



## Alibaba.com Launches Trade Show Partnership Program

***New partnership model lets trade show organizers leverage Alibaba.com's online community of buyers and sellers***

**Hong Kong, 21 February 2006** – Alibaba.com announced today a groundbreaking new program that allows trade show organizers to increase attendance and extend the reach of their events by tapping the resources of the world's largest community of importers and exporters.

The launch of the Alibaba.com Trade Show Partnership Program marks an industry turning point where, instead of regarding each other as competitors, trade show organizers and online marketplaces work together to grow both their businesses.

In its first phase, the program will allow trade show organizers to promote their shows to a highly targeted base of Alibaba.com members in relevant industries – through direct mail, promotions and Alibaba.com's Trade Show Channel.

"The long-term vision is to work with trade show organizers to transform their shows from one-week events into 365-day exhibitions," said Porter Erisman, Alibaba.com's Vice President for International Marketing and Business Development.

"In the last five years, it's become clear that trade show organizers and online marketplace operators do best when they focus on their \*\*\*\* businesses, rather than trying to compete," Erisman said. "The next five years will show that partnerships between the two will be the most powerful way to serve buyers and suppliers. Alibaba.com plans to lead this trend."

Alibaba.com successfully tested the new initiative in a pilot program with the Kenfair Mega Show in Hong Kong in October 2005.

Herbert Ip, Chairman of Kenfair International (Holdings) Limited, said: "Teaming up with Alibaba.com helped us to attract a large number of qualified visitors to our 2005 MegaShow. The partnership demonstrated that combining resources was a powerful way to help both partners grow their businesses. Alibaba.com is the clear leader in its field and proved to be a terrific choice as our online partner."

Industry analysts agree that with increased competition in Asia's trade show sector, trade show organizers who adopt innovative media strategies will have an

edge over the competition. Paul Woodward, Business Strategies Group (BSG) founder and a veteran of business development in Asia with over 20 years experience in the region, said: "The Chinese exhibitions industry has been growing at over 20% a year for the past five to 10 years. It is increasingly important for trade show organizers to distinguish the quality of their events with much more sophisticated communications programs and doing so with the right media partner."

The Alibaba.com Trade Show Partnership Program was officially announced at the UFI Open Asia/Pacific Seminar 2006 held in Hong Kong.

Trade show organizers seeking more information on the program may contact Brian Wong, Senior Director, International Marketing and Business Development., at Alibaba.com by e-mail at [brian@alibaba-inc.com](mailto:brian@alibaba-inc.com).

### **For more information**

Please contact

#### **In Hong Kong**

Bruce Shu  
Citigate Dewe Rogerson  
Phone: +852 2533 4607  
Mobile: +852 9132 2906  
E-mail: [bruce.shu@citigatedr-hk.com](mailto:bruce.shu@citigatedr-hk.com)

#### **In Shanghai**

Emma Zhao  
Citigate Dewe Rogerson  
Phone: +86 21 6391 3400  
Mobile: +86 138 1783 7863  
E-mail: [emma.zhao@citigatedr-hk.com](mailto:emma.zhao@citigatedr-hk.com)

#### **In New York**

Marcy Simon  
Worldwide Communications & Television  
Phone: +1 212 445 8220  
E-mail: [marcy@wctv.com](mailto:marcy@wctv.com)

### **About Alibaba.com Corporation**

Alibaba.com Corporation is China's leading e-commerce company, operating the world's largest online marketplaces for both international and domestic China trade, as well as China's most popular online payment system, AliPay. Alibaba.com also owns and operates Yahoo! China, which it acquired in October 2005.

### **Alibaba.com's Businesses**

**Alibaba International** ([www.Alibaba.com](http://www.Alibaba.com)) is the world's largest import-export marketplace primarily serving Small and Medium-Sized Enterprises (SME's) in the international trade community.

**Alibaba China** ([www.China.Alibaba.com](http://www.China.Alibaba.com)) is China's largest online marketplace for domestic trade among businesspeople.

**TaoBao** ([www.Taobao.com](http://www.Taobao.com)) is China's most popular consumer-to-consumer trading site.

**Yahoo! China** ([www.yahoo.com.cn](http://www.yahoo.com.cn)), a division of Alibaba.com, is a leading internet search brand serving China's consumers and businesses. In October 2005, Alibaba.com acquired Yahoo! China and formed a long-term strategic partnership with Yahoo! Inc.

**AliPay** is China's most popular online payment solution and enables individuals and businesses to securely, easily and quickly send and receive payments online.

#### **Alibaba.com's Team**

Alibaba.com was founded in 1999 and is based in Hangzhou, eastern China. It has approximately 3,500 employees, 14 sales offices across China and other offices in Beijing, Hong Kong, Silicon Valley and Europe.