

Shanghai Bailian Group Co Ltd in Retailing (China)

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Abstracts

Shanghai Bailian Group aims to be among the Fortune 500 and open more than 800 new outlets by 2015, including various formats like department stores, shopping malls and Bailian Outlets Plazas across China, especially in the Yangtze River Delta. The group will focus on business development in selected areas in Shanghai, such as the former Expo area, Disneyland (currently under construction) and Great Hongqiao Zone. The group also plans to build one landmark shopping mall in each suburban...

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