

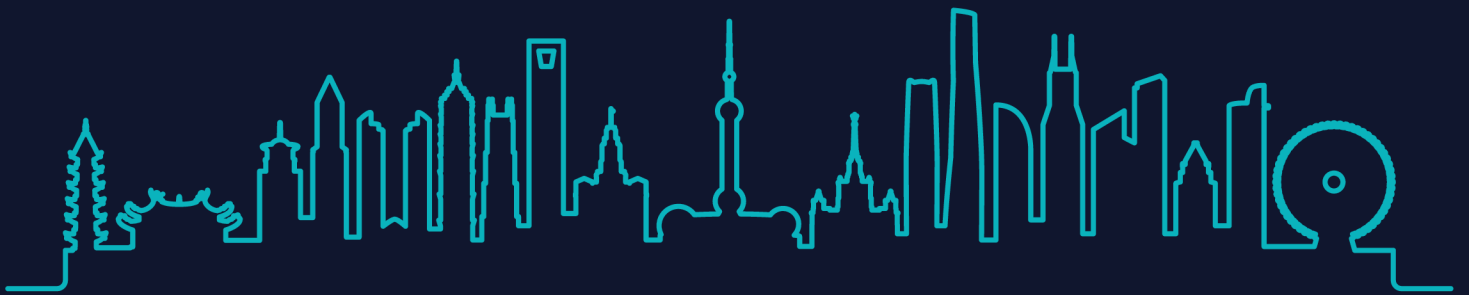


BROUGHT TO YOU BY:

AlgoriX

**DELIVERING
PERFORM/NCE
AT EVERY
CONSUMER
TOUCHPOINT.**

Survival Guide for First-Timers



A STEP-BY-STEP GUIDE

How to maximize results
with four days at China's
biggest game expo!

A NOTE FROM OUR TEAM



Nihao and welcome!

We're excited to return to ChinaJoy 2025, one of China's most exciting and high-energy game industry events. With visa policies now more relaxed, we're expecting to see even more global partners join the experience and make this year's show truly international.

As a long-time ChinaJoy participant, we've learned that **attending the event for the first time can be overwhelming**. The language barrier can be tough, and there aren't many English-language resources available. From personal experience, navigating side events without a local SIM card is a challenge in itself too! That's why we created this survival guide to help. Inside, you'll find **practical tips, local know-how, and lessons learned to help you move smarter, eat better, and make every meeting count**.

You'll also get a glimpse of what AlgoriX is all about. We're focused on **delivering performance at every consumer touchpoint**. And if you're looking for a place to recharge, don't miss our **Chat & Chill Café — your go-to spot for free coffee, meetings, and meaningful conversations**.

See you there!

Cheers,



FREDERIC LIOW

Chief Revenue and
Operations Officer
ALGORIX

TL;DR



ChinaJoy 2025 is set to be bigger, busier, and more global than ever.



This guide helps you navigate language, logistics, and local life.



Visit the **AlgoriX Chat & Chill Café** for free coffee, connection, and a quick reset.



GENERAL INFORMATION

DATE August 1 -4, 2025

VENUE Shanghai New International Expo Center (SNIEC)

Chinese Address: 上海新国际博览中心
上海市浦东新区龙阳路2345号



TICKET INFORMATION

Tickets are available on a per-day basis starting at \$25 per day for access to the B2B zone.

[**MORE INFO**](#)

TRANSPORTATION

FROM: Shanghai Pudong International Airport (PVG)

Taxi: ≈ 40 min

Airport Shuttle Line 5: ≈ 30 min to Longyang Road Station, then transfer to Metro Line 2 or Line 7

Metro: Take Line 2 to Longyang Road Station (Exit 9) – or stay on to Longyang Road and transfer to Line 7 to Huamu Road Station (Exit 5)

FROM: Shanghai Hongqiao Airport (SHA)

Taxi: ≈ 60 min

Metro: Take Line 2 to Longyang Road Station (Exit 9) – or continue to Longyang Road and transfer to Line 7 to Huamu Road Station (Exit 5)

WHAT TO EXPECT

WEATHER GUIDE

Typical temps	Humidity	Rain risk	Quick tip
27 – 36 °C (81 – 97 °F) midday; ~25 °C at night	70 – 85 %	Frequent afternoon showers & the occasional typhoon tail	Light, breathable clothing + a packable umbrella or rain poncho



Heat Index: Shanghai's UV index often hits 9–10. A small fold-up fan or mini-mister can be a life-saver on the long outdoor queues to enter SNIEC.

PACKING TIPS

- **Light Layers:** Quick-dry tees, linen shirts, and a light jacket for cold metro AC.
- **Rain Gear:** Compact umbrella and thin poncho; hotel umbrellas are bulky.
- **Footwear:** Breathable sneakers for concrete floors and extensive walking.
- **Gadgets:**
 - Pack a power bank with the “3C/CCC” safety logo to avoid confiscation at Chinese security checkpoints after June 2025; non-Chinese brands are exempt.
 - USB-C + USB-A cables
 - Type I plug adaptor (China uses 220 V, Type A three-flat-pin or two-pin)
- **Med kit:** Electrolytes, band-aids, antihistamine, and your prescription meds in original bottles.
- **Cash buffer:** ¥300–¥500 in small bills for rare cash-only vendors or taxi backup.



TRAVEL
= Essentials =

WHAT TO EXPECT

THINGS TO PREPARE

BEFORE YOU GO

1 Save key addresses in Chinese.

Security guards, taxi drivers, and most Didi drivers still prefer Chinese characters.

Copy/paste or print the venue address:

上海新国际博览中心 (SNIEC), 龙阳路 2345 号, 浦东新区.

Tip: Put hotel & embassy addresses into Apple Maps offline list for one-tap routing.

2 Set up mobile payments (Do this at home 📱)

China runs on mobile payments: cash is rarely used and small vendors may have no change, so **linking your card to Alipay / WeChat Pay before you land avoids in-country SMS hassles** and lets you ride the metro, grab a Didi, and scan-to-pay from day one.



WeChat Pay



Alipay

3 Lock-in Data & VPN

Set up a China-ready international **eSIM** before you fly. Or, if you'll buy a local **China Unicom/China Mobile SIM**, pre-install and test **VPN apps** at home.

OTHER USEFUL APPS

- DIDI Taxi - Ride hailing
- Apple Maps (iOS) / Gaode Maps (Amap, iOS & Android)
- Baidu Translate / Google Translate
- Dianping (大众点评) - China's Yelp

Note: All these apps have an English version



BEST OF THE BEST

PLACES TO STAY



Area / Neighbourhood	Commute to SNIEC*	Typical Price Band (per night)
Huamu / Century Park (Pudong) <i>(walk-to-hall zone)</i>	5-12 min walk or 1 metro stop	¥¥¥ (mid-upscale)
Lujiazui / Century Avenue (Pudong CBD)	Line 2 → Longyang Rd, 1 stop (≈ 12 min)	¥¥-¥¥¥ (wide range)
People's Square / Bund (Huangpu core)	Line 2 direct to Longyang Rd, 6 stops (≈ 25 min)	¥-¥¥¥ (budget to luxury)
Jing'an & Former French Concession	Line 7 direct to Huamu Rd, ~35 min	¥-¥¥ (budget-boutique)

PLACES TO EAT

Cuisine Style	Flavour Snapshot & Why Try It	Example Places*	Price Band**
Shanghainese / Jiangnan <i>(sweet-soy braises, river fish, crab)</i>	The local comfort set—think red-braised pork and crab roe xiaolongbao.	YouXin 有心 (near SNIEC) · Cheng Long Hang 成隆行蟹王府	¥¥
Sichuan (málà heat, peppercorn tingle)	Bold, spicy, numbing; perfect post-expo pick-me-up.	Yun Shu Di – Chengdu Chuan-Chuan Restaurant 归蜀第 成都串串料理 · Hai Di Lao Hot Pot 海底捞火锅	¥-¥¥
Cantonese / Dim Sum	Steamed dumplings, roast goose, herbal soups; lighter flavours.	Tim Ho Wan 添好运 · Lei Garden 利苑	¥¥-¥¥¥
Vegetarian / Vegan	Creative mock-meat dishes, temple cuisine, smoothie bowls.	Jujube Tree 枣子树 · Godly 功德林	¥¥
Muslim-Friendly / Halal (Xinjiang & Northwest)	Lamb skewers, cumin beef, hand-pulled noodles.	Hongchangxing 洪长兴	¥¥

BEST OF THE BEST

PLACES TO HAVE MEETINGS



1 KERRY PARKSIDE

Anyone who's been to ChinaJoy would tell you Kerry Parkside (which includes Kerry Hotel & Mall) is the best place to meet with industry people.

PROS: Right across SNIEC, no need for entrance tickets

CONS: Crowded, so you need to be early to save a spot. No privacy.

2 ALGORIX CHAT & CHILL CAFÉ

"Brewing Better Ad Performance."

Building on last year's success, the AlgoriX Chat & Chill Café is back as the go to spot for meetings. **There are honestly ONLY PROS and NO CONS to this one!**

NEED MORE INFO?

GO TO THE NEXT PAGE





RESERVE A SPOT!



WHEN

August 1-2, 2025, 9:00 AM to 5:30 PM

WHERE

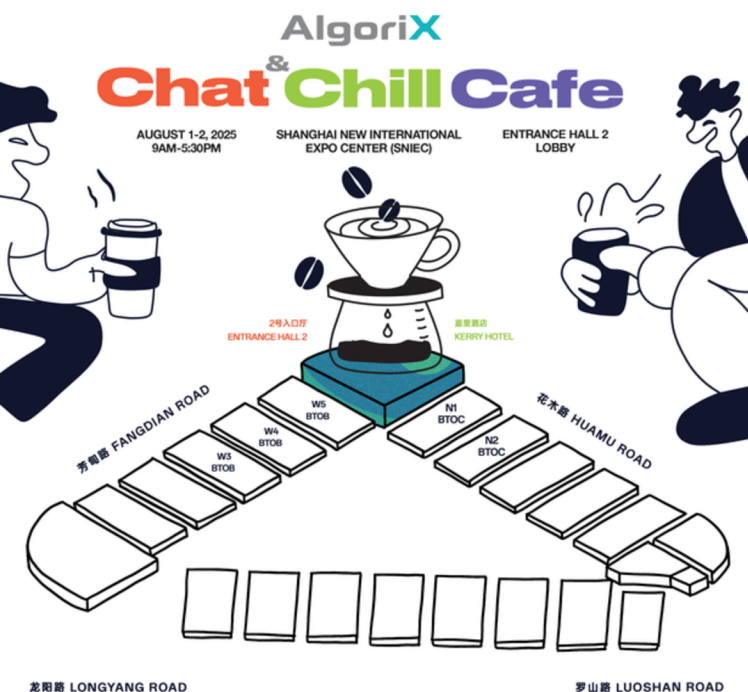
Shanghai New International Expo Center, Entrance Hall 2 Lobby

WHO CAN DROP BY

All AlgoriX partners (old and new) are welcome to drop by. Make sure to book an appointment.

IS IT FREE?

Absolutely! No need for ChinaJoy tickets as well.



HOW TO FIND US

We're located right at the **Entrance Hall 2 Lobby**, before you enter the B2B halls. When you enter, **look left and next to Belray Cafe**, you'll spot our colorful window display.



INSIDER TIPS

“During ChinaJoy, getting a taxi near the exhibition hall can be inconvenient — waits often run long. Try traveling during off-peak times to avoid delays.”



Hayley Du
Business Development
Manager, AlgoriX



Xin Li
Business Development
Manager, AlgoriX

“The summer heat can be intense—stay hydrated and watch out for heat-stroke.”

“ChinaJoy gets crowded fast—bring a fully charged power bank and slip into comfortable shoes so your energy (and your pace) can keep up!”



Shiyang Zhang
Supply Operations
Lead, AlgoriX

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Chat[&] Chill Cafe