

ALIEXPO

Your Brand's journey to Asia

Exclusive programmes for Exhibitors

EXHIBITORS PACK

Alibaba E-Commerce Expo
15-16 March, 2024
Hall 2-3, ICC Sydney



Supported by



ALIEXP

O 2024 - Your brand's journey to Asia
EXCLUSIVE PRIVILEGES FOR EXHIBITORS

1:1 BUSINESS MATCHING



Austrade- supported business matching programme

40+ buyers from Southeast Asia

10+ buyers from China

LIVESTREAMING



Leading-Chinese KOL Crystal 小奶牛 live-streaming for the Aliexpo week

AU leading KOC live-streaming in Aliexpo live-streaming room

FREE BOOKING of live-streaming room

MEDIA INVESTMENT



1.7mil+ reach to AU EN/ Southeast Asian communities

535K+ AU Local Chinese media exposure

500K+ AU local Chinese social media exposure

BRAND EXPOSURE



Speaking opportunity on Aliexpo Main stage and Conference

Featured Product showcase and demo to 10K+ footfall

Exclusive **networking** and brand application programmes

Overseas Buyers Business Matching

1:1 Meeting with SouthEast Asia + China Buyers, supported by Austrade

NEXT STEPS

EOI will be open from January 2024

General enquiry: k.yau@alibaba-inc.com

Aliexpo 2024 broadens the horizons for opportunities in Southeast Asia while upholding our presence in China. With the backing of **Austrade**, we extend invitations to over **40 Southeast Asian** and **10 Chinese buyers** to participate in the expo, offering **complimentary 1:1 business matching** sessions with exhibitors.

This opportunity is well-suited for those currently in China or considering entering the market, as it provides a gateway to Southeast Asian markets. It facilitates the identification of the right contacts for focused and concise conversations throughout the day.



Direct reach-out and create on-site export opportunities for Exhibitors



40+ Buyers from **Southeast Asia**

10+ Buyers from **China**



One-on-one business matching sessions on 15 March (Friday), exclusive to exhibitors



Guided tour for Aliexpo and pre-event briefings

Supported by



Australian Government

Australian Trade and Investment Commission

Instead of solely focusing on commodity goods, the Aliexpo Southeast Asia and China business matching also seek B2B products. Our buyer's profile is divided into B2B and B2C pools.

Buyer's profile

B2B

- Manufacturers
- Distributors
- Retailers
- Brand Owners
- Wholesale Businesses

Looking for

- Agricultural products
- Meat and poultry
- Fresh Fruit
- Skincare and beauty brands
- Personal care brands
- Alcoholic/Non-alcoholic beverages
- Packaged food and snacks
- Milk and dairy products

B2C

- Importers
- Distributors
- Retailers
- Wholesalers
- Buying Agents
- Product Managers
- Business Owners

- Skincare, Beauty, and Personal Care
- Health and Wellness
- Mother and Baby Products
- Food and Beverage, including Snacks
- Home and Furniture
- Electronics and 3C Products
- Fashion and Jewellery

(ONGOING) OVERSEAS TARGETED BUYERS LIST

EXCLUSIVE BUSINESS MATCHING PROGRAMME WITH SELECTED INTERNATIONAL BUYERS

OVERSEAS BUYERS BUSINESS MATCHING



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B2B Workshops+ Networking



20 Conferences + SME Business workshops

Supported by



Targeted Buyer List	Country coverage	Retail channels	Sectors
Importer and retailer	Indonesia	Ranch Market, Watsons, Guardian, SESA's own retail store	Health Supplement, functional food, personal care
Importer and distributor	Indonesia	Grand Lucky, FoodHall, Ranch Market, Watsons, Guardian, etc	Health Supplement, functional food, personal care
Importer and distributor	Indonesia	Grand Lucky, FoodHall, Ranch Market, Watsons, Guardian, etc	Health Supplement, functional food, personal care
Importer and retailer	Indonesia	Ranch Market, Watsons, Guardian, Sociolla's own retail store	Health Supplement, functional food, personal care, beauty
Importer and distributor	Indonesia	Grand Lucky, FoodHall, Ranch Market, Watsons, Guardian, etc	Health Supplement, functional food, personal care
Importer and distributor	Indonesia	Grand Lucky, FoodHall, Ranch Market, Watsons, Guardian, etc	Health Supplement, functional food, personal care
Importer and distributor	Indonesia	Grand Lucky, FoodHall, Ranch Market, Watsons, Guardian, etc	Health Supplement, functional food, personal care
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Importer and distributor	Indonesia	Grand Lucky, FoodHall, Ranch Market, Watsons, Guardian, etc	Health Supplement, functional food, personal care
eCommerce enabler/distributor	Thailand	Lazada, shopee, Watsons, Guardian	Health Supplement, functional food, personal care
Retailer	Thailand	Tops	Health Supplement, functional food, personal care, packaged food
Retailer	Thailand	Central Group	Health Supplement, functional food, personal care, packaged food
Importer and distributor	Thailand	Watsons, Guardian	Health Supplement, functional food, personal care
Importer and distributor	Thailand	Boots, Watson, Tops, Gourmet, Villa, Big C, Lotus's, Lab Pharr	Health Supplement, functional food, personal care
Importer and distributor	Thailand	EveandBoy, Beautriam	beauty & personal care
Importer and distributor	Thailand	Watsons, Guardian	Health Supplement, functional food, personal care
Importer and distributor	Thailand	Watsons, Guardian	Health Supplement, functional food, personal care
Retailer	Vietnam	Pharmacy	Health Supplement, functional food, personal care
eCommerce enabler/distributor	Vietnam	Lazada, shopee, Pharmacy	Health Supplement, functional food, personal care, packaged food
eCommerce enabler/distributor	Vietnam	Lazada, shopee, Pharmacy	Health Supplement, functional food, personal care, packaged food
Importer and distributor	Vietnam	Beauty Box, Hasaki	beauty & personal care
Importer and distributor	Vietnam	Central Retail, Tops	Health Supplement, functional food, personal care, packaged food
Retailer	Philippines	Metro supermarket	functional food, personal care, packaged food
Importer and distributor	Philippines	SM Supermarket, Robinsons Supermarket	functional food, personal care, packaged food
Importer and distributor	Philippines	Watsons	Health Supplement, functional food, personal care
Retailer	Philippines	landmark supermarket	Health Supplement, functional food, personal care, packaged food
Importer and distributor	Philippines	Watsons, Robinsons	Health Supplement, functional food, personal care, beauty
eCommerce enabler/distributor	Philippines	Lazada, Robinsons	Health Supplement, functional food, personal care, packaged food
Importer and distributor	Philippines	Watsons, Robinsons	Health Supplement, functional food, personal care
Retailer	Philippines	Robinsons	Health Supplement, functional food, personal care, packaged food
Importer and distributor	Philippines	Watsons	Health Supplement, functional food, personal care
LS - SEA	SEA		beauty & personal care
FE - QLD	East Asia		Food & Beverage
ITC - China	China		TBD
GF - NSW	china		Multi categories
RG - VIC	SEA, ME		Mother and Baby
TB - VIC	Local		beauty & personal care
HO - NSW	Local		Pharmacy Line
KA - NSW	Local, SEA		Mother and Baby
EX - NSW	Local, China, SEA		Skincare
BW - NSW	Local, China, SEA		Multi categories
QC - China	China		Multi categories
YS - China	China		Food & Beverage
AO - Intl	Asia		Multi categories
OP - China	China		Mother and Baby



Aliexpo's Live-streaming 2024

Connecting your brand to millions of overseas shoppers

NEXT STEPS

Details: See 'Live-streaming EOI Pack'

Expressions of Interest: <https://shorturl.at/jqY37>



Aliexpo 2024 offers a 'world' of opportunities. Whether you're an exhibitor or a brand from the South Pacific, don't miss the chance to collaborate with top-tier and emerging live streamers from China and Australia. This partnership will boost your brand's visibility, raise awareness, and drive sales during the bustling Aliexpo in March 2024.

Exhibitors will be entitled to book the Live-streaming room for the marketing activation

Aliexpo 2019



RMB 15 million +



Unique viewer 5 million +



Libby + National Treasure program generated more than 9.7 million GMV and 330k click-throughs

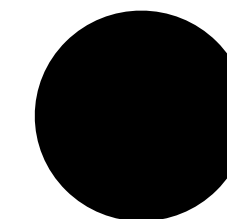
Aliexpo 2024 - Live-streaming Offers

小奶牛 Crystal Tier A KOL (confirmed)



- Promoting global products via Taobao Livestreaming/ Tmall Global
- A fan base of **over 965,000 +** highly engaged followers
- Each live stream receives **over 500,000 views** on average
- Impressive track records of both renowned and small brands globally like SKII and Tigiatinha

Key Local Australia @ Aliexpo Taobao Live-streaming KOC



- Emerging influencers with **over 800k cross-border shoppers in one session**
- Highly-engaged audiences based on their local hub Australia
- A potential to create stories and tap into a growing fan base globally
- Track record of RMB300K - 1mil of GMV

Other Top tier KOLs in the pipeline

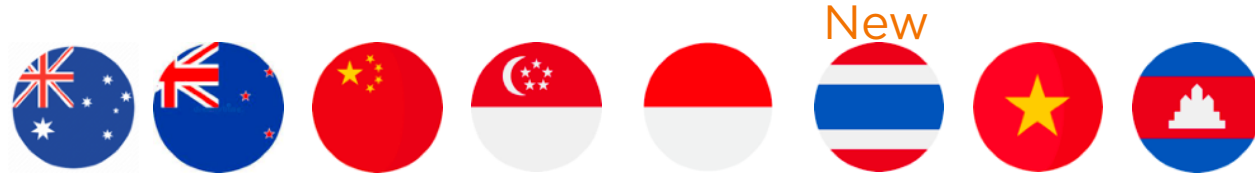
Media + Marketing Investment

Crafted down under, Love Worldwide: Where Australia and Oceania meet Asia

As we gear up for Aliexpo 2024, we want our exhibitors to feel confident in the significant media investment we've dedicated to ensure a robust visitor turnout. Our targeted approach caters to both B2B and B2C audiences, aligning with your business objectives.

We've strategically tailored our media outreach to captivate industry insiders and entice local audiences in key Southeast Asian markets, including China, Vietnam, Thailand, Indonesia, Malaysia, Singapore, and the Philippines. This comprehensive strategy aims to elevate your brand visibility, foster valuable connections, and create an environment where your exhibition stands out in the bustling landscape of Aliexpo.

Who you can reach



B2B Audience:

Importers: Tap into Asian markets with importers seeking unique products from Australia, New Zealand, and the Pacific Islands.

Distributors: Establish distribution channels with key players interested in expanding their portfolio with distinct offerings.

Retailers: Connect with retailers eager to bring the charm of Down Under to their shelves and captivate their customers.

Brand Owners: Form collaborations with like-minded brand owners who understand and appreciate the global journey of products.

Public + B2C Audience:

Southeast Asian Markets (Vietnam, Thailand, Indonesia, Malaysia, Singapore, Philippines): We focus in bringing new segments of visitors, who're just like the Chinese consumers 10 years ago, who are potentially our Daigou. Unleash your brand's potential in diverse Southeast Asian markets, creating a lasting impression on consumers seeking quality and authenticity.

Local Chinese Consumers: Capture the attention of discerning Chinese consumers looking for premium and unique products with an international touch.



MEDIA INVESTMENT

- 1.7mil+** reach to AU EN/Southeast Asian communities
- 535K+** AU Local Chinese media exposure
- 500K+** AU local Chinese social media exposure

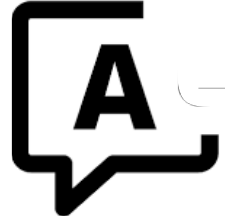


535K+

Chinese local paid media w/ 50+ official accounts

500K+

Chinese speaking social media including LRB



792K+

English speaking social media

30K+

English local targeted media



879K+

Southeast Asian language community in Australia

- Vietnamese, Bahasa, Phillipino, etc

Brand Exposure

Elevate your impact: Discover Sponsorship and Speaking Opportunities at Aliexpo

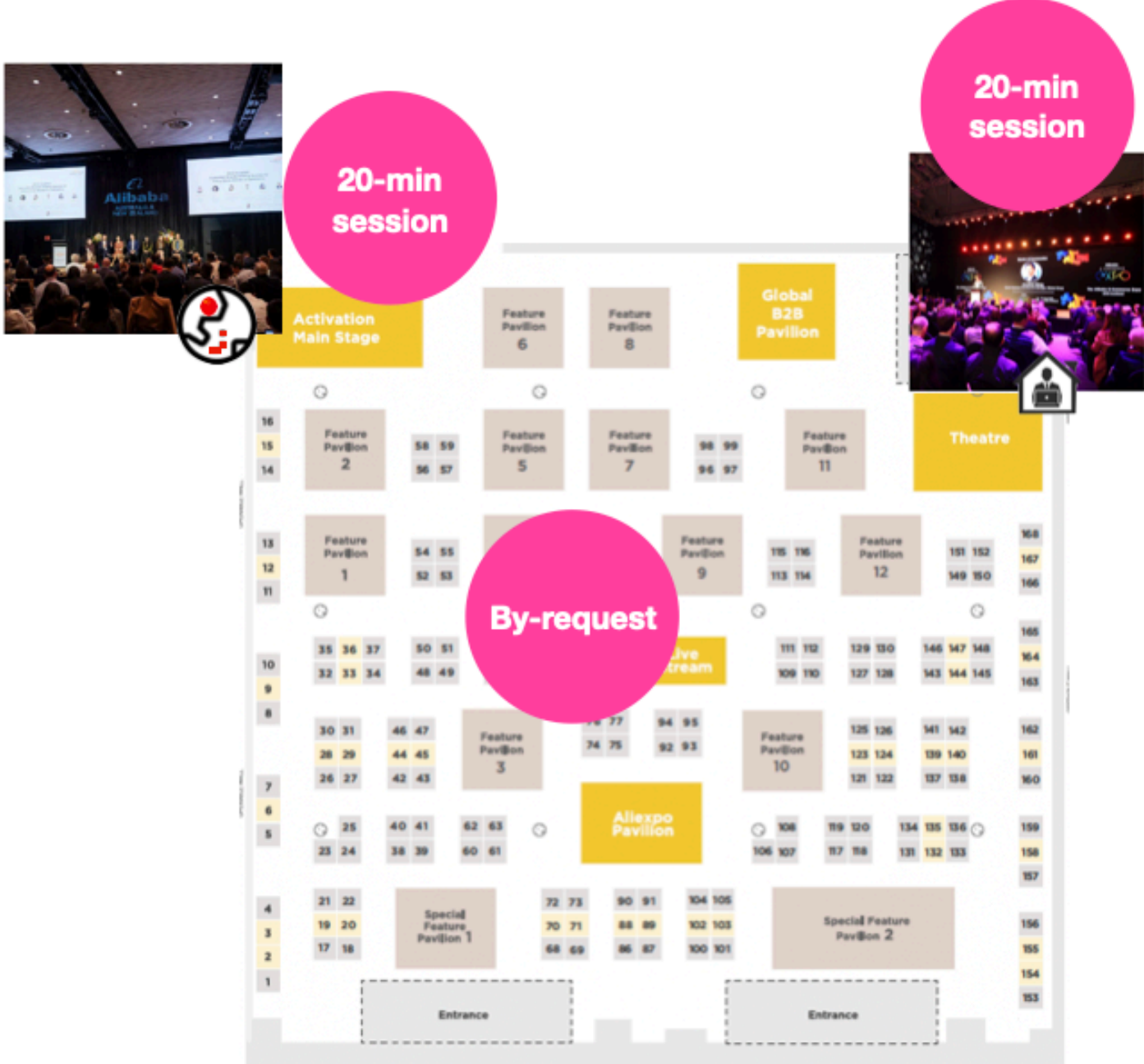
I) Sponsorship

Sponsorships at AliExpo aren't just about brand visibility—they're about becoming a driving force behind a dynamic event in international trade. As a sponsor, your brand will be at the forefront, associated with innovation, opportunity, and global connectivity. Choose from our Gold, Platinum, and Diamond sponsorship packages, each offering unique benefits and unparalleled exposure. Step up, become a sponsor, and let your brand resonate on a global scale.

ALIEXPO 2024 SPONSORSHIP						
	Projects	GOLD (AUD \$10,000)	PLATINUM (AUD \$30,000)	DIAMOND (One available only - AUD \$50,000)	MEDIA	
Digital Benefit	Social & PR	AllExpo official website LOGO exposure	*	*	*	*
		Official digital poster authorisation	*	*	*	*
		Official social post feature sponsors	*	*	*	*
		LOGO exposure on official digital poster		*	*	*
		LOGO exposure in all official EDM		*	*	*
		Customised invitation letter			*	*
		LOGO exposure across all PR media release			*	*
On-Site Benefit	General	Media wall LOGO exposure position	*	*	*	*
		LOGO exposure in exhibition flyer	*	*	*	*
		Entry signage exposure position	*	*	*	*
		Exhibition Posters LOGO exposure position	*	*	*	*
		Pull UP banner position at the entry		*	*	*
		LOGO Carousel Display on LED			*	*
		Individual signage position in the venue			*	*
		TVC/ads (Brand provide) display on LED				* Less than 90sec
		Private Cocktail Party Tickets (Friday after 4pm)	5	10	20	5
		LOGO exposure in Cocktail Party	*	*	*	*
On-Site Benefit	Activation Main Stage	Cocktail Party raffle prize sponsor		*	*	*
		Cocktail Party MC acknowledgements			*	*
		Main stage speech/event				* Max 1 hr
		AllExpo Conference one day pass (Friday 10am - 4pm)	10	10	4	
On-Site Benefit	Conference Theatre	20 mins speaker session (10am - 3pm)		* Max 1 Session	* Max 2 Sessions	
		2m X 2m brand display area		*	*	
		Branding materials in conference Goodie bags (Qty: 500x)		*	*	
Equivalent Value		\$29,600	\$69,200	\$152,400	\$42,500	

Occupied

II) Speaking Opportunities



Speech, marketing activations, new product launch, etc. A\$1,500+GST/ 20 minutes

BE AN ALIEXPO'S EXHIBITOR

Bringing Australia + South Pacific Products to Asia

EMBARKING ON THE ALIEXPO JOURNEY: MORE THAN AN EXPO

As we host our first event since the challenges of the COVID-19 pandemic, the Alibaba E-Commerce Expo is returning with a renewed commitment to supporting businesses in their journey towards recovery and resilience.

We recognise the trial businesses have faced and the resilience they've shown. Now, more than ever, is the time for growth, connection, and forging a path forward.

AllExpo is here to facilitate just that. As we celebrate our return, we reflect on the successes of our previous event in 2019, which served as a milestone in the journey of many businesses. More than 147 exhibitors, a footfall of over 13,000, and online and media impressions exceeding 20 million - these aren't just numbers; they're the markers of opportunities capitalised, of exposure gained, and of networks expanded.

What does this mean for you? It's a testament to the exceptional visibility and reach that your brand can achieve by participating in AllExpo. It's an opportunity to showcase your products to a diversified, international audience and to connect with potential partners who can help your business expand into new territories.



EXHIBITORS
IN 2019

147



FOOTFALL

13,000+



ONLINE + MEDIA
IMPRESSIONS

20mil+



**BRAND EXPOSURE:
AMPLIFY YOUR PRESENCE
IN A GLOBAL ARENA**

AllExpo attracts thousands of industry leaders, decision-makers, and potential customers worldwide. Seize this opportunity to spotlight your brand and showcase your products to a broad audience, spanning Chinese, Southeast Asian, and International buyers, distributors, and service providers.

1.3 Billion

China, SEA, and Global Annual
Consumers across
the Alibaba Ecosystem



**GLOBAL MARKET ACCESS:
THE EXPO AS YOUR LAUNCHPAD
TO INTERNATIONAL TRADE**

Forge new connections, partnerships, and collaborations with industry experts, investors, and suppliers worldwide. AllExpo, provides the ideal stage to engage with key stakeholders and build enduring relationships in the global market across Alibaba Group's diverse portfolio of marketplaces.

13,000+

Footfall in 2019



**PARTNERSHIP OPPORTUNITIES:
CONNECT WITH POTENTIAL
PARTNERS AND OPEN THE DOOR
TO EXCITING COLLABORATIONS**

Stand out from the competition by demonstrating your cutting-edge products and innovative solutions. AllExpo attracts top-tier exhibitors, making it the ultimate stage to captivate your target audience and generate buzz.

147+

Brands in 2019



**ALIBABA ECOSYSTEM:
LEVERAGE THE COMPREHENSIVE
SUITE OF ALIBABA SERVICES TO
DRIVE YOUR BUSINESS GROWTH**

Stay ahead of the curve with access to a wealth of industry knowledge. Participate in thought-provoking seminars, panel discussions, and workshops delivered by renowned experts, gaining valuable insights into the latest trends and best practices.

20+

Speakers in Conference

THE EXHIBITION EXPERIENCE



The heart of AllExpo is its exhibition arena where you get to showcase your products and services to a diverse audience. It's not just about display; it's about interaction, feedback, and connection.

THE ALIEXPO MAIN STAGE



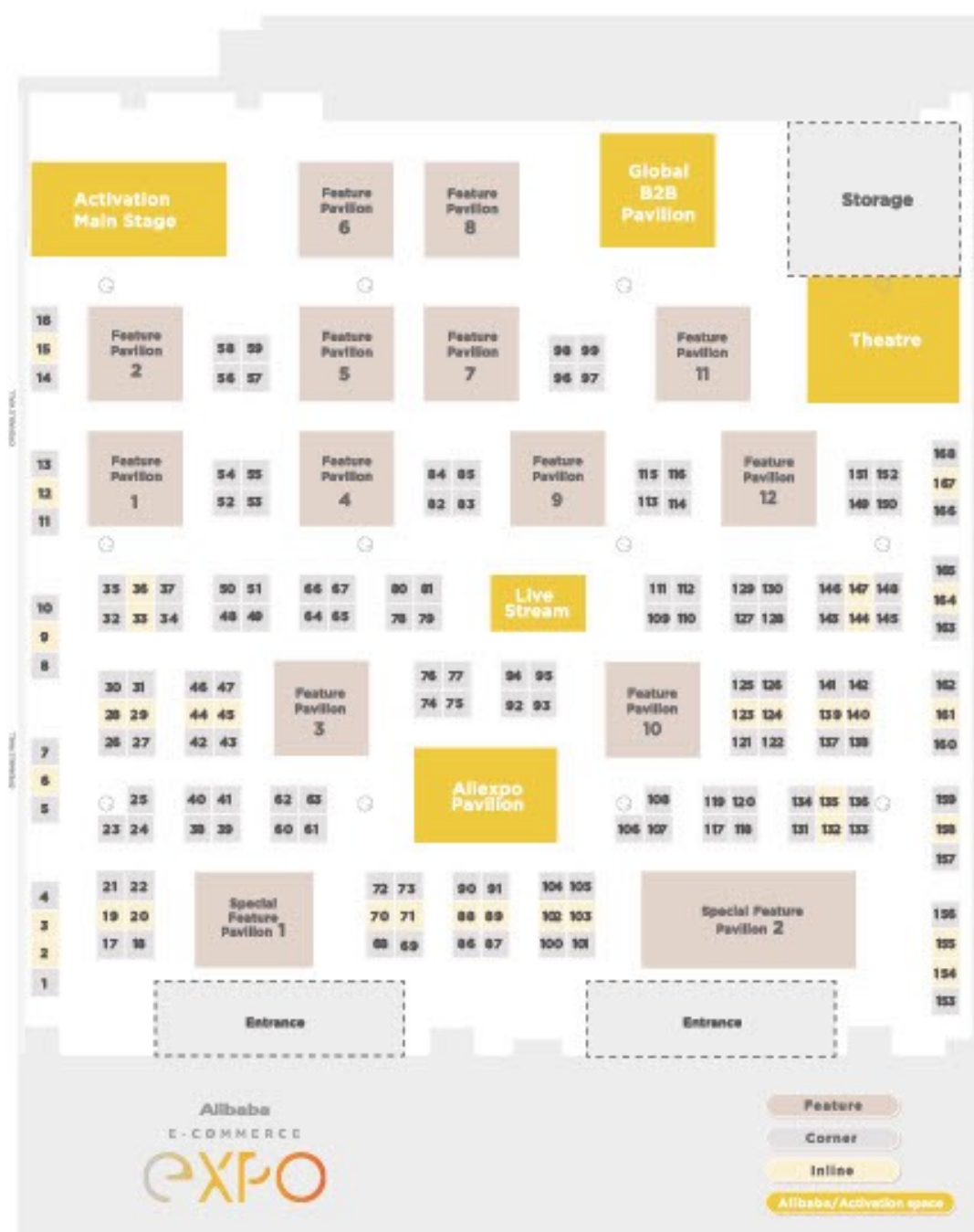
The Main Stage at AllExpo provides a spotlight, illuminating your brand. Bring your brand to life, engaging the audience with immersive experiences and compelling narratives. Whether it's a product launch, a live demonstration, or an interactive session, the Main Stage provides the ideal setting for powerful marketing activations that leave a lasting impression.

THE ALIEXPO CONFERENCE THEATRE



The Conference Theatre at AllExpo is a hub of thought leadership and innovation where industry experts share cutting-edge insights, latest trends, and future forecasts, arming attendees with the knowledge to navigate the ever-evolving landscape of E-Commerce and technology. It's more than a conference—it's a powerful learning experience that equips you with the tools to thrive in the global digital market.

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Floor Plan
www.aliexpo.com.au/expo-stand

TAILORED EXHIBITOR PACKAGES: CHOOSE YOUR STAGE

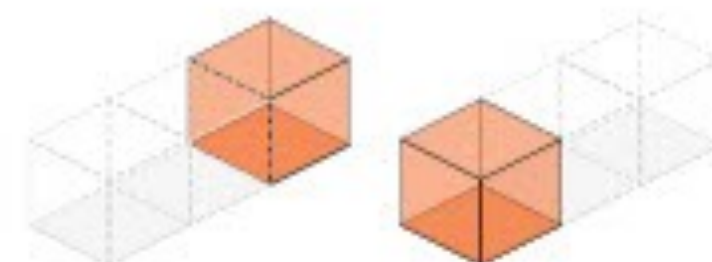
We offer a range of exhibitor packages designed to cater to diverse needs and ambitions. Whether you're a small enterprise or a larger corporation, we have the perfect platform for you to showcase your brand



3m x 3m Inline Stand

AUD \$4,188

An efficient solution for businesses looking to make a big impact at a small price, it offers a compact yet effective space for showcasing your products and services.

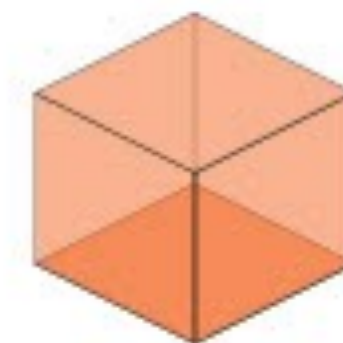


3m x 3m Corner Stand

AUD \$5,188

A prime option for businesses seeking enhanced visibility. Located at the intersection of aisles, these stands naturally attract more footfall, providing your brand with increased exposure, the Corner Stand is an investment in your brand's reach.

All 3m x 3m stands can be combined into a bigger stand for a better impact.



10m x 10m Feature Pavilion Area

AUD \$24,888

A comprehensive solution, this large area is perfect for grand displays and immersive brand experiences. These will sell out fast so be quick!

*GST Exclusive

Embrace this opportunity to showcase your brand in a way that suits you best. There are enticing early-bird discounts apply till 27th October 2023, contact us to find out more.

STAND PACKAGE INCLUDES:

Wall System - Aspen: Complete modular system with flush white wall finish, featuring aluminium frame skinned with 3mm white PVC for a sleek appearance.

Stand Signage: Printed fascia sign with stand number and company name for clear identification.

Lighting: 2 x energy-efficient spotlights per 9sqm stand to showcase your exhibits effectively.

Power: 1 x single 4amp power point per stand, regardless of size, ensuring access to electricity.

Flooring: 1m x 1m grey carpet tiles for a comfortable and professional booth setup.

Carpeted Exhibition Booth: Enjoy a carpeted exhibition booth at the Expo, including four complimentary exhibitor attendance badges.

Training and Education Workshop: Participate in a workshop to understand how to access the China market, benefiting merchants and brands.

Brand Exposure: Gain exposure to thousands of Chinese, SEA and Global Merchandisers, buyers, consumers, and local Chinese residents.

Livestreaming Opportunities: Engage in livestreaming sessions with massive brand exposure to millions of consumers in China.

Event Hosting: Organise events at your stand to draw attendees and create excitement for live-streaming sessions.

VIP Cocktail Function: Receive a complimentary pass to the VIP Cocktail Function at the Expo, offering networking opportunities.

Early bird discount applies until 27th October 2023.

TOP EXHIBITORS IN ALIEXPO 2019



At Aliexpo 2024, your brand isn't just an exhibit; it's part of a global narrative, creating connections and forging success that extends far beyond the event itself.

Join us on this extraordinary journey, where your brand's story becomes a cherished chapter in the evolving tapestry of international commerce, just for Australian + South Pacific brands and merchants.

Be our exhibitor to participate in the exclusive programmes

www.aliexpo.com.au | e: christie.ding@brandcatalyser.com

ACTION NOW!



Floorplan, Expo Info and submit your Expressions of Interest.

www.aliexpo.com.au



BD CONTACT AND ENQUIRY

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LEAD AGENCY

brand catalyser.

WZ MEDIA

