Thailand
Taking off to New Heights
Who We Are?

Alibaba is a global technology company operating the largest online and mobile commerce marketplaces in the world.

Our ecosystem of commerce, digital media and local services is supported by enabling businesses of logistics, payments, digital marketing and cloud computing.

OUR MISSION
To make it easy to do business anywhere

OUR VISION
To build the future infrastructure of commerce
To be a company that lasts at least 102 years
What We Have Built

**E-Commerce**
- Largest retail marketplaces
- Annual GMV 550 billion USD FY17
- Created over 30 million jobs
- Annual active consumers 515 million

**Smart Logistics**
- Process nearly 70% of e-commerce parcels in China
- Global network connected to 224 countries and regions

**Inclusive Financial**
- Serves 700 million Global User
- 6.5 million Micro and Small Business
- 1.8 million Agribusinesses

**Cloud Computing**
- Over 1 million customers and 15 data centers worldwide
2017.11.11 Tmall Global Shopping Festival

- $25B GMV
- 200+ Country products
- 812M Parcels delivered
- 325K orders per Sec at peak
- 256K payment per Sec at peak
Most Popular Thai Products on TMALL

Top 5 brands by GMV

Top product categories by GMV

- Cosmetics and Beauty Products
- Mattresses and Pillows
- Grain, Oil, Rice and Noodles

Thailand Products GMV grow 22% TMALL Marketplace in 2017
Three drivers of the tale of digital economy

- Policy
  - Sustainable, flexible policy environment to promote innovations and digital transformation, especially for SMEs

- Environment
  - Well established mobile internet service
  - Efficient logistic network
  - Inclusive financial services

- Infrastructure
  - Efficient logistic network
  - Inclusive financial services

- People
  - New generation, new consumer behaviors
  - New talents and innovations
Digitalization empowers Thai businesses
The Opportunity for Thailand

Go China, Go Global - E-Commerce and Smart Digital Hub

Alibaba e-commerce marketplaces and global logistic network will serve small and medium-sized enterprises, villages, increase the export to China and all other countries.

Go Thailand – digital travel experience

Alibaba will promote Thailand culture, destinations, food through Alitrip platform, And to create a cashless travel experience for the Chinese tourists through Alipay.

Talent development - E-commerce and new tech training

Alibaba will continue to support the local talent development through Taobao university and Alibaba Business School Build the talent pool for local e-commerce development and digital transformation.
We look forward to collaborating with all of you around the world to support Thailand 4.0 strategy.

- Alibaba Globalization Leadership Team

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