

Artefact Launches Research Center in Shanghai, Partners with SJTU AI Institute

Shanghai, China, December 18, 2024 – Artefact announced the establishment of its research center in Shanghai and signed a memorandum of understanding (MoU) with the Artificial Intelligence Institute at Shanghai Jiao Tong University. This center serves as the China branch of Artefact's Global Research Center, which was established last year. It aims to integrate cutting-edge AI technologies deeply into business practices, driving economic growth and advancement.

Joining Forces to Tackle Cutting-Edge AI Applications

On December 18, Edouard de Mézerac, Artefact APAC CEO; Dr. Zhang Pengfei, Vice President of Data Science in Asia; Professor Yaohui Jin, Chief Engineer of the Artificial Intelligence Institute at SJTU, and other key figures gathered at Artefact's Shanghai office, to witness the signing of the partnership agreement. According to the MoU, doctoral teams from SJTU will collaborate closely with Artefact's data science team to tackle advanced AI technology challenges.

As part of the collaboration, Artefact will provide the necessary research environment, technologies, and access to open industry datasets to accelerate the entire research process. Meanwhile, the research team will have the opportunity to engage closely with Artefact's global technical and research teams, enabling greater international insights and collaboration opportunities. The doctoral students from SJTU will serve as key bridges between academia and industry, working under the joint guidance of university advisors and corporate teams to define research areas and directions, as well as conduct research and development activities.

This partnership is a key part of Artefact's global strategy, aiming to build a collaborative ecosystem among Artefact, academic institutions, and corporate clients to drive efficient transfers of research outcomes to industrial applications.

Edouard de Mézerac stated: *"Over the past 20 years, Artefact has explored data and AI-driven transformation across various vertical industries in more than 20 countries. AI is not just about optimization; it is about reimagining end-to-end business solutions. Effectively harnessing AI for real-world applications is the game changer, and this partnership is a key step towards that goal."*



Industry-Academic Integration: Redefining Business with AI

Like many other nations, China faces both opportunities and challenges brought about by AI. Artefact's research reveals that only 11% of companies have begun leveraging AI at scale to transform their businesses, while most are still searching for breakthroughs. One of the critical obstacles remains the technological barriers found between large models and real-world business data, intensified by the unique needs of various vertical industries.

Professor Yaohui Jin from SJTU's Artificial Intelligence Institute emphasized: *"The path to responsible AI development requires a focus on addressing actual business demands rather than theoretical ideas. Some countries have already begun exploring cutting-edge fields like Retrieval-Augmented Generation (RAG) and AI agents. This partnership will track emerging trends across industries, align research with key market challenges, and pursue technological breakthroughs that deliver high commercial value. We are also committed to academic innovation during this journey."*

Both parties have pledged to make the eventual research results open-source, benefiting society at large.

Emmanuel Malherbe, Global Head of Artefact Research Center, congratulated the establishment of the China Research Center, emphasizing: *"With this launch in Shanghai, we managed to reproduce our successful approach to conduct research by bridging industry needs and academia expertise. It is key to extend our ecosystem in China, especially for questions related to language, in the current revolution of LLMs."*

Upholding Ethical Principles to Drive Corporate Compliance

Since its inception, Artefact has upheld the service philosophy of "trust and transparency," ensuring that its data and algorithms adhere to ethical standards. In advancing the AI transformation, Artefact places great emphasis on algorithmic transparency and fairness, conducts customized verification and testing during deployment and testing phases, and considers ethical and compliance factors early in the implementation process, actively seeking input from experts.

The Artefact Research Center is dedicated to bridging the gap between academia and industry by developing AI solutions that are ethical, transparent, and closely aligned with business needs. Through deep collaboration with renowned academic institutions and corporate partners, the center focuses on resolving challenges in AI application and driving open, interdisciplinary research.



Its academic partner, SJTU's Artificial Intelligence Institute, was established in 2018. The institute boasts a prestigious team of researchers, including three academicians of the Chinese Academy of Sciences and Chinese Academy of Engineering, four IEEE Fellows, two "Changjiang Scholars," four recipients of the National Science Fund for Distinguished Young Scholars, and more than 30 other nationally recognized talents.

ABOUT ARTEFACT

Artefact is a leading global consulting company dedicated to accelerating the adoption of data and AI to positively impact people and organizations. We specialize in data transformation and data marketing to drive tangible business results across the entire enterprise value chain.

Artefact offers the most comprehensive set of data-driven solutions per industry, built on deep data science and cutting-edge AI technologies, delivering AI projects at scale in all industry sectors. From strategy to operations, we offer an end-to-end approach and solutions: data strategy, data quality and governance, data platforms, AI Factory, data-driven customer experience and marketing ROI.

Our 1500+ employees operate in 23 countries (Europe, Asia, Americas, Middle East, Africa) and we partner with 1000 clients, including some of the world's top 300 brands such as Samsung, L'Oréal and Sanofi.

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