

GLOBAL E-COMMERCE CHALLENGE

BY ALIBABA GLOBAL DIGITAL COMMERCE



Alibaba Global Digital Commerce

Consumption, Cloud and Globalization

- Alibaba’s International commerce retail businesses, including Lazada, AliExpress, Trendyol and Daraz, empower brands and merchants with local market insights and critical commerce infrastructure, in turn serving local consumers through wide product selection and differentiated customer experience.
- Alibaba also operates Alibaba.com, China’s largest integrated international online wholesale marketplace in 2021 by revenue, according to Analysys. During fiscal year 2022, buyers who sourced business opportunities or completed transactions on Alibaba.com were located across over 190 countries.



“We have further clarified our commitment to the three major strategies – consumption, cloud computing, and globalization – as the immovable pillars guiding Alibaba’s future.”

“The direction of our globalization is very clear Today, Alibaba has multiple consumer-facing brands in many regions and countries around the world, which include AliExpress, Lazada, Trendyol, and Daraz. In overseas markets, we have more than 300 million annual active consumers.”

Daniel Zhang
Chairman and Chief Executive Officer
Alibaba Group
July 2022

Global E-Commerce Challenge

Chase Your Global Dream

Program Overview

- Launched in 2021, the Global E-Commerce Challenge is an initiative for international students in China and overseas, designed to attract and engage early budding talent to creatively respond to the realistic global e-commerce challenges faced by Alibaba Global Digital Commerce (GDC).
- This competition will allow students to leverage their local market understanding and come up with innovative solutions to the day-to-day e-commerce business challenges. Finalists will also get a chance to work closely with assigned Alibaba GDC mentors and better understand the Alibaba's global ecosystem, along with winning prizes and job opportunities for the winning team.



Benefits

- 🕒 **Unparalleled learning experience:** dealing with the realistic global e-commerce challenge faced by Alibaba and unleashing your global business acumen and creativity
- 📖 **Interaction with Alibaba experts:** face-to-face interaction opportunities with some of the finest and most renowned e-commerce experts in Alibaba throughout the competition
- 📅 **Career opportunities in Alibaba:** internship and placement opportunities in one of the global business units of Alibaba for the winning groups
- 🌐 **Global networking and fun:** one-of-a-kind networking experience and fun with elite students across different regions, leaving a footprint along your global career journey

A global campaign for elite students across the globe

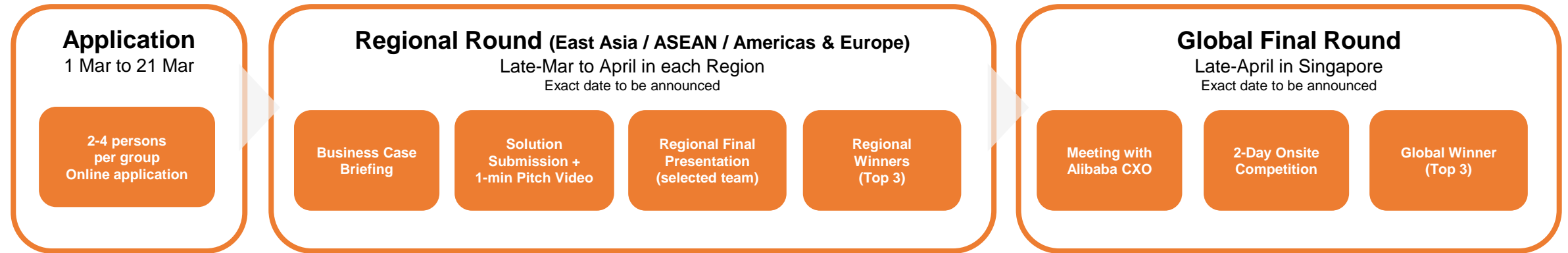


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Program Structure

- The GEC program consists of two rounds, namely Regional Round and Global Final Round. All regional winners will participate in the onsite Global Final Round, which will be taken place in one of the campuses of Alibaba (tentatively in Singapore). All transport & accommodation will be arranged and covered by Alibaba GEC committee



Eligibility

- All **current students** enrolled in a full-time/part-time program or graduated within one year from universities in East Asia, ASEAN, Europe, Americas.

Prize for Global Winners

- First place:** RMB50,000 travel voucher award and an opportunity to interview for a full-time (for final year students) or internship (for 2nd or 3rd-year students) role in Alibaba
- Second place:** RMB30,000 travel voucher award and an opportunity to interview for a full-time (for final year students) or internship (for 2nd or 3rd-year students) role in Alibaba
- Third place:** RMB20,000 travel voucher award and an opportunity to interview for a full-time (for final year students) or internship (for 2nd or 3rd-year students) role in Alibaba

Global E-Commerce Challenge

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Selective business cases from previous GEC



Alibaba.com X USA

- Share your point of view on Chinese companies embarking on the globalization journey
- Propose the critical success factors and potential solutions for Alibaba.com to succeed in the US



AliExpress X Korea

- Propose a fashion category strategy for AliExpress Korea to achieve 50% cross-border fashion sales growth in 3 years
- Consider product, traffic, place and experience when shaping your solution



AliExpress X Spain

- Pick one Woman Clothing product for Spain. How would you recommend the deployment strategy and tactics
- Consider product, traffic, promotion and user experience when shaping your solution



AliExpress X France

- How to grow the female users base for AliExpress in France? What are the characteristics of French female users?
- What hinders the French female users in France from shopping online, especially on AliExpress?



Alibaba.com X Vietnam

- Identify both business challenges and opportunities in Vietnam for Alibaba.com
- Formulate a 3-year-business strategy plan for Alibaba.com in Vietnam



Alibaba.com X Japan

- Identify the barriers which are hindering Japanese SMEs from doing business on Alibaba.com
- Formulate an export strategy to solve the problem for a specific industry or category or maybe a good fit product



Global E-Commerce Challenge

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Key Dates



Webinar Broadcast Link (Reserve in advance)

<http://www.alibabagec.com/Home/Index/promotion>


Official Program Website and Enquiry



www.alibabagec.com


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海外数字商业
GLOBAL DIGITAL COMMERCE

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23 days 23 : 52 : 01

Alibaba GEC Program Global Promotion Webinar

Webinar Calendar

10:00 AM(GMT+8) March 2	Online Webinar (Asia+ASEAN)	Reserve
10:00 AM(GMT-8) March 3	Online Webinar (Europe&Americas)	Reserve

Alibaba Global E-Commerce Challenge

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Speaker



Andy Lui
Program Director
Alibaba Global E-Commerce
Challenge



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International cooperation
Global Digital Commerce Office

Agenda

- Alibaba Business Introduction
- GEC Program Introduction
 - Program Structure
 - Past Event Highlights
 - Eligibility and Selection Criteria
 - Key Program Dates
 - Placement Opportunities
- Global Star Sharing in Alibaba

Webinar Broadcast Link (Reserve in advance)
<http://www.alibabagec.com/Home/Index/promotion>