

Shanghai Overview

The following information has been compiled to provide a background and context for the city of Shanghai for participants of INNOVATE 2006.

China

Officially the People's Republic of China (PRC), China is the world's largest country by population, 1.3 billion, and the world's third largest country by area (only Russia and Canada occupy more land). In Chinese the name is Zhongguo, or "Middle Kingdom". The English name probably came from the name of the ruling dynasty at the time of western colonization; the Qin (pronounced "chin").

For a detailed description of the history and culture of China, visit the Wikipedia site at: <http://en.wikipedia.org/wiki/China>

For the People's Republic of China:

http://en.wikipedia.org/wiki/People%27s_Republic_of_China

Shanghai

Shanghai is located on the banks of the Yangzi River and faces the East China Sea. The name Shanghai literally means "above the sea". Shanghai is China's largest city and one of the world's largest ports. Relative to other cities in China, the history of Shanghai is short. Before colonists arrived from Europe in the mid-19th century, Shanghai was little more than a fishing village. Over the next century the British, French and Japanese established a presence in Shanghai and by the 1930's the city was the financial center of Asia and a major world port. In 1949, after the creation of the PRC, Shanghai came under communist control. At that time most foreign companies moved to Hong Kong, a British controlled port. Investment in Shanghai was largely controlled by the Chinese government until 1992, when the government began to promote foreign and domestic investment in Shanghai to

restore the city as a financial center of Asia. Since then, Shanghai's economy has grown at tremendous rates; between 9-15 % annually.

For much more information visit: <http://en.wikipedia.org/wiki/Shanghai>

Orientation

The Shanghai municipality covers a huge area, with the downtown area loosely divided into two parts: Puxi and Pudong. Pu is an abbreviation for the Huangpu Jiang, a river that cuts the city into the eastern (dong) and western (xi) half. Fifteen years ago it is said that Pudong had little more than a few small settlements and vegetable farms. Today, this is hard to believe as Pudong is growing rapidly. It is home to some of the tallest buildings in the world in its Lujiazui financial district. The 88-floor Jinmao Tower, and the Oriental Pearl Tower both have viewing platforms that provide a panoramic view of the city

Being the older half of the city, Puxi contains several historical sites. People's Square lies at its center and is thus a common meeting point. Near People's Square is the Shanghai Museum, People's Park and plenty of shopping. Due east of People's Square you will find the Bund. A "bund" is an Anglo-Indian term for the embankment of a muddy waterfront. In the 1930's the Bund was the financial center of Shanghai. Today there is a very nice walkway along the river and the street is lined with many western style historical buildings. Connecting the Bund and People's Square, is East Nanjing Road, one of the busiest shopping areas. The portion of the road closest to People's Square is a pedestrian walkway with trendy shops and restaurants.

Currency

The RMB is the currency of China. In Chinese it is called yuan, however, on the street it is referred to as "kuay". One yuan contains ten jiao. The street name for the jiao is mao.

Exchange rates as of January 9, 2006 are:

1.00 USD = 8.06 RMB

1.00 Euro = 9.73 RMB (www.xe.com)

Not all ATMs accept foreign credit cards. The ATMs that do accept foreign credit cards have stickers that identify the major credit cards that are accepted such as Visa and Master Card. Some credit card companies charge a 1% commission for all ATM withdrawals.

The following banks in Shanghai usually have functioning ATMs that accept foreign cards: Bank of China, ICBC (Industrial and Commercial Bank of China) and Bank of Communications.

Transportation

Taxis

Taxis are prevalent in Shanghai, although it can be difficult to find a vacant one during rush hour or when it rains. The minimum fare is 11 RMB, and a 15-minute ride may cost between 30 – 40 RMB. Traffic is heavy and at times it can be faster to take the subway or catch a bus. Taxi drivers do not speak English, so carry a card with the address of your hotel and destination written in Chinese at all times.

Metro

The metro in Shanghai is new, clean, efficient and often the quickest way to get around. Four lines are currently in operation, with at least four more lines planned for the near future. Ticket prices are based on the number of stations you pass and range from 3 – 6 RMB. The metro lines run from approximately 6 AM to 10 PM.

Buses

Buses are prevalent in Shanghai, but much more difficult to navigate without Chinese language skills. It is possible to purchase a map in Chinese with the bus

routes labeled, but this is beyond the ability of most short-stay tourists. Bus fares range from 1 – 3 RMB. Some buses do not provide change so try to carry exact change.

Ferry

There are at least ten ferries that take pedestrian, bicycle and motorcycle travelers across the Huangpu Jiang. The cost for a pedestrian is between 5 jiao and 2 RMB and the trip offers great views of the city skyline and barge traffic. Most ferries leave about every 15 minutes.

Shopping

There is no lack of opportunity to shop in Shanghai. Products range from internationally priced designer stores containing Gucci and Prada to street vendors selling everything from hand towels to fake Rolexes.

Markets

Xiang Yang Clothes Market is the most famous market among tourists in Shanghai. Dubbed the “fake market”, it is possible to buy versions of many name brand clothes, watches, sporting equipment, and luggage. Anyone interested in practicing his or her bargaining skills will love this place. Vendors seem to revel in the game. With a calculator in hand, they type in their “best price” which, at times, is up to eight times more than the “final price”. As a customer, name a price that you think is fair (at most half what they originally offer). Stick to it and walk away if they do not agree. If they don’t chase after you, you may have to increase your price. To get there; exit at the Shanxi Rd. stop on Metro Line 1 on Huaihai Rd. Head west and cross Shanxi Rd. then walk another 100 meters. On your left you will find an entrance to the market.

Large Shopping Malls

There are countless five to ten story shopping malls throughout the city. Most contain clothing and electronics stores as well as a food court and cinema. A few of the most popular destinations are listed below.

Xujiahui - Above the metro stop there are at least six shopping malls. It is easy to get lost in the maze of shops and food courts in this part of the city. There is also a city park within walking distance and an old Catholic Church.

Raffles City, near People's Square – Take exit 5 at the People's Square metro stop and you will come up inside this shopping mall. On the seventh floor there is a food court called MegaBits that offers fine views of People's Park and the surrounding skyline in addition to a wide variety of Chinese foods.

Super Brand Mall, Lujiazui – Exiting the Lujiazui metro stop will bring you to the heart of the Lujiazui Financial District. Find the large TV tower and look to the left. Across the street lies the Super Brand Mall. In addition to the Super Brand Mall one can visit the Oriental Pearl Tower, the Jinmao Tower, the Lujiazui Green and the east bank of the Huangpu Jiang across from the Puxi Bund in this part of the city.

Shopping Streets

While most streets have shops interspersed among restaurants and other stores, there are a couple famous shopping streets in Shanghai:

Huaihai Road – Starting at the intersection of Tibet Rd (a couple blocks south of People's Square) and running west to the Changshu Rd stop on Metro Line 1, Huaihai Rd is one long shopping avenue. Brightly lit at night and always busy, this is a good road for people watching and shopping.



Nanjing Dong Lu (East Nanjing Road) – This road is a pedestrian walkway between the People’s Square and the Middle Henan Road Metro stop. You may see more foreigners on this street than any place in Shanghai. Restaurants, KTV (Karaoke) Bars and shops line the street with many lights after dark.

Things To See

Yu Garden and Bazaar

Yu Yuan (the Garden of Peace and Health) dates back to the Ming Dynasty. The Pan family built the garden over an 18-year period from 1559-1577. The garden fell into disarray over the next several hundred years but was reconstructed in the 1950’s and opened to the public in 1961. Currently, the garden occupies five acres of land in the heart of Shanghai’s Old City. For more information and pictures visit: http://www.travelchinaguide.com/attraction/shanghai/yuyuan_garden.htm

Jinmao Tower

This 88 story skyscraper is the highest in mainland China. The architecture of the building is both modern and traditional combining steel and glass with the thirteen tiered style of a Buddhist Pagoda. On the 88th floor there is an observation deck that charges 50 RMB for admission. An alternative is the 87th floor bar where you can order a drink and enjoy the view. Officially, the bar requires a drink consumption (70 – 120 RMB each) to enter, but some guests have been able to take some photos without paying. The 54 – 86 floors house the highest hotel in the world, the Grand Hyatt Shanghai. It is permitted to take a look out the windows on the 54th floor hotel restaurant free of charge.



The Bund / Riverside - Huangpu Jiang waterfront

There are nice sidewalks and cafes along both sides of the Huangpu River in between Lujiazui and People's Square. The Bund is the name of the Puxi side of the river near Nanjing Road and provides nice views of Lujiazui including the Oriental Pearl Tower and the Jinmao Tower. The Riverside is the name of the Pudong side of the river near Lujiazui and provides a nice view of the early 20th century style architecture of the Bund, especially at night.

Oriental Pearl TV Tower

The 468 meter tall Oriental Pearl TV Tower is situated on the bank of the Huanpu River in Lujiazui, Shanghai's financial district. The tower gets its name from the interesting design which incorporates several steel balls strung vertically between three cylindrical cement columns. In addition to servicing Shanghai with several radio



and

television channels, the tower has a sightseeing floor, a museum, a restaurant, a hotel and several shops. For more information visit:

http://www.travelchinaguide.com/attraction/shanghai/oriental_pearl.htm



Jing'an Temple and Park

The current structure at the site of Jing'an Temple dates to 1983, when it was reconstructed after damage sustained during the Cultural Revolution, 1966-76. The original temple at this location was built in 1216 during the Song Dynasty. Among several interesting artifacts, the temple includes a 3.8 meter jade Buddha. It is reportedly the largest sitting jade Buddha statue in China. To arrive at the temple, take the Metro Line 2 to the Jing'an Temple Station. Across the street from the temple is a nice park.

Bars/Clubs

The night scene in Shanghai is bustling, but expensive relative to other Chinese prices. Most bars that are busy after 10 PM are primarily patronized by westerners. Some clubs charge an entrance fee between 50-100 RMB. A beer may cost 40 RMB and a glass of wine or mixed drink 50 – 60 RMB. These prices are pretty steep when considering a bottle of beer in a convenience store goes for 3 RMB.

A few of the most popular streets with a wide variety of bars are Hengshan Road, Maoming Road, and Tong Ren Road.

Museums

[Shanghai Museum](#)

The Shanghai Museum contains over 120,000 pieces of Chinese cultural artifacts dating from the Neolithic period to the end of the Qing Dynasty, a span of over 5,000 years. The exterior of the building is formed by a square base and a round upper story, symbolizing the ancient idea of a round heaven and square earth. For more information visit: <http://www.shanghaimuseum.net/en/index.asp> or <http://www.travelchinaguide.com/attraction/shanghai/museum.htm> or http://en.wikipedia.org/wiki/Shanghai_Museum

The Language

The official spoken language throughout China is called Mandarin. However, nearly every region of China has its own distinct dialect. In Shanghai, the local dialect is called Shanghainese. Mandarin is spoken as a local dialect in Beijing and other regions in northern and southwestern China. In those regions where Mandarin is not spoken as the local dialect, individuals learn Mandarin in School. The official form of writing in China is simplified Chinese which, as its name suggests, is a simplified version of traditional Chinese characters that was adopted by the PRC government to promote literacy.

It is possible to write Mandarin with the Roman script by using Pinyin. Pinyin is a phonetic representation of Mandarin that combines the Roman script and accent marks to denote sounds and tonal inflection. For more information on the Chinese language visit: http://en.wikipedia.org/wiki/Chinese_language

Below is a list of useful Mandarin phrases. For simplicity, the Pinyin words have been written without tonal marks.

English

Please

Thank you

You're welcome

Excuse me (getting attention)

Pinyin

qing

xie xie / gan xie

bu ke qi / bu yong xie

qing wen

Excuse me (apology)	dui bu qi / bu hao yisi
Help	jiu ming a
Hello	ni hao
Goodbye	zai jian
Good morning	zao shang hao
Good evening	wan shang hao
How are you?	Ni hao ma?
I am fine, thank you.	Wo hen hao, xie xie.
Restroom	xi shou jian / ce suo / wei sheng jian
Where is the restroom?	Qing wen, xi shou jian zai na li?
I don't understand.	Wo bu dong
I don't eat meat	Wo bu chi rou.
I don't want MSG.	Wo bu yao wei jing.
Menu	cai dan
Bill/check	mai dan
Chopsticks	kuaizi
Spoon	shaozi
This is delicious!	hao chi!
Please repeat	Zing nin zai shou yi bian
I don't know	wo bu zhi dao
What time is it?	Xian zai ji dian?
Taxi driver	shifu / siji
How do I get there?	Wo ying gai zhenme zuo?
Where are you going?	Ni qu nar?

Food

Chinese cuisine may be the most diverse and flavorful in the world. One is sure to find many delicious dishes and some that one may never want to try again.

A typical Chinese dinner may contain 15 courses or more. During formal dinners, it is not expected that all food be consumed. In fact, it is often impossible; if one

cleans their plate the host may be compelled to order more food. Dishes are arranged on a Lazy Susan and shared with all guests.

Small shops and street vendors serve a wide variety of foods at a low price. When ordering at locations that do not have an English menu (most don't), take a look at what other customers have ordered and don't be afraid to point to make your order.



Other Links

Travel China Guide

<http://www.travelchinaguide.com>

This website contains information about traveling in China, including culture guides.

Shanghai Online

<http://www.enonline.sh.cn/>

For information about what to do in Shanghai and other cultural information about China, try this website.

NY Times Travel Guide

<http://travel2.nytimes.com/top/features/travel/destinations/asia/china/shanghai/guide.html>

Check out what the NY Times has to report on the city of Shanghai including several articles and additional links.