

Partnership to Establish Global Digital Trade Hub

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Alibaba Group's data in cross-border trade

Alibaba Group was founded in Hangzhou, China in 1999. Since the launch of the first website that allows Chinese SMEs to contact global buyers, Alibaba Group has grown continuously and has become an ecosystem covering Chinese commerce, international commerce, local life services, Cainiao, cloud, digital media and entertainment, innovative business and others.

4.5 million

In 2021, the number of cross-border and international parcels served per day exceeded

The total order volume of international retail business of its seven CB e-commerce platforms increased YoY

Tmall

Taobao

daraz

tr

Lazada

AE

**Double
digit
growth**

4 trillion USD

Overseas e-commerce market will increase in the next 5-10 years

- Intend to promote the development of cross-border e-commerce in Central Asia and even the entire Asia.
- Digital infrastructure and logistics supporting construction, as well as payment network and reliable data circulation are the most important foundation for service development.

Meet the globalization needs of SMEs. It is also necessary to have digital interpretation of the trade policies, market rules and tax services of various countries.

electronic World Trade Platform (eWTP)

A private-sector-led, multi-stakeholder initiative to promote public-private collaboration and dialogue in support of inclusive global trade



Our Vision

Empowering SMEs

Promoting inclusive trade

Supporting women and youth

Facilitating global consumption

Our Experience

Establishing global digital commerce, finance, logistics and trade standards infrastructure through enabling technology and talent development



Digital Commerce

Global trade services
covering 220+ countries &
regions



Digital Logistics

Smart warehouses in
Asia, Africa and Europe
> 800,000m²



Digital Finance

Local e-wallets 1+9
Number of Currencies 40



Digital Trade Standards

Computational Law
Codification of rules and
regulations

Digital talents

policy makers, 1600+ entrepreneurs, 1300+ university professors

Digital technology

Digital payment technology sharing;
28 Alibaba Cloud Regions, 85 Availability Zones

Case sharing



1. In June 2019, Malaysia gained market access to export the whole shell durian to China.
2. First eWTP e-commerce launch with Hema, Tmall and Taobao. The first batch of Cat Mountain King Durian arrived in China on June 16, and was carried by plane from Kuala Lumpur to Shanghai Pudong Airport in the shortest time, officially sold in China.
3. Benefiting from the growing market demand, Sungai Klau Village, Malaysia, has become one of the richest villages in Malaysia by planting the cat mountain king durian.



eWTP, together with Tmall Global and Rwanda Ambassador, conducted live promotion many times

Rwandan farmers "used to earn only \$8 from selling a kilogram of coffee beans. Now they earn \$12 per kilogram, an increase of \$4. This happened very quickly, and farmers benefited from the transaction." -- **President Kagame of Rwanda**



Over the past five years, countries, regions and personnel who have participated in the courses provided by eWTP international digital talent training

60

Countries
& regions

140

Public policy
makers

Nearly 2000

Entrepreneurs

1500+

University
teachers

Nearly 30000

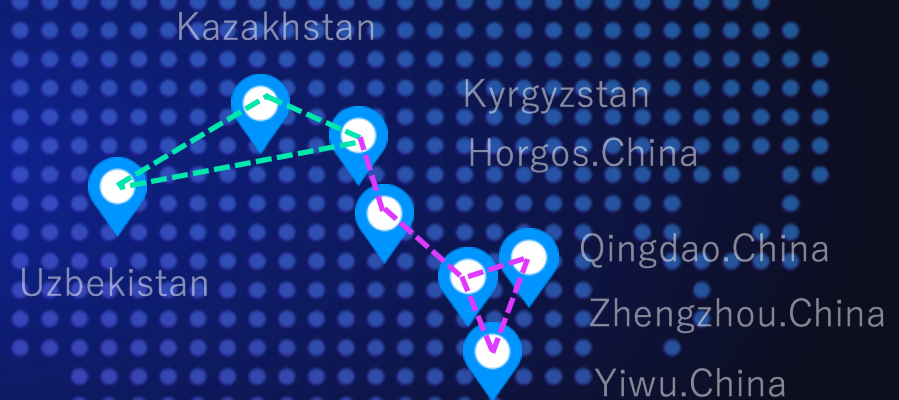
Overseas
students

Landport Network

Connecting the economic network of Eurasia, and constructing the "New Silk Road" of the new pattern of world trade

To create several core node logistics hub through multimodal transport in the Eurasian continent.

Through bulk trade, general trade, combined with cross-border e-commerce, the "Silk Road" economy will be revitalized.



Cooperation & sharing

01

Build the "Digital Silk Road" through the prosperity of business flow and logistics, and promote a more efficient international supply chain based on the comprehensive business service platform

02

Jointly interpret, apply and create rules

03

From regional trade compliance to regional standard interoperability

THANK YOU