



PUJIANG
INNOVATION
FORUM
浦江创新论坛

WIEE
WORLD INNOVATION &
ENTREPRENEURSHIP EXPO
世界创新创业博览会



同济大学
TONGJI UNIVERSITY

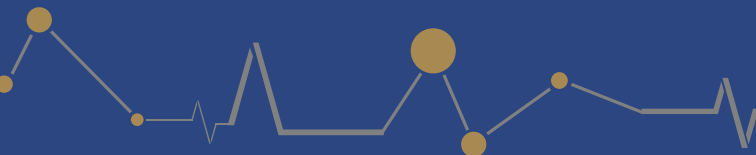
WIEE

THE FIRST
WORLD INNOVATION &
ENTREPRENEURSHIP EXPO
OVERVIEW OF THE
LAUNCH WEEK

About the First World Innovation & Entrepreneurship Expo

Inspired by the recently launched national strategies, including innovation-driven development, national rejuvenation through science and education, and building a strong country by optimizing talent teams, Shanghai is rapidly becoming a globally influential scientific innovation center. As an active contribution toward this goal, Tongji University has initiated the first World Innovation & Entrepreneurship Expo (WIEE). Co-organized by Tongji University and the People's Government of Jiading District, WIEE is designed as part of the overall framework of the Pujiang Innovation Forum, with support and guidance from the Ministry of Science and Technology and the Shanghai Municipal People's Government. WIEE aims to facilitate global innovation exchanges and cooperation, promote the transformation of scientific and technological achievements, create cooperation platforms, cultivate innovation and entrepreneurship talents, enable socio-economic transformation, and innovate institutional mechanisms.

The first WIEE will kick off on May 19, 2018, at the Jiading Campus of Tongji University. This Expo will last for one year and will be regularly held in the future. The theme of the WIEE this year is “Innovation & Entrepreneurship Make Dreams Come True” Following the ideas of openness and innovation, and the principles of “mutual understanding, co-creation, and sharing,” the WIEE involves over one hundred domestic and foreign participants, including cities, educational institutes, enterprises, and organizations. It will host an exciting collection of events, including WIEE LaunchWeek, the Innovation and Entrepreneurship Exhibition, Innovation and Entrepreneurship Summer Carnival, the Jiading Sub-forum of the Pujiang Innovation Forum, and the Global Future Theme Week. Through these endeavors, the WIEE aspires to become a globally influential innovation and entrepreneurship platform and an exhibition brand and an innovation hub that has a global presence and offers robust support for innovation and entrepreneurship on a global scale.



Events During the WIEE Launch Week

The Launch of the First WIEE will take place at Jiading Campus, Tongji University (No. 4800, Cao' an Road, Shanghai) on May 19, 2018. The Launch Week lasts from May 19 - 27, during which the Innovation and Entrepreneurship Exhibition and over a dozen of forums and events will be held.

WIEE Launch Week Program

(I) May 19

WIEE Future Trends Summit

Time: 13:30 - 17:40, May 19, 2018

Venue: WIEE Smart Dome, Jiading Campus, Tongji University (No. 4800, Cao' an Road, Shanghai)

WIEE Party & Jiading Innovation Night

Time: 19:00 - 20:30, May 19, 2018

Venue: WIEE Future Plaza, Jiading Campus, Tongji University (No. 4800, Cao' an Road, Shanghai)

Innovation & Entrepreneurship Exhibition

Time: May 19 - 27, 2018

(Detailed opening hours to come.)

(II) May 20

International Policy Innovation Forum & Innovation, Entrepreneurship and Venture Capital Indexes Release Conference

Time: 9:30 - 12:10, May 20, 2018

Venue: Meeting Room 224, Tongxin Building, Jiading Campus, Tongji University
(No. 4800 Cao' an Road, Shanghai)

Tongji-MIT City Science Summit 2018

Time: 12:30 - 20:30, May 20, 2018

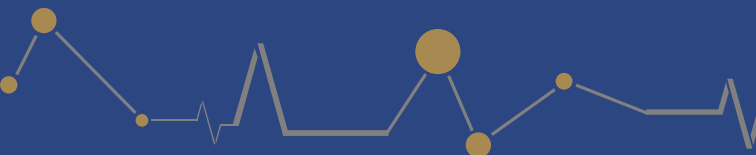
Venue: WIEE Smart Dome, Jiading Campus, Tongji University
(No. 4800, Cao' an Road, Shanghai)

(III) May 21

Zaojiu New Financial Forum

Time: 9:40 - 11:40, May 21, 2018

Venue: WIEE Smart Dome, Jiading Campus, Tongji University (No. 4800, Cao' an Road, Shanghai)



Future Education Summit

Time: 13:30 – 17:40, May 21, 2018

Venue: WIEE Smart Dome, Jiading Campus, Tongji University (No. 4800, Cao' an Road, Shanghai)

Youth Future Night

(“2018 Slush-Shanghai” Launch Conference)

Time: 19:00 – 21:00, May 21, 2018

Venue: WIEE Future Plaza, Jiading Campus, Tongji University (No. 4800, Cao' an Road, Shanghai)

(IV) May 22

City Art Forum

Time: 13:00 – 17:40, May 22, 2018

Venue: WIEE Smart Dome, Jiading Campus, Tongji University (No. 4800, Cao' an Road, Shanghai)

Sino-Francophone Innovation Night

Time: 18:00 – 20:30, May 22, 2018

Venue: WIEE Future Square, Jiading Campus,
Tongji University
(No. 4800, Cao' an Road, Shanghai)

**(V) May 26
(Yangpu Venue)**

IFI World Interior Design Day

Time: 13:00 – 17:40, May 26, 2018

Venue: Zaojiu Space, 1F, Building G2, No. 1687
Changyang Road, Yangpu District, Shanghai

**(VI) May 27
(Yangpu Venue)**

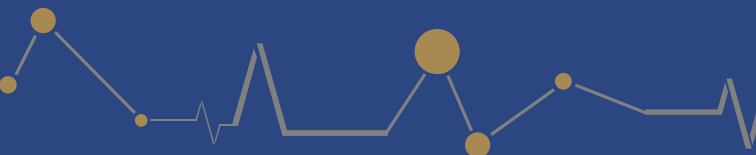
**NICE 2035 “Future Life” Design Forum & the
6th Shanghai Youth Creative Sharing Season**

Time: 13:00 – 17:30, May 27, 2018

Venue: Zaojiu Space, 1F, Building G2, No. 1687
Changyang Road, Yangpu District, Shanghai

For specific information about other WIEE events,
see WIEE’ s website: <http://wiece.tongji.edu.cn>.

Please stay tuned.



03

Ticket Purchase

(I) Online

1、Zaojiu platform

<https://www.zaojiu.com/events/5ad9bc0e11bc18000139cc8e/tickets>



2、Other online ticketing platforms

Huodongxing

<http://www.huodongxing.com/event/9436572717200>



Maoyan

<https://h5.dianping.com/app/movieshowlist/-show-detail.html?data=41299>



Moretickets

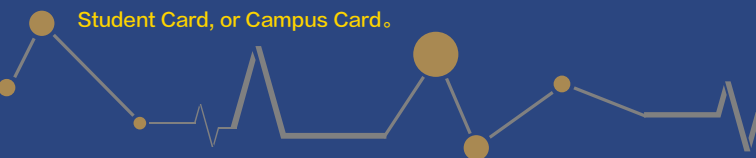
<https://www.moretickets.com/content/5af11b63908c384f15993847>



(II) On Site

- 1.Reception center at the entrance of the WIEE Park
- 2.Zaojiu Pavilion, WIEE Future Plaza
3. Service counter outside of the WIEE Smart Dome

Note: Tongji Faculty and students have free access to the Innovation&Entrepreneurship Exhibition with Work ID Card, Student Card, or Campus Card.

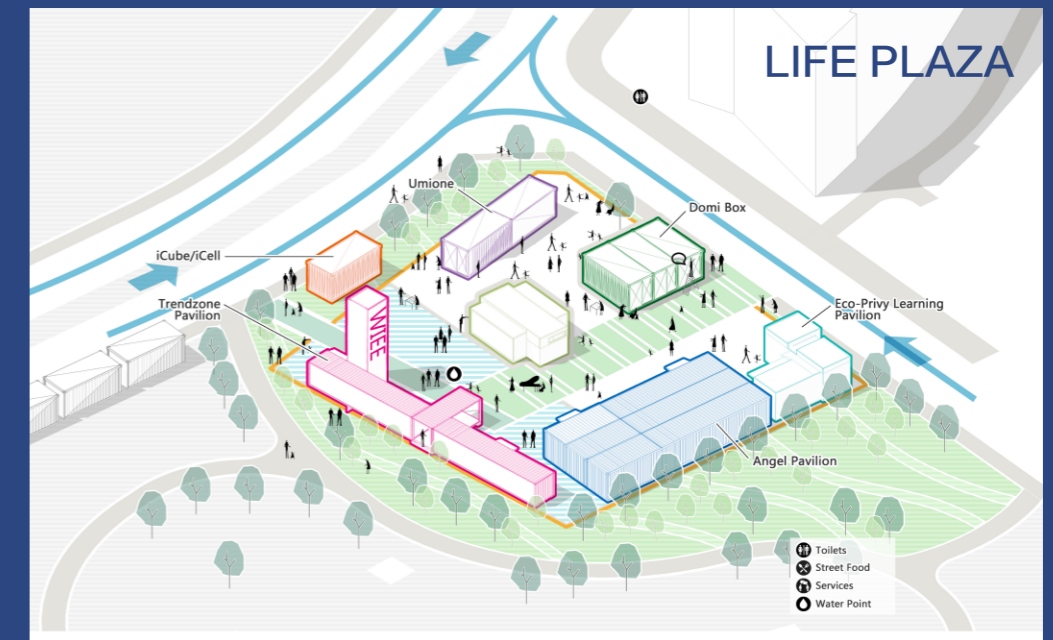


MAP OF THE WIEE PARK

The map illustrates the layout of WIEE Park, featuring numerous pavilions and facilities. Key areas include:

- Shanghai Automobile City**: Located at the top left.
- Tongxin Building**: A large building near the top center.
- Jiren Building**: Another large building near the top center.
- Tongji University Jiading Campus Southwest Gate**: Located near the bottom left.
- Caoan Highway**: A major road running vertically along the left side.
- WIEE Access**: Two designated entry points marked with red arrows.
- VIP Shuttle Bus**: Three bus stops indicated by blue circles.
- Land Art**: A series of numbered art installations (1-11) listed on the left side.
- Pavilions and Buildings**: Numerous structures are labeled, including:
 - Haining Pavilion
 - IVA Pavilion
 - Aalto University Pavilion
 - PolyU Pavilion
 - Cunzhi School Affiliated to Tongji University Pavilion
 - PoliMi Pavilion
 - Pavilion of Shanghai Five
 - East China University of Science and Technology
 - Donghua University
 - Shanghai University of Engineering Science
 - Shanghai Institute of Technology
 - Maker's Pavilion
 - Hunan University Pavilion
 - Jiangnan University Pavilion
 - Tongji Mix Lab Pavilion
 - University of Miami Pavilion
 - Biennale Internationale Design
 - Saint-Etienne 2019 Pavilion
 - Syracuse University Pavilion
 - China Good Design Pavilion
 - Tongji University Pavilion
 - Aston Martin Design Lab
 - City Science Pavilion
 - NIO
 - Zaojui Pavilion
 - Bao Box
 - Melrose Pizza
 - TheME Coffee
 - Noodle Master
 - United Journey
 - Art Center College of Design Pavilion
 - Uniqlo Life Wear Experience Pavilion
 - iCube/iCELL
 - UMIONE
 - Trendzone Pavilion
 - Domibox
 - Angel Pavilion
 - Eco-Privy Learning Pavilion
 - Tongji Architectural Design (Group) Pavilion
 - Haier Pavilion
 - Pavilion of China 16th International Architecture Exhibition, La Biennale di Venezia
 - Avarte Pavilion
 - Tongji Urban Planning & Design Institute Pavilion
 - Suzhou Pavilion
 - Building Blocks Pavilion
 - Mechanical Floor
- Other Features**:
 - Smart Dome**: A large circular structure near the bottom center.
 - Future Plaza**: A central open area.
 - Life Plaza**: An outdoor space on the right.
 - WIEE Plaza**: A paved area near the Smart Dome.
 - Entrepreneurship Boulevard**: A path running through the park.
 - Bamboo+**: A landscaped area near the center.
 - Land Art**: Various artistic installations throughout the park.
 - Toilets**, **Street Food**, **Services**, and **Water Point**: Indicated by specific icons in the legend.

The map also shows surrounding roads like **Jiasong North Road** and **Tongji University Jiading Campus East Gate**.





05

Transportation

Visitors can take Metro Line 11 (Shanghai Automobile City Station) to the WIEE Park; shuttle buses are arranged to pick up visitors from Metro Line 11 (Entrance No. 2, Anchi Road, Shanghai Automobile City Station) to the WIEE Park during May 19 to 22. Detailed timetable is as follows:

19/05/2018		
Departure Time at Shanghai Automobile City Station of Metroline 11	Shuttle Route	Remarks
7:45	Shanghai Automobile City Station (Exit 2 of Anchi Rd) ——— Tongji University Jiading Campus (Jiren Building)	In principle, the bus sets off when all seats are occupied.
8:00		
8:15		
8:30		
8:45		
12:40		
12:45		
12:55		
Departure time at Wating Station of CIE	Shuttle Route	Remarks
18:30	Waiting Station for Shuttle Bus of CIE ——— Metroline 11 (Shanghai Automobile City Station)	In principle, the bus sets off when all seats are occupied.
20:15		
20:30		
20:45		
21:00		

20/05/2018

Departure Time at Shanghai Automobile City Station of Metroline 11	Shuttle Route	Remarks
7:45	Shanghai Automobile City Station (Exit 2 of Anchi Rd) —— Tongji University Jiading Campus (Jiren Building)	In principle, the bus sets off when all seats are occupied.
8:00		
8:15		
8:30		
8:45		
12:40		
12:45		
12:55		

Departure time at Wating Station of CIE	Shuttle Route	Remarks
19:30	Waiting Station for Shuttle Bus of CIE —— Metroline 11 (Shanghai Automobile City Station)	In principle, the bus sets off when all seats are occupied.
20:15		
20:30		
20:45		
21:00		

21/05/2018

Departure Time at Shanghai Automobile City Station of Metroline 11	Shuttle Route	Remarks
8:30	Shanghai Automobile City Station (Exit 2 of Anchi Rd) —— Tongji University Jiading Campus (Jiren Building)	In principle, the bus sets off when all seats are occupied.
8:45		
9:00		
9:15		
12:30		

Departure time at Wating Station of CIE	Shuttle Route	Remarks
18:30	Waiting Station for Shuttle Bus of CIE —— Metroline 11 (Shanghai Automobile City Station)	In principle, the bus sets off when all seats are occupied.
21:10		
21:20		
21:30		

21/05/2018

Departure Time at Shanghai Automobile City Station of Metroline 11	Shuttle Route	Remarks
8:30	Shanghai Automobile City Station (Exit 2 of Anchi Rd) —— Tongji University Jiading Campus (Jiren Building)	In principle, the bus sets off when all seats are occupied.
8:45		
9:00		
9:15		
12:30		

Departure time at Wating Station of CIE	Shuttle Route	Remarks
18:30	Waiting Station for Shuttle Bus of CIE —— Metroline 11 (Shanghai Automobile City Station)	In principle, the bus sets off when all seats are occupied.
21:10		
21:20		
21:30		

Catering Services

Catering companies including The Me, Tom's BaoBao, Melrose Pizza, and Noodle Master which provide food and beverage services within the WIEE Park. Visitors can buy food using Alipay.



The Me



Tom's BaoBao



Melrose
Pizza



Noodle
Master

In addition, Jiading No. 2 Cafeteria and Jiayuan Specialty Restaurant on the Tongji University Jiading Campus will provide the off-peak catering service for WIEE at noon (12:30 - 14:00) and in the evening (17:30 - 19:00). Diners can buy set meals by WeChat, Alipay, or cash (NB If you wish to pay by cash, please use the special cash register in the canteen).

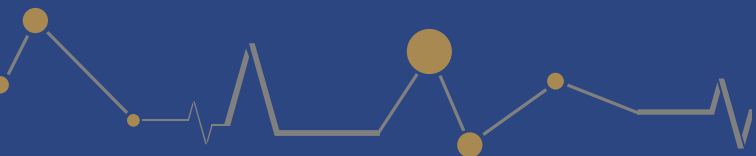
Information Services

1. Wireless Internet Connection in the WIEE Park
Free WiFi is available in the park;the WiFi ID is: WIEE.

2.More Information

All detailed information about the Launch Week is
available for download from the official WIEE website:

<http://wiece.tongji.edu.cn>



Notes for Admission to the WIEE

In order to maintain a safe, civilized, and orderly visiting environment, please read the following instructions carefully and follow them when visiting the WIEE.

1.The Expo Park will open at 08:30 and close at 20:00. All attendees must go through security before entering the forum hall. To ensure that you gain admittance and arrive at the presentations in a timely fashion, make sure to give yourself extra time in case of traffic and also to go through the security check. We suggest that you choose public transport where possible and try to arrive early at the venue.

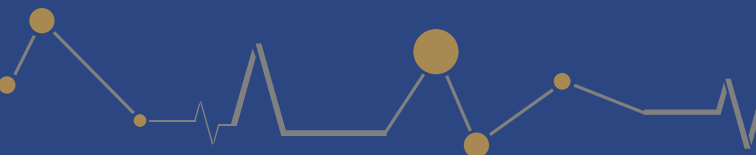
2.Please carry your passport to enter the venue.

3.To maintain the order at the venue and not bother others visiting the park, please do not carry the following items (they will also slow you down at the security check should they be necessary):
fragile goods and various containers; drums, horns, whistles, and other types of musical instruments; luggage, large handbags, and other

belongings that are too big to be brought into the seating area; banners and signs, including any promotional items and display items such as banners, posters, leaflets, etc.; any unauthorized professional camera equipment; sharp objects or other items that are likely to cause personal injury, such as knives, bats, long sticks, and camera or video camera mounts; lighters, matches, or other flame-producing devices; animals (except guide dogs); transport equipment other than strollers and wheelchairs; items interfering with electronic signals in the park such as unauthorized intercoms, amplifiers, radios, laser devices, and wireless hardware; guns, ammunition, crossbows, daggers, and other controlled equipment; fireworks and other flammable items; and corrosive and radioactive items prohibited by national laws and regulations.

4. Please take your seat according to the seat number on your bracelet. Pay attention to the area where your seat is. Please ask a volunteer for help if necessary.

5. In order for others to enjoy their visit to the park, the following acts will be considered as improper at the venue and will be prohibited:



smoking; jumping guardrails and trampling on seats; carrying a stroller or wheelchair into non-accessible seating areas; entering non-visiting areas such as the VIP area, the work area, etc.; standing for prolonged periods and other behaviors that prevent others from seeing or otherwise disturb others in the seated areas; openly displaying and promoting business logos on clothing and personal belongings; and any other behavior diverting attention of the visitors and influencing WIEE or hindering others from visiting. This includes public intoxication and disobeying the management or the staff.

6. Without authorization, nobody will carry out any publicity, promotion, displaying or fundraising activity in or around the venue, including commercial promotions and environmental and animal activism; it is forbidden to distribute promotional materials inside the venue; broadcast television coverage and professional video recording equipment will not be permitted at the venue without prior authorization.

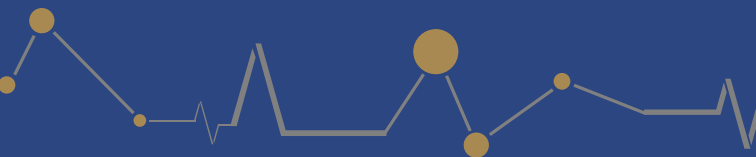
7. Harassment of any kind (of the public or venue staff) is strictly forbidden; any form of gambling is strictly prohibited; any procession, acts under the influence of alcohol, or other activity that disrupts the order of events at the venue or violates the laws and regulations of China will not be permitted.

Contact Information

E-mail: wiee@tongji.edu.cn

For more information about the WIEE Park during the Launch Week, please call **13817565113 to consult Mr. Tao.**

Emergency telephone of the WIEE Park:
021-69589110



10

Cooperation Entities

Partner Events of the First WIEE



Founding Members of the WIEE



Make Dreams Come True
Innovation & Entrepreneurship