Shanghai Administration of Industry and Commerce

Shanghai Public Security Bureau

Shanghai Municipal Administration of State Taxation, and

Shanghai Municipal Bureau of Local Taxation

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Opinions on Accelerating the Restructuring of Enterprise Registration and Promoting the *Integrated Registration Service system* for Starting Business

by

Shanghai Administration of Industry and Commerce

Shanghai Public Security Bureau

Shanghai Municipal Administration of State Taxation, and

Shanghai Municipal Bureau of Local Taxation

To all the market supervision administrations, the airport branch of AIC, the district public security bureaus, the district taxation bureaus, and the second, third and seventh branches of the municipal bureau of taxation,

To thoroughly carry out the plans of improving business environment issued by the Central Committee of the Communist Party of China (CPC), the State Council and relevant requirements by the CPC Shanghai Municipal Committee and the Shanghai Municipal Government, and to improve the efficiency of starting business, the Opinions are hereby proposed to accelerate the restructuring of enterprise registration and promote the *Integrated Registration Service system* for starting business.

I. Guiding Principles

By leveraging the business system reform, these Opinions are issued to further implement the gist of 19th CPC National Congress, and earnestly carry out the important instructions about enhancing business environment reforms directed by Xi Jinping, the General Secretary of CPC. The administrative procedures will be simplified, the central powers be delegated to the lower levels, and the reform of streamlining administration, combining power delegation with enhanced supervision and optimized services be pushed harder, all of which are intended to cut the institutional costs for market entry and build up a business environment characterized by the rule of law, international standards, and convenience. The institutional innovations will constantly vitalize the market and social creativity, and activate a city’s soft power and international competitiveness.

II. Contents for Implementation

The establishment of new enterprises in this Municipality shall be jointly accomplished by the AIC, the Public Security bureau and the Administration of Taxation. The business license shall be issued within 3 days and the business can be started within 5 days as soon as the application materials are submitted and approved. Specifically, the business registration should be completed in 3 days, the filing of official seals in the Public Security bureau in 1 day, and the items related to taxation (including the application for invoices) on the date when the applications are made. The data collected by these departments shall be synchronized and shared, all the procedural nodes be connected and the items herein be completed simultaneously. The launch of the *Integrated Registration Service system* in Shanghai enables online applications for business licenses, filing of official seals and taxation-related items, and provides services in making appointments for bank account opening, social insurance registration for employment.

(I) To accelerate the restructuring of starting business procedures. The original two steps of pre-approval of enterprise names and establishment registration administered by the AIC are merged into one where the enterprise can make a single application to complete both items. According to a traditional path, to start a business an applicant should submit all the materials to different bureaus and administrations respectively and in a sequential order. Now such a path is restructured into a well-connected set of procedures where the applicant can fill one form in the *Integrated Registration Service system* and submit the information only once. And the data are synchronized and shared between departments, the services are provided concurrently and the results are shared in real time.

(II) To establish a wholly online service mechanism for starting business. The *Integrated Registration Service system* is a unified municipal-level online platform which incorporates such procedures as accepting applications, conducting examinations and approvals, and giving feedbacks. It acts as an interactive mechanism for the AIC, Public Security bureau, and the Administration of Taxation, enables information sharing and provides support for streamlining review and speeding up approval within different departments. The faster the data is shared and synchronized between departments, the shorter time the procedures will take. The *Integrated Registration Service system* efficaciously unleashes the potentials of *Internet plus government service* in facilitating administrative services.

(III) To streamline the process of starting business.In consideration of the features of departmental services and for the sake of convenience, speed and efficiency of examining and approving applications, the relevant departments shall perform their administrative duties based on law and optimize the procedures of review and approval by simplifying the requirements on materials, the process and review based on data sharing and technological improvements. The departments shall optimize the processes within their respective specialties to further meet the needs of enterprises and citizens with satisfaction.

(IV) To optimize the services for starting business. After inputting information on the *Integrated Registration Service system*, an applicant may choose to submit the materials online or offline. The relevant departments should guide and encourage applicants to complete the registration online, utilizing the *Integrated Registration Service system*, the launch of which can be concluded as a bonus of reform. Meanwhile, the departments of enterprise services should optimize their respective registration window services and furnish better guidance in services. Furthermore, the service process and the setup of windows in administrative service centers of different districts should be optimized for applicants to complete the procedures offline.

III. Organizing for Implementation

(I) To strengthen organization and leadership. The AIC should establish a leading group of improving starting-business efficiency; meanwhile, under the leadership of the Shanghai Municipal Government, coordinate the work dedicated to the efficiency improvement and business environment optimization, and establish a long-term working mechanism.

(II) To enhance safeguard for implementation. As a response to the increasing demand of enterprise-related services, the team of window service staff should be better motivated and organized, and adequate personnel and resources be made available to ensure the efficient progressing of window services. In addition, the frontline staff dedicated to enterprise-related services should be engaged in more effective training, which will help them to completely master the new procedures and methods, safeguarding the effect of the reforms.

(III) To promote publicity and guidance. To foster a sound environment that supports reform, all the relevant departments should spare no effort to make enterprises and the public fully known of the reforms and policies through the government websites, news media, Weibo, Wechat and other various channels by delivering a comprehensive interpretation of such reforms and responding or replying to the questions and problems of the reform.

The Opinions shall take effect on March 31, 2018 and shall be valid until December 31, 2022.

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