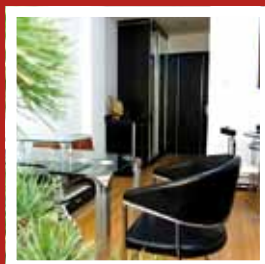


# DPARK SOHO, AN IDEAL WORKING CONCEPT

**DPark invented the easy working, easy living in China concept. With DPark, I work well and I live well in China.**

DPark Foreign-related Economic, Innovative & Culture Park provides the perfect organization for SMEs who wish to live, study, work and relax in a single environment. It is the first park in Shanghai to propose SOHO offices (small office/home office). It is a unique place where professional life and private life are conjugated in ideal conditions, at a low cost.

It's a new opportunity in China, to reconcile living and working spaces and even more so when entrepreneurs settle in Shanghai to launch or develop their business. Incorporating technological advances, the DPark SOHO office has imagined a new way to do business, where living and working spaces are joined together in a practical and sociable environment, where the interests of private life are addressed and the services for setting up and developing business in China are managed.



**DPARK : LIVING WELL IN CHINA**





# DPARK : LIVING WELL IN CHINA



AGREEMENT

« Mastering others is strength.  
Mastering yourself is true power »

Lao Tzu

## DPARK COMPLEMENTARY SERVICES

- ★ 80 furnished, modular, thoughtfully-designed SOHOs
- ★ Modular offices from 30 to 500 m<sup>2</sup>
- ★ 2 soundproofed and air-conditioned reception rooms
- ★ 3 soundproofed and air-conditioned meeting rooms seating 10 to 26
- ★ 1 140 m<sup>2</sup> conference room
- ★ 1 front desk, one reception, a switchboard
- ★ 1 concierge service, airport pick-up, plane tickets and bookings, chauffeur-driven car, etc.
- ★ Mail service
- ★ 1 business centre  
(fully IT-equipped: printers, scanners, photocopiers, faxes, etc.)
- ★ Secretary & translation department
- ★ Events department: seminar and conference organization
- ★ Legal department also handling residence permits and visas
- ★ Accounting and financial department
- ★ Internet and WIFI throughout the DPark
- ★ The most optimal and user-customized technology

**The DPark team is on-hand to assist you.**

杜雅特园区全体员工热烈欢迎您的莅临

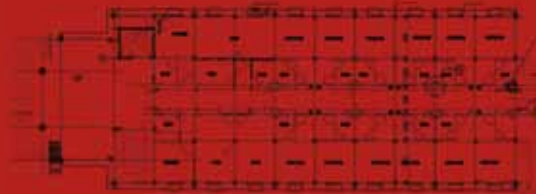
# DPARK LAYOUT

TOTAL : 4,285 M<sup>2</sup>

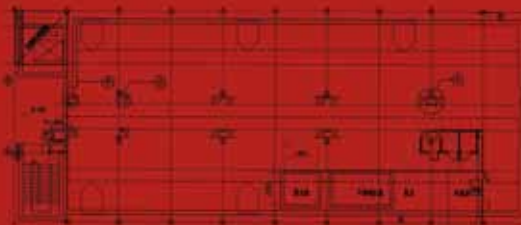
	Floor	Space	Usage
<b>Main Building</b> (3908.88m <sup>2</sup> )	Basement	543.6 m <sup>2</sup>	Dclub space
	1F	595.44 m <sup>2</sup>	Rental or Showroom or office and conference room
	2F	543.6 m <sup>2</sup>	Rental
	3F	595.44 m <sup>2</sup>	Rental
	4F	543.6 m <sup>2</sup>	Rental
	5F	543.6 m <sup>2</sup>	Rental
	6F	543.6 m <sup>2</sup>	Rental
<b>2<sup>nd</sup> Building</b> (376.17m <sup>2</sup> )	1F	125.39 m <sup>2</sup>	Restaurant
	2F	125.39 m <sup>2</sup>	Rental
	3F	125.39 m <sup>2</sup>	Terrace



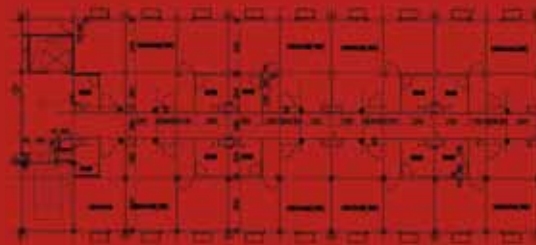
[ BASEMENT ]



[ 1 - 2 - 3 - 4 FLOOR ]



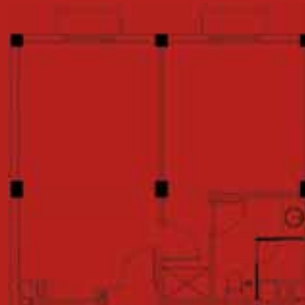
[ 6 FLOOR ]



[ 5 FLOOR ]



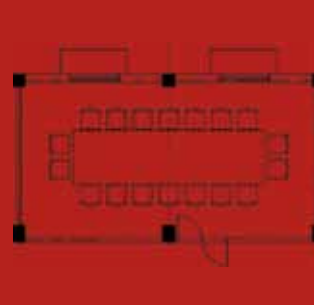
[ 2ND BUILDING - 1 - 2 FLOOR ]



[ OFFICE 60M<sup>2</sup> ]



[ OFFICE 30M<sup>2</sup> ]



[ CONFERENCE ROOM 18P ]



# DPARK : LIVING WELL IN CHINA



PROSPERITY

« A man without distant care must have near sorrow »

Confucius

## YANGPU DISTRICT, CHINA'S NEW TECHNOLOGY HUB

DPark is located on the border between the Hongkou district and Yangpu district. Yangpu district is situated to the north-east of Shanghai with a population of 1.5 million residents. As an industrial district, with unlimited opportunities for business, it enjoys the largest concentration of universities and research centres (over 60% of Shanghai's universities) in China. So

when businesses establish themselves here, they have access to a substantial pool of talent.

Yangpu district has implemented a strategy to become China's key technology hub, by opening its doors to science, technology, research and development-oriented companies and company headquarters.



# SHANGHAI, GATEWAY TO CHINA

Gateway for the world to China, Shanghai is the most accessible Chinese city for foreigners. Its international aspect and its openness soften the culture shock, and make adapting to the Chinese world smooth and serene.

Shanghai, the pearl of Asia, is considered as one of the major centres for culture, business, finance, industry and the media. Its development benefits from its exceptional geographic location at the mouth of the Yangtze, which makes it one of the world's main hubs for trade. It takes advantage of the development of its hinterland that attracts over one third of direct investment received by China. Shanghai, China's second largest city, with a population of 24 million inhabitants, it ranks top in terms of GDP per capita.

The megalopolis intends to become a service metropolis. However, it is its industrial power that continues to leave its mark: in some sectors, Shanghai and its region largely dominate national production.

Although Shanghai's development is essentially based on powerful municipal capitalism, it also acquires its dynamism from private initiative. The innate sense of business of Shanghai entrepreneurs explains the incredible dynamism for creating small and medium-sized private companies and the extremely rich local fabric of active SMEs in all fields.

Countless foreign companies have taken measure of this fascinating city, with its staggering economic development and able to offer new economic opportunities. The city-province hosts an ever-growing number of Asian headquarters of major international companies. Today, in Shanghai, a foreign company establishes itself every 26 minutes. Proof of its attractiveness.

As the showcase of Chinese modernity, Shanghai is a place where all new Chinese trends hatch. We have the habit of saying that what is good for Shanghai is good for China.



**DPARK : LIVING WELL IN CHINA**





# DPARK : LIVING WELL IN CHINA



WELCOMING

« The victorious strategist only seeks battle after the victory has been won,  
whereas he who is destined to defeat first fights and afterwards looks for victory »  
**Chinese proverb**

## DPARK THE BEST POSSIBLE PLACE

DPARK Foreign-related Economic, Innovative & Culture Park benefits from an ideal location

- ★ 5 minutes from subway Line 4, Dalian road station
- ★ 5 minutes from SIEMENS & CONTINENTAL R&D Centre
- ★ Opposite CHINA TOBACCO R&D Centre
- ★ 7 minutes from the Bund
- ★ 10 minutes from the Pudong Lujiazui Financial Centre
- ★ 15 minutes from People's Square
- ★ 20 minutes from Hongqiao airport
- ★ 40 minutes from Pudong airport

on foot

by car

& right at the heart of the Yangpu District technology hub, its universities, its research centres and its Head offices.



# DPARK, AN OPPORTUNITY FOR PARTNER INVESTORS AND BUSINESSES

European entrepreneurs are not highly familiar with the reality of business in China. Today, to succeed in China means adapting our reference frameworks and our strategies to Chinese reality more than ever before.

To exist in China, means being patient, having perfect knowledge of business life, a solid network, the “guanxi” and investment on-site; because if Europeans are wary of the Chinese, the same is true for the Chinese, who ask for a clear commitment to China, a guarantee of seriousness and sustainability in relationships.

And, that is one of the reasons why DPARK was created, because of the need to invest on-site. To bring this about, it was vital to be well-established, to master the intricacies of the overall cultural and economic aspects of business life in China but also to enjoy the trust of partners and an excellent political, economical, financial and cultural network.

Every day, we observe the breathtaking speed of socio-economic changes in China and the opacity of the Chinese political system that frequently

defies forecasts and leaves free rein for the most contrasting scenarios. To have sustainable business in China, it is vital to create close bonds with local economic and political players. **Today, DPark is the first Franco-Chinese park exclusively dedicated to promoting the investment of European companies in China and in Europe, wished for and created with the support of the Shanghai government.** And it is as a result of our investment in China, our constant efforts, our partnerships, that we have gained the chance to participate in service and infrastructure development programmes in China, hand-in-hand with Chinese institutions.

These opportunities have led us to focus our development strategy both in China and in Europe.

This is why we propose to companies and investors who wish to work in a relationship of trust with China, and to Chinese who wish to work with Europe, **a new strategic asset for establishing serious bilateral relationships with economic and political authorities, and with the certainty of benefitting from prime expertise and network for developing business in China and in Europe.**



**DPARK : LIVING WELL IN CHINA**





**Adresse :**

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