



E-Business Entrepreneurs from Around the Globe To Convene in China for APEC SME Summit

President Bill Clinton; Olympic Gold Medalist and NBA Champion Kobe Bryant and Starbucks' Howard Schultz Among Dignitaries to Address Opportunities and Challenges for Small Businesses in the New Economy

Hangzhou, September 2, 2009 – Thousands of online entrepreneurs from across China and around the world will travel here next week for the third APEC Business Advisory Council (ABAC) SME Summit and the Alibaba.com-Taobao “Net Products” Trade Fair. The SME Summit takes place Sept. 11-12 at the Hangzhou Leisure Expo Convention Center.

With the theme “Small is Beautiful” accentuating the significant role that SMEs play in the world’s economies, the SME Summit is also part of Alibaba Group’s 10th Anniversary celebration. Keynote presenters include President Bill Clinton, founder of the William J. Clinton Foundation and 42nd president of the United States; Olympic Gold Medalist and NBA Champion Kobe Bryant; Howard Schultz, chairman, president and chief executive officer, Starbucks Coffee Company; Nobel Peace Prize Laureate Muhammad Yunus; Liu Chuanzhi, chairman of the board, Lenovo Group Limited; and Alibaba Group Founder, Chairman and Chief Executive Jack Ma; and other executives and dignitaries.

These presenters join other global business leaders, entrepreneurs and prominent scholars from the APEC member economies to explore key issues concerning the growth and development of small businesses including financing, human capital, management, brand building and other necessities for small businesses. Attendees will share insights on surviving the economic winter and taking advantage of coming trends in business for economic growth.

“There has never been a better time to bring together those who will most dramatically impact tomorrow’s economy,” said Ma. “Without doubt, small businesses are the key engine of growth for every economy in the world. Uniting the can-do spirit of entrepreneurs from around the world with the continued development of technology will create a virtual world of e-commerce that will forever change for the better how business is done. The benefits of this new business paradigm will be myriad; rewarding customers with tailor-made choices at lower prices and allowing sellers, regardless of where they are, to be more competitive with bigger companies through nimbleness and higher margins thanks to favorable improvements in the value chain.”

The SME Summit takes place Sept. 11-12 at the Hangzhou Leisure Expo Convention Center in the First World Grand Theatre. The summit is jointly hosted by Alibaba Group, the Singapore Business Federation, the Chinese Council for the Promotion of International Trade (CCPIT) and the People’s Municipal Government of Hangzhou.

Some 3,000 attendees from more than 20 nations are registered to attend this year’s APEC SME Summit. Highlights of the summit will include:

- A live video address by Bill Clinton on the challenges and opportunities for small businesses in the Asia-Pacific region (Friday, Sept. 11 at 10:00 a.m. local time)
- A keynote address on sustainability for small businesses by Howard Schultz (Saturday, Sept. 12 at 10:40 a.m. local time)
- A conversation about the requirements of success between Kobe Bryant and Jack Ma (Friday, Sept. 11 at 11:30 a.m. local time)
- A video address by Muhammad Yunus on funding for small businesses in challenging times (Saturday, Sept. 12 at 10:30 a.m. local time)
- A presentation on management for small business owners by Liu Chuanzhi (Friday, Sept. 11 at 1:30 p.m. local time)

- Numerous sessions addressing solutions to the daily challenges of small business success
- The sixth annual Global e-Business Champions Awards ceremony, hosted by Alibaba.com CEO David Wei, to recognize innovative online entrepreneurs who also have advocated for the principles of integrity, cooperation and social responsibility (Friday, Sept. 11 at 4:00 p.m. local time)

The events in Hangzhou take on a special significance this year – the 10th anniversary of Alibaba. From its humble beginnings in an apartment in Hangzhou, Alibaba Group has developed into a collection of successful online businesses. Its flagship company, Alibaba.com Limited (HKSE: 1688.HK), has become the world's largest online B2B marketplace for small businesses. In the process, Hangzhou has become a vital hub for e-business globally.

“The celebration of our 10th anniversary is really a testament to the power of Internet entrepreneurs,” continued Ma. “These net entrepreneurs are the ones who work hard and take risks to consistently satisfy their customers. We honor their success, and we look forward to welcoming them to Hangzhou next week to share ideas on the rise of e-commerce and the way forward following the global economic crisis.”

Alibaba.com-Taobao “Net Products” Trade Fair

Also taking place next week is the Alibaba.com-Taobao “Net Products” Trade Fair (September 11-13 at the Hangzhou Leisure Expo Convention Center), where thousands of e-commerce merchants and buyers will gather to network and identify new products, markets and partnership opportunities. The trade show will take place alongside the APEC SME Summit, allowing online entrepreneurs to combine valuable practical business development opportunities with inspirational and thought-provoking ideas from some of the world's most accomplished leaders.

The Alibaba.com-Taobao “Net Products” Trade Fair is jointly organized by the Zhejiang Province Committee for Economic and Communication Affairs, Zhejiang Province Bureau of Commerce, People's Municipal Government of Hangzhou and Alibaba Group. More than 100,000 potential buyers are expected, including some 50,000 Taobao retailers, approximately 20,000 students from Zhejiang Province. Approximately 1,000 exhibiting suppliers will participate in the trade fair, with special zones on the show floor featuring suppliers from Hong Kong, Australia, Taiwan, Japan and India.