Alibaba’s eCommerce Practice & Opportunities for SMEs

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Alibaba’s Business Scale

10+ Million Annual Active Sellers
439 Million Annual Active Buyers
450 Million Mobile MAUs
11.11 Global Shopping Festival

11/11/2016 Highlights

- Alibaba’s retail marketplaces generated GMV of **USD 17.8 billion** settled through Alipay in **24 hours**, increased 32% YoY.
- Alipay processed more than **1 billion payment transactions** in total, and processed **120,000 transactions per second** at peak.
- **235 countries and regions** with completed cross-border transactions.
- **37%** of total buyers purchased from international brands or merchants.
Alibaba’s Cross-border eCommerce Businesses

Cross-border eCommerce Platforms

Tmall Global

AliExpress

Alibaba.com

Alipay.com

Cainiao

Onetouch.cn

Aliyun.com
Alibaba.com: Global B2B Platform

190+ Countries

2 Million+ Online shops

160 Million+ Buyers

15 Multi Language

40+ Industries

No.1 Traffic B2B Platform

Data resource: Alibaba July 2016
Alibaba.com’s Purchasing Capacity: 160 Million Buyers

Data resource: Alibaba July 2016
Enable every buyer to trade with confidence

- 100% refund of the Trade Assurance amount for orders no meeting agreed delivery of quality terms
- Supplier performance feedback system allows buyers to rate and review their experience

First, you need to:
- Search suppliers & products with this icon
- Order, sign contracts and pay via Alibaba.com

Then, Alibaba.com ensures:
- Payment safety: Protection up to agreed Trade Assurance Amount
- Supplier adheres to contract for:
  1. Shipment time
  2. Agreed order quality requirements
“I have known Alibaba since 2003 and join Alibaba on 2005. Almost every day, I get inquiries through Alibaba, and averagely about three a day. So far, I have closed many deals, buyers from USA, Europe, Australia, UAE. It's really important to do business by Internet, and Alibaba gives you the competitive edge you need.”

https://www.youtube.com/watch?v=CMFIREOeJBU
Pakistani SME’s Case: ZK INTERNATIONAL

4 Year Gold Supplier Membership
Less than 1 month to get 1st USD 9,000 order from USA buyer
Frequently 3-4 orders confirmed monthly
USD 150,000 value order got last 12 month
From Jan. to Oct. 2016, there was more than **RMB 100 million (USD 15 million)** transaction of Thai products on Tmall Global with over **100 brands**. In 2015, **150,000 Thai latex pillows/mattresses** were sold to Chinese consumers on Tmall Global.

Thai SMEs’ Case: Latex Products on Tmall Global

- **Home Décor & Accessories**: 59.62%
- **Cosmetics & Personal Care**: 27.47%
- **Food**: 8.77%
- **Health Supplements**: 2.70%
- **Others**: 1.44%
Canadian SMEs’ Case: Lobster Promotion

11/11/2015
Lobsters Sold: 50,000+
Fastest delivery: 33 hrs
Cold Water Lobster Association
Definition of Taobao Village:

- E-retailers work in villages;
- Annual ecommerce transaction volume over RMB 10 million (USD 1.5 million);
- Over 10% of village households actively engage in ecommerce OR over 100 online shops opened by villagers on Taobao.com
Alibaba’s eCommerce Globalization

Goals for the next 5-10 years:
- To help 10 million SMEs around the world grow and develop;
- To create 100 million working opportunities;
- To serve 2 billion consumers all over the world.
**Electronic World Trade Platform (eWTP) Initiative**

**EWTP was included in 2016 G20 Leaders Communiqué**

A private sector-led, multi-stakeholder initiative for public-private dialogue and partnership to share best practice, incubate new e-trade rules, foster a more integrated, inclusive and effective policy and business environment for the development of ecommerce and digital economy in Internet Age.
Thanks!

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