桃浦

上海市普陀区桃浦镇人民政府

PEOPLE'S AUTHORITY OF TAOPU,PUTUO,SHANGHAI

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上 [illegible]案馆

发展 开放 改革

Progress Open-up Transform


上海滩的古镇 人们都
An ancient town on Shanghai Bund, peo



知道他的古朴和久远

know its primitive simplicity and long history

上海西北的重镇 历史

A militarily important town, the history ha



见证了他的沧桑和巨变

witnessed its ups and downs and huge change



上海的西大堂　今天屹立

The west lobby of Shanghai, Taopu stan



着改革开放的“TOP”

s at the top of the reform and opening up.

简介

桃浦镇面积 18.83 平方公里，人口 13 万余。南宋嘉定十年十二月（公元 1218 年 1 月），嘉定建县时，该地属依仁乡。桃浦镇行政建制始于 1961 年成立的桃浦人民公社；1983 年政社分设，名桃浦乡；1992 年 9 月 28 日，由嘉定县划归普陀区；1994 年 3 月 18 日撤乡建镇，成为上海中心城区的一个镇。

桃浦镇是上海市的陆港，与浦东的空港、外高桥港区和建设中的洋山深水港组成四大物流园区。桃浦镇曾是上海的精细化工基地和农副产品生产基地，在产业结构调整过程中，脱胎换骨，发展形成了现代物流业、现代都市型工业和房地产业三大支柱产业，目前正致力于发展现代服务业。

桃浦镇大力整治环境，加快城市化建设和发展，优化生活、治安、服务、文化和人际环境，成功创建市一级卫生镇，积极创建市文明镇，面貌全新，已成为最适合人们创业和居住的地区之一。

2003 年，全镇完成社会总收入 170 亿元，同比增长 20.6%；完成社会总产值 92 亿元，同比增长 24.8%；完成利润总额 7.6 亿元，同比增长 18.8%；完成增加值(GDP)17 亿元，同比增长 21.4%；财政收入完成 5.96 亿元，同比增长 45.5%。

Taopu Town has an area of 18.83 km^2 and a population of over 130,000. In December, 10, Jiading, the Southern Song Dynasty, Jiading County was set up on the land of Yiren Town. Administratively, Taopu Town was Taopu People's Commune set up in 1961 and Taopu Township was set up in 1983 by administrative separation. On September 28, 1992, Taopu Township of Jiading Country was put under the administration of Putuo District. On March 18, 1994, Taopu Township was changed to Taopu Town Taopu Town is a land port of Shanghai, one of the four logistics centers of Shanghai, the other three being the airport of Pudong



Brief Introduction

and the seaports of Waigaoqiao and Yangshan. Taopu Town was the base of fine chemical products and the base of agricultural products and byproducts. During the adjustment of the industrial structure, Taopu has developed its three main industries, modern logistics, modern urban industry and real estate, by thoroughly restructuring itself. Currently, Taopu is committed to the development of modern services.

Through forceful environmental control, quick urban construction and development and the optimization of the living, security, service, cultural and inter-personal environments, Taopu Town has successfully seized the titles of Grade-A Sanitary Town of Shanghai and Civilized Town of Shanghai and become one of the urban areas best for people to reside and start their businesses. In 2003, the town achieved a total income of RMB 17 billion,a 20.6% increase over the previous year, a GDP of RMB 9.2 billion, a 24.8% increase, total profits of RMB 760 million, an 18.8% increase, additional GDP of RMB 1.7 billion, a 21.4% increase and financial incomes of RMB 596 million, a 45.5% increase.

书记致辞 Greeting from the Party Secretary

发展是我党执政兴国的第一要务。

我们桃浦人要倍加珍惜当前绝好的发展机遇，倍加珍惜心齐、气顺、劲足的大好局面，

统一思想，认清形势，抓住机遇，用好机遇，与时俱进，加快发展。

走通“华山天险一条路”，改革勇攀第一峰，竞争勇夺第一名，工作勇创第一流。

Development is the most important task of our Party in ruling and rejuvenating China.

The Taopu people should cherish the best development opportunities and the excellent stable

situation with the people of one mind making concerted efforts,

seek the unity of thoughts,

go along with the times and speed up the development.

The Taopu People should adopt the "road towards the peak of Huashan",

climb up to the highest peak of reform,

seize the first position in competition and make the excellent achievements.

中共上海市普陀区桃浦镇委员会书记 陳建國

CHEN JIANGUO, SECRETARY OF PUTUO DISTRICT TAOPU TOWN CPC COMMITTEE



镇长致辞 Greeting from the bailiff

每当掂量新时代压在十三万桃浦人肩上的重担时，一种神圣的使命从心底油然而生。

坚冰已打破，航路已开通，十八平方公里大地上涌动着改革的春潮，一个日新月异、脱胎换骨的新桃浦已经屹立在大上海的西北大堂！

立志在这块土地上改天换地的仁人志士，将卧薪尝胆，励精图治，一往无前。

桃浦的明天，必定无比辉煌。

With the current heavy burden on the shoulders of 130,000 Taopu People on my mind,

I realize my holy mission from the bottom of my heart.

The ice is broken. The waterway is open.

Along with the spring tide of reform on the land of 18 km^2,

New Taopu has established itself in the northwest lobby of great Shanghai through quick development and thorough self-remolding.

The ambitious people with lofty ideals and the resolution of changing the world will undergo self-imposed hardships, make all efforts and take a road of no return.

Taopu will surely have a brilliant tomorrow.

上海市普陀区桃浦镇人民政府镇长 王和平

WANG HEPING, BAILIFF OF PUTUO DISTRICT TAOPU TOWN PEOPLE'S GOVERNMENT



领导班子 Leading team

理论联系实际，积极开拓进取，是桃浦党政领导班子的唯一目标

真情服务社会，甘做人民公仆，是桃浦党政领导班子的最高理想

深入企业基层，全力排忧解难，是桃浦党政领导班子的神圣职责

Putting theory into practice and actively developing Taopu

is the only target of the Party and administrative leading team of Taopu

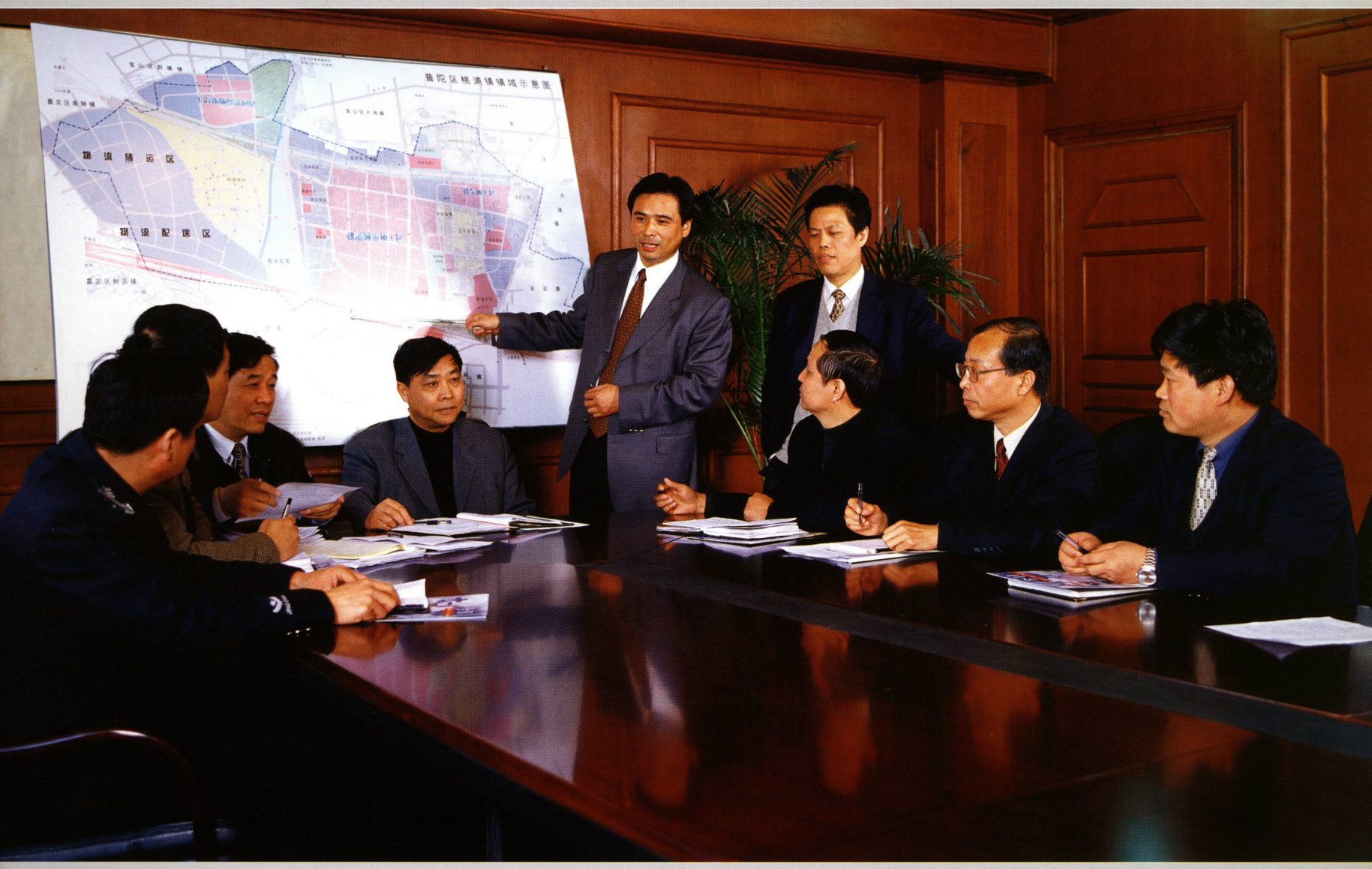
Sincerely serving the society and people

is the top pursuit of the Party and administrative

leading team of Taopu

Going to enterprises and solving their problems

is the sacred duty of the Party and administrative leading team of Taopu.


普陀区桃浦镇镇域示意图
物流储运区
物流配送区



改革
是以全新的理念
设定全新的目标
寻找全新的思路
实现全新的突破
赢得全新的发展

十六大以来，

桃浦人以“三个代表”为指针，在改革实践中

转变观念，

总结和归纳出带有鲜明地域特色的“三个理念”，即：

“服务是桃浦第一资源，

环境也是生产力，

用智慧创造价值”；

转换角色，加强政府的服务功能；

整治环境，积极推进城市化进程；

协调发展，大力推进三个文明建设；

调整布局，以现代物流业、现代都市型工业

和房地产业为三大支柱产业，努力发展现代服务业，

全面掀起桃浦新一轮经济发展。

与时俱进

Go along with the times

TRANSFORM
IS TO ADOPT NEW CONCEPTS AND NEW THOUGHTS
TO SET UP NEW TARGETS AND MAKE BREAKTHROUGHS
TO SEEK NEW DEVELOPMENT

Since the 16th National Congress of the Communist Party of China,
the Taopu people have adopted "three-represents" as the guideline,
changed their views in the practice of reform,
and formed "three concepts" with vivid local features-"
service is the top source of Taopu,
the environment is also productive forces and creating the value with wisdom";
Taopu People's Government has
taken a new role and enhanced its service level,
improved the environment and proactive urbanization,
forcefully constructed the material civilization
and the spiritual civilization,
construction of the modern urban industrial park
and real estate development to comprehensively start
and adjusted its industrial layout with three pillars of modern logistics,
the new round of economic development of Taopu.

Transform

Service

The Taopu people adapt themselves to the development of the times, change the governmental functions, adopt the service as the top resource, continuously improve their work style, enhance basic services to multi-oriented deep services and comprehensively strengthen the administration and services for local economic construction and social development.

Service is the top task. The Taopu people have changed the administrative system based on planning and giving directions, formed a small government to serve the large society and gathered people from different circles to make concerted efforts for development.



















桃浦人适应时代发展，转变政府职能，以服务为第一资源，不断转变工作作风，从基础性服务向深层次的多方位服务拓展，全力加强为地区经济建设和社会发展的管理和服务。

服务第一，它改变了以计划和命令为主的行政体制，以小政府大社会的服务功能，凝聚社会各界同心同德一心一意谋发展。

服务是桃浦第一资源 —— 桃浦崛起的强磁场

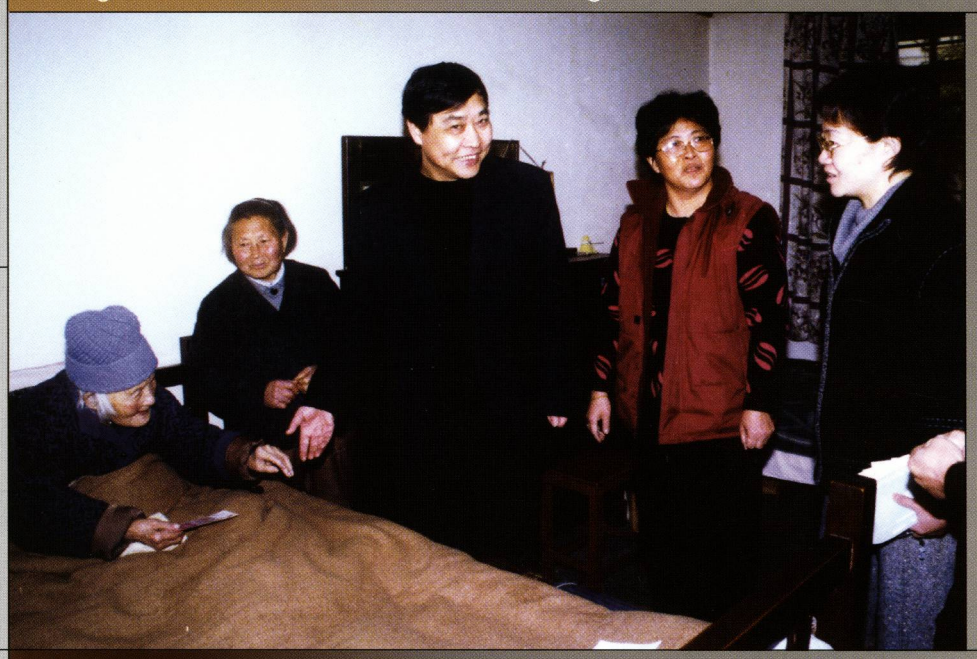
SERVICE is the top resource of Taopu-a strong magnetic field for Taopu's prosperity

Service

The Taopu people attract customers and merchants through excellent services. Governmental officers go to enterprises to help them solve the urgent and difficult problems in registration, production and operation and provide all-round excellent services so that they can easily settle at Taopu for business. Merchant invitation and capital solicitation have generated the effect of "snowball".

The town officers have won the trust of the residents through the "activity of three hundreds"-"visiting 100 families, doing 100 things and winning the trust of 100 families". They are in good communication with the residents to know their mind, do good and practical things for them and have won their recognition.











The town officers have won the trust of the residents through staggered work hours. In order to improve community services, they have received visitors on weekends, provided all-weather and all-round services and won high comments of the residents.



真情服务引客商

各级干部深入企业，及时帮助企业解决注册前、投产中、运营后的急愁难问题，提供优质的全方位服务，使企业放心地在桃浦安家落户和生产经营，招商引资取得了“滚雪球”效应。

“三百活动”凝民心

镇机关干部“串百家门、办百家事、凝百家心”，深入基层，联系群众，熟悉了解民心民情，为民办好事办实事，得到群众认可。

“错时工作”得民心

为改进社区工作，在居委会实行了“错时工作制”，并在双休日安排人员接待群众，实行全天候、全方位服务，受到群众欢迎。

Environment





A good environment can protect resources, improve the quality and bring profits. The concept of "the environment is also productive forces" is a historical and realistic reasonable recognition of Taopu.

The formation and practice of the concept of "the environment is also productive forces" has made the Taopu people invest in the environment rather than in enterprises. Following the general urban planning and development strategy of Taopu, Taopu has strengthened its urban construction, accelerated its urbanization, improved its radiation and accumulation and enhanced its confidence and resolution for its people to seek development and prosperity.









环境保护资源，环境提升品位，环境创造财富。“环境也是生产力”的理念，是对桃浦历史和现实的理性认识。“环境也是生产力”理念的形成和实践，使桃浦人变投资企业为投资环境，按照城市总体规划和桃浦发展战略目标，加大城市建设力度，加快城市化进程，增强辐射积聚功能，提高桃浦人民发展和繁荣桃浦的信心和决心。

环境 也是生产力 —— 桃浦奋进的加速器

THE ENVIRONMENT is also productive forces – accelerator for Taopu's progress

Environment







基础设施明显改善，功能设施日趋完备，环境质量显著提高。

有人用“柳暗花明又一村”来形容桃浦的环境变化，芬兰科尼集团总裁斯特古斯达森说：“我们之所以选择未来岛投资建厂，在我们心目中这里是中国投资环境最佳的地方。”

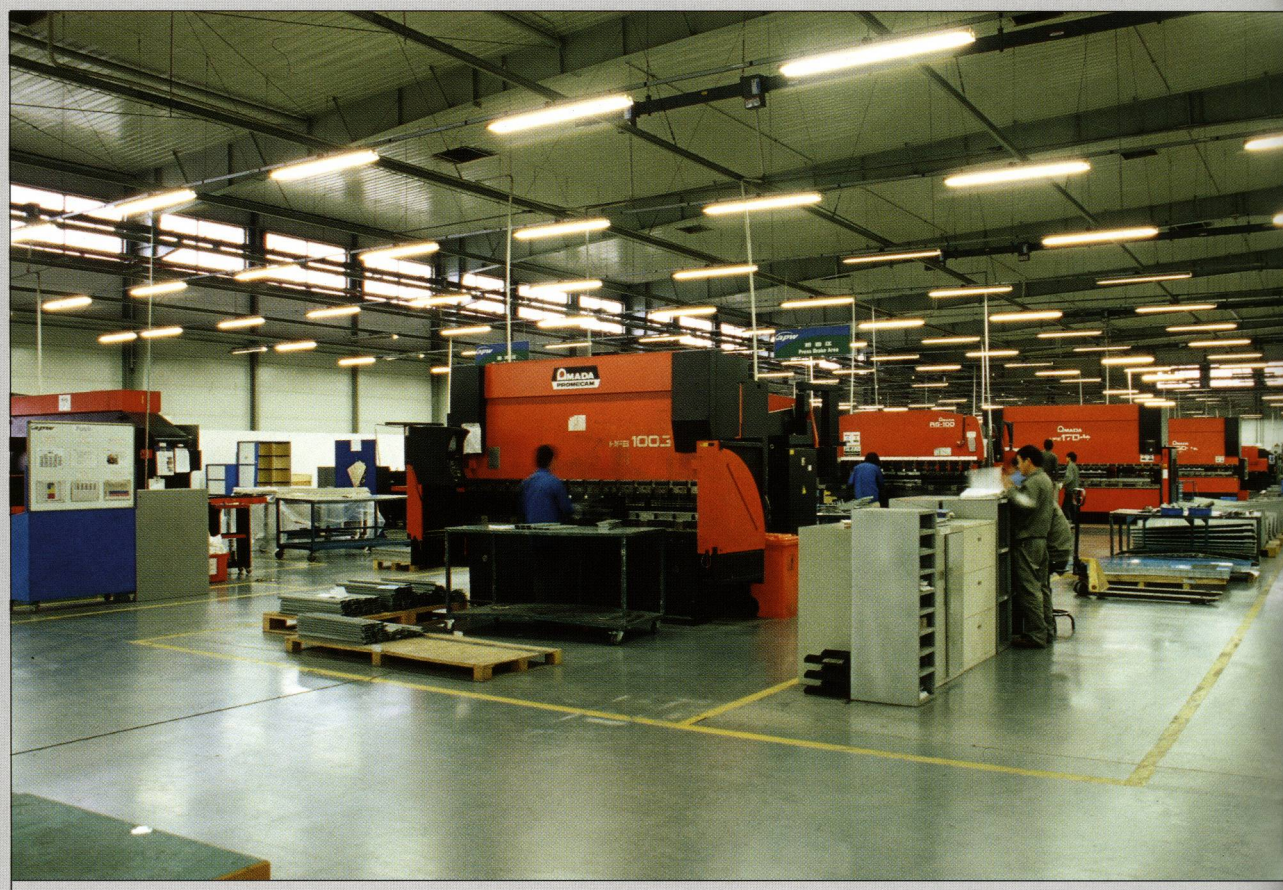
Taopu has apparently improved its infrastructure and environment.

The expression of "there is a way out" may be used to describe the environmental change of Taopu. Stig Gustavson, president of Cone Group of Finland, said, "the reason that we set up a factory at Future Isle is that we think Future Isle is the best place for our investment in China".

Wisdom

Wisdom is the key of creating value and bringing money. "Creating value with wisdom" is focused on the comprehensive development of human beings to solicit new knowledge and ensure quick, healthy and continuous economic development.

Creating value with wisdom, Taopu has improved its environmental quality and make all people work and living happily.
Creating value with wisdom, Taopu has sincerely served enterprises and made enterprises continuously develop.
Creating value with wisdom, Taopu has adjusted its economic strategy and seek regional and functional development.
Creating value with wisdom, Taopu has formed its management concept and turned operation into the driving force of development.





智慧，是创造价值通向财富的钥匙。“用智慧创造价值”，是以人的全面发展为核心，以知识的更新为内容，以素质的全面提升为重点，力保经济工作持续健康高速发展。

用智慧创造价值，提升环境质量，让人民群众安居乐业
用智慧创造价值，真情服务企业，随企业发展不断壮大
用智慧创造价值，调整经济战略，朝区域化功能性发展
用智慧创造价值，理顺管理思路，把经营作为发展动力

智慧 创造价值 —— 桃浦腾飞的原动力

WISDOM creates value-the driving force for Taopu's takeoff

Wisdom

思路创新出成效。

桃浦镇对发展中的经验和教训进行认真的总结和思考，形成了一套较为成熟的发展思路与制度。

体制创新解难题。

通过李子园、未来岛的试点后全面推广，生产队体制不复存在，村





级组织将逐步撤消，农民转变为有资产的居民，加入了城市保障系统，极大地推进了桃浦城市化进程。

科技创新增实力。

把科技含量高、发展潜力大的项目作为招商引资的重心，力保经济的快速和持续发展。





New ideas bring good results. Taopu Town conscientiously summarizes and takes a lesson and learn from the experiences of economic development and has formed a whole set of mature ideas and systems of development.

System transformation results in the solutions of problems.Taopu has comprehensively publicized the experiences of Liziyuan and Future Isle, changed the collective economic organization on the level of the production brigade to the collective shareholding enterprise, changed peasants to residents with assets, strengthened the urban assurance system and greatly accelerated its urbanization.

Technological innovation brings higher economic strength. Taopu has focused on projects with high technological content and large development potential in merchant invitation and capital solicitation and ensured quick and continuous economic development.

OPENING UP IS IN ALL DIRECTIONS
TO THE INSIDE AND OUTSIDE.
OPENING UP IS EXPRESSED IN FORM
AND ESPECIALLY FOCUSED
ON FUNCTIONAL DEVELOPMENT
AND IMPROVEMENT.

开放
是全方位的开放　既向内也向外
既是形态的开放　更是功能的开发和完善。

桃浦人在描绘开发开放这幅宏伟蓝图时，
紧紧抓住三条主线，
一是物流园区建设，
二是都市型工业基地建设，
三是房地产业的建设，
同时积极发展现代服务业。
在做开发新桃浦这篇大文章时，
高屋建瓴，
一开始就以立足国内面向世界为高起点，
内联外引，筑巢哺凤，
培育与世界接轨的新经济产业链。

如日中天

In the heyday

When drawing its great plan of development and opening up,
the Taopu people has focused on three aspects. The first is the construction of the logistics park.
The second is the construction of the urban industrial base.
The third is the construction of the real estate sector.
In the development of New Taopu,
Taopu has adopted an ambitious strategy,
taken a high start of basing on China and orienting to the world.
Through internal alliance and external introduction,
Taopu has built a good nest for enterprises and developed a new economic
and industrial chain meeting international requirements.

Open-up



Taopu

西北物流

交通方便，沪宁、沪杭铁路穿越境内，南靠沪宁高速，北沿沪嘉高速，外环线横贯其中，公路密如蛛网，四通八达。依托特殊的地理位置和发达的交通环境，物流产业迅速发展，目前是上海西北重要的物流中心。

Northwest logistics

Taopu is convenient in transportation with Huning and Huhang Railways and Outer Ring crossing it and a dense highway network, neighboring Huning Expressway to the south and Hujia Expressway to the north. The special geographic location ensure the quick development of the sectors of transportation and logistics. At present, Taopu is an important logistics center in the northwest of Shanghai.


桃浦
—西北物流园区


未来岛
FUTURE LAND
美好未来
NORTHWEST
LOGISTICS

Northwest logistics

以桃浦优越的地理位置为先决条件考虑，发展现代物流业是一项睿智而果敢的选择。

It is a wise and resolute choice to depend on the advantageous location of Taopu to develop modern logistics.

西北物流




中国外运
SINOTRANS


北芳物流
BEIFANG LOGISTICS
上海北芳储运实业有限公
SHANGHAI BEIFANG LOGISTICS

上海市“十五”现代物流产业发展重点专项规划把桃浦镇西北综合物流园区列入重点规划园区之一，市政府对园区的发展目标作了明确定位：建设陆上货运交易所，建立陆上运价指数，提供物流科技咨询、货运配载、交易、信息、停车、仓储、流通、加工等服务，并连接报关、商检、统计、法律、商务、技术服务中心和结算中心形成系统化的物流网络，成为省际公路货运和市域货运的集散点、长途大型车和市内专用车的运转点，最终形成面向长江三角洲，辐射全国的内陆口岸的多式联运特色的物流园区。

Northwest logistics

In the plan of the modern logistics projects of Shanghai for the 10th 5-year plan , Taopu Town Northwest Comprehensive Logistics Park is listed as one of the key planned parks. The municipal government has set up definite development targets for the park-to construct a land freight exchange, determine land freight price indexes, provide services like technological logistics consultancy, freight distribution, transaction, information, parking, storage and circulation, cooperate with the centers of customs declaration, commodity inspection, statistics, law, business, technical services and account settlement to form a systematic logistics network, build terminals of inter-provincial and city freight, coaches and special urban vehicles and finally form a logistics park of joint transportation oriented to Yangtze River Delta and the inland ports of China.

西北物流









TOP

未来岛科技物流园区已初具规模，施耐德、APW、上海医药物流、日本佐川物流等一批国内外知名企业相继落户并陆续投产。

Future Isle Technological Logistics Park has been in its initial scale. Some famous domestic and foreign enterprises such as Schneider Logistics and APW Logistics, Shanghai Medicine Logistics and Japanese Sagawa Logistics have settled in the park and begun their operation successively.

Northwest logistics 西北物流






INGRAM
MICRO


TRAN'SPORT!
COMMUNICATION
SAGAWA
上海大众佐川急便物流有限公司

Northwest logistics

槎浦物流产业基地全面启动，整体规划基本成型，前期资金协调到位，基础建设业已起步，招商引资有序进行。

Chapu Logistics Base is in comprehensive preparation. The whole plan has taken shape. The initial fund is in place. The construction of basic facilities has started. The merchant invitation and capital solicitation are in orderly progress.

西北物流









TOP



西北物流

Shanghai Land Freight Transaction Center has over 100 seats and includes a transaction hall with a large-screen electronic display system, a joint service hall, a special call center and a uniform open information platform to ensure effective integration of transportation information, access of relative freight people to the net and their communication and safe, quick, economical and efficient transaction. The transaction center has successfully developed the road freight transaction system of Shanghai, got in connection with the regional transaction markets of Northwest, South, Southwest, North, Beilong, Qingpu and Fengxian and become a large land freight transaction market of Shanghai.

Northwest logistics









上海陆上货运交易中心拥有容纳100多个席位和配备大屏幕电子显示系统的交易大厅以及联合服务大厅，建立了专门的呼叫中心，统一开放的信息平台，对运输信息资源的有效整合，使货运关联人在网上获取信息、沟通交流，迅速、安全、经济、高效地完成交易。交易中心成功开发了上海道路货运交易信息系统，与本市西北、南方、西南、北部、北隆、青浦、奉贤等区域交易市场联网运行，形成了全市陆上货运交易大市场。





西北物流

Northwest logistics

未来岛园区、槎浦物流基地和上海陆上货运中心组成的两基地一中心，构建了上海西北综合物流重镇的骨架。

The two bases and one center-Future Isle Park, Chapu Logistics base and Shanghai Land Freight Center constitute the skeleton of the comprehensive logistics town in the northwest of Shanghai.


JUNGHEINRICH





都市工业

根据“在发展中调整结构，治理污染，改善环境”的发展思路，积极稳妥地实施“改造一批、改组一批、新建一批、搬迁一批”的“四个一批”措施，明确了“化市属存量为地方增量，以标准厂房工业小区建设为主”的改造工作，实现了桃浦人战略性改组改造老工业区的不间断跨越发展。

Following the development concepts of "adjusting the structure, controlling the pollution and improving the environment in development", Taopu has actively and gradually executed the "four batches" measures-"renovating, reorganizing, building and resettling a batch of enterprises" and the renovation of "turning the city's reserve into the local addition and constructing industrial zones with standard factory buildings" and realized continuous leap-type development by strategic renovation of the old industrial zone.

Urban Industry

上海都市型工業示范区

SHANGHAI URBAN INDUSTRIAL SHOWCASE AREA



都市工业

五年间，与工业区内国有大、中型企业开展买地、租地或合作开发，
共建成现代化都市型工业小区七个，标准厂房95万平方米，随着服务思想和服务工作的不断深化，建成的工业小区获得市场良好反响，
入驻企业纷至沓来。不仅为政府开辟了大量税源，还提供了众多就业岗位。

During the past five years, Taopu has cooperated with the domestic large and medium enterprises in the industrial zones through land selling, land lease and joint development, constructed total 7 modern urban industrial zones with a total factory floorage of 950,000 m^2, brought numerous tax sources and employment posts.

Urban Industry




上海方大药业股份有限公司
SHANGHAI FANGDA PHARMACEUTICAL CO.,LTD.





Urban Industry

都市工业

用服务争取有形资源，用服务创造品牌资源，变有形资源招商引资为服务资源招商引资。先进的理念、真诚的服务，赢得了各界的信任和支持。“三个理念”在桃浦工业区改组改造工作中得到了有效的体现，蕴育出厂房、客商、税收和就业岗位。

Through excellent services, Taopu has obtained the tangible resource and the brand resource and turned merchant invitation and capital solicitation from the intangible resource to the service resource. Taopu has won the trust and support of all circles through advanced concepts and sincere services. The guidance of "three concepts" has brought more and more factory buildings, customers, tax and employment posts in the reorganization and renovation of Taopu Industrial Zone.


上海開建精細化工有限公司
SHANGHAI KAIDA FINE CHEMICAL INDUSTRY CO.,LTD.

Urban Industry

把做好服务工作当成战略性改组改造桃浦工业区成败的关键，把为企业营造成长的综合环境作为自己的产品，从开发改造到招商引资，从入驻注册到物业管理，以人性化服务的角度考虑企业的实际需要，不断营造最佳的投资环境，换来了企业稳定的信誉度和认同感。





Providing excellent services is the key to the strategic reorganization and renovation of Taopu Industrial Zone. Taopu considers creating a comprehensive environment for enterprises' growth as its product and has created a better and better investment environment in the aspects of development, renovation, merchant invitation, capital solicitation, settlement, registration, property management through humanistic services in consideration of the actual needs of enterprises and brought the stable reputation and recognition of enterprises.

都市工业




凤凰毛毯
PHOENIX BLANKET
凤凰毛毯
上海毛毯厂


上海智业高低压成套电气有限公司
兴润园


春光园



对桃浦工业区的改组改造实行总体规划，分步实施；市区联手，一举多赢；重塑形象，优化环境。大力建设标准厂房，美化工业区整体环境，一年比一年整洁优美，不断吸引大型高科技企业入驻。环境改造带来的可喜变化不仅直接影响着人们的思维方式和行为方式，也为桃浦工业区的产业提升和持续发展增添了无穷力量。

Urban Industry

Taopu has made a general plan for the reorganization and renovation of Taopu Industrial Zone and practiced the plan in steps, cooperated with the city and district for mutual benefits, created a new image and optimized the environment. Taopu has forcefully constructed standard factory buildings, beautified the general environment of the industrial zone and made the zone more and more clean and beautiful year by year and attracted large high-tech enterprises to settle there. The gratifying change of environmental renovation has directly improved the people's thinking and acting modes and provided a strong support for industrial enhancement and sustainable development of Taopu Industrial Zone.

都市工业






DeLaval




印刷厂

Urban Industry

桃浦都市型工业的发展不仅追求的是高速度的发展，更重视的是可持续的发展。因此，在规划上就十分注意规划的科学性、前瞻性和系统性。从而做好工业发展和环境发展的平衡，产业发展和资源利用的协调，物质发展和人文发展的同步，经济发展和社会发展的和谐。

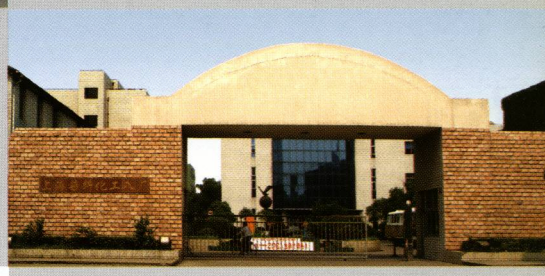
The urban industrial development of Taopu is fast and sustainable. Taopu attaches high importance to formulate a scientific, foresighted and systematic plan for the balance of industrial development and environmental development, coordination of industrial development and resource utilization, synchronization of material development and humanistic development and harmony of economic development and social development.

都市工业







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都市工业

Urban Industry

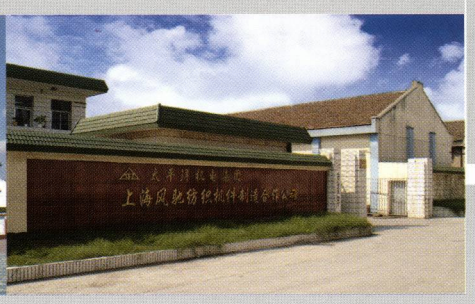
“筑巢引鸟、腾笼换鸟、以鸟引鸟、百鸟归林”是桃浦发展现代都市工业的新思路，变小打小闹为规模效应，变分散无序为集中规划。在“三个理念”的指导下，改组改造后的桃浦工业区，成为上海都市型工业示范区。











"Building nests to attracting birds, changing cages and birds, attracting birds with birds and attracting hundreds of birds to the woods" are new concepts of Taopu for developing the modern urban industry. Taopu seeks a large scale rather than a small scale and changes dispersion and disorder into centralized planning. Guided by the "three concepts", Taopu Industrial Zone will become the urban industrial demonstration zone of Shanghai after reorganization and renovation.

Real estate

房地产业

加快中高档商品房开发是改变桃浦形象、积聚产业发展基础、加快城市化进程的重要举措。紧紧抓住地铁R3线和中环线建设的契机，以联体别墅为标志，以低密度中高档住宅为主体，努力显现桃浦田园风光和水乡风貌的特色，全面提高房地产业的质量和档次，把桃浦建成安居乐业的好地方。

Accelerating the development of high and medium-level commodity houses is an important measure to change the image, form a strong foundation for industrial development and speed up urbanization. Triggered by the construction of the R3 metro line and the Middle Ring, Taopu will build up townhouses and high and medium-level residential buildings of a low density, fully display the pastoral and waterside scenery, comprehensively improve the quality and level of real estate and construct itself into a good place for happy work and residence.


VENICE
阳光威尼斯
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阳光威尼斯
国际文化社区
航母级
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51040666
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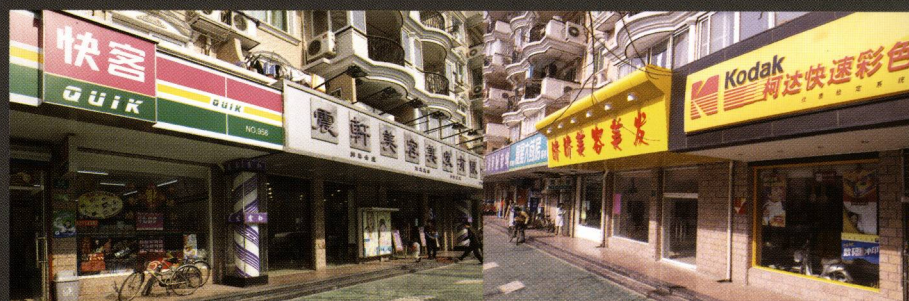
第四代水景住宅


阳光威尼斯
国际文化公社
1000000m²
接待中心
入口

房地产业

2003 年，全镇房产开发的总量达到 50 万平方米，今后三到五年内将新建 200 万平方米新颖住宅，使桃浦有一个全新的面貌。



Real estate



In 2003, Taopu has constructed buildings of a total of 500,000 m^2. During the next three to five years, Taopu will construct new-type buildings of a total of 2,000,000m^2 and grant Taopu a brand new appearance.

房地产业

Real estate

本着“政府组织，统一规划，农民参与”，“政府补贴一点，集体拿出一点，农民负担一点”的方式，全面开展了老宅改造，已有一半以上的农民搬进了别墅、联体别墅和住宅小区。农民基本上已成为城市居民。既提高了群众的居住和生活质量，又加快了城市化发展的进程。

Through the modes of "governmental organization, uniform planning and peasants' participation" and "governmental subsidy, collectives and peasants' contribution", Taopu has comprehensively started the renovation of old houses. Over half peasants have moved into villas, attached villas and residential zones. Most peasants have become urban residents. Such changes have improved the residential and living quality of common people and accelerated the urbanization.





房地产业

Real estate

以人为本的理念，渗透于房产开发的细枝末节。

错落有致的座座高档别墅群，引来高端消费群体趋之若鹜，

低密度中高档的幢幢住宅楼，使都市白领们有了新的选择。

The concept of people orientation has penetrated to all ends of real estate.

Groups of superior belevel villas have attracted numerous consumers of high income. Residential buildings of low density on high and medium levels are new choices of urban white collars.


FO


FORTE福地

房地产业

Real estate

斗换星移，沧桑陵谷。依旧是小桥流水，

依旧是树碧草翠。过去的乡村，已是今日的联体别墅，

After the ups and downs of Taopu, attached villas are seating on the past countryside.

But the bridges, waters and green grasses and trees are still there.





10

房地产业

Real estate

在做好市场调研和科学认证的基础上，
选择合适的地块开发商务楼盘，
探索商务发展新路子，为楼宇经济积累经验。

Based on market investigation and scientific authentication, Taopu has chosen suitable plots for the development of office buildings, explored new ways of business development and accumulated experiences of building economy.





DEVELOPMENT

DEVELOPMENT IS A COMMON TOPIC OF THE MANKIND,

A COMMON MELODY

OF THE WORLD AND AN INEVITABLE HISTORICAL TREND.

DEVELOPMENT IS ABSOLUTELY RIGHT.

发展

当代人类的共同主题　全球社会的统一旋律

不可逆转的历史潮流　发展才是硬道理

以经济发展为中心，

满足人民群众日益增长的物质和精神文化的需求，

是摆在桃浦人心中的头等大事，

是各项工作的重中之重。

桃浦镇在发展中努力营造

整洁优美的生活环境，

秩序井然的治安环境，

方便完善的服务环境，

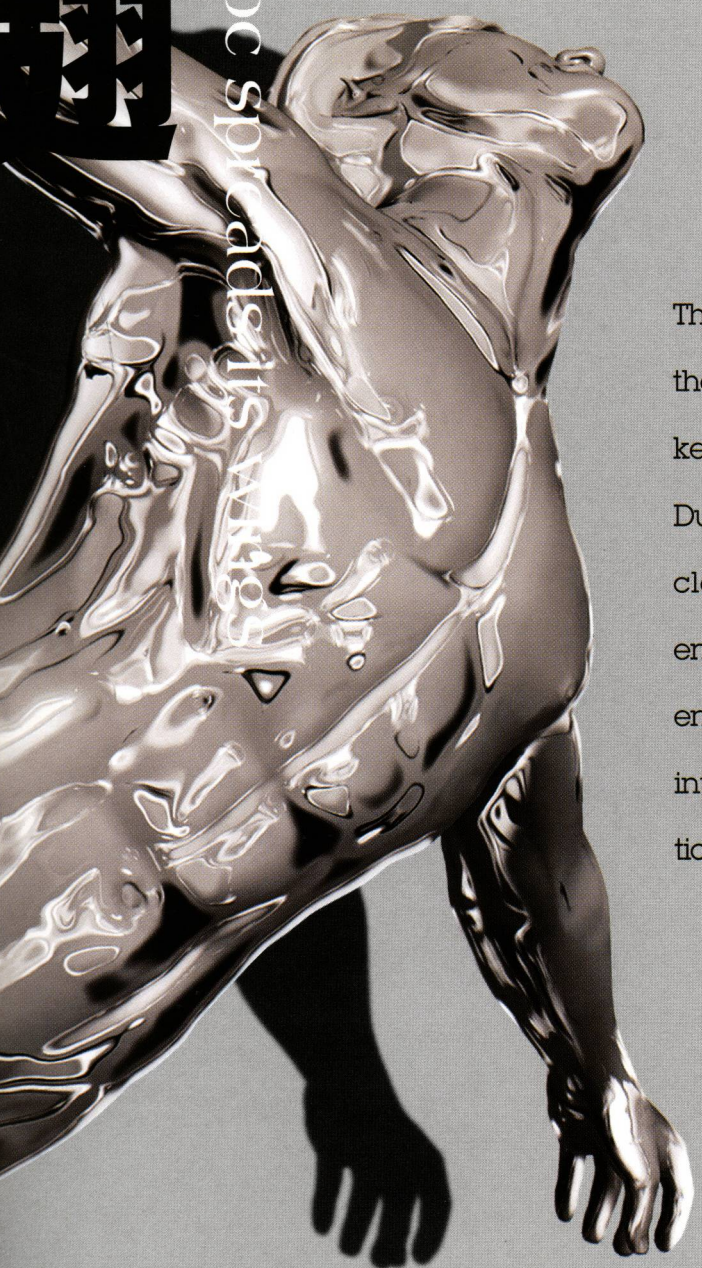
科学健康的文化环境，

文明和谐的人际环境，

实现了物质文明和精神文明双丰收。

大鹏展翅

The roc spreads its wings



Development

The top task of Taopu is focused on economic development to meet the ever-growing material and spiritual needs of the people. It is the key point among all the key points.

During its development, Taopu Town will make all efforts to create a clean and beautiful living environment, an orderly security environment, a convenient and complete service environment, a scientific and healthy cultural environment and a civilized and harmonic interpersonal environment and greatly improve the material civilization and the spiritual civilization.

TOP

桃浦镇文明创建成果分布图



Distribution of civilization achievements of Taopu



全镇已创建市级文明小区 17 个，区级文明小区 20 个，使居民区的市、区级文明小区覆盖率达到 91.6%

市级文明村（含市、区级文明单位各 1 个）6 个，使行政村创建覆盖率达到 75%

市级文明单位 2 个，区级文明单位 19 个，五好家庭以每年 300 户的创建速度递增，

全镇 70% 的楼组已跨入了文明楼的行列

上海市文明镇的创建和2003年新创的2个免检小区，5个市级文明小区，2个区级文明小区已通过市、区的检查

Taopu has built up 17 city-level civilized residential zones and 20 district-level civilized residential zones. The coverage rate of city-level civilized residential zones and district-level civilized residential zones has reached 91.6%. Taopu has 6 city-level civilized villages (one city-level civilized unit and one district-level civilized unit). The coverage rate of administrative villages has reached 75%. Taopu has 2 city-level civilized units and 19 district-level civilized units. The quantity of "five-good" families has increased by 300 families yearly. 70% of building groups are in the rank of civilized buildings. in 2003, Taopu has built up 2 inspection-exempted residential zones. 5 city-level civilized residential zones and 2 district-level civilized residential zones have passed the inspection of the civilization offices of the district and city.

整洁优美的生活环境

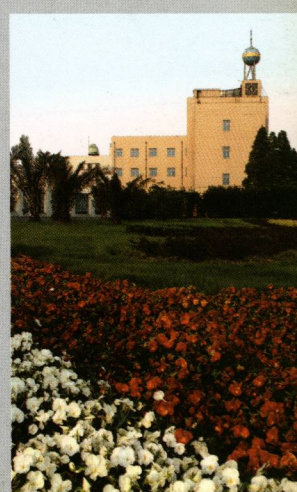
Clean and beautiful living environment

随着市政工程大量投入，一个设施齐全、功能完备的硬件环境已经形成，地价的不断上涨，就是生活环境改善的明证。投资建成环卫综合作业场，改进了环卫的机械化水平；强化了城市监察执法力度，集中整治道路和城区市容；真南路调整绿化布局、铺设彩色行道板、翻新路面、设置灯箱广告，雪松路建成商业、服务、文化休闲一条街。

Along with the huge investment in municipal projects, Taopu has formed its hardware environment with complete facilities and functions. The continuous increase of the land price is the evidence of the improved living environment. The construction of the comprehensive trash treatment field symbolizes the improvement of the mechanizing level of trash treatment. Taopu has strengthened its urban supervisory and procuratorial work, uniformly improved the roads and the appearance of the urban supervisory, adjusted the afforestation layout of Zhennan Road, paved color road plates, renovated the pavement and installed advertisement lamp boxes along Zhennan Road and constructed Xuesong Road into a street for businesses, services and culture.



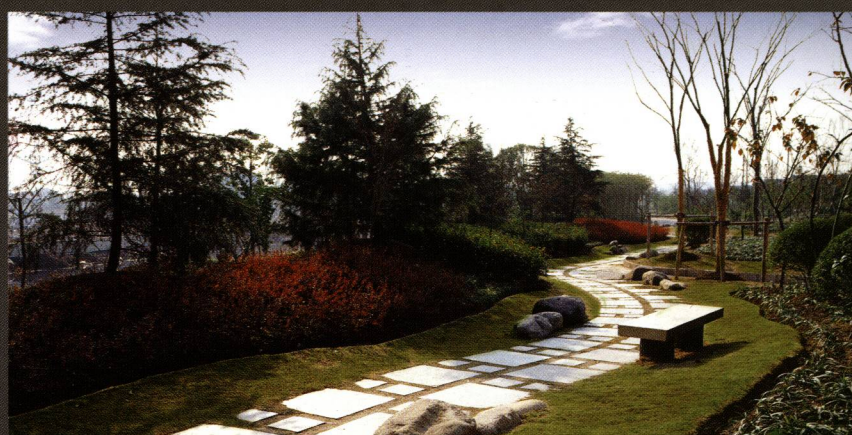




整洁优美的生活环境

Clean and beautiful living environment

桃浦镇先后对24条主干河道护岸、清淤和两岸植绿，形成重点河道的绿色长廊，实现水环境与居住区、水环境与产业区相协调的“水清、岸绿、景美”的生态体系；六支截流纳污一期工程已全面完成，二期工程也已悄然打响；桃浦新村雨水泵站和红祁泵站相继建成后，可排除雨季积水的隐患；先后实施了十大绿化景观和二座公园的建设，使绿化总量达到270万M^2，人均拥有公共绿地达34.6M^2。全镇的市容市貌大为改观，做到“建一条路、造一处景，清一条河、美一条带，建一片房、化一片绿”，成功创建了市一级卫生镇。













Taopu Town has successively afforested and dredged 24 main rivers, strengthened their banks, formed green corridors along key rivers, built up the ecological system of clear water, green banks and beautiful scenery with the water environment in coordination with the residential zones and industrial zones, completed the first phase of damming and dredging 6 rivers and started the second phase. The construction of Taopu New Village Rainwater Pump Station and Hongqi Pump Station is a relief to waterlogging in rain seasons. The construction of 10 main green landscapes and 2 parks has improved the total afforestation to 2.7 million m^2 and the per-capita green area to 34.6 m^2. The great improvement of the town's appearance-"constructing one road, building one landscape, treating one river, beautifying one site, constructing one group of residential buildings and afforesting one belt" has brought Taopu the title of Grade A Sanitary Town of Shanghai.

秩序井然的治安环境

Orderly security environment

镇政府努力营造良好的社会治安环境，营造安全安定的生活、工作和投资空间，为经济建设保驾护航。加强基层治安基础建设，加大综合治理力度，不断净化社会风气。

The town government has made efforts to form a good social security environment and a safe and stable living, working and investment space to protect economic construction. Taopu has strengthened the grassroots security construction and comprehensive control to purify the social atmosphere.


中华人民共和国
保安
BAOAN

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秩序井然的治安环境

Orderly security environment

居民小区普遍按装周界报警装置，力争实行技防工程全覆盖；加强外来务工人员的信息化管理，加强治安联防队伍建设，做到固定巡查与流动巡查相结合，技防和物防相结合，联防和群防相结合；完善各级调解网络，有效化解人民内部矛盾；开展全民普法教育，提高群众法制意识；村或居委实现了市、区安全小区全覆盖，使治安秩序有序可控。

Taopu has installed alarm devices on borders of residential zones for complete technological security coverage, strengthened the information management of laborers from other places and the construction of a joint security team through the combination of fixed patrol and mobile patrol, combination of technological defense and equipment defense and combination of joint de-







fense and mass defense, improved mediation networks on different levels, effectively solved the internal conflicts between residents, conducted the law popularization to all the residents, enhanced the legal sense of the residents, set up a village committee or neighborhood committee for each safe residential zones on the city or district level and orderly controlled the social security.



Complete and convenient service environment

方便完善的服务环境

桃浦镇坚持以人为本，在改善服务环境上下功夫，在每个小区实施"四个一"的配套：即一个健身点、一个宣传栏、一个活动室、一个停车库、，调整了公交站点，方便群众出行

Taopu Town is focused on its people and make great efforts to improve its service enviroment. It aims to realize "four ones" in each new residential zone-one bodybuilding house,one education column,one multifuctional entertainment center and one parking lot. It rearranged the layout of transportation stops to faciletate people's daily communite.


生日惠
各店狂欢送
活动时间:2003年11月12日-2003年12月9日
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上海市静安区




世纪联华
CENTURYMART
KFC

Complete and convenient service environment

方便完善的服务环境

实施了厨房改造的民心工程，建成引进了邮电局、银行、商场、学校、医院、影院等功能完备的生活服务设施，提升了桃浦的品位，完善了城市功能，为居民提供了方便的服务环境。

Taopu has executed the kitchen renovation project,constructed living service facilities with complete functions such as post offices banks, malls, schools, hospitals, cinemas and shopping centers to improve the living quality of Taopu. The beautiful urban environment and complete urban functions ensure the happy life of Taopu residents.


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铁道学院储蓄所
INDUSTRIAL AND COMMERCIAL BANK OF CHINA
TIEDAOXUEYUAN SAVINGS OFFICE





科学健康的文化环境

Scientific and healthy cultural environment

竞争日益激烈的现代社会，对人的身心素质要求愈来愈高。倡导科学健康的生活方式，提高居民的身心素质是镇政府的一项大事。

The modern society with fiercer and fiercer competition requires the people to have higher and higher physical and mental quality. It is an important task of the town government to advocate the scientific and healthy living style and improve the physical and mental quality of residents.




艺汇演
专场











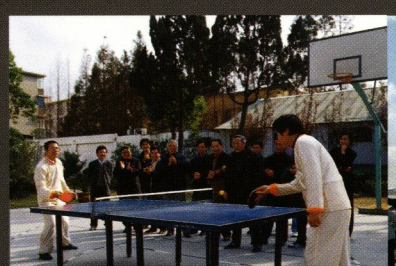


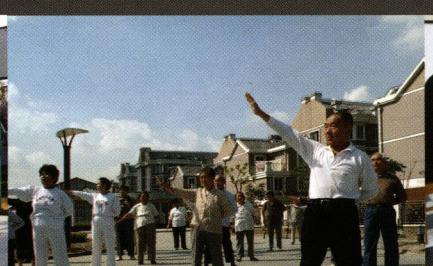


科学健康的文化环境

大力开展群众性文化体育活动。建设一批固定性群众活动场所，组建一批固定性群众文化队伍，形成一批固定的大型群众活动，组织生动活泼多姿多彩的文化活动，丰富了桃浦人民的精神生活。大力开展群众性科普活动，构建居民终身教育体系，发展学习化社区，整合地区教育资源，提升基础教育水平。

Scientific and healthy cultural environment













Taopu has actively organized mass cultural and sports activities for residents, constructed fixed venues for mass activities, established fixed mass cultural teams, sponsored fixed large mass activities, organized colorful and lively cultural activities, enriched the spiritual life of the Taopu People. Taopu has forcefully conducted mass scientific popularization activities, constructed a life education system for residents, developed studious communities, integrated the local education resources and enhanced its basic education level.









Civilized and harmonic interpersonal environment

文明和谐的人际环境

镇机关干部争做党和政府方针政策的宣传员、社情民意的信息员、为民办实事好事的服务员、廉政建设的监督员。大家把自己联络的小区当作自己的家，把联络户当作自己的亲戚，把群众当作自己的亲人，发现问题，及时解决，群众也把干部当作贴心人。

为民办事机构调整办公时间，延长接待时间，做到全天候接待，全方位服务，达到便民利民的目的，社区工作者利用错时工作时段，走访群众家庭，听取群众意见，为民排忧解难，沟通释惑，凝集了民心。

The town officers publicize the guidelines and policies of the Party and the government, obtain information about communities and residents, do good and practical things for residents and supervise clean and honest administration. They consider the residential zones under their charge as their homes, families in their contact as their own relatives and residents as their kinfolks and timely solve problems and the residents also tell their minds to the town officers.

The governmental departments directly serving the residents have adjusted their office time, prolonged the receiving time for all-weather reception and all-round services in consideration of the convenience of the residents. The community officers work at staggered hours to visit residents, listen to their opinions, solve difficulties and answer questions and have won the trust of residents.


务总队成立大会
成果展示






创建市电文明单位


KONECRANES EDUCATIONAL TRUST FUND
捐赠仪式
上海银行 Bank of Shanghai 支票
壹拾万元整
10000000
科尼起重机设备（上海）有限公司



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文明和谐的人际环境

坚持政府主导，各级一把手高度重视，坚持部门、单位协作和社会广泛参与，走劳动就业市场化、社会保障社会化、就业和服务网络一体化的道路，促进劳动就业和社会保障。开发岗位，多渠道拓展就业门路；以就业援助为重点，关心弱势群体；大力发展非正式就业组织，让群众各得其所，安居乐业。

Under the leadership of the government, the heads of different authorities on different levels supervise the coordination between authorities and enterprises and attach high importance to wide participation of residents. Taopu has set up job markets, promoted insurance socialization and integrated the employment network and the service network to improve employment and social insurance. Taopu has tried different ways to broaden the employment channels, support the employment of residents and











take care of underprivileged groups, forcefully develop informal job organizations providing jobs to the residents and ensure their happy work and life.

投资的热土 创业的乐园

城市建设大发展，物质环境和人文环境的大变化，使桃浦的品位大大提升，众多国内外企业纷纷在这里落户。镇政府不断创新招商方法，转变招商观念，拓展招商思路，探索多向招商和多元招商，加大招商力度：一是中介招商，充分利用专业中介机构的作用，如戴德梁行、杰邦魏理仕等国际著名中介商，成功引进了法国施耐德等国际知名企业；二是主题招商，打好上海西北综合物流园区、上海都市型工业示范区和上海科技创业中心西区分中心等三块市级功能品牌，进行物流、标准厂房、高科技三个主题招商；三是网络招商，运用网络发布信息，及时充实内容，更新网页，扩大覆盖面和影响力。

十年来在桃浦投资的企业共 2000 余家，吸纳资金 36 亿元。

POPULAR LAND FOR INVESTMENT AND PARADISE FOR STARTING BUSINESSES

The quick urban construction and the great change of the material environment and the humanistic environment have greatly enhanced the position of Taopu and brought numerous domestic and foreign enterprises to settle at Taopu.

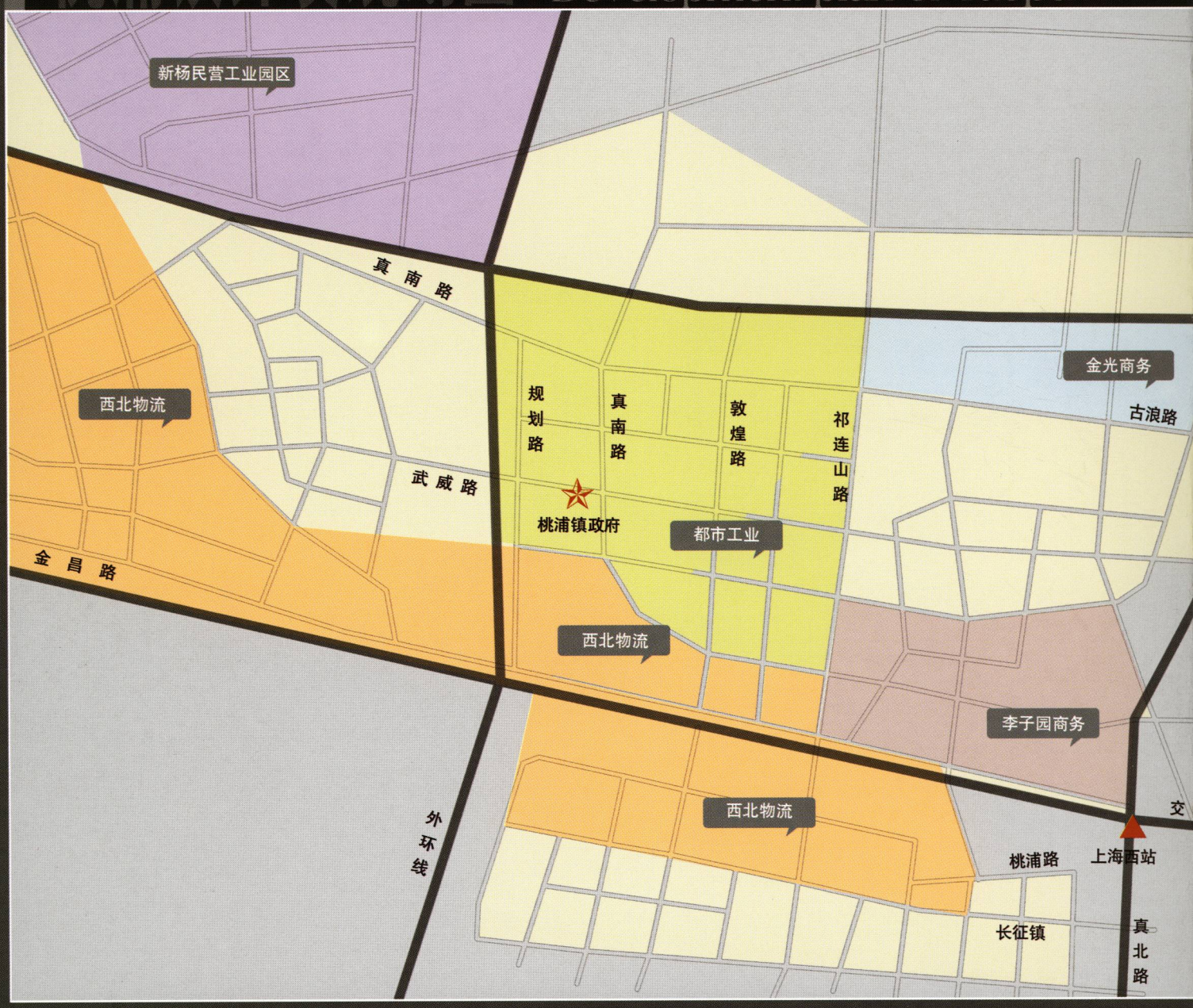
The town government has continuously innovated merchant invitation measures, changed merchant invitation concepts, broadened merchant invitation channels, explored multi-oriented merchant invitation, and strengthened merchant invitation. First, Taopu has invited merchants through agents like the famous international agents such as Debenham Tie Leung and CB Richard Ellis and successfully attracted famous international enterprises such as Schneider of France. Second, Taopu has invited merchants under themes and forced three city-level functional brands such as Shanghai Northwest Comprehensive Logistics Zone, Shanghai Urban Industrial Demonstration Zone and Shanghai Technological Venture Center West Branch through merchant invitation under three themes of logistics, standard factory buildings and high technology. Third, Taopu has invited merchants through the Internet by releasing information on the Internet and timely replenishing contents and updating net pages to enlarge the coverage and influence.

In the past ten years, there are over 2000 enteprrises invested in Tou, which attracted 360 million RMB.

TOP

桃浦镇开发规划图

Development plan of Taopu



桃浦镇投资环境和地块功能划分示意图

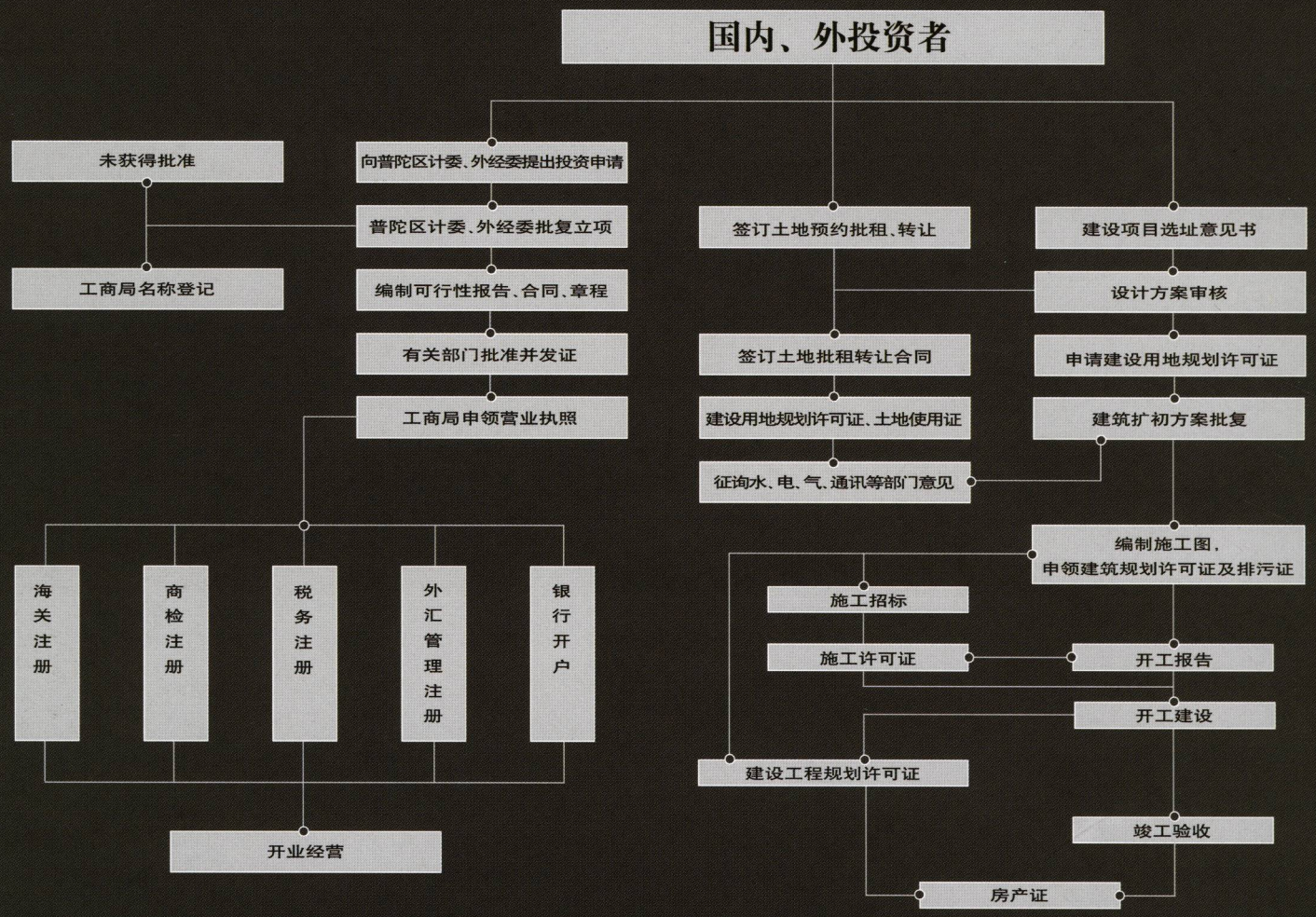
Layout of the investment environment and functions of lots of Taopu Town

上海市海陆空四大物流园区规划示意图

Plan of four main logistics parks of water, land and air of Shanghai



投资与建设程序 Investment and construction process



槎浦基地招商 Merchant invitation of Chapu Base



作为新兴的物流园区，槎浦基地以其宏大的规模，合理的规划，高标准的物业设施以及成熟的配套环境使其成为桃浦区域又一投资亮点。

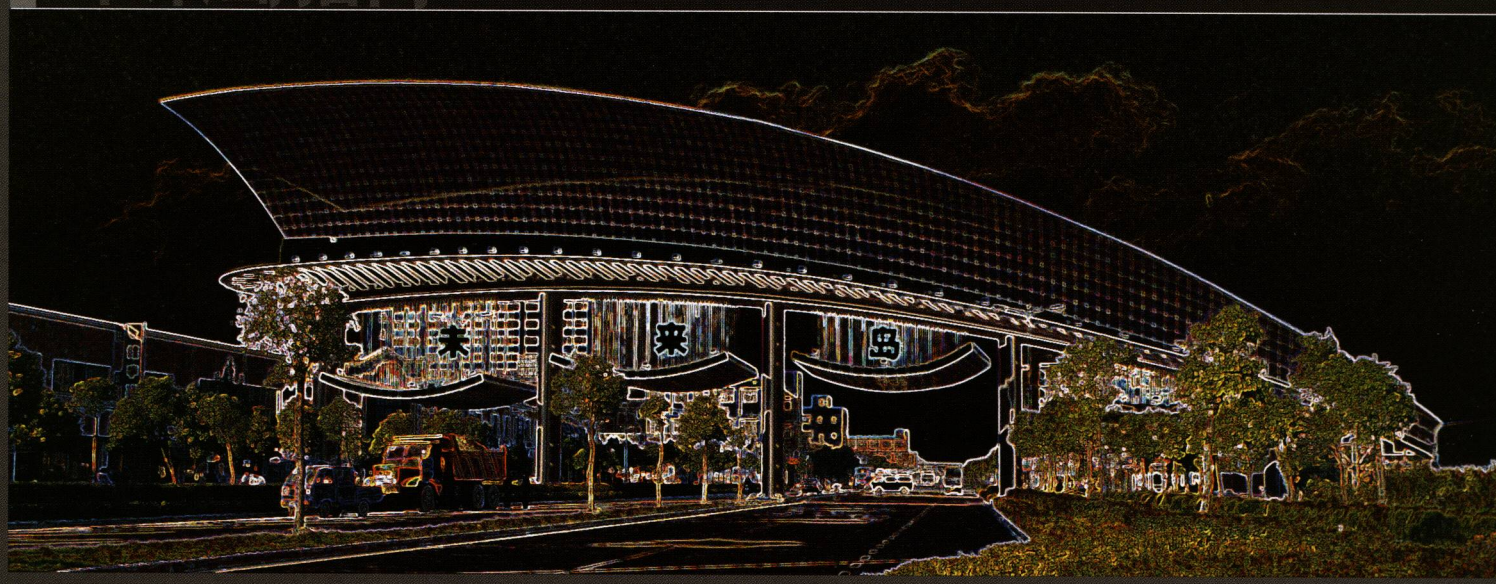
基地占地二平方公里。北临204国道、沪嘉高速公路，南贯金昌路外环线，交通便捷，是第三方物流企业和物流配送企业的聚集地。

As a burgeoning logistics zone, Chapu Base has become another investment highlight at Taopu with its huge scale, reasonable plan, high-level facilities and mature auxiliary environment.

The base occupies a land area of 2 km^2 and is convenient in transportation, neighboring No. 204 National Highway and Hujia Expressway to the north and with the Jinchang Road section of Outer Ring crossing it. It gathers third-party logistics enterprises and distribution enterprises.

未来岛招商

Merchant invitation of Future Isle



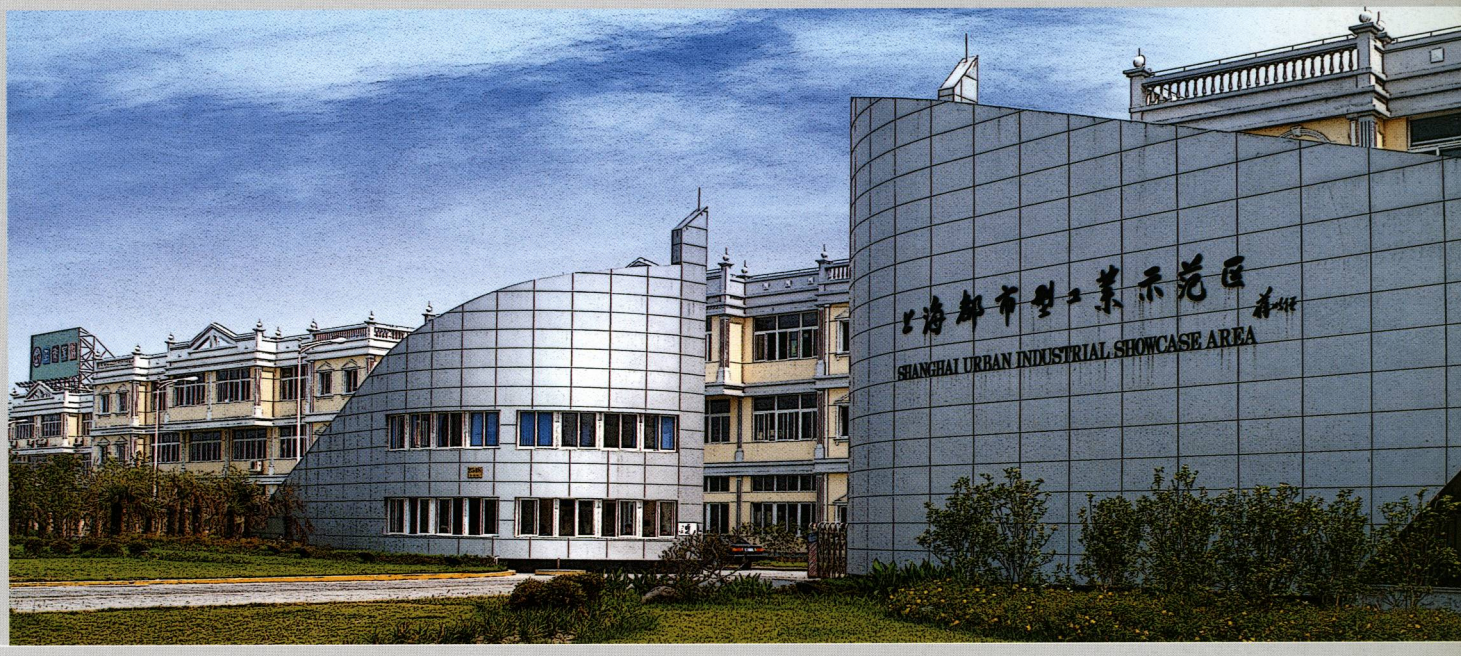
该园区位于西北部外环线附近和沪宁，沪嘉高速公路之间，是上海陆路辐射长江三角洲和内陆省份的物流枢纽。总占地面积为三平方公里。

The park is located near the northwest part of Outer Ring and between Huning and Hujia Expressways. It is a logistics land hub radiating to Yangtze River Delta and inland provinces and occupies a total land area of 3 km^2.

都市工业园区招商 Merchant invitation of Future Isle

桃浦已被市政府定位上海都市型工业示范区，目前，共建标准厂房95万平方米。都市工业园设立了8个独立的小园，坐落在桃浦的各个区域，厂房单位面积从500-4000平方米不等。

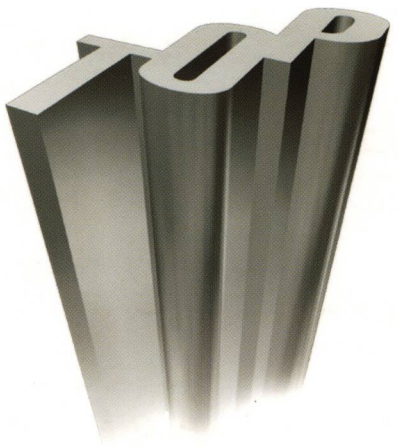
Taopu has been oriented to be Shanghai Urban Industrial Demonstration Zone by the municipal government. So far, Taopu has built up standard factories of total 950,000 m^2. Urban Industrial Park has 8 independent zones in different areas of Taopu. The area of each factory building is between 500 m^2 and 4,000 m^2.



承前启后，继往开来，励精图治，
向新三年的“五大目标”奋勇前进，
共铸桃浦灿烂辉煌的明天。

Taopu will carry on the past success and create new miracles,
achieve further prosperity through hard work,
bravely march towards the "five main targets" for the next three years
and usher in its brilliant tomorrow.





上海市普陀区桃浦镇人民政府

PEOPLE'S AUTHORITY OF TAOPU,PUTUO,SHANGHAI

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