Alibaba Group

Helping South Carolina Businesses Access Global Markets

ECONOMIC IMPACT IN SOUTH CAROLINA

Alibaba is a global e-commerce and technology company that creates growth opportunities for South Carolina businesses by connecting them to more than 1 billion global consumers, 891 million of which are located in China.

Companies with operations in South Carolina that are selling products globally to consumers and businesses through Alibaba's platforms include:

- **Bausch and Lomb**
- **Colgate-Palmolive**
- **Dewalt**
- **Honeywell**
- **Starbucks**

E-COMMERCE PLATFORMS

Alibaba helps businesses of all sizes access global consumers through cross border trade. Alibaba takes care of the marketing, payments and inventory and management services for global e-commerce, thus allowing South Carolina brands to focus on product innovation and serving their new consumers. Alibaba partners with, not displaces the businesses that are active on our platforms. Our mission is to make it easy to do business anywhere.

- **Tmall:** Leading B2C marketplace in China. In order to operate on Tmall, brands must have a physical presence and operations inside China. Think of Tmall as a high-end digital mall for established brands and retailers.
- **Tmall Global:** Cross border platform created for small and medium-sized brands that do not have a physical presence inside China. Brands operating on Tmall Global can open their own virtual store fronts or use our consignment model.
- **Alibaba.com:** One of the largest B2B marketplaces with over 10 million active buyers. Alibaba.com helps American businesses in two ways: sourcing the highest-quality and best-priced goods online, and selling to global wholesale buyers.

TOURISM

Seventeen years ago, Alipay was conceived to address the lack of trust between online buyers and sellers in the nascent days of e-commerce in China. Alipay has since evolved from an escrow service to a digital wallet, where Chinese users can manage almost all of their lifestyle needs, from paying utility bills to ordering groceries.

In the U.S., the Alipay App allows Chinese tourists and students to make in-person purchases of goods and services from participating U.S. merchants. In the year prior to the pandemic, the Alipay App facilitated $232 million in point-of-sale transactions between Chinese tourists and U.S. businesses in the United States.

$54B+
WORTH OF GOODS

1,000s
OF COMPANIES

In 2020, thousands of U.S. companies sold more than **$54 billion** worth of goods to Chinese consumers through Alibaba's e-commerce platforms.

IP PROTECTION FRAMEWORK

Alibaba collaborates across our ecosystem to safeguard consumers and combat counterfeiting. Alibaba's 2020 IPR report demonstrates that a combination of ever-improving technologies and close partnerships with brands, law enforcement and other stakeholders helped deliver strong results in Alibaba's increasingly effective IP protection program.

98%
of IP infringement complaints handled within 24 hours

96%
of suspected IPR infringing listings proactively detected and removed before a single sale is made

EXECUTIVE SPOTLIGHT

Michael Evans
President and Director

President and Director of Alibaba, Michael Evans leads the company's international strategy outside of China by helping brands, retailers and merchants all over the world join Alibaba's platforms. Michael joined Alibaba in 2015 after a 20-year tenure at Goldman Sachs, where he served as vice chairman, as well as chairman of Asia operations.

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