

# 关于实施“全球服务商计划”的若干意见

Opinions on the Implementation of the "Global Service Providers Program"

**(2024-2026)**





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## Opinions on the Implementation of the "Global Service Providers Program" (2024-2026)

全球服务商是指具有全球服务网络，赋能本土企业全球化发展的高能级专业服务机构。“全球服务商计划”是静安区委、区政府贯彻落实党的二十大精神，加快建设卓越的现代化国际城区的重要战略举措。计划于2019年首次发布实施以来已满四年，现结合新形势新要求，提出新一轮意见：

Global Service Providers refer to high-level professional service organizations with a global service network that empowers local enterprises for global development. The "Global Service Providers Program" represents a key strategic measure undertaken by the Jing'an District Committee and District Government to implement the spirit of the 20th National Congress of the Communist Party of China. This initiative plays a pivotal role in expediting the development of an exceptional, modernized international urban district. Since its initial release in 2019, the Program has been implemented for four years. Now, in light of new situations and requirements, a new set of opinions is put forward:

### 一、总体要求 General Requirements

#### (一) 指导思想 Guiding Ideology

以习近平新时代中国特色社会主义思想为指导，全面贯彻党的二十大和二十届一中、二中全会精神，贯彻落实习近平总书记考察上海重要讲话精神和对上海工作的重要指示要求，深入践行市第十二次党代会和十二届市委二次、三次全会精神，围绕上海建设“具有世界影响力的社会主义现代化国际大都市”的总体目标，立足“四个放在”，积极融入和服务上海建设“五个中心”、强化“四大功能”的发展大局，集聚、辐射并举，引进、培育并重，开放、创新并进，打响具有国际竞争力的高端服务品牌，打造专业服务业开放发展高地，激发“中心辐射”功能和创新发展动力，助力上海构筑国内大循环的中心节点和国内国际双循环战略链接，不断开创建设卓越的现代化国际城区新局面，更好实现“聚静安、在上海、为全球、链世界”。

Guided by Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era, the spirit of the 20th National Congress of the Communist Party of China, and the first and second plenary sessions of the 20th Central Committee, and in accordance with the requirements of General Secretary Xi Jinping's important speech during his inspection to Shanghai and his important instructions on Shanghai's work, the spirit of the 12th CPC National Congress, and the second and third plenary sessions of the 12th Municipal Committee, are comprehensively implemented. Focused on the overall goal of building Shanghai into a "socialist modern international metropolis with global influence," based on the principle of "putting four aspects in their proper place," efforts are actively integrated into and serve the development of the overall situation of Shanghai, which focuses on building the "five centers" and strengthening the "four major functions." By gathering, radiating, introducing, cultivating, opening up, innovating, and establishing internationally competitive high-end service brands, a highland for the open development of professional service industries is being created. The functional and innovative development power of "central radiation" and innovation, helping Shanghai to build a central node for the domestic loop and a strategic link for the domestic and international dual circulation, is continuously being stimulated. These efforts will contribute to the establishment of an internationally renowned metropolis, thus realizing the goal of "Gathering in Jing'an District in Shanghai for the World, Linking the Globe."

## (二) 总体目标 Overall Objectives

以“提升专业服务能力，赋能本土企业全球化发展”为宗旨，到2026年，全面提升全球服务商在全球服务网络中的核心竞争力、资源配置力、辐射影响力、品牌引领力，推动“国际静安”成为全球资源集聚和配置的核心承载区、国际一流的高能级专业服务枢纽。

Guided by the principle of "enhancing professional service capabilities and empowering the global development of local enterprises," by the year 2026, we aim to significantly elevate the core competitiveness, resource allocation proficiency, outreach impact, and brand leadership of global service providers within the global service network. This endeavor seeks to position "International Jing'an District" as a pivotal hub for the aggregation and allocation of global resources, solidifying its status as a world-class, high-energy professional service nexus.

**集聚程度提升，核心竞争力迈上新台阶。**高能级专业服务机构加速集聚，高质量本土机构持续崛起，新业态新模式不断涌现，形成影响大、竞争强、创新足的专业服务业集群，成为上海专业服务业高质量发展的高地。

**Increasing the level of aggregation and sharpening the core competitiveness.** High-caliber professional service institutions are set to gather pace in aggregation, while top-quality local entities will persistently emerge. Novel formats and models will keep surfacing, giving rise to a professional service cluster with substantial impact, robust competitiveness, and abundant innovation. This cluster is poised to become a strategic hub for the high-quality development of the professional service industry in Shanghai.

**赋能作用发挥，资源配置力实现新提升。**专业服务业与先进制造业深度融合、协同发展，业务关联不断深化，全球服务商跨境服务能力显著提升、国际资源配置力持续强化，形成高水平、国际化的专业服务产业生态。

**Harnessing the empowering role and enhancing the resource allocation capability.** The professional service industry and advanced manufacturing will be deeply integrated and co-developing, with business connections continuously deepening. Global Service Providers' cross-border service capabilities will be significantly improved, and international resource allocation strength will continue to strengthen, forming a high-level, internationalized ecosystem in the professional service industry.

**区域联动加强，辐射影响力取得新突破。**在更大范围、更宽领域、更深层次扩大开放、协作联动，跨区域专业服务市场、服务标准的互联互通水平不断提升，区域辐射带动能力进一步增强，成为上海服务国家发展大局的重要枢纽。

**Enhancing regional collaboration and breaking new ground in expanding influence.** There will be a broader, wider, and deeper expansion of openness and collaborative linkage on a larger scale. The interconnectedness of cross-regional professional service markets and service standards will continue to increase. The capacity for regional radiation and driving force will be further strengthened, making it a crucial hub for Shanghai to serve the overall development of the country.

**强化创新驱动，品牌引领力呈现新优势。**全球服务商数智化、品牌化水平持续提升，对新赛道、新动能领域的专业服务能力持续增强。全球服务商技术创新、业态创新、模式创新和品牌创新不断取得新突破，成为“上海服务”创新发展的新标杆。

**Strengthening innovation-driven development and underscoring new advantages of brand leadership.** The Global Service Providers' levels of digitization and branding will continue to rise, with a continuous enhancement of professional service capabilities in new tracks and emerging sectors. Global Service Providers are making continuous breakthroughs in technological innovation, business model innovation, and brand innovation, establishing new benchmarks for the innovative development of "Shanghai Services."

## 二、重点任务 Key Tasks

### (一) 加大集聚培育力度，巩固放大高端专业服务品牌

Intensifying agglomeration and cultivation, consolidating and amplifying high-end professional service brands

持续拉长高能级机构集聚的长板优势，加大力度招引服务机构、国际组织。强化分类引育，提升本土服务机构发展能级，打造高端专业服务集聚区，打响全球服务商品牌。

The long-term advantages of attracting high-level institutions will continue to be extended, and greater efforts will be made to attract service institutions and international organizations. Emphasis will be placed on classified cultivation, enhanced capabilities of local service institutions and establishment of high-end professional service clusters in order to build the branding of Global Service Providers.

1、强化集聚一批高能级服务机构。聚焦GaWC名录等专业服务业国内外权威榜单，引进专业服务各细分领域的龙头机构，吸引区域总部、代表处、成员所等多层次总部功能机构。关注国际行业协会权威榜单，推动信用评级、知识产权、科技创新等领域的专业服务机构集聚落地。编制并及时更新重点园区、重点楼宇可用于新增投资落地的空间清单，提高企业与空间匹配效率。

更多内容

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Strengthen the agglomeration of high-level service institutions. Focus on authoritative lists such as the GaWC directory to attract leading institutions in various fields of professional services. Multi-level service organizations, including regional headquarters, representative offices, and member firms, will be attracted to settle in. Their upgrade to headquarters functional entities will be encouraged. Attention will be given to authoritative lists from international industry associations, promoting the establishment of startup, development, and full-fledged international organizations in areas such as credit rating, intellectual property, and technological innovation. A list of spaces in key parks and prominent buildings suitable for new investments will be compiled and updated, enhancing the efficiency of aligning enterprises with appropriate spaces.



2、聚焦培育一批本土优质服务机构。构建重点企业培育库，对入库企业提供精准政策服务。适时开展“专业服务机构进园区”活动，探索建立专业服务领域重点企业培育机制，探索建立专业服务领域重点企业培育库，对入库企业提供精准政策服务。适时开展“专业服务机构进园区”活动，探索建立专业服务领域重点企业培育机制，探索建立专业服务领域重点企业培育库，对入库企业提供精准政策服务。适时开展“专业服务机构进园区”活动，探索建立专业服务领域重点企业培育机制，探索建立专业服务领域重点企业培育库，对入库企业提供精准政策服务。

Focusing on cultivating a batch of local high-quality service institutions. Establish a key enterprise cultivation database, providing precise policy services to included enterprises. In a timely manner, "professional service vouchers" will be introduced to support eligible enterprises within the area, enabling them to avail themselves of professional services from qualified institutions. Local high-quality service institutions will be supported in actively expanding their overseas service networks. They will be encouraged to establish offices or branches abroad to increase the scale of professional service exports.

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3、持续打响全球服务商品牌。定期组织评定并发布优质全球服务商目录、全球服务商服务手册，提高供需对接效率。发挥全球服务商理事会平台作用，定期召开全球服务商大会，举办行业领袖对话会、新趋势主题论坛等，探索发布全球服务商白皮书、专业服务业重点领域上海指数等。广泛宣传推介“全球服务商计划”支持政策和典型案例，组织并支持全球服务商参加国内外展会，展示创新服务产品和技术理念。