



浦东新区企业 走出去服务手册

Overseas Investment Service Guide
for Pudong-Based Companies



上海市浦东新区外国投资贸易促进中心
Shanghai Pudong New Area Foreign Investment and Trade Promotion Center

上海市浦东新区外国投资贸易促进中心

Shanghai Pudong New Area Foreign Investment and Trade Promotion Center

浦东新区商务委员会下属事业单位，负责开展外商投资促进和国内企业“走出去”相关服务工作，围绕做强走出去综合服务平台功能、培育出海标杆企业、提升出海服务能力，积极构建海外综合服务生态。

A public institution under the Pudong New Area Commission of Commerce, the Center is responsible for supporting foreign direct investment and overseas operations of domestic companies. The Center is actively developing a comprehensive service ecosystem for outbound businesses by strengthening its platform functions, fostering pioneers in overseas investment and improving overseas service capabilities.



做强综合服务平台

Strengthen service platform

强化功能与资源整合

Optimize integration of functions and resources



构建立体服务网络

Build an all-rounded service network

打造便捷高效的服务体系

Create an effective service system



培育本土出海梯队

Cultivate a local pipeline of globally-ready enterprises

政策供给与企业诉求匹配

Match policies to company needs



提升出海服务能力

Enhance service capabilities

精准赋能企业国际化发展

Empower business international operations with precision



举办高能级活动

Hold high-profile events

塑造浦东出海服务品牌

Build a premium investment service brand in Pudong



加强服务宣传

Increase visibility

汇集浦东出海生动案例和具体实践

Collect success stories and best practices of Pudong companies going global

一站式综合服务平台

One-Stop Service Platform



上海市企业走出去综合服务平台(浦东)分平台
SHANGHAI ENTERPRISES GOING GLOBAL (PUDONG)

线上+线下

Online + Offline

境内+境外

Local + Global

政务+专业

Government Affairs +
Professional Support

运营主体 Operating Entity

上海市浦东新区企业走出去综合服务中心成立于2025年3月,是全国首家民非性质“走出去”综合服务中心。

Founded in March 2025, Shanghai Pudong Service Center for Overseas Investment is China's first non-governmental, non-enterprise entity designed to support the global endeavors of local companies.

11 家

理事单位

11 Governing Member
Institutions

90+

战略合作伙伴

Over 90 Strategic Partners

市场化组建

Market-Oriented
Development

系统化服务

Systematic Services

上海市浦东新区
企业走出去
综合服务中心

Shanghai Pudong
Service Center for
Overseas Investment

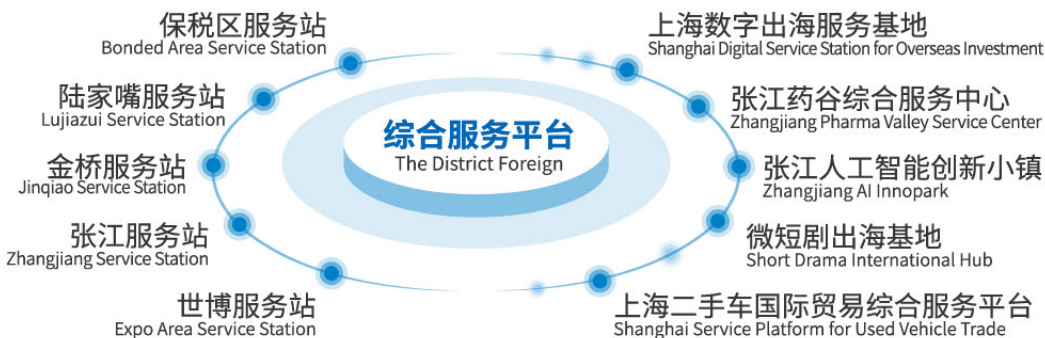
专业化运行

Professional
Operations

多元化参与

Diversified
Engagement

境内服务 Local Services



境外服务 Global Services

海外服务网络覆盖 Global Network

147 个国家和地区
147 countries and regions

>270 个城市
Over 270 cities

链接 **100+** 个海外产业园
Connection to over 100 industrial parks

特色服务 Service Highlights

国别研究 Country-Specific Research



马来西亚
Malaysia



沙特阿拉伯
Saudi Arabia



泰国
Thailand



印尼
Indonesia



德国
Germany



阿联酋
The United Arab Emirates



墨西哥
Mexico



巴西
Brazil

出海案例 Success Stories

医疗健康类
Healthcare

物流与供应链类
Logistics and Supply Chain

新材料类
Advanced Materials

制造业类
Manufacturing

工作成效 Key Outcomes

300+ 出海主题活动
覆盖服务企业 **10000+** 家
Over 300 themed events organized,
covering more than 10,000
enterprises

组织 **300+** 家次企业
境外参展 **100+** 场
Facilitated the participation
of over 300 enterprises in
over 100 overseas
exhibitions

认定出海企业总部 **19** 家
出海先锋企业 **31** 家
19 companies recognized as Overseas
Investment Headquarters
31 companies recognized as Overseas
Investment Pioneer Enterprises

线上服务 Online Services

海外参展
Participation in
Overseas Exhibitions

服务对接
Service
Matching

国别指引
Country-Spe-
cific Guide

活动预约
Event
Reservation

政策解读
Policy
Analysis

案例查询
Case
Search

打造“网站+移动端渠道”全覆盖的线上服务体系

Establish an online service system with full coverage across the website and mobile channels

线上信息平台 Online Information Platform

- 浦东境外投资全貌
Overview of Pudong's Overseas Investment
- 出海活动
Overseas Activities
- 典型案例
Typical Cases
- 护航生态
Support Ecosystem
- 国别指南
Country-Specific Guide
- 行业研究
Industry-Specific Research

移动端渠道 mobile channels

- 政策解读
Policy Analysis
- 活动信息
Event Information
- 情景化服务
Scenario-Based Services
- 出海资讯
Overseas Investment Updates
- 标杆案例
Benchmark Cases
- 活动培训直播
Live Event & Training Sessions

线下服务 Offline Services

政务服务 Government Affairs Consulting

提供境外投资备案辅导
Provide ODI filing advisory services

针对83项高频政务事项提供现场咨询服务
Provide on-site consultation for 83 commonly requested government affairs matters

专业服务 Professional Services

- 商业咨询
Business Consulting
- 供应链管理
Supply Chain Management
- 市场推广
Market Promotion
- 法律合规
Legal Compliance
- 人力资源
Human Resources
- 跨境金融
Cross-Border Financial Services
- 财税规划
Financial & Tax Planning
- 检验认证
Testing & Certification
- 数据信息
Data & Information Services

服务专窗 Dedicated Service Counter

政务服务
Government Affairs Consulting

综合服务
Comprehensive Services

专业服务
Professional Services

咨询电话 Inquiry Hotline

政务服务： 021-5898 5798
Government
Affairs Consulting 021-5898 5796

综合服务与专业服务： 021-5898 5797
Comprehensive Services and
Professional Services

帮助中小企业开拓国际市场

Support SMEs in Expanding into International Markets

海外参展 Overseas Exhibitions

围绕海外参展提供全流程配套服务
Provide end-to-end support services for participation in overseas exhibitions



2026年出国展览计划
2026 International Exhibition Plan



政策申报 Policy Application

国家外经贸发展专项资金(中小企业国际市场开拓资金)申报。

Application for National Foreign Economic and Trade Development Special Fund (SME International Market Development Fund)

活动举办 Event Highlights

● 战略视野洞察 Insights into Major Strategies

围绕一带一路、丝路电商等国家战略、RCEP等国际经贸协定的解读分享

Provide interpretations and briefings on national strategies such as the Belt and Road Initiative and the Silk Road E-commerce Initiative, as well as international trade agreements including RCEP

● 政策导向解析 Policy-Oriented Analysis

外经贸发展专项资金、海关通关流程、海关AEO认证、出口退税等政策解读

Provide interpretations and guidance on policies related to Foreign Economic and Trade Development Special Fund, customs clearance procedures, AEO certification, export tax rebates, and other relevant measures

● 出海护航保障 Overseas Investment Support

开展企业“走出去”业务咨询日、法律咨询日等主题活动

Organize themed activities such as business advisory days and legal consultation days for enterprises “going global”

● 丝路电商服务 Silk Road E-commerce Market Briefings

梳理36篇“丝路电商”伙伴国经贸信息和电子商务市场环境,为相关企业提供参考依据

Compile 36 reports on trade and economic conditions and the e-commerce market environment in Silk Road E-commerce partner countries, serving as reference materials for relevant enterprises.



浦东新区海外服务网络黄页

Pudong New Area Overseas Service Network Directory

上海市海外办事处 Shanghai Overseas Offices

英国伦敦办事处

London Office, UK

日本大阪事务所

Osaka Office, Japan

瑞典哥德堡办事处

Gothenburg Office, Sweden

美国洛杉矶办事处

Los Angeles Office, USA

德国法兰克福办事处

Frankfurt Office, Germany

上海市经贸商事调解中心 海外服务站

Shanghai Commercial Mediation Center
Overseas Service Station

上海海外知识产权服务站(东京)

Shanghai Overseas Intellectual Property Service
Station (Tokyo)

上海海外知识产权服务站(马德里)

Shanghai Overseas Intellectual Property Service
Station (Madrid)

上海海外知识产权服务站(慕尼黑)

Shanghai Overseas Intellectual Property Service
Station (Munich)

香港江苏社团总会服务站

Service Station of the Federation of HK Jiangsu
Community Organisations

香港浙江省同乡会联合会服务站

Service Station of the United Zhejiang Residents
Associations (H.K.)

沪港社团总会服务站

Service Station of the Federation of Hong
Kong-Shanghai Associations

中国出口信用保险公司海外代表处

China Export and Credit Insurance Corporation
Overseas Representative Offices

伦敦代表处

London Representative Office

莫斯科代表处

Moscow Representative Office

约翰内斯堡代表处

Johannesburg Representative Office

迪拜代表处

Dubai Representative Office

巴西工作组

Brazil Working Group

印度尼西亚工作组

Indonesia Working Group

埃及工作组

Egypt Working Group

浦东新区海外办事处 Pudong Overseas Offices

上海浦东新区驻日本经济贸易事务所

(中国(上海)自由贸易试验区东京事务所)

Shanghai Pudong New Area Economic and Trade Office in
Japan (China (Shanghai) Pilot Free Trade Zone Tokyo Office)

张江集团-XNode新加坡办公室

Zhangjiang Group-XNode Singapore Office

香港上海浦东联会

Hong Kong Shanghai Pudong Association

陆家嘴金融城利雅得办公室

Shanghai Lujiazui Financial City Riyadh Office

上海外高桥株式会社

Shanghai Waigaoqiao Co., Ltd. (Japan)

陆家嘴金融城欧洲联络拓展办公室

Lujiazui Financial City European Liaison and
Development Office

上海自贸区“一带一路”技术交流 国际合作中心海外分中心

China (Shanghai) Pilot Free Trade Zone Belt
and Road Technology Exchange Center for
International Cooperation Overseas Branches

东南亚分中心

Southeast Asia Branch

中亚分中心

Central Asia Branch

南美分中心

South America Branch

东亚分中心

East Asia Branch

中东分中心

Middle East Branch

浦东新区知识产权海外服务中心 Pudong New Area Overseas Intellectual Property Service Centers

浦东新区知识产权服务中心(硅谷)

Pudong New Area Intellectual Property Service
Center (Silicon Valley)

浦东新区知识产权服务中心(纽约)

Pudong New Area Intellectual Property Service
Center (New York)

浦东新区知识产权服务中心(东京)

Pudong New Area Intellectual Property Service
Center (Tokyo)

浦东新区知识产权服务中心(马德里)

Pudong New Area Intellectual Property Service
Center (Madrid)

浦东新区知识产权服务中心(里约热内卢)

Pudong New Area Intellectual Property Service
Center (Rio de Janeiro)

浦东新区知识产权服务中心(新加坡)

Pudong New Area Intellectual Property Service
Center (Singapore)

上海市浦东新区外国投资贸易促进中心

Shanghai Pudong New Area Foreign Investment and Trade Promotion Center

地址：上海市浦东新区合欢路2号309室

电话：021-68542222

Address: Room 309, No. 2 Hehuan Road, Pudong New Area, Shanghai
Tel: 021-68542222



浦东商务

上海市浦东新区企业走出去综合服务中心

Shanghai Pudong Service Center for Overseas Investment

地址：上海市浦东新区杨高南路99号保利浦开金融中心31F

电话：021-58985797

Address: 31F, Poly Pukai Financial Center, No. 99 South Yanggao Road, Pudong New Area, Shanghai

Tel: 021-58985797



浦东新区企业走出去
综合服务中心

中国国际贸易促进委员会上海浦东分会

China Council for the Promotion of International Trade Shanghai Pudong Sub-council

地址：上海市浦东新区东方路135号海东大楼7楼

电话：021-50812626

Address: 7F, Haidong Building, No. 135 Dongfang Road, Pudong New Area, Shanghai
Tel: 021-50812626



浦东国际商会

上海市浦东国际商会

Shanghai Pudong Chamber of International Commerce

地址：上海市浦东新区东方路135号海东大楼7楼

电话：021-20585573

Address: 7F, Haidong Building, No. 135 Dongfang Road, Pudong New Area, Shanghai
Tel: 021-20585573

上海浦东外商投资企业协会

上海浦东新区内资企业协会

Shanghai Pudong Association of Enterprises with Foreign Investment
Shanghai Pudong Association of Enterprises with Domestic Investment

地址：上海市浦东新区北张家浜路128号4楼

电话：021-51386626

Address: 4F, No. 128 North Zhangjiabang Road, Pudong New Area, Shanghai
Tel: 021-51386626



投资浦东