



PRESS RELEASE
For Immediate Release

Malaysia Week Helps Broaden China Market for Malaysian Brands

- *KOL livestreaming taps into China's Generation Z*
- *Juhuasuan generate sales beyond the top-tier cities*

Shanghai, 22 September 2019 – Alibaba Group held a celebratory closing ceremony for Malaysia Week in Shanghai today following a week of successful campaigns that have broadened the reach of Malaysian products to Chinese consumers, from the country's Generation Z to the masses beyond top-tier cities.

In collaboration with the Ministry of International Trade and Industry (MITI) and other government agencies, including Malaysia Digital Economy Corporation (MDEC) and Malaysian External Trade Development Corporation (MATRADE), this year's Malaysia Week has enlisted the support of China's top KOLs to promote the country's products through Taobao livestreaming, resulting in feats that include the sale of 80,000 bottles of bird's nest in just five minutes and, in a separate session, over RMB 5 million in Gross Merchandise Value (GMV) of bird's nest were sold in just 10 mins. In addition, 30,000 packs of wafer biscuits and 20,000 packs of durian pie biscuits were sold in minutes.

Alibaba's B2B platform 1688.com and flash sale site Juhuasuan also saw sales jump 11 times and 30 times respectively during the week compared to average weekly figures. Some of the best-selling products during the campaign include Zen's Bird's Nest, Old Town White Coffee, Julie's Biscuits and durians.

Speaking at the event, Datuk Darell Leiking, Minister of International Trade and Industry, Malaysia said, "This is another milestone day for the close cooperation between Malaysia and China: One which will continue to bear mutual understanding and increasing benefits for our two countries. Malaysia Week has helped in positioning the country as a top of mind destination by showcasing more than 100 Malaysian brands ranging across more than 800 products to not only China market, but also to global markets."

Mr. Eric Jing, Board Member & Partner of Alibaba Group, Chairman & CEO of Ant Financial said, "Alibaba Group is proud to partner with Malaysian government and host the second edition of Malaysia Week. Since the announcement of eWTP, we have made significant progress and continued to support Malaysia's efforts on many fronts. Our deep cooperation with Malaysian government has helped us create an enabling ecosystem that not only allows Malaysian merchants to grow their business right now, but also reap long term benefits that awaits them in future."

Dato' Ng Wan Peng, Chief Operating Officer of MDEC, said, "Malaysia week's impressive results demonstrate the growing demand for our local products, and more importantly, Malaysian businesses' readiness to go global via e-commerce. We hope in the coming years, more local brands and products will be brought into the China market to cater to the growing demand of quality Malaysian products among Chinese consumers."



Alibaba's powerful platforms are constantly evolving to create an ecosystem that accommodates innovations and help sellers transform their approach to e-commerce. The participation of Juhuasuan this year has helped Malaysian Brands generate sales beyond the top tier cities to the lower tiered cities, while KOL livestreaming via Taobao Live has empowered Malaysian sellers to market more effectively to different segments of Chinese consumers, especially the Generation Z.

Apart from Taobao Live, Juhuasuan and 1688.com, which joined the campaign for the first time this year, the line-up also included leading marketplaces in Alibaba's ecosystem such as Tmall, Tmall Global, Freshippo, as well as Fliggy.

Malaysia Week was first launched in 2018 as part of Alibaba Group's continued commitment to the eWTP initiatives in the country. Apart from MITI, MDEC and MATRADE, the campaign was also supported by Ministry of Agriculture (MOA) Malaysia, Tourism Malaysia and Malaysia Inbound Tourism Association (MITA).

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About Alibaba Group

Our mission is to make it easy to do business anywhere. We aim to build the future infrastructure of commerce. We envision that our customers will meet, work and live at Alibaba, and that we will be a company that lasts at least 102 years.

About Malaysia Digital Economy Corporation (MDEC)

Malaysia Digital Economy Corporation or MDEC (formerly known as Multimedia Development Corporation Sdn. Bhd.) is the lead agency in driving the digital economy in Malaysia under the Ministry of Communications and Multimedia Malaysia. Since its inception 22 years ago, MDEC's mission is to develop the nation's digital economy. MDEC's implementation efforts are centred on driving investments, building local tech champions, catalyzing digital innovation ecosystems and propagating digital inclusivity. MDEC is also responsible to ensure that Malaysia plays an integral part in developing and nurturing talent to drive digital innovation around the world, while attracting participation from global ICT companies to invest and develop cutting edge digital and creative solutions in the country.

To know more about MDEC's efforts and initiatives in driving Digital economy, please visit www.mdec.my or follow us on: Facebook: @MyMDEC Twitter: @mymdec

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