



Reinventing Global Commerce: Leveraging Omnichannel Strategies with Alibaba.com

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01

About Alibaba Group & Alibaba.com

ALIBABA GROUP'S MISSION IS

To make it easy to do business anywhere

We are a technology company and ecosystem that strives to enable merchants, brands, retailers, and businesses large and small to transform the way they market, operate, and engage with their users and customers in a more efficient, effective, and sustainable way.



China Commerce

Retail

Taobao.com Tmall



(Taobao Deals)



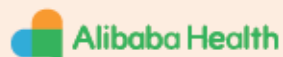
淘菜菜

(Taocaical)



(Idle Fish)

Tmall Mart Tmall Global



SUN ART

Retail Group Limited



銀泰百货

Yintai Department Store

Wholesale

1688

International Commerce

Retail

AliExpress



trendyol



Wholesale

Alibaba.com

Local Consumer Services

To-Home



(Ele.me)



(Taoxianda)

To-Destination



(Amap)



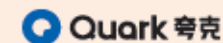
Digital Media and Entertainment



阿里巴巴·影业集团
Alibaba Pictures



灵犀互娱



夸克



Innovation Initiatives and Others



ALIBABA DAMO ACADEMY



Logistics

Logistics Infrastructure for China and International Commerce

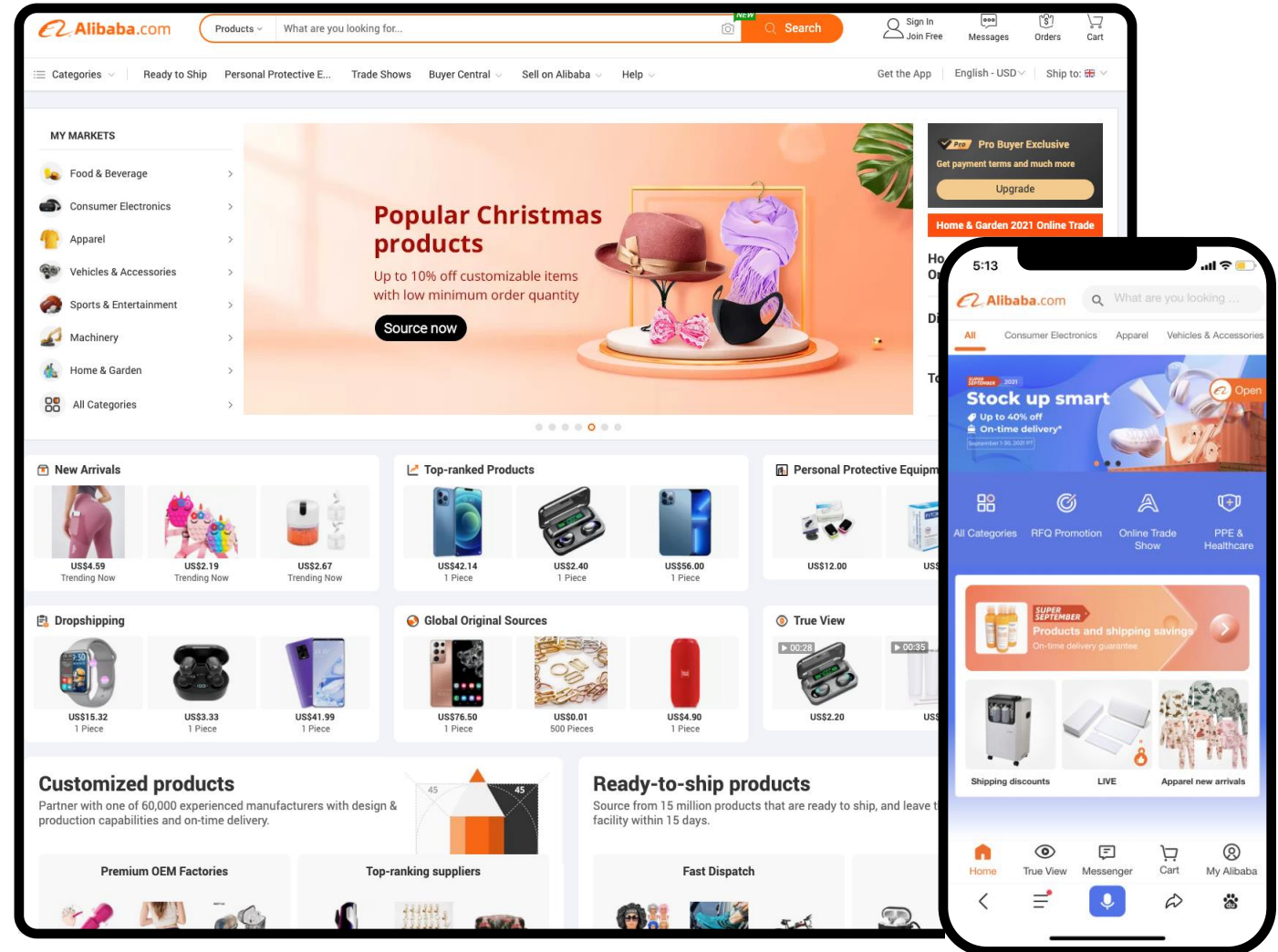


Cloud

Technology Infrastructure for Digitalization and Intelligence

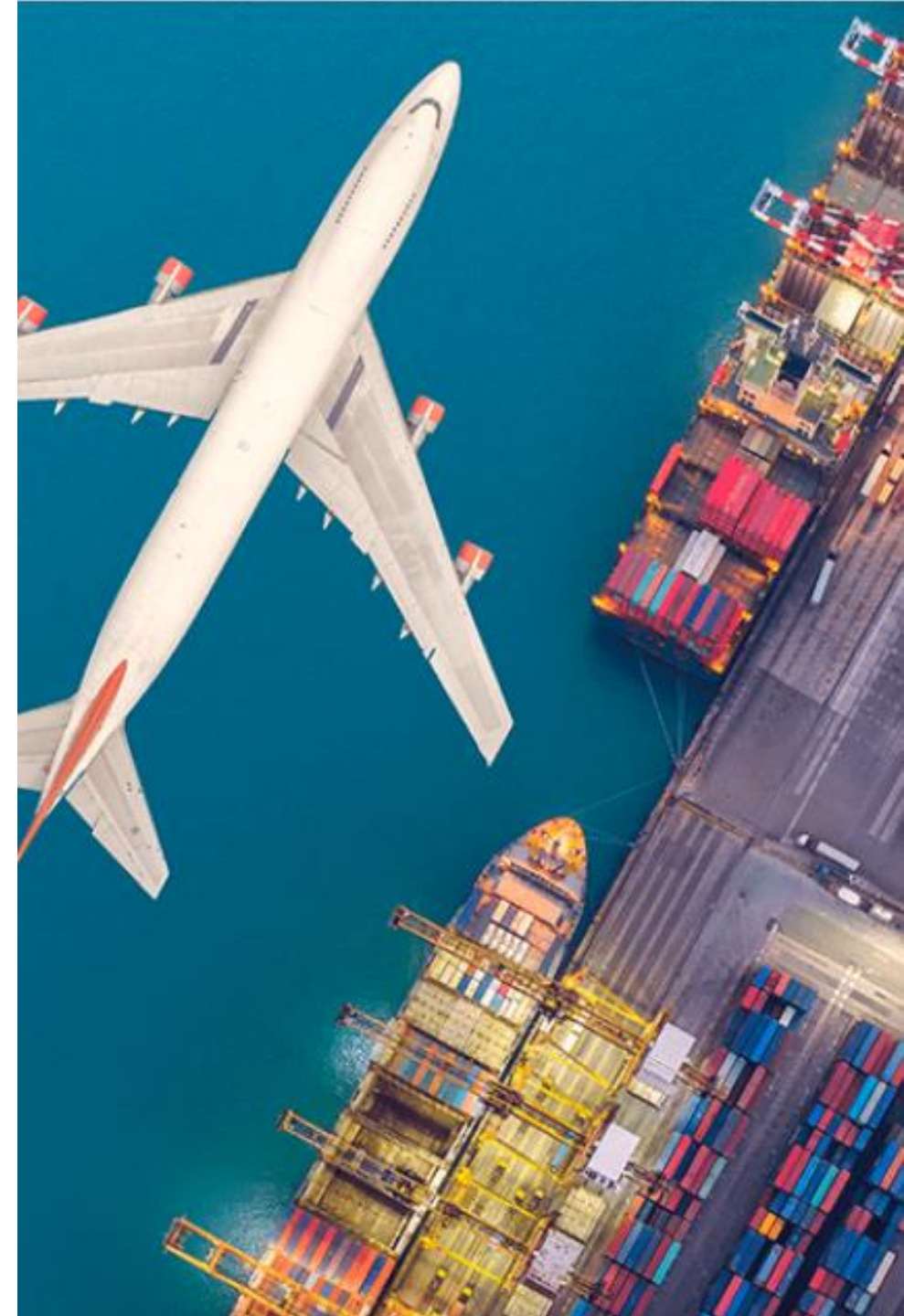


THE LEADING B2B E-COMMERCE PLATFORM FOR GLOBAL TRADING



Alibaba.com: Global B2B ecommerce marketplace

- Alibaba.com was founded in 1999 as **Alibaba Group's first business unit** which has become **the world's leading** cross-border B2B ecommerce platform.
- Alibaba.com is like an **online trade show, open 24/7, 365 days a year**, where sellers of the world can connect with buyers domestically and globally.
- Alibaba.com has been named **the "Best B2B website in the world"** by Forbes Magazine **8 times** in a row.





WE FOCUS ON GLOBAL TRADE FOR MORE THAN 20 YEARS.



Active buyers

40m+



Years of industry

20+



Suppliers

200,000+



Industries covered

40



Counties and regions

200+



Product categories

5,900



Languages supported

18



Products

200m+



Manufacturers

- Strict on quality
- Transform ideas into reality



Wholesalers

- Look for deals
- Source in large quantities
- Perform due diligence



Retailers

- Follow new trends
- Seek partnerships
- Have less to spend



Online Business Owner

New digital entrepreneurs

- Build digital-first brands
- Leverage digital solutions to turn passions into businesses



Service providers

- Need parts & components
- Timely inventory

Top buying countries & regions

Rank	Market	Rank	Market
1	United States	11	Japan
2	United Kingdom	12	Cambodia
3	Canada	13	Russia
4	Australia	14	Saudi Arabia
5	Mexico	15	Nigeria
6	Germany	16	Peru
7	Netherlands	17	Italy
8	Philippines	18	Thailand
9	France	19	Singapore
10	South Korea	20	Spain

Top supplying categories and countries

<ul style="list-style-type: none"> New Energy Machinery Consumer Electronics 	<ul style="list-style-type: none"> Home & Garden Sports & Entertainment 	<ul style="list-style-type: none"> Mainland China
<ul style="list-style-type: none"> Gifts & Crafts 	<ul style="list-style-type: none"> Home & Garden 	<ul style="list-style-type: none"> India
<ul style="list-style-type: none"> Apparel 		<ul style="list-style-type: none"> Pakistan
<ul style="list-style-type: none"> Beauty & Personal Care 		<ul style="list-style-type: none"> South Korea Italy
<ul style="list-style-type: none"> Food & Beverage Agriculture 		<ul style="list-style-type: none"> Italy Turkey Vietnam Malaysia Thailand Japan United States

02

How SMEs grow with Alibaba.com



Alibaba.com **Storefront**



Alibaba.com **Store Product Listing**



Alibaba.com **Company Profile**



Alibaba.com **Product Listings**



Keyword Advertising



Communication Tools



Real-time Translation



Alibaba.com **Search Result**



Request for Quotation

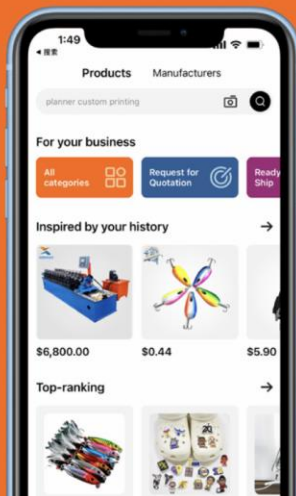
Search

Search by products

- Millions of products
- Source for resale or individual use
- Prices, shipping fees, and dispatch time displayed

Search by manufacturers

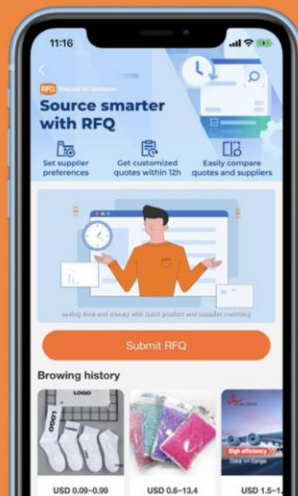
- A wide range of manufacturers
- Source bulk and customized products
- Specification fulfillment



RFQ

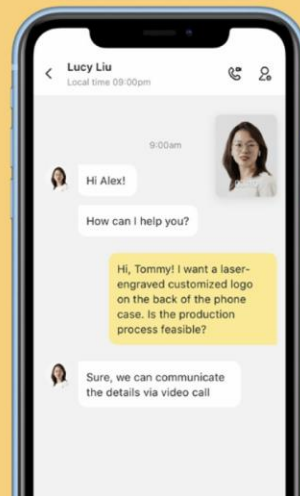
(Request for Quotation)

- Intelligently matches buyers' product or service requests to relevant suppliers, who then compete for their business
- Often receive numerous responses in under 12 hours



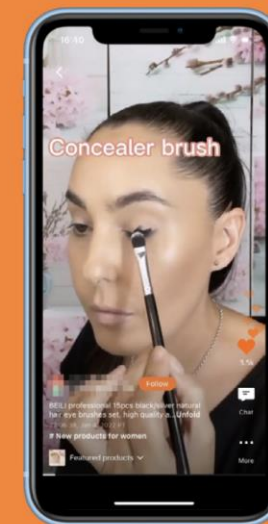
Messenger

- Contact suppliers in real time about products and services via preset or customized inquiries
- See when suppliers are active so as to optimize requests



LIVE

A platform for buyers and suppliers to interact in real time, no matter their location.



True View

A dedicated feed allowing buyers to discover trending products via short-form video content.

Virtual Reality Showroom

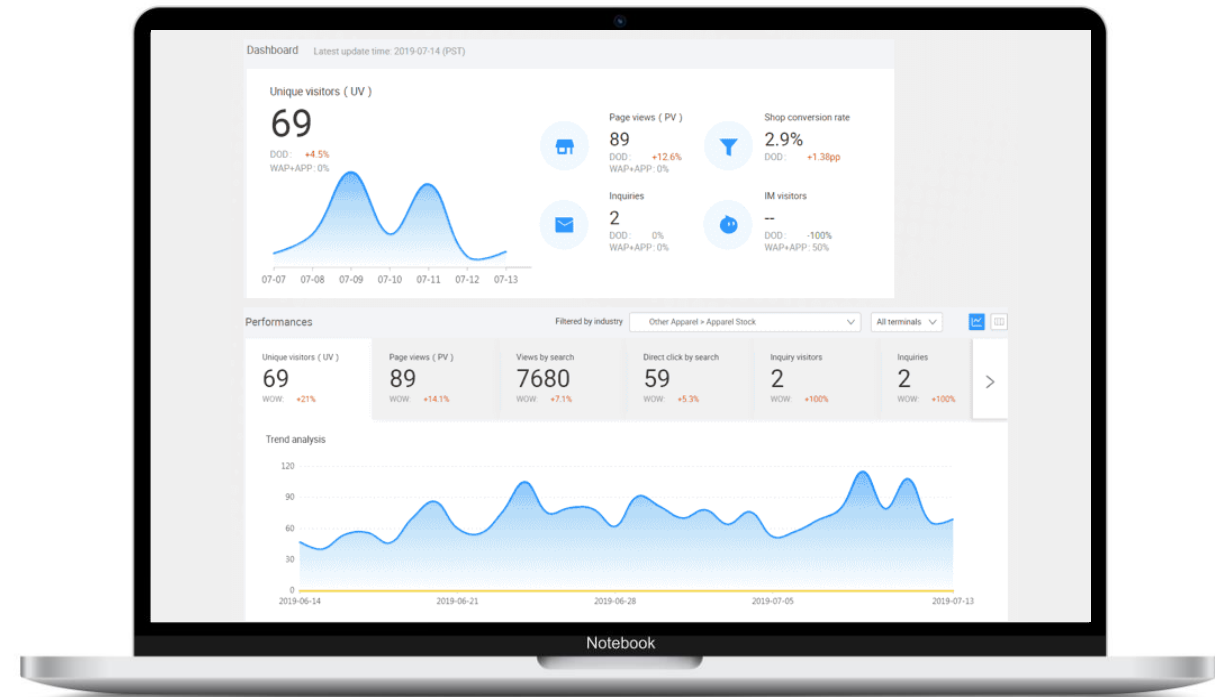
Immersive virtual tours granting buyers exclusive access to factories and showrooms.



Access best in class optimization with 360° analytics & real-time reporting

My Alibaba analytics is a powerful statistical analysis tool:

- It shows buyer **behavior patterns**
- It provides business **strategy insights**
- It gives valuable feedback on **business performance** and operations
- It **maximizes online exposure** and return on investment (ROI)



• Reasons to Partner



Digitize the offer

Powerful **B2B ecommerce solution** that can add value to the Trade Show's offer without important investments or hires.



Grow demand

Increase the number of local and global business **buyers, exhibitors** and **B2B meetings**.



Grow visibility

To get the **maximum level of visibility** thanks to **highly targeted communication campaigns**, increase the **brand awareness** of the tradeshow at a global level.



Improve margins

Receive a **commission** and keep the customer relationship. High ROI. Reduce buyers' recruitment costs and marketing/PR costs.



Access to new partnerships and reports

Thanks to Alibaba's brand, **new global partners, speakers and reports**.

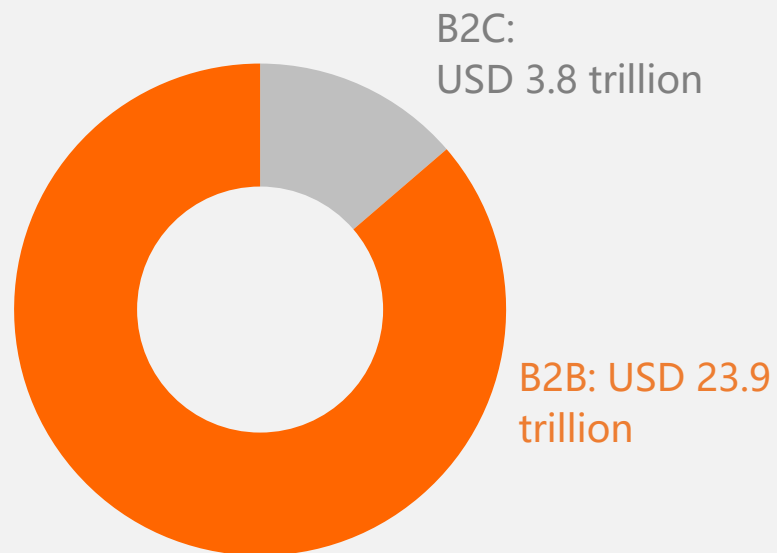


Data access

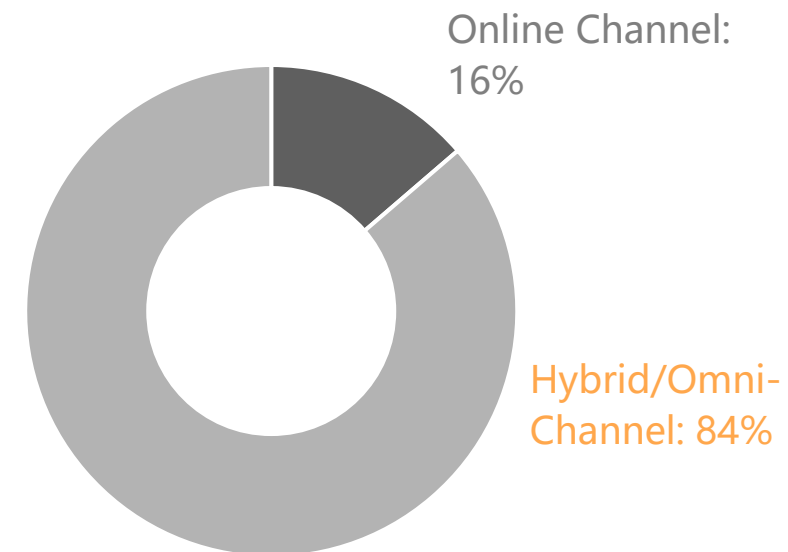
Having access to **dedicated reports** on their own exhibitors in the platform, the tradeshow can personalize the offer and prepare **business development plans** (*by industry and by market*).

03

How Tradeshow Organizers Can Leverage Alibaba.com



Today, B2B e-Commerce is
6x
larger than B2C e-Commerce globally.



16% B2B transactions will happen through online channels.
84% will happen in a hybrid form by 2026.

B2B Omnichannel Strategy Adoption Has Become Essential

For any tradeshow organizers, providing a seamless experience and more importantly, linkage across all online and offline touchpoints have become essential.

B2B omnichannel strategy can help tradeshow organizers with:

Understand customers and audience

- Get a better understanding of attendees/audience and how to engage them.

Improve audience targeting and acquisition

- More datapoints for precise targeting which can lead to more acquisition

Establish activity linkage

- Establish audience activity linkage during and after the tradeshow.

Widen marketing reach for suppliers/exhibitors

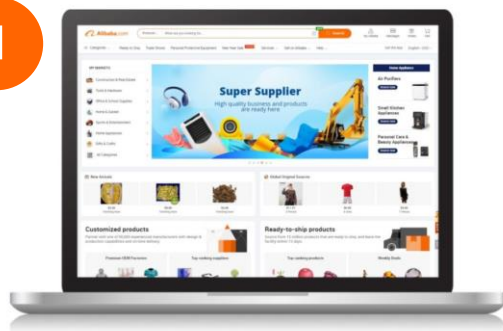
- Reach suppliers beyond traditional lead acquisition channels.

Create a unified experience

- Create a unified customer experience across all available online and offline touchpoints.

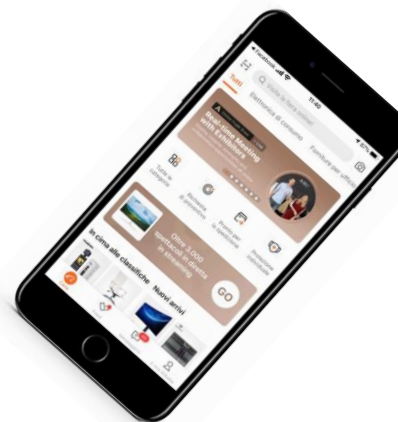
How Alibaba.com Can Complement And Partner With Tradeshow Organizers

1



B2B E-COMMERCE SOLUTION

2



**ALIBABA.COM X TRADESHOW ORGANIZER'S
SPECIAL ONLINE TRADESHOW**

3



**ALIBABA.COM BUYER AND
SUPPLIER MARKETING
PROMOTION PROGRAMS**

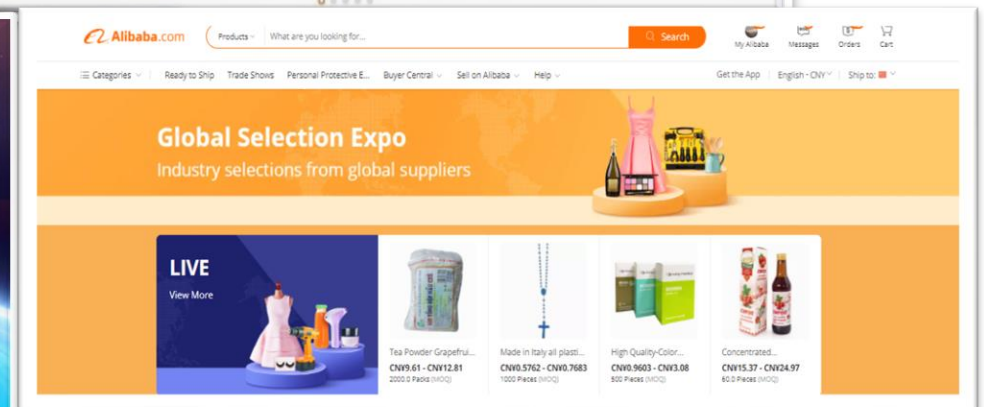
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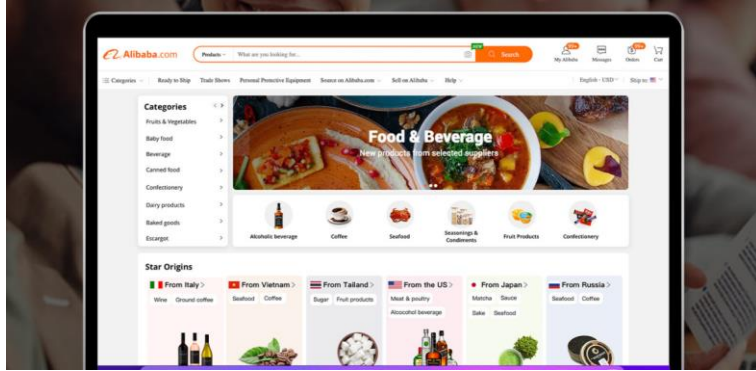
**ALIBABA.COM @ YOUR
TRADESHOW**

Online Tradeshows & Livestreaming in Alibaba.com

Alibaba.com offers sellers various online tradeshows (the most famous are **Super September** and **March Expo**) with the possibility to conduct livestreaming on the platform.



Alibaba.com Online events



Industry events

MARCH EXPO

Held every March, this month-long promotional event provides buyers with new products, new services, new suppliers, and new possibilities.



SUPER SEPTEMBER

The largest annual promotional event on Alibaba.com, our September event is the perfect opportunity for businesses to stock up on inventory in time for the holiday season.



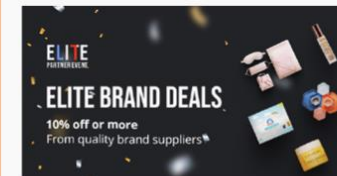
Online Trade Show

Industry-specific promotional events to help buyers source products, discover the latest industry trends, and interact with high-quality suppliers.

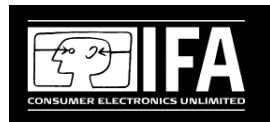


ELITE PARTNER EVENT

Monthly showcases designed to help pair buyers seeking top OEM/ODM manufacturers or up-and-coming brands with third-party verified and inspected suppliers more efficiently.



In recent years Alibaba.com have developed multiple partnerships with different tradeshow organizers globally





Alibaba.com

Thank you

CONNECT ON LINKEDIN

