

# Wholesale Marketplaces





# Wholesale Marketplaces Services Upgrade

## International Commerce Wholesale

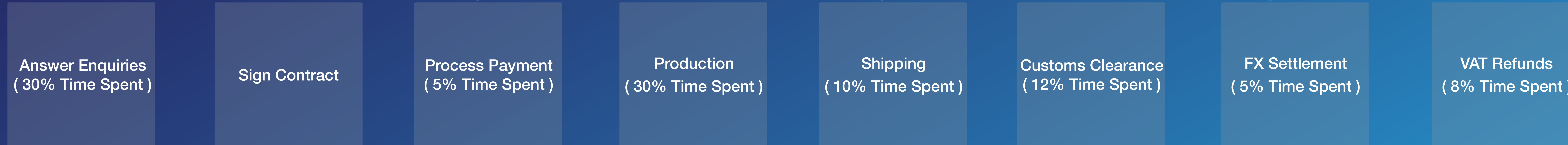


## China Commerce Wholesale



# Challenges of Export Trade

## Export Process



## Challenges

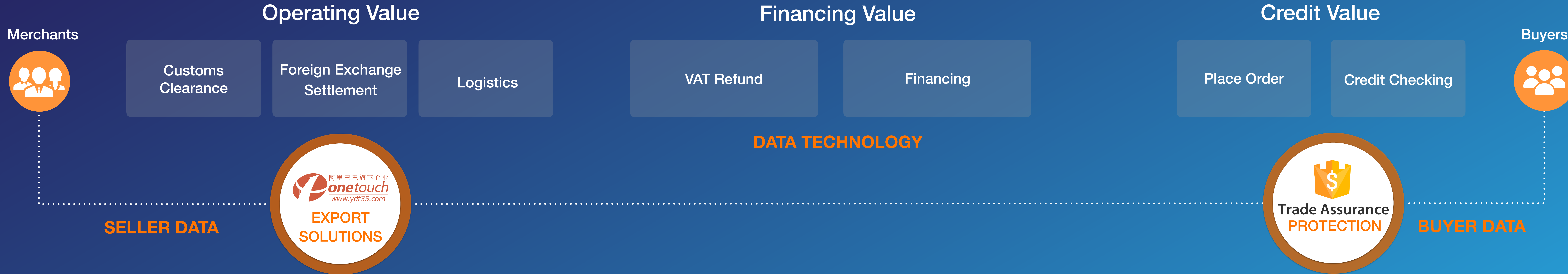
Matching Buyer/Seller Needs

Trusted Transaction

Export Processing

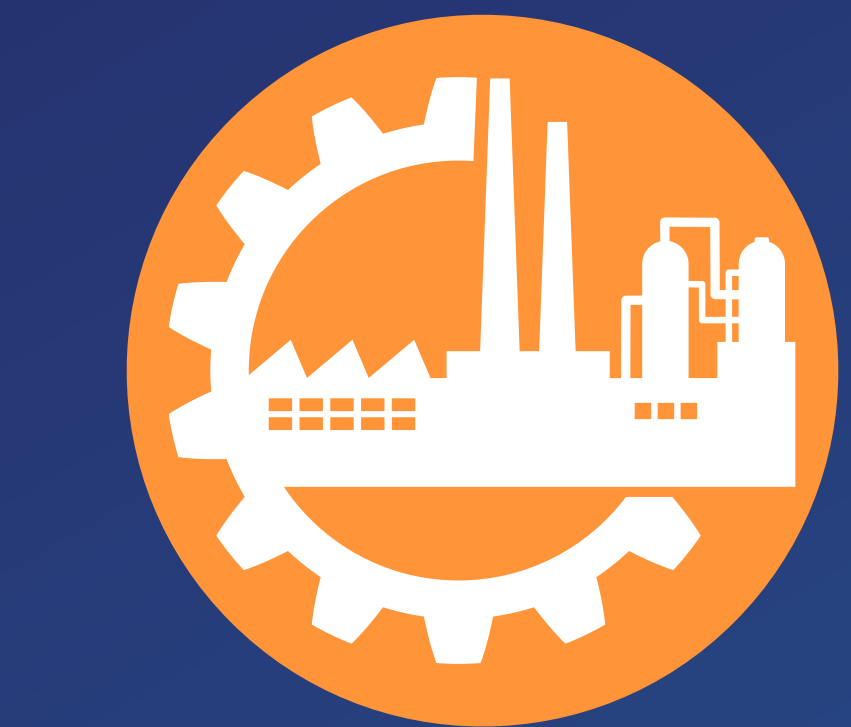


# Alibaba.com – Value Proposition Upgrade by Data Technology



# Challenges of Domestic Trade

Multiple Layers Between Manufacturers and Retailers



Manufacturers

General Agent

Provincial Agents

Wholesalers

Smaller  
Wholesalers



Online Retailers



Offline Retailers

# Connecting B2B2C

## 1688.COM STRATEGY

- Bringing in more high-quality suppliers
- Connecting Alibaba wholesale (B2B) and retail platforms (B2C2C)
- Helping offline retailers source products online





Thank you

