



YOUR GATEWAY
TO CHINA



THE CHINA OPPORTUNITY

China's middle class is already over 300 million, nearly the size of the population of North America, **and is expected to double by 2020**. The economic impact of this growth is like adding an economy the size of Germany in the next 3-5 years.

SIZE OF THE MARKET

In 2016, China became the world's largest retail market at **US \$4.88 trillion**.¹

ONLINE PENETRATION

China's online penetration will grow to **33% by 2020**; highest in the world.²

FOREIGN PURCHASING

40% of China's online consumers buy foreign goods.³



China's middle class is discerning. They want high-quality, imported products. And they're looking for them online.

Reasons for buying imported products:⁴

Better quality



65%

Higher safety



43%

No similar local products



14%

For specific origin



11%

^{1,3} eMarketer, 2016

² Statista, 2017

⁴ Oliver Wyman, 2016

Introduction to the **ALIBABA COMMERCE ECOSYSTEM**

Alibaba's aim is to **make it easy to do business anywhere**.

We believe the internet can level the playing field by enabling enterprises to leverage innovation and technology to grow and compete more effectively in the domestic and global economies.

Alibaba has **several Business Units (BUs)** which can give businesses access to nearly **half a billion shoppers in China**. These BUs form an ecosystem, and support foreign brands & companies to build their business in China.

B2C E-COMMERCE PLATFORMS IN CHINA

淘宝网
Taobao.com


Taobao
Global

天猫
TMALL.COM

天猫国际
TMALL GLOBAL

MOBILE MEDIA AND ENTERTAINMENT SERVICES

 **土豆网**
tudou.com

youku 优酷


UC Browser

 **阿里音乐**
Alibaba Music

 **阿里体育**
Alisports.com

 **阿里巴巴 影业集团**
Alibaba Pictures

 **微博**
weibo.com

PLATFORM ENABLING SERVICES

 **支付宝**
ALIPAY

Payments

 **阿里妈妈**
Alimama.com

Marketing

 **菜鸟**

Logistics

 **Alibaba Cloud**

Cloud Computing

At a glance:

OUR CHINA RETAIL MARKETPLACES



TAOBAO

Vibrant commerce marketplace

Over a **billion listings** by individuals and businesses.

Venue for **rich content, digital entertainment and livestreaming.**

Consumers visit on average **7 times a day**; spending 20+ min.

Within which you can find:



Taobao Global

Designation for thousands of shops selling quality **products from outside China.**



TMALL

Marketplace for brands

Premium shopping experience of branded virtual shops.

High quality merchandise including over **50K foreign brands.**

Consumers follow and **directly engage with brands** virtually.

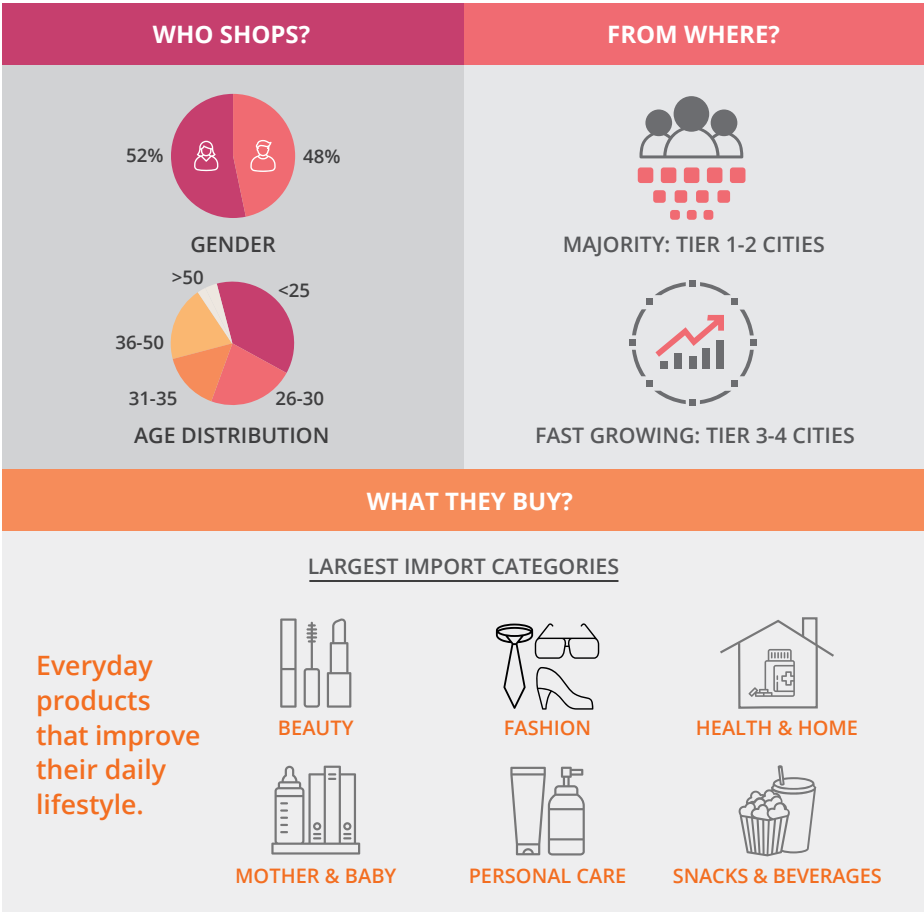
Within which you can find:

天猫国际
TMALL GLOBAL

Designation for well known brand-operated stores stocking **products from outside of China.**

Consumers across both platforms represent nearly half a billion consumers. They annually spend over US \$500 billion on products of which 80+% is purchased from their mobile device.

Who are our shoppers and what do they buy?



ON ANY GIVEN DAY:



100 Maserati Levante cars or over 90k live Canadian lobsters could be sold on Alibaba.






Over 20 million product reviews are posted by customers.



3.4+ billion minutes of video content is watched by shoppers.

Which platform is RIGHT FOR YOU?

DO YOU WANT TO GO WHOLESALE OR RETAIL?	WHOLESALE ON TO RETAIL PLATFORM	RETAIL FLAGSHIP STORE
HOW WELL-KNOWN IS YOUR BRAND IN CHINA?	Low-cost, Easy entry	Higher margin – higher investment Control of brand and customer relationship
High brand awareness Local China business		
Med/High brand awareness Cross-border business	 TMALL GLOBAL DIRECT IMPORT	
Low brand awareness Limited/ No China business	 Taobao Global	

Our platforms are not mutually exclusive, and have many variations within. So as your business evolves so too can the options you choose. We are happy to discuss with you the approach best for you.

Your PARTNERS IN CHINA



Cross-border logistics solution facilitator (working with customs, warehouse and last-mile delivery partner).

Logistics data & analytical tools support.



TRADE
PARTNERS (TP'S)

(For Tmall & Tmall Global)

E-commerce operation execution partner.

Daily store operation and optimization service.

YOUR BUSINESS



China's leading payment solution.

Cross-border payment settlement (allowing you to receive your proceeds in foreign currency).



Digital marketing platform to build your brand and drive sales.

Consumer' insights and big data marketing.

Building a business in China through e-commerce is about building a direct relationship with the customer. Partners make it easier for you by doing a variety of local tasks. We at Alibaba will work alongside you as well. Together, we are all vested in your success.

Is Alibaba also **YOUR GATEWAY TO CHINA?**



**DID YOU
KNOW?**

**Over 100K international brands are represented
on our China retail market places.**

PHILIPS



L'ORÉAL



L'OCCITANE
EN PROVENCE



ESTÉE LAUDER



DW
Daniel Wellington



BOSCH

SAMSUNG

Please visit us on Alizila.com to find case studies of businesses like yours.

**For further information please contact
our Alibaba office in your region.**



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Munich - Paris

 **Alibaba Group**
阿里巴巴集团