

Asia Premiere! 7 Days, 450+ Events — NJX International Technology & Culture Innovation Week Is Coming to Jing'an!

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On 18 May, the Launch Ceremony and Strategic Cooperation Press Conference for the Jing'an District "NJX" International Technology & Culture Innovation Week was held at the Jing'an International Reception Hall. At the conference, the Jing'an District Government officially announced the launch of Asia's first "NJX" International Technology & Culture Innovation Week, and signed a strategic cooperation agreement with brands under P.M.C Group (Penske Media Corporation).



Strategic Cooperation Agreement Signing Ceremony — Jing'an International Reception Hall, 18 May 2026

Fu Jun, Member of the Standing Committee of the CPC Jing'an District Committee and Executive Deputy District Mayor; Jimmy, Chief Executive Officer for Greater China of Rolling Stone and Director of NJX Shanghai — together with representatives of relevant Jing'an District government departments, of district-owned state enterprises including Xinnanxi and Xinsuhewan, of core ecosystem partners including Douyin Lifestyle Services and Didi Chuxing, as well as representatives of commercial venues along the Nanjing West Road corridor and leading brand enterprises, attended the event and jointly witnessed the signing.

An International Technology & Culture Innovation Platform Lands in Asia for the First Time



Launch Ceremony for the NJX International Technology & Culture Innovation Week — Jing'an District, Shanghai

The arrival of this "NJX" International Technology & Culture Innovation Week is a major initiative by Jing'an District to advance its mission as a "Core Carrier Zone of the International Consumption Center City" and to elevate the global influence of Nanjing West Road. It is also an original exploration by Shanghai at the intersection of technology and culture. With this announcement, this international creative platform is about to open a new chapter on Nanjing West Road in Jing'an, Shanghai.

The name "NJX" is taken from the pinyin initials of "Nanjing Xi Lu" (Nanjing West Road). It reflects Nanjing West Road's distinctive standing as an international fashion landmark and a wellspring of innovation and investment; it aligns with Shanghai's inclusive

character as an international financial and technology innovation center; and it underscores Jing'an's positioning as a core carrier zone of the International Consumption Center City. According to organizers, the "NJX" International Technology & Culture Innovation Week is designed as an annual, permanent program — staging public events on and around Nanjing West Road each year, with content production, brand partnerships, and creative programming running year-round.

From **1 to 7 October 2026**, during the National Day Golden Week holiday, the first public edition of the "NJX" International Technology & Culture Innovation Week will debut on Nanjing West Road in Jing'an. Drawing on P.M.C Group's global resources and media network, the program will deliver more than **450 events** across four content pillars — Technology & Innovation, Culture & Creativity, Brand & Commerce, and Global Dialogue — with an expected total attendance of **approximately 7 million visits**. The program is designed to bring together global innovation resources, elevate Nanjing West Road's international profile, and support Jing'an's development as a core carrier zone of the Shanghai International Consumption Center City.

Jimmy, Chief Executive Officer for Greater China of Rolling Stone and Director of NJX Shanghai, introduced the four content pillars as follows:

- **Technology & Innovation** — Focused on three sectors: artificial intelligence, robotics hardware, and the future of capital. The pillar will gather companies, investors, and researchers to unveil frontier results and drive industry matchmaking, in deep alignment with Shanghai's technology innovation strategy.
- **Culture & Creativity** — Combining music, film, and design resources to provide Chinese creators with an international stage on which to present their work.
- **Brand & Commerce** — Focused on brand activation, retail experience, and marketing narrative; bringing together industry leaders and premium consumers to create flagship brand-launch moments.
- **Global Dialogue** — Organized around three streams: foreign founders in China, Jing'an's commercial platforms, and city diplomacy. The pillar will build a bridge between international resources and the Chinese market.

Programming across the week will activate more than a dozen commercial and cultural landmarks along Jing'an's Nanjing West Road, including the Shanghai Exhibition Center, Jiu Guang Department Store, Plaza 66, HKRI Taikoo Hui, and Zhang Yuan. Connecting routes will be themed around technology exploration, fashion, and music/film nightlife, creating an international "Technology, Culture & Creativity Exchange Platform." The entire Nanjing West Road district will be transformed into a city-wide, participatory, borderless field of technology, culture, and creativity.

Why Partner With Jing'an?

Jimmy, CEO for Greater China of Rolling Stone and Director of NJX Shanghai, said that the decision to base an annual permanent platform like "NJX" on Nanjing West Road — China's most internationally influential commercial street — is not accidental. Jing'an has long been one of Shanghai's principal windows onto the world: it has the city's highest concentration of multinational corporate headquarters, the most active international consumption scenarios, and the most open policy environment.

The placement of the "NJX" International Technology & Culture Innovation Week in Jing'an reflects the unique pull of the Nanjing West Road commercial district as a "world-class shopping district."

First, the district's luxury density. The Nanjing West Road commercial district has the highest commercial density in Shanghai. Within a core area of roughly 1.8 square kilometers, it concentrates more than a dozen premium commercial projects, including Plaza 66, HKRI Taikoo Hui, JC Plaza, Jiu Guang Department Store, and Jing'an Kerry Centre, with total commercial floor area exceeding 700,000 square meters. The concentration of high-end commercial assets and the sales productivity of its benchmark projects lead the nation. The district hosts more than 2,100 well-known domestic and international brands, of which international brands account for over 70%. The world's three largest luxury groups — LVMH, Richemont, and Kering — together with more than 90% of leading global luxury brands, have all established a presence here. According to Winshang Big Data, the district contains 78 "S-class" top luxury brand stores — 10.7% of all stores, meaning approximately one in every ten stores is a top-tier global luxury label. This concentration of luxury ranks first among Shanghai's core commercial districts.

Second, the district's technology density is rising rapidly. Unitree, China's leading embodied-intelligence company, has officially announced that the Asia debut of its "Embodied Intelligence Experience Center" will open at Jiu Guang Department Store on Nanjing West Road in late May. The center will be an immersive space combining hands-on operation, experience, and interactivity, showcasing the full Unitree product line including the full-size H2 humanoid robot. JD.com's first nationwide "JD 101 HOME" flagship is scheduled to open in June, occupying approximately 10,000 square meters of immersive home-experience space. Together, these signal that the Nanjing West Road district has evolved into a "value-creation field" where luxury and technology carry equal weight, capable of simultaneously defining global fashion and the technology-enabled lifestyle. This is the core code behind Jing'an's strategy to build a world-class shopping district.

A Long-Term Commitment and a Long-Term Footprint for "NJX"

"NJX" is a long-term commitment. Jing'an District's support for "NJX" is not a one-year plan; it is a long-term strategic alignment.

"What Jing'an District is giving 'NJX' is not just a venue. It is an entire institutional support framework — policy support, cross-department coordination, and the stability of a long-term operating relationship. We are very aware of the weight of that trust."

— Jimmy, CEO for Greater China of Rolling Stone and Director of NJX Shanghai

The 1–7 October 2026 edition is "NJX"'s first public appearance, but content production, brand partnerships, and creative programming have already been underway and will continue well beyond the event itself. Jimmy noted that the measure of "NJX"'s success is not the impact of a single edition, but whether it can grow sustainably and inject lasting momentum into the commercial future of Nanjing West Road. "In mathematics, X represents the unknown. In branding, X represents infinite possibility. In 'NJX,' X also represents innovation and vigorous growth. We firmly believe 'NJX' will grow, in Jing'an and in Shanghai, into a new innovation ecosystem connecting China and the world."

The "NJX" International Technology & Culture Innovation Week is positioned within Shanghai's strategy to build an International Consumption Center City, supports the goals of Jing'an's 15th Five-Year Plan, and is being designed in conjunction with the district's "International Audio-Visual Arts Carnival." The aim is to create a fusion event that combines technology, culture, creativity, and commerce — and to build a globally recognizable cultural-commercial-tourism-sports-exhibition IP that drives the Nanjing West Road district to the next level of world-class status. The program will showcase Jing'an's industrial strengths through the lens of technology and culture, empower new productive forces, and contribute to building "International Jing'an, an Outstanding District" — injecting strong momentum into the Nanjing West Road – Suhe Bay Central Vitality Zone.

Looking ahead, the "NJX" International Technology & Culture Innovation Week will serve as a bridge for international exchange — connecting Chinese creativity with global ideas, and linking regional practice with national strategy. By telling China's story with cultural confidence and engaging in global cooperation and competition through technology innovation, it will contribute Jing'an's strength to Shanghai's ambition of becoming a globally influential center for technology innovation and a major international cultural metropolis.

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