

Export Online nel Mondo con Alibaba.com

Luca Curtarelli

Head of Business Development
Alibaba.com Italia





“TO MAKE IT EASY TO DO BUSINESS ANYWHERE”



Italian Export online
B2C

€11.8

Billion

Italian Export online
B2B

€132

Billion

Alibaba.com - the Global leader of eCommerce B2B

150+ Million
Registered Members

190+
Countries



18+ Million
Active Buyers

16 Languages
translated real-time

170+ Million
Products

40+
Industries

300.000+
Active Inquiries per Day

5.900+
Product Categories



Top-performing Buyer Countries & Industries in 2019

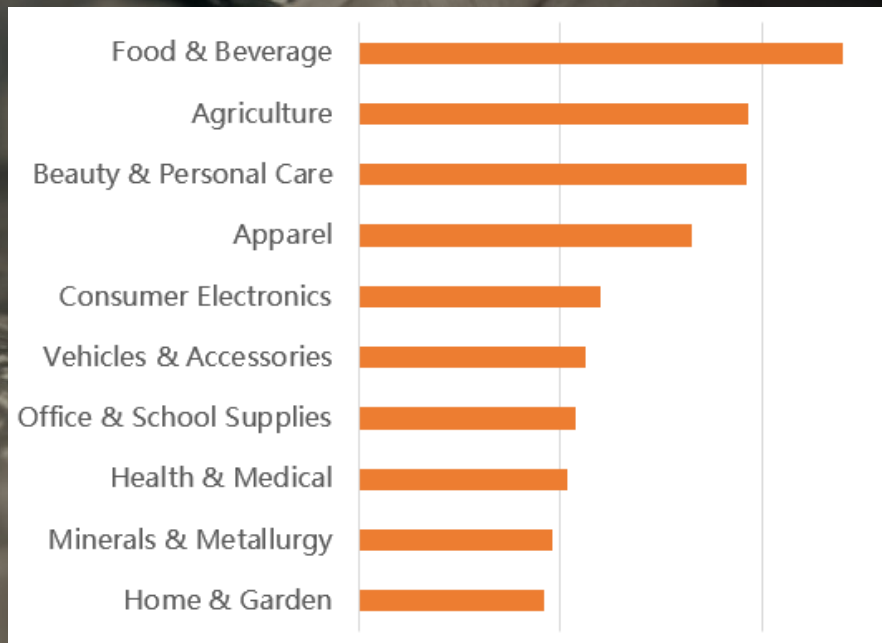


Global Buyers interested in key Italian industries


Top 20 Buyer Distribution

COUNTRY	
United States	Italy
India	France
Canada	Germany
Brazil	Indonesia
Australia	Saudi Arabia
United Kingdom	Philippines
Russian	Spain
Turkey	Malaysia
Pakistan	Peru
Mexico	Thailand


Top 10 Industries



The Trade Show in the Digital Era

 | Online Trade Show

Search Online Trade Show

 Alibaba.com
Online
Trade Show

Home and Health


Thrive from anywhere


May 11-24, 2020 PT


1,300
Selected exhibitors


150,000
Verified business buyers


500,000
Products showcased


 Lights & Lighting


 Beauty & Personal Care


 Consumer Electronics


 Chemicals


 Toys & Hobbies


 Home & Garden


 Personal Protective Equipment


 Machinery


 Rubber & Plastics


 Shoes & Accessories


 Sport & Entertainment

 Furniture

 Food & Beverage

 Packaging & Printing


 Textiles & Leather Products


 Apparel

Live interaction with experts

Live streaming

Immersive experience






help businesses continue buying and supplying essential goods remotely

Thrive from anywhere with the Home and Health Online Trade Show

[Alibaba Official](#)

[Alibaba.com](#) [View more](#)





Upcoming - May 11, 02:00



Webxin Garment Ltd factory tour with an Alibaba.com expert



[Alibaba Official](#) [Factory live-stream](#)



[Ody Chu](#) Industry Expert [View more](#)


Keynote Speakers





Daniel Starita
Chairman and Partner,
Kearney Greater China





Sam Tidwell-Norish
EVP, International CMO





Priscilla Domestijn
AEC Head of
International Growth





Abingdon Mullin
CEO & Founder



Jon Tilley
CEO & Founder



Li Hayes
CEO & Founder



John Caplan
Head of Alibaba C2M,
North America and Europe



Jamin Dick
Head of Supply Chain, C2M,
North America



Jade Chen
Personal Products Expert

How does Alibaba.com work?

1

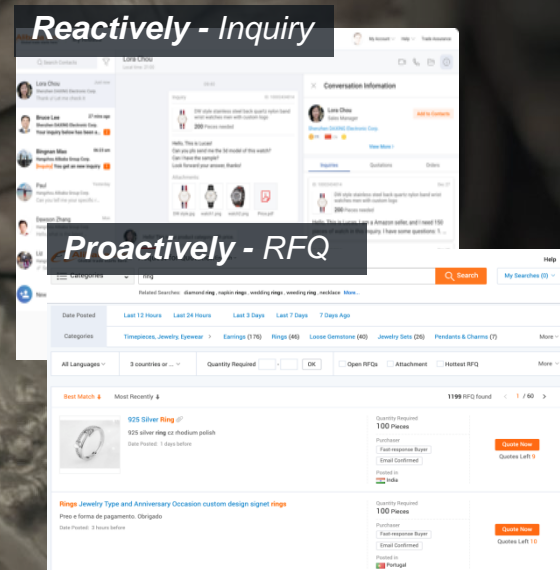
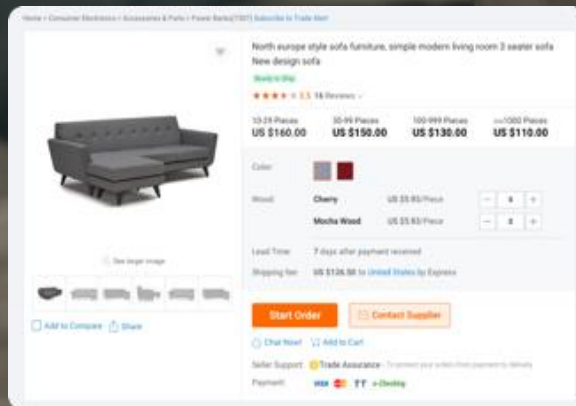
Create your **online B2B store**

2

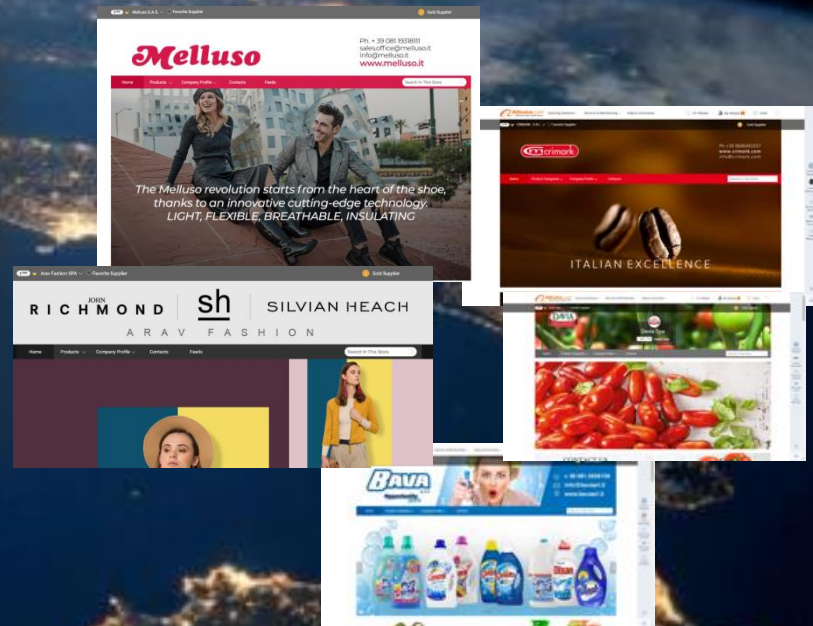
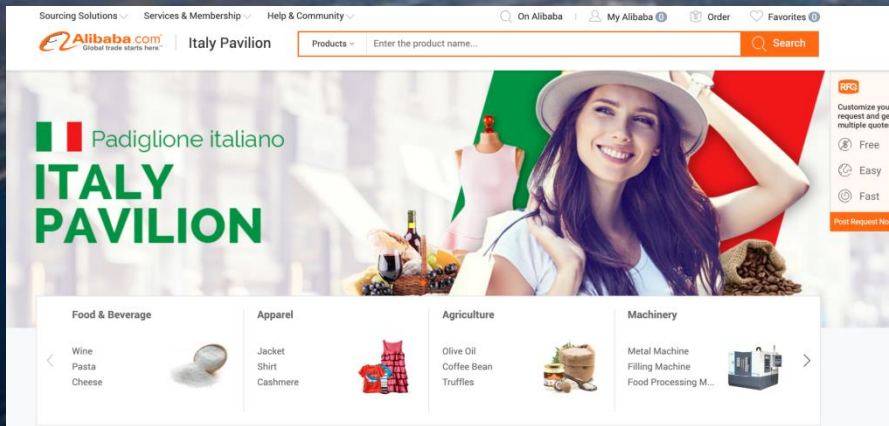
Upload your **Products**

3

Connect with **potential Buyers**



Italy focus: first European Market with a local Team to support SMEs



Italian Merchants on Alibaba.com **increased by more than 200%** Year over Year

A Snapshot on COVID Crisis

+71%

Sales Volume
Generated by
our Merchants

+60%

#Sales
by our
Merchants

+38%

#Merchants
that made at
least **one sale**

+49%

#Buyers with
at least **one**
order

Source: Alibaba internal data

Alibaba.com in a Nutshell

Alibaba.com is a Gateway to the World

Global Leader of B2B eCommerce

No %Fee applied and no restrictions on if/how closing an agreement

Italian SMEs are a Priority

Grazie!

Luca Curtarelli

Head of Business Development
Alibaba.com Italia

