

上海世博村商业招商简介

Business Invitation Proposal
for the Commercial Sectors of Shanghai World Expo Village

在行咨询

Zaihang Real Estate Consulting

www.zaihang.com/en/



世博村项目是为中国 2010年上海世博会外国官方参展工作人员提供住宿和配套服务的重要工程，位于世博园区浦东区块东北角，基地范围为东至浦东南路、世博村路，西至白莲泾，南至沂林路，北至浦明路。

The World Expo Village was constructed as a key project to provide accommodations and service facilities for foreign staff of official participants in Shanghai 2010 World Expo. Located in the Northeast area in Pudong Expo Site, the village reaches South Pudong Road and Expo Village Road in the east, Bailianjing in the west, Yilin Road in the south and Puming Road in the north .

世博村分为生活区、服务及后勤配套区共 10 个地块。

生活区包括 A B D J 地块，建筑形态包括高层、多层，会中主要为参展者工作人员提供住宿功能，最多可满足约 7000人同时住宿的要求，会后永久保留为高品质、国际化的社区。

服务及后勤配套区包括世博村 C E F H I K 地块，改建部分主要是上海港口机械制造厂、上海溶剂厂的保留厂房，会中主要为园区提供商业、休闲、娱乐等功能，E 地块为永久建筑，C F H K会后结合世博村功能调整重新开发建设。

世博村规划



The World Expo Village is divided into ten sections that function as living area, service area and logistics area.

The living area is consisted of four sections, namely, Section A, B, D and J. With high-rise and multi-story buildings, it will provide accommodations for about 7,000 Expo participants and staff at most. After the expo, it will be preserved permanently as a high-quality international neighborhood.

The service & logistics area comprises six sections, namely, Section C, E, F, H, I and K of the Expo Village. The preserved factory buildings of former Shanghai Port Machinery Plant and Shanghai Resolvent Plant are reconstructed to provide retail, recreation and entertainment services. Constructions in Section E and I are permanent ones. Section C, F, H and K will be rebuilt and redeveloped according to the function adjustments of the Village after the Expo.

世博村 2007年 2月 8日正式开工，将于 2009年年底投入试运营。

目前已有 225个国家和国际组织确认参加。世博村共计 10个地块。

总用地 26.4公顷，总建面 55万平米，地下用地 10.5万平米。预计世博村常住人口 7000人左右，不计流动人口。

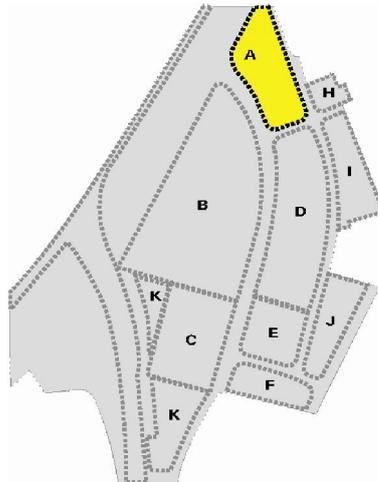
The construction of World Expo Village was formally started on 8th Feb, 2007. The trial operation of the Village will be launched in the end of 2009. Up to now, 225 countries and international organizations have already confirmed attendance of the Expo.

The ten sections of World Expo Village covers a total area of 26.4 hectares, with an overall floor space of 550,000 m² and underground space of 105,000 m².

It is estimated that the number of registered residents in World Expo Village will be 7,000 (excluding temporary visitors).

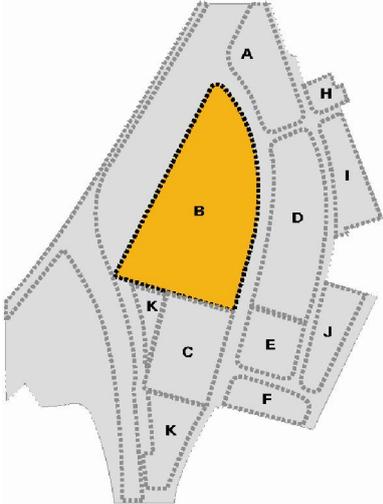
A 地块

世博村 A地块项目为参照五星级酒店标准的VIP生活区。由洲际酒店管理公司进行管理。总建面 7万平米。



Section A of the Village is the VIP Living Area that built in accordance with the standards of Five-Star Hotels, the total floor space of which is 70,000 m². The property is managed by Intercontinental Hotels Group.

B地块



公寓，商业面积 11831.5平方米，总建筑面积 19274平方米，由 17栋建筑楼和 1栋保护建筑组成。

目前 B地块已结构封顶，并委托东湖集团进行管理。



The apartment, has a total business area of 11,831.5 m² and an overall floor space of 192,747 m². Consisted of 17 architectural complexes and 1 preserved building.

Up to now, the structural roof-ceiling construction of Section B has already been finished. And the operation of this hotel was contracted by Donghu Group, one of the sponsors of the Expo.

D地块



酒店式公寓，商业面积 5788平方米，总建面 142488平方米，由 7座塔楼、一层裙房和一层地下室组成。共有户数 922户，底层配备了适量的商业和餐饮服务等设施。首层屋顶人工坡地花园、内庭园、内部商业街是该地块的亮点。该地块由三栋 16层、三栋 20层、一栋 24层塔楼组成。在世博会期间，为各参展国家和国际组织人员提供完善的住宿保障；在世博会成功举办之后，作为一个国际化的先进的人居示范生活区域，将继续发挥其作用。

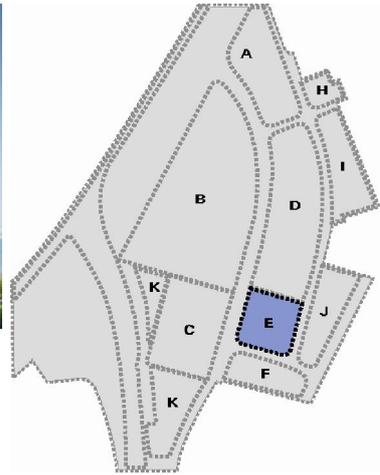
2008.07.06结构封顶，委托锦江集团进行管理。

The Apartment Style Hotel defined as life-convenience commercial project, covers a business areas of 5,788 m² and an overall floor space of 142,488 m². Consisted of 7 tower buildings, one storey of podium and one storey of basement, this hotel has 922 apartment rooms. Proper facilities for business and catering services are provided on the Ground Floor and Basement One partially. Artificial slope garden on the roof of First Floor, interior garden and interior Commercial Street, are the highlighted features of this section. It comprises three 16-story, three 20-story and one 24-story tower buildings. During the Expo, this hotel will provide perfect accommodations for personnel from participant countries and International Organizations. After the successful launch of the World Expo, it will remain functional as an advanced international model human settlement.

The structural roof-ceiling construction of the hotel has finished on 6th Jul, 2008; and the operation of this hotel was contracted by Jinjiang Groups, one of the sponsors of the Expo.

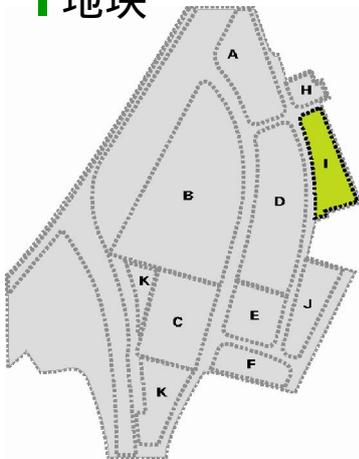
E 地块

该地块项目为生态型甲级写字楼，商业面积 9190.5 平方米，总建面 5.9 万平米，23 层。会中办公楼暂不使用，在世博会成功举办之后，该项目将成为地区生态节能的商业、办公标志性建筑。



Section E is defined as a 23-story Grade-A Office Building with ecological energy-saving methods, which covers a business area of 9,190.5 m² and an overall floor space of 59,000 m². During the meeting the office building is not temporarily used. After the successful launch of the World Expo, this project will become a regional landmark office building.

I 地块



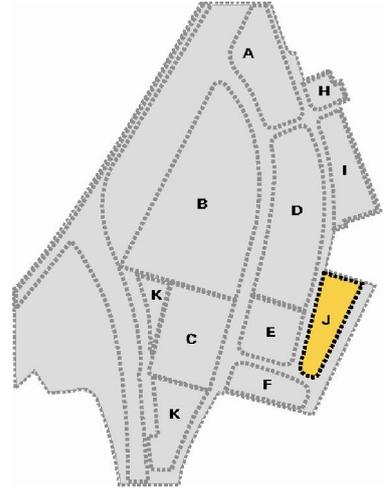
该地块项目为世博村配套，为新建建筑，在世博会中该区域功能为购物中心型商业，共 3 层，商业面积 9772.5 平方米，总建面 21000 平米。满足境外人士生活、购物需求，体现餐饮娱乐和健康休闲两个主题。

Section I is also an accessory project for the World Expo Village. With newly built constructions, this Section functions as a business area of shopping mall during the World Expo. This 3-story construction has an overall floor space of 21,000 m², of which 9,772.5m² are for business. It will meet the foreign guests' demands of living and shopping, and materialize the two themes of catering and entertainment as well as health and leisure.

J 地块

经济型酒店，总建面 23076.9平方米。

- 1 贸御雅鑫商务酒店
- 2 格林豪泰连锁酒店
- 3 汉庭连锁酒店



The total area of economic hotels is 23,076.9 m².

1. Yahsin Business Hotel - <http://www.yahsinhotel.com/>
2. Green Tree Inn - <http://www.998.com/WebSiteUI/en/>
3. Hanting Inns & Hotels - <http://www.htinns.com/>

2010年上海世博会的招商工作已于近日正式启动，我公司作为世博签约商业顾问机构之一，目前主要承担世博村的招商工作。

世博村在世博召开期间的主要使命为向近万名外籍参展和工作人员提供一个安全、舒适、便利的生活、工作及休闲娱乐场所。会后，世博村将成为一个酒店、办公和高端住宅的集聚区。世博会带来的国际交流将使入驻世博村的品牌商家拥有世界性的知名度。

The business invitation of Shanghai World Expo 2010 was formally initiated in the recent days. As one of its signed business consultant, Zaihang is now in charge of the business invitation of the World Expo Village.

There will be nearly ten thousand foreign staff during the World Expo. The major task of the World Expo Town is to provide them a safe, comfortable and convenient place for living, working and recreation. After the expo, it will be transformed into a district of hotels, businesses and high-level residences. All the brand businessmen in this town will enjoy the cosmopolitan popularity brought about by international communications during the expo.

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