



Role of Private Sector in E-commerce:

Alibaba's Success Story, the electronic World Trade Platform (eWTP)

Introduction

A private-sector-led, multi-stakeholder initiative to promote public-private collaboration and dialogue in support of inclusive global trade.



eWTP was initiated by Alibaba in 2016 and endorsed by world leaders at the 2016 G20 Summit.

- 10 pilots in 7 countries: Malaysia, Thailand, Belgium, Rwanda and Ethiopia, Mexico, and China (Hangzhou, Hainan, Hong Kong and Yiwu).
- Cooperation with international organizations, such as WTO, WEF, UN, UNECA, and SCO

Infrastructure for the global digital economy

- Global Trading Network
- Global Financial Services Network
- Global Logistics Network
- Global Public Service Platform

Our Vision

- Bolstering SMEs
- Promoting inclusive trade
- Supporting women and youth
- Facilitating global consumption

Promoting Trade and the Digital Economy

Establishing global digital commerce, finance, logistics and trade standards through the promotion of digital talent and technology



Digital Commerce

Covering 200+ countries and regions



Digital Logistics

Global Smart warehouses exceeding 800,000 sqm



Digital Finance

1+9 global e-wallet, payment in 40 currencies, services for 80M merchants + 1.3B users



Digital Trade Standards

Computational Law, Codification of rules and regulations

eWTP Thailand Duty Free Zone

Digital Talents

Digital economy training programs in 60+ countries
140+ Policy Makers
2000+ entrepreneurs and business leaders
1,400+ university teachers and countless students

Digital Tech

Digital payment technology sharings; 28 Alibaba Cloud Regions, 85 Available Zones



Bolstering Small Businesses

- **Cutting out intermediaries :** Directly reach consumers through e-commerce.
- **Additional profit :** US\$ 4 for every kg sold



Facilitating Exports

- **Policy reform:** Malaysia is able to import frozen whole durian into China.
- **Sales growth:** 75+% in the pursuing years.

Capacity building

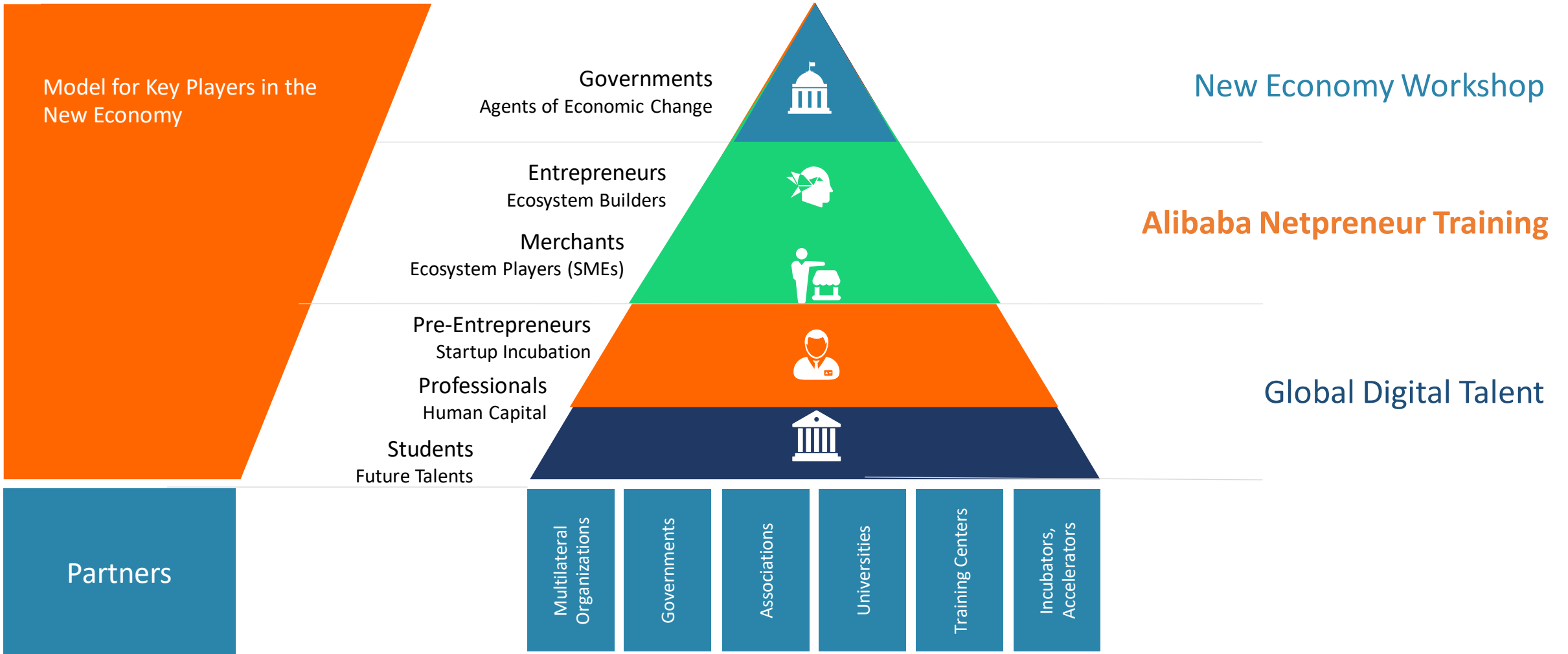
- 2000+ entrepreneurs and business leaders
- 1,400+ university teachers



Digital Logistics

- **Pandemic support:** 100+ million medical supplies shipped through eWTP hubs.
- **WHO/ World Food Program** Belgium eHub: 1/8 hubs of humanitarian emergency network.







- Jose Natividad lives in a mountain village in Guanajuato. His family used to sell a product called “molcajete” for USD 9.5 each by the roadside.
- In 2020, a group of the young students participating in the GDT project helped his family open an online store to sell molcajetes.
- Jose’s molcajetes are now sold worldwide, to Indonesia, South Africa, and Europe, for prices ranging from USD 70 to USD 200 each.



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