



Alibaba Group Launches Malaysia Week to Boost Opportunities for Malaysian SMEs in China

Week-long promotion launched in China across Alibaba's platforms featuring special online promotions on thousands of products and services from Malaysian SMEs

Hangzhou, China, July 6, 2018 – Alibaba Group officially launched 'Malaysia Week' today, kicking off the online campaign with an entire week of special promotions on thousands of **'Must-buy', 'Must-eat', and 'Must-experience'** Malaysian products till 12th July 2018.

The initiative is part of Alibaba's continued commitment to Malaysia, its first eWTP hub outside of China, and aims to attract Chinese consumers to buy all-things 'Malaysia' through its online marketplaces. More than 50 Malaysian brands are participating in the campaign and will be featured on Tmall during the week-long promotion.

Chinese travellers can also access special promotions on Malaysia's travel and tourism products and services on Alitrip this Malaysia Week. More than 30 Malaysian Tourism merchants will host special offers on the Alitrip platform for local travel products and services in Malaysia, including tour and hotel packages, local attractions and events, as well as shopping and dining vouchers.

The 'Malaysia Week' initiative combines online and offline activities specifically designed to promote and increase opportunities for Malaysian businesses to reach Chinese consumers, and their growing demand for high quality foreign products.

"For the past year, Alibaba worked with the Malaysian government and local business community to develop and improve the cross-border trade infrastructure in Malaysia. Through innovations in logistics, payment, customs clearance and big data, Malaysian small businesses can now enjoy the convenience of global e-commerce trading which in the past, was only available to big multinational corporations. By making globalization more inclusive, small businesses and young people will benefit tremendously in the near future," said Jet Jing, President of Tmall. "Malaysia week marks our commitment to continue to showcase the best of Malaysia's fresh, high-quality products and must-visit tourism attractions to Chinese consumers."

"Malaysia Week is the bridge between Malaysian products, tourism and culture, to the world. Leveraging on the long-term partnership with Alibaba, Malaysian SMEs will benefit immensely as businesses will now be able to reach farther and wider through access to new markets that this initiative provides. I would like to thank our partner, Alibaba, for this amazing opportunity. Malaysia Week a great testament to Alibaba's commitment to help Malaysia SMEs export and introduce their high-quality products to the world. We are confident this partnership with Alibaba will go a long way as Alibaba's eWTP and Malaysia's DFTZ have a common vision which is to help SMEs grow and revolutionise Malaysia's eCommerce," says Dato' Ng Wan Peng, Chief Operating Officer of Malaysia Digital Economy Corporation at the launch of Malaysia Week.

Kerry Centre, an upscale shopping centre located in the heart of Hangzhou, Alibaba's hometown, was transformed into an offline pop-up exhibition to showcase local Malaysian brands such as Aik Cheong coffee, Julie's and Boh Tea, amongst others from 6th to 8th July 2018. Chinese consumers are also able to catch a glimpse of Malaysia through exciting displays, activities and performances including Malaysia's Traditional Dance and Culture showcase, a uniquely Malaysian 'Teh Tarik' performance as well as

interactive displays of Malaysian tourism destinations such as the Malaysia Day Tour Experience, Mangrove Fireflies, Tun Sakaran Marine Park and more.

A 'Malaysia Food Festival' was also held in Shangri-La hotel, Hangzhou, to give Chinese consumers a taste of what to expect when visiting Malaysia, Truly Asia.

Connecting Malaysian SMEs to China

As part of the Malaysia Week initiative, Alibaba.com, the world's leading marketplace for global trade, hosted a business matching network event that connected 17 Malaysian merchants with over 100 Chinese buyers in Hangzhou today.

"As the world's largest B2B one-stop service platform, Alibaba.com not only has helped connect Malaysian SMEs with global opportunities and drive their business growth, it also is a leader in providing training to ensure Malaysia has a pool of local e-commerce talent to develop the country's digital economy. As a key component of the eWTP initiative, we will continue to strive to work towards lowering trade barriers for SMEs in Malaysia and beyond," said Kuo Zhang, General Manager of Alibaba.com.

Malaysia 'July on Demand' Promotions

Alibaba.com is also hosting a special promotion for its Malaysian Global Gold Suppliers called 'July on Demand', which began on 2nd July 2018 and will last till 29th July 2018. More than 275 local merchants and more than a thousand Malaysian products are being promoted in over 200 countries and regions across the world, in an effort to enable local SMEs to grow their business and expand their exports globally.

'Malaysia Week' campaign is organised by the Alibaba Group in cooperation with Malaysian agencies such as the Malaysian Digital Economic Corporation (MDEC), Ministry of International Trade and Industry (MITI), MATRADE, SME Corp, Malaysia Investment Development Authority (MIDA), Tourism Malaysia (TM) in both Malaysia and China and Malaysia Inbound Tourism Association (MITA) to deepen Chinese consumers' understanding of Malaysian products and services, and to boost cross border trade opportunities for Malaysian SMEs with China.

###

About Alibaba Group

Alibaba Group's mission is to make it easy to do business anywhere. The company aims to build the future infrastructure of commerce. It envisions that its customers will meet, work and live at Alibaba, and that it will be a company that lasts at least 102 years.

About Alibaba.com

The first business of Alibaba Group, Alibaba.com (www.alibaba.com) is a leading wholesale marketplace for global trade. Buyers on Alibaba.com, who are located in more than 200 countries and regions all over the world (as of March 31, 2017), are typically trade agents, wholesalers, retailers, manufacturers and SMEs engaged in the import and export business. Alibaba.com also offers its members and other SMEs import/export supply chain services, including customs clearance, VAT refund, trade financing and logistics services.

About Tmall

Launched in 2008, Tmall (www.tmall.com) caters to consumers looking for branded products and a premium shopping experience. A large number of international and Chinese brands and retailers have established

storefronts on Tmall. According to Analysys, Tmall was China's largest third-party platform for brands and retailers in terms of gross merchandise value in 2017. Tmall is a business of Alibaba Group.

Media Contacts

Cathy Yan
Alibaba Group
+852 9012 5806
cathy.yan@alibaba-inc.com

Rico Ngai
Alibaba Group
+852 9725 9600
rico.ngai@alibaba-inc.com