

**'Global opportunities for European SMEs with the Alibaba ecosystem'- webinar series organised by Wallonia Export – Investment Agency (AWEX) and Alibaba Group**

Calling all SMEs! Alibaba Group and Wallonia Export – Investment Agency (AWEX), with the support of Hub Brussels, are offering SMEs and small businesses four educational sessions to introduce specific solutions dedicated to small and medium-sized companies interested in exporting their products to China and globally. Yes, globally, since some of Alibaba's platforms do not focus only on China but cover more than 200 countries around the world. So, this is the perfect opportunity to find out more! Don't miss it and register right away!

This webinar series is part of the eWTP initiative led by Alibaba Group, in partnership with the Belgian government.

In December 2018, Belgium signed a cooperation agreement with Alibaba Group under the framework of the electronic World Trade Platform (eWTP) initiative. The eWTP seeks to lower barriers to global trade for small and medium-sized businesses via e-commerce. The private sector-led, multi-stakeholder initiative offers SMEs easier access to new markets via simple and straightforward regulations, as well as support in logistics, training, financing, cloud computing and mobile payments services.

**Session1:**

**Titre:** New Digital B2B Era: Make It Easy to Buy and Sell globally on Alibaba.com

**Orateur:** Derek HU, Senior E-commerce User Growth Consultant, Alibaba.com,

**Moderators:** Prescillia Tang – AWEX & Jiali Pan – Alibaba Group

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**Date :** 24 février 2021 de 10h à 11h heure belge

**Registration link :** [https://zoom.us/webinar/register/WN\\_PcpQI79LQ5e8IKU9\\_Np64Q](https://zoom.us/webinar/register/WN_PcpQI79LQ5e8IKU9_Np64Q)

**Session Intro :**

With the growing popularity of e-commerce – a trend that has been accelerated during the pandemic – it is more important than ever for SMEs to develop different channels to strengthen their resilience and digitize their business.

In order to help SMEs navigate these trends, Alibaba.com, one of the world's largest B2B e-commerce marketplaces, will be hosting an online seminar on the topic of the "New Digital B2B Era". The session will provide a comprehensive understanding of trading globally with Alibaba.com and how the platform can help boost your business.



Derek HU, Senior E-commerce User Growth Consultant, Alibaba.com

## Session2:

**Titre:** Tmall Global: Your Gateway to China

**Orateur:** Dean H. Diabate, Business Development Advisor, EMEA & Asia, Tmall Global, Alibaba Group

**Moderators:** Prescillia Tang – AWEX & Jiali Pan – Alibaba Group

**Date :** 3 mars 2021 de 10h à 11h heure belge

**Registration link :** [https://zoom.us/webinar/register/WN\\_Ei4tON4wSPmvmk67L8EPtw](https://zoom.us/webinar/register/WN_Ei4tON4wSPmvmk67L8EPtw)

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### Session Intro:

Launched in 2014, Tmall Global is Alibaba Group's dedicated channel for cross-border e-commerce. Tmall Global provides a premium shopping experience for the increasingly sophisticated Chinese consumers who are in search of top-quality branded products. As China's largest cross-border B2C online marketplace, Tmall Global enables brands and retailers without operations in China to build virtual storefronts and ship products into China from their home countries. Today, there are more than 29,000 brands from 87 countries and regions represented on Tmall Global.

In this second seminar, we will explore Tmall Global's solutions to give SMEs access to the Chinese consumer market.



Dean H. Diabate, Business Development Advisor, EMEA & Asia, Tmall Global, Alibaba Group

## Session 3:

**Titre:** Taobao Global Opportunities for SME brands

**Orateur:** Cathy SHEN, Business Development, Taobao Global, Alibaba Group

**Moderators:** Prescillia Tang – AWEX & Jiali Pan – Alibaba Group

**Date :** 10 mars 2021 de 10h à 11h heure belge

**Registration link :** [https://zoom.us/webinar/register/WN\\_Eg7yOnTaQliP9EjZAk5hlg](https://zoom.us/webinar/register/WN_Eg7yOnTaQliP9EjZAk5hlg)

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### Session Intro:

Launched in 2007, Taobao Global has become a destination for increasingly sophisticated Chinese consumers looking for high-quality foreign goods from what are typically small and medium-sized enterprises. It has tens of thousands of active retailers and buyers to help SMEs set up distribution cooperations to promote brands and products. The platform can also help SMEs with their marketing by organizing livestreaming events, offline events and help SMEs quickly find contacts to tap into the Chinese market.

In this third seminar we will explore how Taobao Global can help you access the Chinese consumer market in a low-cost and highly efficient way.



### **Biography**

Cathy SHEN, Business Development, Taobao Global, Alibaba Group

### **Session4:**

**Titre:** Online marketing to grow your business– next steps for SMEs

**Orateur:** Tommy Cheng, Certified Taobao University Lecturer & Jiali Pan, Senior Manager, Globalization office of Alibaba Group

**Moderators:** Prescillia Tang – AWEX & Jiali Pan – Alibaba Group

**Date :** 17 mars 2021 de 10h à 11h30 heure belge

**Registration link :** [https://zoom.us/webinar/register/WN\\_1B1Sh\\_eSTGqeULYw82mDpw](https://zoom.us/webinar/register/WN_1B1Sh_eSTGqeULYw82mDpw)

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### **Session Intro**

#### **First part:**

China is a huge consumption market with a 1.4 billion customer potential. It is also a complicated market in terms of consumer segmentation.

In the first part of the fourth seminar, we explain how brand owners can utilize the Alibaba ecosystem to transform their business, win customers and generate sales in China by targeting specific customer segments through tools such as influencer marketing & live-streaming.



Tommy Cheng, Certified Taobao University Lecturer

#### **Second part:**

In the second part, we provide an overview of the Alibaba e-commerce system, and explain other opportunities with the Alibaba ecosystem including supermarket chain Freshippo and e-commerce platform Lazada to reach the Chinese and global markets.



Jiali Pan, Senior Manager, Globalization office of Alibaba Group