



ALIBABA GROUP: GATEWAY TO CHINA

RODRIGO CIPRIANI FORESIO


- Managing Director Italia, Spagna, Portogallo & Grecia
- Responsabile per l'Europa dello sviluppo del marketplace Tmall



MAKE IT EASY TO DO BUSINESS ANYWHERE

ALIBABA GROUP ECOSYSTEM






US\$ 547
billion GMV
+22%




+10 million
active merchants



515 million
active consumers



55 million
packages daily

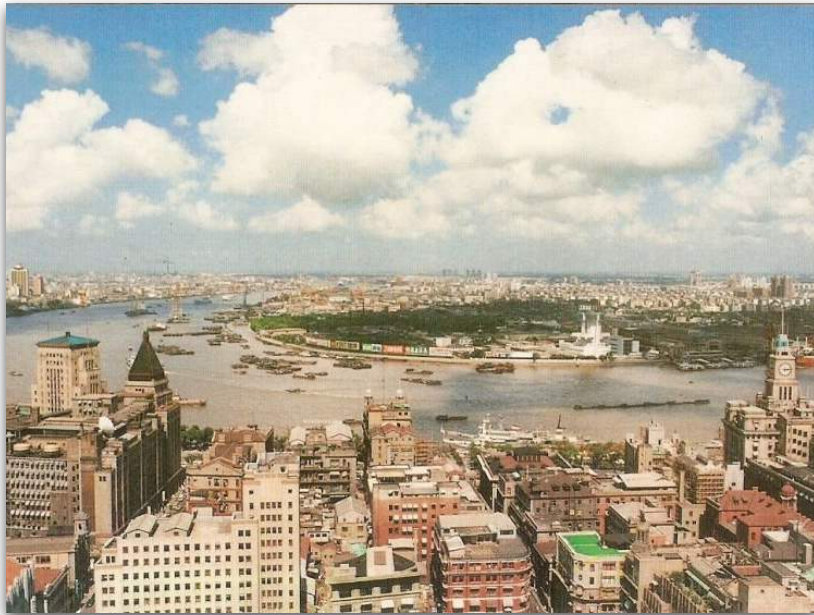


90%
mobile GMV

Alibaba



SHANGHAI, CHINA, PUDONG DISTRICT



In 1990



In 2010

CHINESE CONSUMERS

In 1970



CHINESE CONSUMERS

In 2018



SINGLES DAY 11.11 2017



US\$25.3 billion GMV (+39% YoY)



90% Mobile GMV



812 million deliveries



140,000 Brands & Merchants
60,000 International





SOME OF 140,000 BRANDS JOINING 11.11



NEW RETAIL

15%
Online
Business



85%
Offline
Business



NEW RETAIL PLATFORMS



SOME EXAMPLES OF NEW RETAIL



ALIBABA ITALY



MAIN MISSION

Connect Italian Brands to our **515 Million Chinese Consumers**



EXPAND OUR ECOSYSTEM IN ITALY



DIFFUSION OF ALIBABA PHILOSOPHY

Brands

Media

Institutions

200 ITALIAN FLAGSHIP STORES



ALIPAY GLOBAL LIFESTYLE SUPER APP

A must-have APP for Chinese users' daily life with a wide range of functions



ALIPAY ITALY



NEVER ENDING ONLINE TRADESHOW



- SMEs
- Exporters
- Few hundred employees

- Companies of all sizes
- Entrepreneurs
- MNCs
- E-retailers...

SUPPLIERS IN EUROPE AND RUSSIA

Alibaba.com has suppliers from around the world and these are the most popular Alibaba.com categories listed by country.



GERMANY

- Machinery
- Food & Beverage
- Automobiles & Motorcycles
- Consumer Electronics
- Health & Medical



FRANCE

- Food & Beverage
- Machinery
- Consumer Electronics
- Health & Medical
- Automobiles & Motorcycles



UNITED KINGDOM

- Consumer Electronics
- Machinery
- Appare
- Food & Beverage
- Automobiles & Motorcycles



ITALY

- Machinery
- Food & Beverage
- Consumer Electronics
- Construction & Real Estate
- Automobiles & Motorcycles



SPAIN

- Food & Beverage
- Machinery
- Construction & Real Estate
- Agriculture
- Consumer Electronics



RUSSIA

- Machinery
- Food & Beverage
- Energy
- Health & Medical
- Agriculture

DIFFUSION OF ALIBABA PHILOSOPHY

80 EVENTS, WORKSHOPS & MEETINGS > 3,000 SMEs

2 meetings Jack Ma/Prime Minister > MOU with Italian Government

- ✓ Vinitaly + G20

MOU with Ministry of Agriculture and Tourism

- ✓ Aliprotect 15 Italian food brands
- ✓ ENIT agreement

Hearing Anti-counterfeit Committee in Italian Parliament + IP Protection Event in Milan

«Italian Brand Hub» with Italian Trade Agency

GLOBALIZATION STRATEGY



CAR VENDING MACHINE





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