



Alibaba Group

EUROPEAN COMMISSION CONFERENCE ON THE SAFETY OF PRODUCTS SOLD ONLINE

Panel 3: Industry Best Practices for the Safety of Products Sold Online

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Our Mission & Vision

OUR MISSION

To make it easy to do business anywhere

OUR VISION

To build the future infrastructure of commerce

To be a company that lasts at least 102 years

FOUNDED IN HANGZHOU, CHINA IN 1999



Our Ecosystem

CORE COMMERCE



淘宝网 Taobao.com
天猫 Tmall.com
聚划算 juhuasuan.com
Alibaba.com
阿里巴巴 1688.com
农村淘宝 cun.taobao.com
AliExpress
TMALL GLOBAL
LAZADA Effortless Shopping

DIGITAL MEDIA & ENTERTAINMENT



youku 优酷
土豆网 tudou.com
TMALL TV
阿里音乐 Alibaba Music
UC Browser
阿里体育 Alisports.com
阿里巴巴-影业集团 Alibaba-Pictures

LOCAL SERVICES



阿里旅行 Alitrip.com
口碑 koubei
ele.me 饿了么网上订餐

DATA-DRIVEN

DATA-REFUEL

SERVED BY PAYMENTS, FINANCIAL SERVICES, LOGISTICS, ADVERTISING, DATA MANAGEMENT & CLOUD COMPUTING



PAYMENT & FINANCIAL SERVICES

CAINIAO 菜鸟网络

LOGISTICS

阿里妈妈

ADVERTISING
DATA MANAGEMENT PLATFORM



CLOUD COMPUTING

Platforms Accessed by European Consumers and Businesses



China Focus

Over 90% of business globally is focused on the Chinese market – either Chinese consumers or Chinese sellers.



Gateway to China

Primary business in Europe is helping European brands and merchants sell to China and Southeast Asia consumers.



Global Platforms

Alibaba's international platforms are global in nature and are not specific to the EU or to any specific European country.

Alibaba Global
Platforms for China
merchants to sell to
European consumers

AliExpress™
Smarter Shopping, Better Living!

Alibaba.com®
Global trade starts here.™

Alibaba: Gateway to the China Consumer...



...and to the Indian and South East Asian Consumer





Alibaba: Connecting Chinese Suppliers to the World



AliExpress (B2C)



AliExpress

- Launched in April 2010
- Global retail marketplace accessible by consumers worldwide
- Showcases a wide variety of products from Chinese wholesalers and manufacturers
- Operates a global English-language site as well as local-language sites
- Major markets in Europe include France, UK and Spain
- AliExpress is an online marketplace and not a reseller of goods

Alibaba.com (B2B)



- English-language global wholesale platform with registered users in 240+ countries and regions
- Listing site where transactions between buyers and sellers take place offline
- Thousands of product categories in 40+ industries
- Sellers are typically SMEs engaged in the import/export business, trade agents, wholesalers and manufacturing companies
- Buyers are small entrepreneurs, e-retailers, buying agents, etc.
- Alibaba.com is primarily an information directory listing service in which the ultimate buyers (i.e. European traders) and primarily PRC export firms transact business offline where Alibaba often does not see such transactions

Consumer Protection Underpinned by our Product Listing Policy

Detailed Product Listing Policy which governs both AliExpress and Alibaba.com

<https://rule.alibaba.com/rule/detail/2047.htm>:

- Prohibit the posting or selling of items which are prohibited or restricted by a federal, state or local law in any country or jurisdiction (number 1 in our product listing rules).
- Is frequently updated to ensure that we keep pace with the millions of sellers and billions of pieces of information that are processed on each site.
- Periodic updates of merchant terms and conditions contained in the listing rules to account for new safety regulations or rules.
 - Provide alerts to merchants when new rules are implemented.
- Is complemented by human and technological support to ensure the removal or blocking of improper listings
- Product listing rules are now in multiple languages including English, French, German and Italian.

If notified by national market surveillance authorities, we implement our notice and action process:

- We take products down. Moreover, we conduct an overall scrutiny on the sector of notified products to potentially improve the listing rules

The Toolbox of Measures Available to Improve the Safety of Products

- **Changing our listing policy to prohibit products by category, globally, by country, features, specifications or name.**
- **Blocking the sale of prohibited products based on screens using the shipping address, the IP address to prevent payment or through the flagging of key words.**
- **Blocking or removing infringing listings. We also conduct an overall scrutiny on the sector of notified products to improve our listing rules in the future.**
- **Exploring more options to verify self-claimed safety certifications with 3rd party safety labs, especially for products in high risk categories**
- **Using tools like RAPEX and other services increasingly to identify problems**
- **More human contact points in local jurisdictions as a single point of contact for market surveillance authorities, as the company globalizes**
- **Utilize a sliding scale of penalties on violating merchants up to and including permanent bans**



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BRUSSELS, BELGIUM
16th of November 2016

