Alibaba Presents

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Customer Stories | Selling to China

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From sourcing to selling, Alibaba's digital ecosystem is a natural fit

"12 years ago we began sourcing packaging and ingredients for our natural beauty products from Alibaba.com. Eliminating middlemen made production cost effective, allowing us to grow and create jobs. We're now selling to Chinese consumers via Tmall Global. Alibaba has been a trusted partner throughout the evolution of our business."

— Ric Kostick
Co-founder and CEO

For Press Inquiries:
Sam Wolf samwolf@luckyvitamin.com 215.840.7514

Natural products retailer spreads wellness in China with Tmall Global

"Through our Tmall Global store, we make healthy living affordable to all by sharing our 40,000 natural and organic wellness products with Chinese consumers. Tmall handles the cross-border commerce and assures customers they are buying from a trusted U.S. company, so we can focus on our brand, products and services."

— Sam Wolf
Founder & Chief Wellness Spreader

For Press Inquiries:
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Cherries on top: Tmall helps American farmers go to China

"In the last 5 years, we have been partnering with Tmall to bring the freshest cherries from the Pacific Northwest to Chinese consumers in just 48 hours. We are proud to enable our farmers to tap into the emerging middle class in China and make consumers on the other side of the world happy."

— Keith Hu
Director of International Operations

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Collectible-sneaker seller gets its China kicks with Tmall Global

"Collectible sneakers is a $6 billion industry and is particularly popular in China. Stadium Goods had its eyes set on China very early on. We decided to partner with Tmall Global because it is a trusted platform and it is where Chinese consumers go to shop. Tmall Global empowers our young company's grand ambitions."

— John McPheters
Co-founder and CEO

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Venerable vintner uses Tmall to educate and understand China consumers

"We have had great success selling wine from our Napa Valley vineyard into the Chinese market. Tmall allows us to engage with the Chinese consumer by educating them about our wines. Tmall also enables us to tap into the consumer data which really helps us understand our consumers' profiles and preferences."

— Berny Yang
Vice President of China

For Press Inquiries:
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Ocean Spray works with Alibaba to ignite a passion for cranberries

"The Ocean Spray® brand is close to 90 years old and well known in the United States, but as we begin selling cranberries in China, we need to educate consumers on our unique fruit and business. By working with Tmall Global we can introduce new products and tell our brand story, allowing us to truly connect with Chinese consumers. The sky is the limit in China, and Ocean Spray is excited about what's ahead in our partnership with Alibaba."

— Peter Wyman
President

For Press Inquiries:
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Bringing Wisconsin ginseng to China equates to growth in U.S.

"We are a family business that has been growing the best quality ginseng in Wisconsin for 40 years. We've taken Alibaba's lead on e-commerce and digital transformation by selling directly through Tmall. Growth in China means growth in the US. Our successful Alibaba partnership creates jobs and boosts the local economic development of Wausau and Marathon County, Wisconsin."

— Paul C Hsu
President

For Press Inquiries:
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Leading baby food brand in the U.S. and China, celebrating its 90th birthday, transforming to meet consumer needs of today and tomorrow.

"Parents in China want high-quality, international, baby food products. Tmall Global is a well-known and credible platform where we can develop our brand and engage with our Chinese consumers. The platform strives to provide the best for Chinese babies. Since our launch in Tmall Global, we have experienced strong sales growth and increasing market shares."

— Bill Partyka
President & CEO of GERBER Products Company

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REAL TECHNIQUES by Sam & Nic®

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Cosmetics accessories maker has brush with success on Tmall

"Real Techniques, which sells cosmetics brushes and sponges, was born out of digital and social media which is a major driving force for the brand. This makes Tmall a perfect China partner as we are able to interact directly with consumers through Tmall's innovative marketing features. We are overwhelmed with the rapid success of our Tmall business, which has exceeded expectations."

— Jennifer Bayon
Vice President of International Sales

JEWELRY.COM

For Press Inquiries:
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Tmall unlocks hidden treasure for U.S. jewelry giant

"We knew there was demand for our jewelry in China but traditional sales channels posed major obstacles. With Tmall Global, we now offer shoppers an easy way to discover, shop and receive our designs. Following surprisingly strong results with Jewelry.com, we are proud to announce the upcoming launch of Silpada, America's foremost silver brand, coming to Tmall this Q4."

— Jon Azrielant
Director of Marketing

timeless SKIN CARE

For Press Inquiries:
Veronica Pedersen admin@timelessha.com 323.719.0617

USA skin care manufacturer is changing skin in China, through Taobao Global

"Working with Alibaba has allowed us to focus on what we do best: develop all natural skin care products at affordable prices. While we have always sourced materials from Alibaba.com, we now sell our products to China through our trusted Taobao Global agents. It is an incredible way to easily access the world's largest."

— Veronica Pedersen
CEO

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iCracked

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Alibaba links innovative smartphone repair service with global parts suppliers

"Alibaba gives us direct access to the world's best parts manufacturers. It has allowed us to significantly grow our business and create more jobs. Today, our network includes more than 3,000 technicians around the world."

— Aj Forsythe
CEO and Co-founder

The Abingdon Co.

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Aviation wristwatch business flies high with lift from Alibaba

"As a female pilot, I noticed a lack of stylish, functional aviation watches for women. With help from Alibaba.com, I found a quality manufacturer and was able to start my own watch business, making my dream a reality. Ten years on, I have added staff and built a product line of 64 models for diving, car-racing and other fun sports."

— Abingdon Welch
Founder and CEO

slice®

For Press Inquiries:
TJ Scimone tj@slicehome.com 408.429.0588

Cutting-edge business works with Alibaba to help support a good cause

"Slice's mission is to reimagine everyday cutting products and make them safer and easier to use. We work with Alibaba.com to quickly and easily find factories all over the world to manufacture our products in a cost-effective way. Our success with Alibaba allows us to give back. We donate a portion of Slice's profits to autism research."

— TJ Scimone
Founder and CEO

pandaplanner

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Inventor of top-selling personal planner shortens learning curve with Alibaba

"Prior to launching Panda Planner, I didn't have any experience working with China suppliers. Alibaba.com made it easy for me to connect with a bunch of manufacturers and make sense of all the information I needed related to production. I was able to launch my business quickly with the help of Alibaba."

— Michael Leip
Founder and CEO