



## **Alibaba Digital Economy Customers and Partners Strike Gong at the Stock Exchange of Hong Kong to celebrate Alibaba Listing at Market Open Ceremony**

Alibaba Group's mission is to make it easy to do business anywhere, with a vision to be a good company that lasts for 102 years. Our goal is to serve 2 billion consumers globally, create 100 million jobs, and provide the necessary infrastructure to help 10 million small businesses become profitable on our platforms.

The first of Alibaba's six new core values is "customers first, employees second, shareholders third." This reflects our priorities and long-standing business philosophy: by focusing on creating value for our customers and taking care of our employees, our investors will naturally benefit.

When Alibaba went public on the New York Stock Exchange in 2014, we were honored to have Alibaba digital economy customers and partners from China ring the opening bell in celebration of the occasion.

On November 26, 2019, for Alibaba's listing in Hong Kong, we invited 10 customers and partners who hail from eight markets across four continents to strike the gong at the Hong Kong Stock Exchange Market Open Ceremony to signify the start of Alibaba's official trading. These partners underscore the globalization of the Alibaba digital economy, echoing Alibaba's listing day on the New York Stock Exchange in 2014. The 10 representatives from around the world include:

1. Singaporean shop owner Heng Mok Joo. He opened a store that is popular among tourists in the city state's Chinatown and accepts payment with Alipay to attract Chinese customers. He says, "Ni Hao, Xie Xie, Zhi Fu Bao" (literally means "Hello. Thank you and Alipay please") more than 100 times a day.
2. Cui Yun, a village nurse in Anhui, China. She is called the "village beauty" because she helps over 400 local villagers buy top global products on Tmall.
3. Thom Valks, a Chinese-speaking Dutchman and business development manager of Eurail, who assists Fliggy users in planning rail trips to Europe.
4. Malaysian durian planter Yee Poh Soon, who traverses a mountain at 5am every morning to find "Musang King" durians that fall off trees. They are then sold on Tmall and Freshippo through the Electronic World Trade Platform (eWTP).
5. Thai designer Salisa opened a store offering her original designs of women's clothing on Lazada. Her designs brought New York fashion vibes to Thailand consumers through livestreaming.
6. Halil Erdoğan is the founder of Turkish mother-and-baby products online shopping site and store ebebek. He is dubbed "Super Daddy," because he sells self-owned branded mother-and-baby products via AliExpress to customers around the world.
7. Rwandan fashion entrepreneur Kevine Kagirimpundu was the first person in Rwanda to bring fashion brands online to the nation. She was shortlisted as one of the top 10 winners in the Jack Ma Foundation's first Africa Netpreneur Prize Initiative.
8. Chinese parcel sorter Yuan Wenkai, who independently took the initiative to research smart sorting solutions for handling the tremendous volume of cross-border orders during the 2019 11.11 Global Shopping Festival.
9. Tan Hanwei, a Malaysian IoT expert who uses Alibaba Cloud's technology to help local farmers reduce the cost of planting peppers.
10. Dragonboat racing enthusiast Wang Jiaojiao. She lives in Australia. She bought a 14-meter long dragonboat on Tmall World, which traveled 8,000 miles to Sydney from China for delivery in just 15 days.

## Uncle Durian from Singapore: I say “Ni Hao, Xie Xie, Zhi Fu Bao” more than 100 times every day

**Heng Mok Joo**

**Singapore**

**The boss of “Sweet Musings” in Singapore Chinatown**

**Among the first batch of brick and mortar shops to adopt Alipay in Singapore**



Heng Mok Joo (MJ) opened a durian store in Singapore's Chinatown at the age of 57. There are many similar stores in Chinatown, but MJ's business is still flourishing, probably due to his cheerful and forthright personality. MJ would invite customers to dance if they, too, would love to do so. He has even learned how to dance to the popular Chinese song “Little Apple”.

He first encountered Alibaba digital economy when he was asked by a Chinese customer whether his durian store accepts Alipay. This prompted MJ to become one of the first brick and mortar stores to adopt Alipay in Singapore.

He is surprised and happy to learn that payment from Alipay accounts for 30% of his store's revenue.

The story of MJ's durian store is a typical example of Alipay's global footprint over the past five years. So far, merchants in 56 countries and regions around the world support Chinese tourists to pay with Alipay. According to a Nielsen's research report released in early 2019, the proportion of payment transactions by Chinese outbound tourists using mobile payment had exceeded that of using cash payments for the first time, and among the merchants surveyed that had adopted Alipay, nearly 60% said that they had clearly seen growth in foot traffic and revenue.

For Chinese tourists, using Alipay when travelling overseas has already become a habit and a cool lifestyle.

## The top spender in Chinese village: I bring happiness to 400 villagers through Taobao

**Cui Yun**

**Dongshan Village in the Jingde County, Xuancheng City, Anhui Province, China**

**A hospital nurse**

**Participates in Tmall and 88VIP**



Cui Yun is famous in her village for spending a lot of money on online shopping.

She has helped her entire village to buy things online since 2014, spending tens of thousands of dollars every month. Cui Yun helps the 400 people in her village to buy all the daily necessities, such as clothes, washing powder, farm tools and electrical appliances, on Taobao and Tmall. The villagers also like that Cui Yun introduces interesting overseas items, and this has become the source of happiness for the village.

The online transactions in the past few years has put Cui Yun in the 14<sup>th</sup> position on the Taobao ranking, which was calculated based on customers' spending, participation and credibility. After becoming a member of 88VIP, Cui Yun conducted research on all kinds of coupons in order to help the villagers to spend smarter. As one of the few young people living in the village, Cui Yun brings happiness to the entire community through her modern lifestyle and warm-heartedness.

## Post-90s Dutch Youngster: I sell European train tickets online with level-8 Mandarin

**Thom Valks**

**Amsterdam, Netherlands**

**Business Development Manager of Eurail's flagship store on Fliggy**

**Helping tourist to plan their trips on Fliggy**



Thom Valks, a Chinese-speaking Dutch from Eurail, has loved to travel since his schooling days. When he learned that Eurail's flagship store on Fliggy was recruiting customer service personnel who can speak Chinese, he believed that he was the right person. That was how he started his career using Mandarin to help Fliggy users to plan their trip across Europe.

Thom is very popular on Fliggy. He introduced Europe to the Chinese netizens on the other side of the world, helping Fliggy users to craft the most scenic route in Europe according to their preferences. It's hard for people to imagine that the customer service person behind the screen is a post-90s young man who is nearly two-meters tall.

Thom has worked at Eurail for five years, where the sales of the flagship store has been growing 50% every year. Thom has since been promoted to a manager, and is helping to connect the travel route between China and Europe. He said that many people in the Netherlands knows about Alibaba and do online shopping on AliExpress, with local shopping sites also participating in the Tmall 11.11 Global Shopping Festival.

## Malaysian “Musang King” durian planter: The durians on my trees are sent directly to mainland China

Yee Poh Soon

Malaysia

“Musang King” durian planter

Tmall and Freshippo supplier



As one of the first batch of exporters of Malaysian frozen durians to China, the 32-year-old Yee Poh Soon is familiar with Chinese customers. Standing in his durian orchard, he bellowed to the camera: "Chinese foodies, today I bring all of you to visit my mountain!". Malaysia's "National Treasure" Musang King durians are selling well in China, benefiting not only the favorable bilateral trade policy, but also from the Electronic World Trade Platform (eWTP).

Launched by Alibaba Group, eWTP aims to incubate rules and standards of e-commerce and to build digital facilities to help SMEs participate in global trade. In 2017, Malaysia became the first eWTP overseas pilot zone. In 2019, the Chinese Customs started allowing exports of frozen whole durians from Malaysia.

The year 2019 marks the beginning of good fortune for Yee Poh Soon. Previously, his businesses which sold small electric appliances from Shenzhen and weight loss products from South Korea, both failed. Today, at 5 am every day, he and his staff go uphill to pick up durians. Every time a "Musang King" durian falls into a net, they used a comb to clean the weeds and dirt off the durian, and then send it to a frozen durian processing plant in Malacca, before sending to mainland China customers through the Alibaba platform.

"Musang King" durian can be cleared by the customs conveniently, which was the first thing he learnt about eWTP. In August 2019, he opened a flagship store in Tmall. In addition to the frozen Musang King durian, it also sells durian ice mochi and durian cake. He also tried to sell through a livestreaming on Taobao, as he tries something new every day.

**Thai fashion designer:  
My original designs of dresses are sold out  
through Lazada's "See Now, Buy Now" livestreaming fashion show**

**Salisa Cheewapansri**

**Thailand**

**Local fashion brand SALISA founder and internet celebrity**

**Lazada Seller**



In May of this year, as one of the 24 local designers in Thailand, Salisa participated in Lazada's "See Now, Buy Now" live show in Bangkok. She sat down at the fashion show and watched models wearing clothes designed by her, walking on the runway. At the same time, on the Lazada app, users were buying these clothes while watching the livestreaming. Twelve hours after the event, Salisa had sold out all her new collection designed for the fashion show.

Thailand was the first Southeast Asian market where Lazada launched its livestreaming, bringing new opportunities to local young people who want to be e-commerce entrepreneurs. Salisa was one of them. At the age of 25, she created the fashion brand under her name when she was studying at the Parsons School of Design, the best school in art and design in the United States.

At first, Salisa shared her beauty and fashion tips on social networks, and later moved to Lazada, where her career began to take off. Lazada brings to her hundreds of millions of potential consumers, and the livestreaming helps to attract new users, with the platform's Business Advisor feature helping her to analyze consumers' preferences. As of September 2019, Salisa's sales on the Lazada platform had increased by more than 200% year-on-year.

In addition to local buyers, SALISA's official website also received orders from Indonesia, Malaysia and even the United States. Alibaba's globalization has extended the reach of e-commerce, and the huge synergy among various business units within the Alibaba digital economy has also brought enormous potential in terms of sales channels for independent designer brands like Salisa's. She is looking forward to further deepening cooperation with the Alibaba digital economy through Lazada.

## **“Super Daddy” in Turkey: Babies in over 200 countries and regions are using the milk bottle that I produced**

**Halil Erdoğan**

**Turkey**

**The founder of ebebek, Turkey's first local mother-and-baby products online shopping platform**

**Overseas merchant of AliExpress**



Halil Erdoğan is the founder and CEO of ebebek, a well-known mother-and-baby products online shopping platform in Turkey. Nineteen years ago, when Halil became a father, he found that there was a lack of information for mothers and babies in Turkey. As a result, he founded bebek.com to fill the void. Nowadays, bebek.com has transformed from an information portal to become Turkey's biggest mother and baby products online shopping brand ebebek. ebebek has more than 2,300 employees and 154 stores in 52 provinces in Turkey, and a market share of more than 50%. Halil is also named "Super Daddy" by the media in Turkey.

ebebek started its global expansion in 2018, but the volume of orders they received was lower-than-expected due to low brand awareness.

The turning point came in early 2019 when Halil visited AliExpress online and was impressed by it. At that time, AliExpress had already covered more than 200 countries and regions around the world, served more than 150 million consumers, and helped merchants to sell goods to global markets. Turkey was among the first four countries that connected with AliExpress. At the beginning of 2019, ebebek opened a store on AliExpress, which quickly opened up its market globally.

Halil admitted that the experience-sharing by Chinese sellers who flew to Istanbul, one-on-one customer service online chatroom, and step-by-step training provided by third party operators, were very useful and helped him to explore the Chinese market.

ebebek has sold its products to nearly 200 countries and regions around the world through AliExpress. There are more and more Turkish SMEs going global, and ebebek is a typical example of these companies. Home textiles, clothing and accessories, jewelry, carpets and other Turkish goods have become the most popular goods among global buyers on AliExpress.

## **African Fashion Entrepreneur: I am the first in Rwanda to bring footwear store online**

**Kevine Kagirimpundu**

**Rwandan**

**Founder of UzuriK&Y, a footwear brand in Rwanda**

**One of the top 10 winners in the Jack Ma Foundation Africa Netpreneur Prize Initiative**



Kevine Kagirimpundu, who hails from Rwanda, speaks fluent English, is cheerful and confident, and is not only fashionable, but has also started a career in fashion. She was selected as one of the top 10 winners in the Africa Netpreneur Prize Initiative organized by Jack Ma Foundation, with her footwear brand UzuriK&Y, in early November 2019. Founded in 2013, UzuriK&Y had been operating offline and serving local customers before it found Alibaba.

In October 2018, Rwanda launched Alibaba's Electronic World Trade Platform (eWTP). The following year, Kevine visited Hangzhou to learn in Alibaba's headquarter for 2 weeks and also visited Taobao Village. The trip had been an eye-opener for Kevine. Upon her return to Rwanda, the 27-year-old made a series of changes: she moved her business online and became the first online fashion brand in Rwanda, where cash-on-delivery still dominated e-commerce in Africa. Her online shop was the first one that required payment in advance of delivery.

This innovative approach helped to significantly reduce operating cost, and as a result, Kevine started making a profit six months after her store went online.

In order to replicate more successful cases like Kevine's, Alibaba Business School opened the undergraduate class for Rwandan students in September 2019, under the cooperation framework of eWTP. Twenty two young Rwandans are currently receiving a four-year professional education programme on cross-border e-commerce in Hangzhou. Kevine is pleased to offer internship opportunities for these students.



**Frontline parcel sorter transforms into a digital expert:  
Independently researched smart sorting solutions  
for handling the tremendous orders on Tmall 11.11 Global Shopping Festival**

**Yuan Wenkai**  
**Guangzhou, China**  
**In charge of 4PX's logistics warehouse**  
**Partner of Cainiao Networks**



Yuan Wenkai graduated from a general vocational school in Guangdong Province five years ago. He joined 4PX logistics company as a parcel sorter, responsible for the warehousing, sorting and delivery of parcels.

Many people may think there isn't much room for career development in logistics, but Yuan Wenkai thinks otherwise.

4PX provides international logistics services. Parcels are collected in mainland China, delivered to Singapore Post and distributed to the world. As the logistics system was only in English language, no one in the team was willing to use it. Although Yuan Wenkai wasn't fluent in English, he pushed himself to become the management expert of this system.

Not only did he overcome the language issue, he delved into exploring how to use automation equipment to optimize work efficiency in various aspects including parcel sorting and delivery route.

At 27 years of age, Yuan Wenkai has raised the sorting capacity by 20,000 orders per hour through his own research, which could handle the surge of cross-border logistics orders resulting from Tmall 11.11 Global Shopping Festival. He has transformed from an ordinary worker into an automation expert. Geniuses are made by accumulation of perseverance, diligence and selflessness.

**IoT expert farms peppers:  
Increases the income of farmers in Malaysia by 20% using cloud computing**

**Tan Han Wei**  
**Selangor, Malaysia**  
**IoT expert of Atilze, an Internet of Things company**  
**Created a smart agricultural service platform on Alibaba Cloud**



Without given a hint, you will probably not be able to guess that the young man in the black T-shirt holding peppers with his pants rolled up, is an IoT expert in an Internet of Things technology company.

Peppers is a main cash crop in Malaysia, but its planting process is extremely challenging. Traditional fertilization and irrigation require farmers to stay in the farm all day. In the six months of growth cycle, farmers have to closely monitor the pH and fertilizer ratio of the soil. Even a slight deviation will affect the harvest.

Last year, Tan Han Wei decided to use technology to improve farming methods, helping to make farmers, who always needed to bend down to face the soil all day, more comfortable. A technical team of five studied the soil and fertilizer ratio in the field day and night. With the support of Alibaba Cloud, a smart agricultural system was developed for the farm. After half a year, the amount of farm fertilizer used was reduced by 30%, and the income of farmers increased by 20%.

Now, this system can be applied to more cash crops such as cucumber and eggplant. Outside of Malaysia, farms in Indonesia, Singapore and Dubai have also begun to use the system. Tan Han Wei said that agriculture is important to every country in the world. We must work closely with Alibaba Cloud to improve traditional agriculture and improve the lives of farmers and the quality of crops.

## Longing for Dragon Boat Festival from a distance of 8,000km: Dragon boat ordered on Taobao from Hangzhou to Australia without delivery fee

**Wang Jiaojiao**

**Sydney, Australia**

**Dragon-boat race enthusiast**

**Buyer on Taobao & Tmall World**



Wang Jiaojiao, who moved to Sydney in her early years, found that dragon boat is very popular in Australia, but very few knew that the sport originated in China. As a dragon-boat enthusiast, Wang felt a sense of mission to compete with foreigners and spread the Chinese traditional culture, by joining the club there.

However, words cannot describe Jiaojiao's remarkable feat, which she is famous for.

She was aware that a tailor-made dragon boat for the competition can be purchased from Germany for RMB300,000, with three months' delivery. Jiaojiao was of the opinion that China's dragon boat was best made in China, so she ordered it on Taobao. Craftsmen at Hangzhou's Qiandao Lake designed and tailor made a 14-metre long dragon boat for Wang's team. The price was only a-tenth of the one from Germany, with no delivery fee.

It only took around 15 days for this dragon boat, weighing 600 pounds, to arrive in Sydney. Her teammates in Australia exclaimed while applauding, "This dragon boat will bring good luck to the team in the competition!"