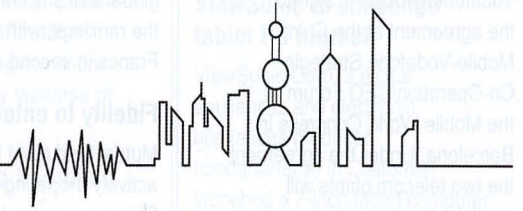


ShanghaiBeat



This month, Shanghai welcomed more companies, business people and diplomats from around the world

■ Serviced office provider **Jumpstart** is a newcomer to the mainland market, but aims to build on its existing foothold in Hong Kong and eight years of experience in the industry to find a niche in the Shanghai market. Focussing on the range and quality of services on offer to the new and prospective clients, Jumpstart's executives - present at the grand opening of their Jing An serviced offices on **Wednesday 23 February** - are looking to distinguish themselves from the competition. On top of the innovative hi-tech office solutions these all-inclusive options include details such as unobstructed access to wireless network; the company also assists with legal and administrative support to the clients taking up a challenge of setting up and running their businesses in China. Jumpstart's second Shanghai location in Xintiandi is slated for opening in H2 of this year.

► On **Thursday 24 February** **Swiss Chinese Chamber of Commerce** held their event, **Swiss and European Companies Expectations in 2011, Results of CEIBS and European Chambers Survey and China as a Rising Power**. The event was attended by many CEOs and general managers from a variety of



enterprises and organisations. Speakers included **Nicolas Musy**, who introduced the results of the extensive survey that was made across Swiss and European Companies in China. In Cooperation with CEIBS, the survey focussed on business confidence and the intentions of Swiss companies in China in terms of expansion plans, salary increases and marketing strategies. **Dr. Shen Dingli**, Professor of international relations at Fudan University, also spoke, and addressed several issues including China's domestic and international social and economic rebalancing approaches.

► On **Monday 28 February** the **WA Optimum Health Care Center** held a ribbon-cutting ceremony at the WA Mansion followed by a Gala Dinner in the Xingguo Ballroom. Dozens of

prestigious guests from the government and international media as well as shareholders, businessmen and celebrities celebrated the grand opening of the world-class health centre. The Centre is a USD20m project offering a range of comprehensive and personalised health and wellness programmes. Their unique methods involve a combination of the latest technology with traditional Chinese medicine, through which the centre aims to help its customers, both Chinese and others living in China, to achieve both beauty and inner health.

■ On **Sunday 6 March**, the **Go West Project's Daan Roggeveen** and **Michiel Hulshof** drew a crowd at the Shanghai Literary Festival, hosted at the Glamour Bar on the Bund. They explained their project's goals and described their associated upcoming book, scheduled for publication in the autumn of 2011. Conceived by Roggeveen, an architect, and Hulshof, a journalist, the Go West Project is documenting the rise of China's rapidly growing urban centres in the western regions. Roggeveen and Hulshof introduced the audience to some of the cities covered by their study through striking case studies, statistics and images. The presentation was followed by an enthusiastic round of questions from the audience, who were especially keen to hear about the cultural changes that accompanied urban development in China.

■ For a week beginning **Tuesday 8 March**, the China Europe International Business School (CEIBS) welcomed former

