

Taobao Maker Festival 2023 Kicks off in Cities across China with Display of Youth Creativity

As an annual celebration of youth creativity, the Taobao Maker Festival is set to kick off its 8th edition tomorrow (April 29). The 2023 festival is expected to have the highest geographical reach in the event's history, taking place in 10 bustling cities in China over the Labor Day holiday and accessible to the general public at no cost.

In each city, participants will have the opportunity to fully immerse themselves in the innovative products showcased by some of Taobao's most creative merchants, experiencing the youthful, energetic and imaginative lifestyles that are available on Taobao.

Highlights

Exhibitions in 10 cities with free admission for the first time

To mark its 20th anniversary, Taobao is dedicating this year's Taobao Maker Festival to its valued consumers. This year's festival is set to be the largest ever in terms of the number of participating cities and audience reach. The public will have free access to exhibitions in 10 cities, including Hangzhou, Shenzhen, Chongqing, Shanghai, Xi'an, Chengdu, Xiamen, Wuhan, Nanjing and Changsha.

Three distinctive main venues with livestreaming on Taobao

The three uniquely themed venues in Hangzhou, Shenzhen and Chongqing will showcase creative new products and provide visitors with a diverse range of experiences. Apart from offline interactions, most merchants will also engage with online consumers in real time through Taobao's built-in livestream commerce channel Taobao Live, allowing online audiences to participate in the exhibition wherever they are. The three themed venues include:

- **"Wonder"** in Hangzhou: The exhibition will bring together artisans, delicious food and products related to ACG (Anime, Comics, Games).
- **"Technology"** in Shenzhen: Visitors will be able to explore futuristic technologies in areas such as consumer electronics and intelligent manufacturing.
- **"Trends"** in Chongqing: Mesmerizing new trends in clothing, designer toys and home furnishings will be showcased onsite.

Consumption Trends

The annual Taobao Maker Festival serves as a bustling hub where a large number of “Maker Stores” on Taobao can gather and showcase their novel products. This year, the participating merchants will display innovative products in the 10 venues, reflecting four rapidly growing consumption trends of **interest, pleasure, health** and **family**, as well as the increasingly refined shopping preferences of young consumers.

- **Individuals driven by their niche interests embark on entrepreneurship on Taobao to attract like-minded consumers.** A group of pen and ink enthusiasts in their 20s have started a business to develop eco-friendly color inks for consumers who enjoy calligraphy. Similarly, a jewelry designer who is passionate about Chinese folk crafts has infused modern vitality into traditional techniques, creating niche lantern designs that are loved by young people.
- **Products that facilitate an individual’s pursuit of a distinctive way of life can bring happiness to everyone involved.** Candle art paintings help people release stress and experience healing through artistic creations. Exquisitely designed pet skateboards highlight the personalities of pets and the tastes of their trendy young owners. Wearable and comfortable modern Hanfu garments designed with the use of technology appeal to those who appreciate traditional Chinese culture.
- **Healthy eating is made possible by high-quality ingredients matched with technology.** The use of technology has allowed China’s Qiandao Lake, known for its quality water, to produce one of the best types of cultivated caviar loved by Michelin-starred restaurants and young consumers. Meanwhile, a growing health-consciousness among consumers continues to promote the application of material science technology in food production, leading to the emergence of 3D-printed food with high protein, low carbohydrate and precise nutrition.
- **Merchants and shoppers rediscover the beauty of family life, from home entertainment to recording fun moments.** Embodying the concept that “time is part of the scenery,” innovative home entertainment products incorporating magnetic technology have emerged on Taobao. On the other hand, there is a “flying camera” designed to meet the needs of families, especially female consumers, helping them capture moments during outdoor activities, travel and other social activities.

Voices from Merchants

Reliable Partner

Harvey Yu, founder of eco-friendly cold brew ink brand Starry Ink:

"As a merchant, I find Taobao to be a consistent and stable platform partner, which

gives me a strong sense of certainty. I hope to continue leveraging this platform to deliver the ultimate comfortable writing experience to consumers and inspire creativity among them."

Business Incubator

Christopher Xie, co-founder of contemporary Hanfu workshop Zhizaosi:

"We are a brand incubated by Taobao and have been benefiting from the platform's support since the very beginning of our journey. The Taobao team has not only equipped us with store operation techniques through a diverse set of coaching sessions, but has also provided us with access to the necessary resources for cross-brand collaborations."

Vital Supporter

Mingqiang Li, co-founder of creative home brand MULU

"We view Taobao as an irreplaceable platform for it enables us to directly showcase and sell our design works to consumers. This acts as a vital lifeline for a design studio like ours, which lacks sales experience or resources to fall back on."

As one of China's most iconic events featuring innovation and entrepreneurship, the Taobao Maker Festival reflects the country's most vibrant and imaginative consumer lifestyle trends and provides a unique offline venue for entrepreneurs to showcase ideas and creativity.

The annual event demonstrates Taobao and Tmall's strong commitment to helping entrepreneurs turn their ideas into successful businesses. The platforms support merchants with a comprehensive business incubation solution - from end-to-end service solutions, business development support, online engagement to offline showcase opportunities.

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