



**Alibaba B2B and UBM Join Forces to Create New B2B Trading Experience**  
***Leader in global online wholesale trade and leading global trade exhibition organizer  
embark on pilot projects to enhance online and face-to-face business***

**Hangzhou, China, December 10, 2015** – Alibaba’s B2B business unit, including Alibaba.com and 1688.com, the leading platforms for online wholesale trade of the Alibaba Group (NYSE:BABA), and UBM plc, one of the world’s leading trade exhibition organisers, have today announced a strategic alliance to unite the online and offline trade buying experience initially in Asia.

The two companies have begun exploring opportunities to link the B2B online and face-to-face trading worlds by leveraging their combined strengths, technologies and relationships. The alliance will begin with pilot programmes introducing Alibaba B2B business unit’s online secure transactional platforms and business portals for companies participating in select UBM Asia trade fairs. Cross promotional marketing, match-making services and audience development of the two company’s brands and networks will be another key aspect in working towards the longer term goal of creating the next generation of on and offline trade experiences.

Sophie Wu, President of the Alibaba B2B business unit, commented: “We are excited to collaborate with UBM to offer small and medium-sized enterprises a multichannel B2B trading experience. They can also tap into the abundant and combined expertise of the two industry pioneers for more worldwide trading opportunities.”

Tim Cobbold, CEO of UBM plc, said: “A fundamental element of our ‘Events First’ strategy is our commitment to innovate and to deliver value for our customers. We are excited at the opportunity to partner with Alibaba.com, to create the next generation of trade buying experience.”

Pilot programmes for the joint collaboration will begin with UBM Asia’s Malaysia International Furniture Fair (MIFF) to be held on 1-5 March 2016 in Kuala Lumpur, Malaysia; Finefood Shanghai — part of Hotelex Shanghai — to be held 29 March to 1 April 2016 in Shanghai, China; and the co-located Materials Manufacturing & Technology (MM&T) and Fashion Access (FA) fairs to be held 30 March to 1 April 2016 in Hong Kong.

The collaboration will commence with promotions of the UBM fairs to both parties’ respective trade audiences and Alibaba will begin offering their Trade Assurance service onsite to select exhibitors. Alibaba’s Trade Assurance service allows participating suppliers to offer guarantees on order quality standards and on-time shipment. Further pilots in the second half of 2016 will include additional business match-making components for other UBM Asia events such as Shanghai International Children Baby Maternity Industry Expo (CBME China) and SIGN & LED CHINA fairs.

James Dong, Head of B2B Strategy, Investment, Business Development and Business Intelligence of Alibaba.com, commented: “We see great added values that this collaboration brings to global business traders. Alibaba’s online trading resources and technology complements with the interaction and dialogues in the offline UBM trade shows. Such an alliance not only makes trading more cost-effective but enables higher level of trust between global buyers and sellers.”

Jime Essink, President and CEO of UBM Asia Ltd, said: “One of the challenges of the trade exhibition industry is continuing the buyer and seller dialogue and experience throughout the year. Meanwhile, the limitation of a pure online trading world is the absence of the physical interaction and development of the personal relationship. With Alibaba and UBM Asia – both prominent players in our respective fields of B2B trade – working together, we see opportunities to change how online and offline trade takes place, providing improved returns and efficiencies for our customers.”

Additional information will be shared with the attendees and exhibitors on each pilot event. The progress on the business match-making components will be announced as the partnership develops.

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## Contacts

<p>Crystal Liu Alibaba Group +852 6378 5626 <a href="mailto:crystal.liu@alibaba-inc.com">crystal.liu@alibaba-inc.com</a></p> <p>Molly Morgan Alibaba Group +44 20 7516 0683 <a href="mailto:mollymorgan@eu.alibaba-inc.com">mollymorgan@eu.alibaba-inc.com</a></p>	<p>Jennifer Law Director of Corporate Marketing &amp; Communications UBM Asia Ltd +852 2516 1691 <a href="mailto:jennifer.law@ubm.com">jennifer.law@ubm.com</a></p> <p>Kate Postans Head of Investors Relations &amp; Corporate Comms UBM plc +44 207 09215023 <a href="mailto:kate.postans@ubm.com">kate.postans@ubm.com</a></p> <p>Jon Coles, Andy Rivett-Carnac &amp; Craig Breheny Financial Communications advisor to UBM plc Brunswick +44 207 404 5959 <a href="mailto:ubm@brunswickgroup.com">ubm@brunswickgroup.com</a></p>
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**About Alibaba.com**

The first business of Alibaba Group, Alibaba.com ([www.alibaba.com](http://www.alibaba.com)) is the leading platform for global wholesale trade serving millions of buyers and suppliers around the world. Through Alibaba.com, small businesses can sell their products to companies in other countries. Sellers on Alibaba.com are typically manufacturers and distributors based in China and other manufacturing countries such as India, Pakistan, the United States and Thailand.

**About 1688.com**

Launched in 1999, 1688.com ([www.1688.com](http://www.1688.com)) is a leading online wholesale marketplace in China. It serves as a wholesale channel for merchants doing business on Alibaba Group's retail marketplaces to source products from domestic wholesalers. 1688.com is a business within Alibaba Group.

**About UBM plc ([www.ubm.com](http://www.ubm.com))**

Listed on the London Stock Exchange, UBM plc is a leading global events-led marketing services and communications company. UBM helps businesses do business, bringing the world's buyers and sellers together at events, online and in print. 5,000 staff located in more than 20 countries are organised into specialist teams which serve commercial and professional communities, helping them to do business and their markets to work effectively and efficiently. Running over 400 events per year UBM is the second largest exhibitions organiser globally and the biggest commercial tradeshow organiser in the US, mainland China, India and Malaysia.

**About UBM Asia ([www.ubmasia.com](http://www.ubmasia.com))**

Owned by UBM plc listed on the London Stock Exchange, UBM Asia is the largest trade show organiser in Asia and the largest commercial organiser in China, India and Malaysia. Established with its headquarters in Hong Kong and subsidiary companies across Asia and in the US, UBM Asia has a strong global presence in 24 major cities with 31 offices and 1,300 staff. UBM Asia operates in 20 market sectors with 230 dynamic face-to-face trade exhibitions and associated print/online products for over 2,000,000 quality sellers and buyers from all over the world. Most recently, UBM Asia was awarded 'Asia's Most Reliable Trade Show Organiser Award' in Hong Kong's Most Valuable Companies Awards (HKMVCA) 2016.