

Make It Easy to Do Business Anywhere

Alibaba.com Global Supplier Development

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Agenda

- 1 Digital Transformation is An Inevitable Trend
- 2 Alibaba.com Introduction & What We Can Offer
- 3 Leading B2B E-commerce Marketplace
- 4 Success Suppliers on Alibaba.com
- 5 Alibaba.com E-commerce Solution
- 6 Q&A

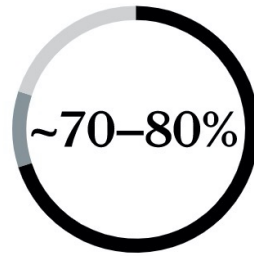
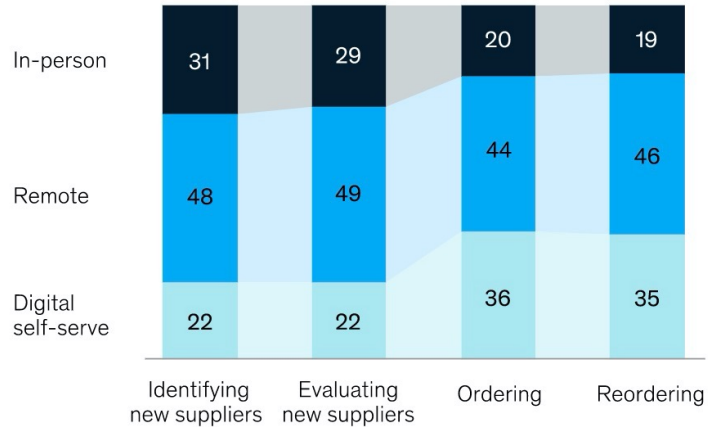
1.

Digital Transformation is An Inevitable Trend

Digital Transformation is An Inevitable

Current way of interacting with suppliers' sales reps during different stages^{1,3}

% of respondents



of B2B decision makers prefer remote human interactions or digital self-service^{2,3}

Why?

- Ease of scheduling
- Savings on travel expenses
- Safety

- More than $\frac{3}{4}$ of **B2B buyers** said that they currently use **remote or self-service methods** to interact with suppliers rather than face-to-face, even after the lockdown is released.
- Security is certainly one of the reasons, but self-service and remote interaction **make it easier for buyers to arrange time and can save travel costs.**

Digital Transformation is An Inevitable

Buyers are willing to spend big using remote or self-service.

Maximum order value you would purchase through end-to-end digital self-service and remote human interactions for a new product or service category^{1,2}

% of respondents

\$50K to \$500K

amount **32%** are
willing to spend

\$500K to \$1M

amount **12%** are
willing to spend

Over \$1M

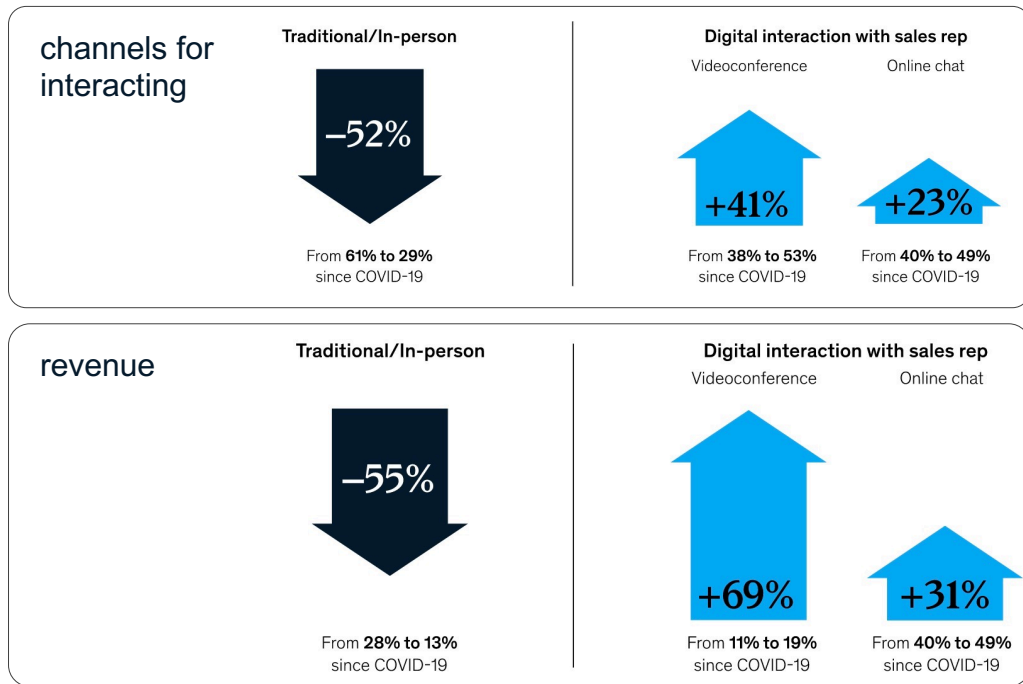
amount **15%** are
willing to spend

- The popular opinion in the past was that e-commerce was mainly used for small items and fast-delivered goods.
- But today **59% of B2B buyers are willing to accept online transactions of more than \$50,000, and 27% can accept more than \$500,000.**

Digital Transformation is An Inevitable

Go-to-market sales model during COVID-19^{1,2,3}

% of respondents



- With the large-scale digital migration brought about by COVID-19, video and real-time chat have become the main channels for customer interaction and sales, while face-to-face meetings have fallen sharply.
- Since the COVID-19, the total revenue of interviewed B2B businesses through video conferencing has jumped 69%

2.

Alibaba.com Introduction & What We Can Offer

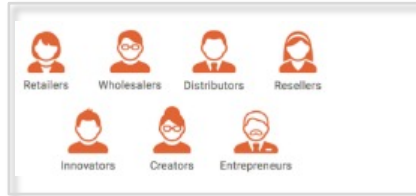
Alibaba.com: World Leading B2B E-commerce Marketplace

The first business unit of Alibaba Group founded in 1999

22 years of experience in B2B e-commerce



- 300 million+ registered buyers
- 26 million+ active buyers



- 200,000+ gold suppliers
- 40+ industries



- 200+ countries/regions
- 16 languages
- 400,000+ active inquiries per day



- 5,900+ product categories
- 200 million+ product listings

Alibaba.com Global Reputation

Alibaba.com's buyer ratings continue to improve on key global rating sites



Ranked no.1 on
Alexa.com and similar
websites for several
years



Named the "Best B2B
website in the world" by
Forbes Magazine eight
times in a row



Over 10 million fans
and nearly 20,000
high-score
recommendations

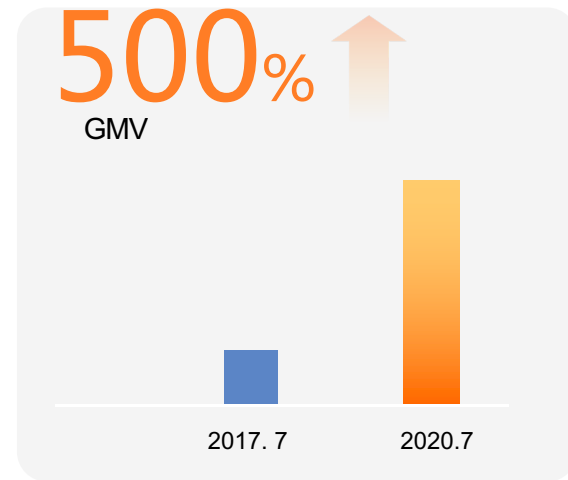
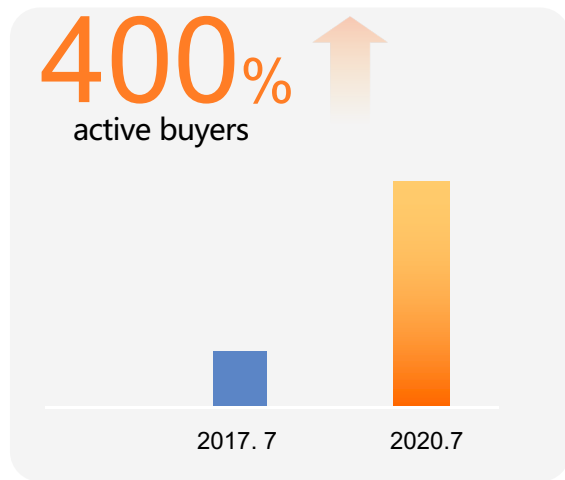


Recommended top-
ranking resources.
Covering more than 110
countries/regions.

3.

Leading B2B E-commerce Marketplace

Fast Growth - Digitalization Empower



- The number of **active buyers grows sharply** due to the COVID-19 impact, so does digitalized innovation (Online trade shows, March Expo, Super September)
- The number of **active buyers grows faster than that of sellers**. Demand **exceeds** supply in some categories.

Online Traffic Worldwide Growth on Alibaba.com

Top 10 countries

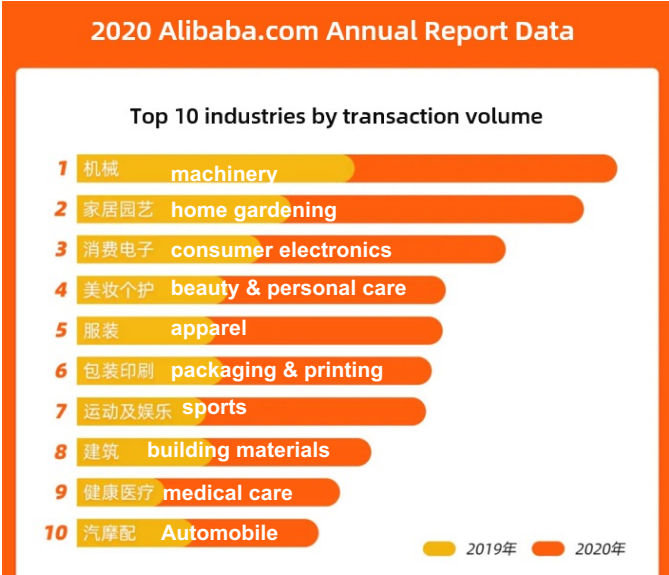
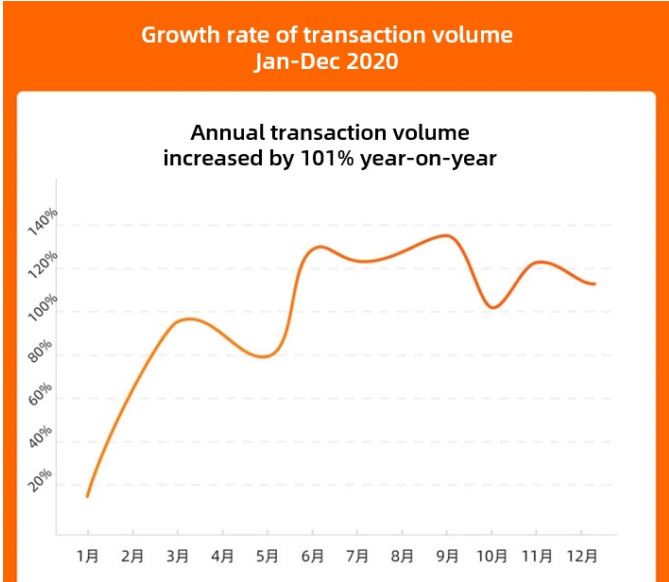
United States: +20%
UK: +10%
Australia: +50%
Canada: +30%
Russia: +50%
Mexico: +150%
Brazil: +160%
Germany: +40%
France: +50%
India: start increasing



Rapid Growth of Alibaba active buyers & GMV

The transaction volume increased by 101% YoY

The number of orders increased by 100% + YoY



Machinery, home gardening, **consumer electronics**, **beauty & personal care**, apparel, packaging & printing industries, the transaction volume growth rate is more than 100%

Online Campaigns to Secure Your Business During COVID-19

Alibaba.com Expo

Sep
Super September

Mar
March Expo

Online Trade Shows

Jun
Summer Online Trade Show

Oct
Autumn Online Trade Show

Industry Trade Shows

Apr
Printing & Packaging

May
Beauty & Personal Care

Jul
Apparel

Aug
Vehicles & Accessories

Nov
Machinery

Dec
Consumer Electronics

Jan(2022)
Home & Garden

GGG Expo

Apr
Global Expo

Jun
Star Supplier Expo

Jul
Global Expo

Oct
Global Expo

Jan(2022)
Global Expo

Feb(2022)
Japan Expo

Major Annual Events: March Expo and Super September

SUPER
SEPTEMBER

2020

GMV increase
YOY

191%

paid buyers
increase YOY

155%

A promotional banner for Super September 2020. It features a dark background with various product images like a jar of cream, a sneaker, and a power drill. A central text box highlights a 191% increase in GMV and a 155% increase in paid buyers year-over-year.

MARCH
EXPO

MARCH EXPO 2020

OUR LARGEST NEW PRODUCT SOURCING EXPOSITION

300,000+

New products

35,000+

Featured suppliers

10,000,000+

Global B2B buyers

Logistics

50% Off first two orders

View more

Payments

50% Off first two orders

View more

Coupons

10% Off 6 million products

View more

SALE 15% Off Coupon



Product name product name... product name product name...

US \$999.99

100 Pieces (MOQ)

SALE 15% Off Coupon



Product name product name... product name product name...

US \$999.99

100 Pieces (MOQ)

SALE 15% Off Coupon



Product name product name... product name product name...

US \$999.99

100 Pieces (MOQ)

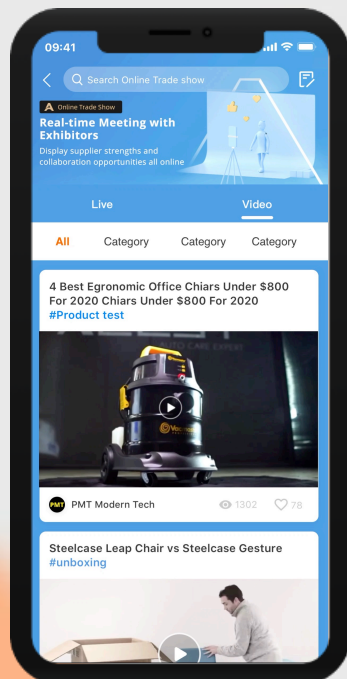
A promotional banner for March Expo 2020. It features a blue background with a globe and a rocket. The banner highlights it as the largest new product sourcing exposition with over 300,000 new products, 35,000 featured suppliers, and 10 million global B2B buyers. It also promotes logistics, payments, and coupons, and displays three product examples with 15% off coupons.

* Data Source: Alibaba.com

Multiple Digitalized Communication: 24/7

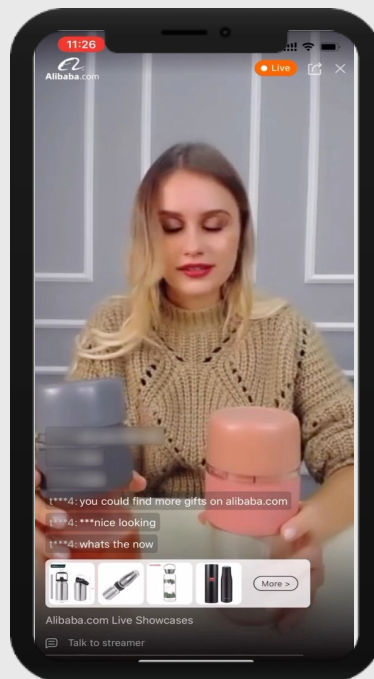
01 Short videos

Professional production |
Dynamic brochures |
New sourcing scenarios



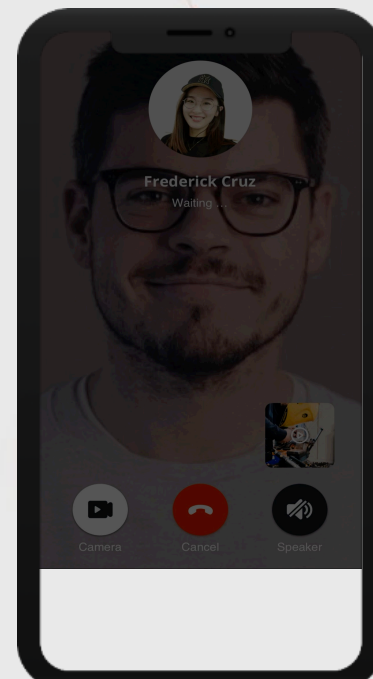
02 Livestreaming

Up-close and personal livestreams |
Online factory tours |
New product launches



03 Improved capabilities

In-app video conferences |
File transfers |
24/7 virtual host



Alibaba.com increased Business Opportunities

Background

Epidemic Impact

Traditional Trade Show Blocked

Traditional Exhibition Player
find new online opportunity

Live Stream and Short Video
become the new ways for sourcing
and marketing

Digitalized the Cross-Border E-commerce

Alibaba Worldwide B2B platform

Online Trade Advantage

Low Cost

- No travel cost
- No decoration cost
- No real samples and advertising material

No time and space limited

- No location, population, security limited
- 24/7 online
- No space limited for supplier and products

Efficient and intelligent

- Search by product category and needs base on customer favorites
- Category pavilion to meet matched needs
- Online live stream can reach more customers

Buyers online Data Record

- Online record for the seriously buyer information
- Buyer record for browse, clicks, interactive

4.

Success Suppliers on Alibaba.com

Company Name: Raw Materials Recycling BVBA



"Technology and Excellence is Our Mission"

About Us

Raw Materials Recycling bvba is an international company specialised in the collection and recycling of all possible non-hazardous waste, including plastics, paper and textiles.

As specialists we give waste a second life in the form of raw material or energy. In several European countries.

we have partnerships with several international companies. Our professional expertise provides RMR also as an expert and advising partner for integrated waste management.


Recycling

Raw Materials Recycling, your reliable partner in the recycling of your waste.

We recycle all types of plastics, paper and textiles, both printed and unprinted and laminated.

[Read More](#)



- ◆ **Year of Gold Supplier:** 10 years
- ◆ **Country:** Belgium
- ◆ **Main Industry :** Rubber & Plastics
- ◆ **Alibaba Store:** <https://be102639962.trustpass.alibaba.com/>
- ◆ **Star Rating:** 



The Fastest-Growing
Trading & Recycling Company
in Belgium.

 **RAW MATERIALS
RECYCLING**

The advertisement features a large blue cargo ship loaded with colorful shipping containers sailing on the ocean. In the foreground, there are stacks of shipping containers. At the bottom, there are four circular inset images showing different types of recycled materials: a pile of white plastic waste, a pile of clear plastic bottles, a pile of white plastic bags, and a pile of colorful plastic waste.

Company Name: FIRST WINE SRL



About Us

France is one of the biggest wine producers of the world. The offer is huge and complex. Our aim is to help you to get the exact type of wine you are looking for and.....at the best price !!! Our knowledge of the vineyard is precious. Vincent Querre has been working on it for more than 25 years. At the beginning as a commercial director and lately as buying director for an important French company selling all the first classified growth from Bordeaux. Celine Preschey is working on marketing and commercial for 10 years now. She has worked for Boisset (one of the biggest company in Burgundy) and for Krug, (one of the most prestigious Champagne producer, owned by the LVMH group) . We know very well the big and small structures in the wine production Our strength is to be a small company for reactivity and low cost ! Not attached in anyway to the production so we have a total independence for the selection. WE CAN SUPPLY YOU WHAT YOU ARE PRECISELY LOOKING FOR AT THE BEST PRICE ! Get in contact with us to make an estimation Regards Celine and VincentFIRST-WINE : your buying office in France !!




- ◆ Year of Gold Supplier: 10 years
- ◆ Country: France
- ◆ Main Industry : Rubber & Plastics
- ◆ Alibaba Store: <https://be102639962.trustpass.alibaba.com/>
- ◆ Star Rating:



Company Name: Holywell Enterprises



The screenshot shows the Holywell Enterprises website. At the top, the company logo is on the left, followed by the name "Holywell Enterprises" and contact information: phone number +31 181600522, email info@holywellenterprises.eu, and website www.holywellenterprises.eu. A navigation bar includes links for Home, Products, Profile, and Contacts, along with a search bar. The main banner features a blue background with the text "Highest quality products, at the lowest possible prices" and "CREAM CHARGERS" in large, bold letters. Below this, there are images of various cream chargers and boxes of "Cream Chargers 10", "Supreme Whip", and "Fresh Whip". A green button at the bottom of the banner reads "Excellence In Technology And Performance".

- ◆ **Year of Gold Supplier:** 2 years
- ◆ **Country:** Netherland
- ◆ **Main Industry :** Kitchen & Tabletop
- ◆ **Alibaba Store:** <https://holywellenterprises.trustpass.alibaba.com/>
- ◆ **Star Rating:** 



The screenshot shows the "Our Company" section of the Holywell Enterprises website. At the top, there is a row of flags representing various countries: Italian, Japanese, Korean, Spanish, Thai, Vietnamese, Arabic, German, Netherlands, Portugal, Russian, Indonesian, Hebrew, Turkish, Hindi, and French. Below this, the "Our Company" heading is followed by a paragraph describing the company's specialization in product design and manufacturing, and its commitment to quality and service. To the right, there is a section titled "We have a great range of products suited to your needs and a team of experts ready to help you. We can manufacture your own branded products (OEM) or supply our own popular branded products. All to the highest European standards with CE certifications." Below this text is a "Read More" button. The background of the section features images of a chef using a cream charger and a glass of dessert.

5.

Alibaba.com E-commerce Solution

Alibaba.com Main Service -Gold Supplier Membership



Special financial support for Wallon enterprises:

Please contact AWEX

Prescillia Tang
Logistics & E-commerce Business Developer
Wallonia Export-Investment Agency (AWEX)
Email: P.tang@awex.be

6. Q&A

globalggs_webinar@service.alibaba.com



THANK YOU !