

Alibaba Presents

Gateway '17 Canada

Customer Stories | Selling to China

ALDO

ALDO Shoes Canada is all about accessibly-priced on-trend fashion footwear & accessories.

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Establishing Aldo in China through Tmall is the beginning of our Chinese customer shopping journey

“ Being truly omnichannel opens new avenues of growth for the brand. Tmall becomes your brand awareness portal and a real partner to successfully enter China's digital ecosystem. ”

— Norman Jaskolka

President of ALDO Group International and Deputy Chairman of The ALDO Group

Find out more about Aldo on Alizila.com



At Arc'teryx, the goal is to create equipment that enables a person to be immersed in the moment of doing, regardless of external conditions. Arc'teryx is headquartered in North Vancouver.

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Using Alibaba for a direct link to China's growing middle class

“ We've learned a lot in the past four years working with the Alibaba team. One of the most important things is that our Tmall store isn't just a point of sales, it's a brand hub where we can tell our company's story to consumers. We can also reach half a billion potential customers through Alibaba's platforms. No brick-and-mortar store can do that. ”

— William Yang
Head of Greater China

Find out more about Arc'teryx on Alizila.com



Headquartered in Québec, Citadelle Maple Syrup Producers' Cooperative is an agricultural cooperative active in the areas of maple, honey and cranberry production.

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E-commerce through Alibaba offers the fullest possible reach into China

“ Chinese consumers are looking for healthy and safe food, and when it comes to sweeteners, maple syrup is the healthiest option available. We used to sell through brick-and-mortar stores in China's big cities, but over the past year we've been focused on expanding our e-commerce business – specifically through Tmall. We can reach a much larger audience and have the chance to educate this audience on the benefits of our pure products, which is a real game changer for us. ”

— Philippe Leblanc
Director of Business Development

Find out more about Citadelle on Alizila.com

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Based in Nova Scotia, Clearwater is recognized globally for its superior quality, food safety, diversity of species and reliable worldwide delivery of premium wild, eco-certified seafood.

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From supplier to consumer business, thanks to Alibaba

“ Alibaba is helping us grow from a B2B model to B2C. But it's not just selling into China. We can use the platform to tell our brand story and show Chinese consumers that we'll deliver the same level of quality products that we're known for. The opportunity that Alibaba brings is huge. And we're still at tip of the iceberg. ”

— Don Holdsworth
Vice President, Global Marketing

Find out more about Clearwater on Alizila.com



Jamieson Laboratories is Canada's oldest and largest manufacturer and distributor of natural vitamins, minerals, concentrated food supplements, and herbs.

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Jamieson uses Alibaba to bring a 95-year-old brand to China

“ To further our success on the platform, we needed a higher profile with a comprehensive message. We believed the 95-year-old Jamieson story would resonate in China with strong story-telling and promotional activities. Alibaba's expertise and insights have helped us effectively introduce the Jamieson brand to their customers, and we are pleased with the continued growth of our business. ”

— Gregg Serles
Vice President, Worldwide Sales

Find out more about companies like Jamieson on Alizila.com



Ocean Spray is a vibrant agricultural cooperative owned by more than 700 cranberry and grapefruit growers in the United States, Canada and Chile.

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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 across North America, 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 Alibab. ”

— Dan Crocker
President, Ocean Spray International

Find out more about Ocean Spray on Alizila.com

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Summerhill Pyramid Winery features organic and biodynamic wine grown in the beautiful Okanagan Valley in Kelowna, British Columbia.

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A popular Canadian winery integrates real world experience and online sales with Tmall

“ Summerhill Pyramid Winery sees thousands of visitors every day from all over the world. The ability to create a strong customer database and fulfill orders in China on an ongoing basis is an incredible resource for our small, family run organic winery in beautiful British Columbia, Canada. ”

— Ezra Cipes
CEO

Find out more about Summerhill Pyramid Winery on Alizila.com



SunRype Products is a Western Canadian fruit-based food and beverage manufacturer.

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SunRype taps into Alibaba's ecosystem for sales, analytics and product development

“ Alibaba is a driving force for our export business. They've created a powerful ecosystem that helps consumers get to know our brand faster and provides our team with consumer insights that drive product innovation. Alibaba is a strategic partner in helping us understand and grow our business in China. ”

— Shane Sondermann
Marketing & Business Development Manager

Find out more about SunRype on Alizila.com



Based in Ontario, Viva Naturals makes high quality natural health and wellness products.

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Alibaba is Viva Natural's ideal partner for success in China

“ We're a relatively new player in China. Luckily, Alibaba has provided everything we need to build our brand awareness. I'm amazed at how integrated Alibaba's system is and the growth we've achieved just by using Tmall's tools. We've doubled our sales each month since we launched this April. ”

— Husayn Remtulla
CEO and President

Find out more about Viva Naturals on Alizila.com