

## **Alibaba Launches Indonesian Pavilion on Tmall Global**

### ***Showcasing popular Indonesian brands to Chinese consumers on eve of 11.11 Global Shopping Festival***

**Shanghai, November 2, 2018** – Alibaba Group Holding Limited officially launched the Indonesian Pavilion on Tmall Global today in an effort to raise the brand awareness of the best of Indonesian products among hundreds of millions of Chinese consumers in the run-up to Alibaba’s 11.11 Global Shopping Festival, the world’s largest one-day-sale extravaganza held annually on November 11.

In a show of support for the initiative, President of Indonesia Joko Widodo spoke to Indonesian dignitaries and guests attending the launch ceremony at Shanghai’s Oriental Pearl Tower in a video message highlighting some of the best-loved Indonesian brands.

“Indonesia not only is renowned for its rich resources and beautiful natural environment, we are also a country known for producing some very high-quality products,” President Joko Widodo said in Bahasa in the video. “As the President of Indonesia, my family and I enjoy very much the quality and authenticity of these products. I wholeheartedly present these finest products that Indonesia have on offer to all of you.”

The milestone in introducing Indonesian brands to Chinese consumers was achieved after fruitful discussions between the Indonesian Government and Alibaba Group on ways to collaborate on enabling Indonesian businesses so they can reap the benefits of cross-border trade in the digital era. Other initiatives discussed included helping Indonesia train up a pool of local digital talent as well as innovation in fintech.

Officiating the launch ceremony in Shanghai were H.E. Djauhari Oratmangun, Indonesian Ambassador to the People’s Republic of China and Ryan Wang, Tmall’s General Manager of Public Affairs, who were joined by other guests including Siti Nugraha Mauludiah, Consul General of the Consulate General of the Republic of Indonesia in Shanghai.

The Pavilion is initially launched with five leading Indonesian food and beverage brands with the hopes that it would open up a path for more unique and authentic Indonesian products to win over more Chinese consumers in the longer term.

The five brands that have joined the Pavilion are instant noodle maker Indomie, coffee specialist Kapal Api, biscuit company Richeese, bird’s nest brand Yan Ty Ty and shrimp cracker maker Papatonk. Launched in time to join this year’s 11.11 Global Shopping Festival, the Pavilion not only is a one-stop destination for Indonesian products to raise their brand awareness, it also serves as a gateway for Chinese consumers to learn more about Indonesia’s rich culture and exotic travel destinations.

“The Indonesia Pavilion launch is a major step forward for our partnership with Alibaba Group in providing the best e-commerce platform for Indonesia’s export products to reach the Chinese market. We hope this initiative will further entice Chinese consumers to enjoy the flavors of Indonesia through its finest products and attract more Indonesia’s best brands to take advantage of this not-to-be-missed opportunity,” said H.E. Djauhari Oratmangun, Indonesian Ambassador to People’s Republic of China.”

Ryan Wang, General Manager of Public Affairs, Tmall, said: “Through the launch of the Indonesian Pavilion to spotlight local brands and hosting various activities to promote Indonesia in the run-up and during the 11.11 Global Shopping Festival, we demonstrate our commitment to providing Indonesian businesses a platform to showcase their high-quality offerings to Chinese consumers. We hope this will

encourage other Indonesian businesses to learn more about this great opportunity and perhaps even to participate in the next 11.11 Global Shopping Festival.”

Indonesia is the newest country that has its unique products showcased in the country pavilions on Tmall Global, joining other countries such as Malaysia, Thailand, Japan, New Zealand, Spain, the U.S. and more. Tmall Global, a platform within Tmall, is dedicated to helping overseas brands and retailers reach Chinese consumers without the need for physical operations in China.

In line with its vision of “Making it Easy to Do Business Anywhere,” Alibaba over the past years has undertaken various initiatives to enable the SMEs and young people in Indonesia. These include the opening of Alibaba Cloud’s first data center in the country to empower the its start-up industry, the cooperation between its B2B marketplace Alibaba.com and local partners to help Indonesian wholesalers find buyers from around the world, as well as various e-commerce training programs run by Alibaba’s education arm Alibaba Business School and other business units in the company’s ecosystem.

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### **About Tmall Global**

Launched in 2014, Tmall Global ([www.tmall.hk](http://www.tmall.hk)) is an extension of Alibaba Group’s Tmall platform that addresses the increasing Chinese consumer demand for international products and brands. It is the premier platform for overseas brands and retailers to reach Chinese consumers, build brand awareness and gain valuable consumer insights in forming their overall China strategy, without the need for physical operations in China. According to Analysys, for fiscal year 2018, Tmall Global was the number one import e-commerce platform in China based on transaction value.

### **About Tmall**

Launched in 2008, Tmall ([www.tmall.com](http://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 the largest B2C platform in China in terms of gross merchandise value in 2017. Tmall is a business of Alibaba Group.

### **About Alibaba Group**

Alibaba Group’s mission is to make it easy to do business anywhere and the company aims to achieve sustainable growth for 102 years. For fiscal year ended March 2018, the company reported revenues of US\$39.9 billion.

### **Media Contacts**

Dian Safitri  
Alibaba Group  
+62 8161916408  
[dian.safitri@alibaba-inc.com](mailto:dian.safitri@alibaba-inc.com)

Rico Ngai  
Alibaba Group  
+852 9725 9600  
[rico.ngai@alibaba-inc.com](mailto:rico.ngai@alibaba-inc.com)