



**FOR IMMEDIATE RELEASE**

**Alibaba.com and Macau Trade and Investment Promotion Institute  
Join Hands to Promote Macau Exports**

***Incentive program set to turn more SMEs to e-commerce***

**HONG KONG, October 22, 2009** – Alibaba.com (HKSE: 1688.HK) (HK.1688), the global leader in business-to-business e-commerce, and Macau Trade and Investment Promotion Institute (also named “IPIM”) today announced a partnership, promoting e-commerce to more small and medium-enterprises (SMEs) in Macau. The signing ceremony of the partnership memorandum of understanding was held today during the 14<sup>th</sup> Macao International Trade and Investment Fair, organized by IPIM.

The first stage of this partnership has been formalized by the launch of an incentive program designed to build the export capabilities of the SMEs in Macau and open up new trading markets for them around the world. Macau exporters can apply for an annual subsidy<sup>1</sup> of a maximum of MOP20,000 (USD2,500) from IPIM to purchase e-commerce support on Alibaba.com, nearly equivalent to subsidizing a one-year Gold Supplier Starter Pack membership.

According to the Department of Statistics and Census Service of Macao SAR Government, Macau's export volume reached MOP5.11 billion (USD64 million) in the first eight months of 2009. Of the export statistics, most Macau exporters sell their goods and services primarily to the U.S. and EU. The declining volume due to the tougher economic conditions has encouraged Macau exporters to expand and explore new markets.

“Small businesses in Macau need to step up their export capabilities and ride on e-commerce,” said Arthur Chang, vice president of Global Sales for Alibaba.com. “Macau's prime location near mainland China and Hong Kong, makes it another gateway to global trade with significant opportunity for growth. We are delighted to join forces with IPIM to make e-commerce more accessible to SMEs in Macau, helping them to expand their customer base, source better and be more competitive in the global trade environment.”

Legitimate Macau SMEs are eligible to apply for the incentive program and enjoy the e-commerce support purchase subsidy sponsored by IPIM. According to the Department of Statistics and Census Service of Macao SAR Government and the Industrial Association of Macau, currently there are approximately 20,000 companies in Macau, with more than 95 percent defined as small and medium-sized. In future, Alibaba.com and IPIM will explore more initiatives to help Macau SMEs to increase competitiveness.

IPIM is a non-profit organization, which is designated to promote the trade and investment activities in Macau. It introduces potential investors and opportunities to Macau and provides trade, economic, statistical, general information and market analysis to investors. It also organizes exhibitions and other promotional events locally, striving to create trade opportunities in Macau.

Founded in China in 1999, Alibaba.com helps small businesses grow by connecting them with potential customers and trusted suppliers from around the world for every imaginable good, from laptops to solar panels to auto engine parts. It had more than 3,000 registered users from Macau as of June 30, 2009 and has seen its local membership base grow by 46 percent over the last 12 months.

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<sup>1</sup> SMEs can apply for an annual subsidy of MOP20,000 or not more than 70 percent of the total e-commerce tool purchase.

## **About Alibaba.com**

Alibaba.com (HKSE:1688) (HK.1688) is the global leader in business-to-business (B2B) e-commerce and the flagship company of Alibaba Group. Founded in 1999, Alibaba.com makes it easy for millions of buyers and suppliers around the world to do business online through three marketplaces: a global trade marketplace ([www.alibaba.com](http://www.alibaba.com)) for importers and exporters, a Chinese marketplace ([www.alibaba.com.cn](http://www.alibaba.com.cn)) for domestic trade in China, and, through an associated company, a Japanese marketplace ([www.alibaba.co.jp](http://www.alibaba.co.jp)) facilitating trade to and from Japan. Together, its marketplaces form a community of more than 42 million registered users from more than 240 countries and regions. Alibaba.com also offers business management software solutions targeting small businesses across China under the "Alisoft" brand. Founded in Hangzhou, China, Alibaba.com has offices in more than 50 cities across Greater China, Japan, Korea, Europe and the United States.

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