



Alibaba Group and New Zealand Government Form Strategic Alliance to Strengthen Trade with China

Leveraging Alibaba's Ecosystem and NZTE's Resources to Support New Zealand Companies to Enter China

Beijing, April 18, 2016 – Alibaba Group, the world's largest online and mobile marketplace, and New Zealand Trade and Enterprise (NZTE), the New Zealand Government's international business development agency, signed a Memorandum of Understanding (MOU) today to formalize discussions for strengthening trade between China and New Zealand and support the growth of New Zealand brands in China.

The signing ceremony of the MOU was witnessed by New Zealand Prime Minister, Rt Hon John Key, and Alibaba Group's Founder and Executive Chairman, Jack Ma, soon after their keynote speeches at an event held by the China Entrepreneur Club, the premier business leader platform in China. The cooperation between Alibaba and NZTE will foster greater trade opportunities for New Zealand businesses seeking to enter the vast Chinese consumer market, by leveraging services and platforms offered by Alibaba's ecosystem.

The MOU aims to broaden Alibaba's existing partnership with NZTE and is a significant step in establishing a closer cooperation to promote trade and online commerce between China and New Zealand. Under the MOU, the parties will explore different collaboration opportunities, including Alibaba providing support for New Zealand companies to enter the Chinese consumer market through its various e-commerce channels, while NZTE will assist local companies to understand and optimize the opportunities Alibaba's ecosystem offers in terms of business growth in China.

"We are excited to extend our cooperation with the New Zealand Government by collaborating with NZTE to support local businesses to enter China through Alibaba's platforms," said Maggie Zhou, the newly appointed Managing Director for Australia and New Zealand, who also represented Alibaba at the MOU signing ceremony. "With our strong networks in China and expertise in e-commerce, we will enable Chinese consumers to benefit from the premium products and fresh foods that New Zealand businesses can offer."

Peter Chrisp, Chief Executive of NZTE, said: "New Zealand businesses are already using Alibaba's channels to sell a wide range of products including dairy, meat, seafood, fruit, wine, beverage, cereal, skincare and health supplements. By providing dedicated services for New Zealand products, this new arrangement offers significant opportunities for New Zealand businesses to reach more consumers as well as advocating New Zealand's reputation as a place of open spaces, open hearts and open minds."

Alibaba and its wider ecosystem will offer New Zealand businesses a wide range of services to help cultivate opportunities in China via its major e-commerce platforms. These key services will enable merchants to sell into China through retail (B2C) or wholesale (B2B) platforms, cross-promote tourism between China and New Zealand, and provide seamless payment solutions to both consumers and merchants. These services include:

- **Tmall.com** (<http://www.tmall.com>), China's largest third-party B2C platform for brands and retailers;
- **Tmall Global** (<http://www.tmall.hk>), a cross-border solution and an extension of Tmall's B2C business for overseas imports;
- **Tmall Fresh Food** (<http://miao.tmall.com>), a vertical dedicated to fresh foods sourced from around the world;
- **Alibaba.com** (<http://www.alibaba.com>), China's largest global online B2B wholesale platform;
- **1688.com** (<http://www.1688.com>), leading online B2B wholesale marketplace in China;
- **Alitrip** (<http://www.alitrip.com>), leading online travel service platform; and
- **Alipay** (<http://www.alipay.com> - via its associated companies), secure, trustworthy, and convenient online and mobile payment services.

NZTE will work closely with New Zealand companies to promote local specialties and fresh produce in China. With New Zealand's reputation for producing exceptional quality fresh food including dairy, meat, seafood, fruit and wine, there are significant opportunities for this sector as Chinese consumers increasingly demand high quality fresh products.

To better support Australia and New Zealand markets, Maggie will be leading a team with the addition of a New Zealander, John O'Loghlen as Director, leading business development for the two regions. John has extensive cross-border trading experiences and knowledge to support the company's developments focusing on assisting Australia and New Zealand businesses to connect with Chinese consumers via Alibaba platforms.

In honouring the new partnership with New Zealand government, Tmall.com, Tmall Global, and Alitrip are jointly hosting a New Zealand campaign from April 17-19, showcasing primarily honey, cosmetics and personal care products from New Zealand. For more details, please visit: <http://newzealand.tmall.com>

See video on Alizila.com, Alibaba Group's corporate news website, of how Tmall helps New Zealand seafood reach rural China at: <http://bit.ly/1SF4CY0>

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About Alibaba Group

Alibaba Group's mission is to make it easy to do business anywhere. The company is the largest online and mobile commerce company in the world in terms of gross merchandise volume. Founded in 1999, the company provides the fundamental technology infrastructure and marketing reach to help businesses leverage the power of the Internet to establish an online presence and conduct commerce with hundreds of millions of consumers and other businesses.

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