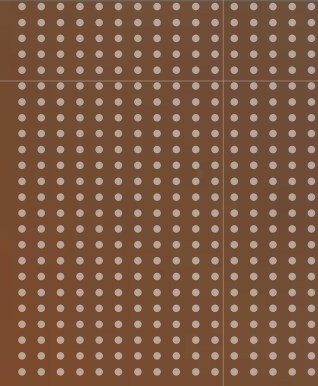




JACK PETERS

**BUSINESS DEVELOPMENT DIRECTOR
ALIBABA GROUP**

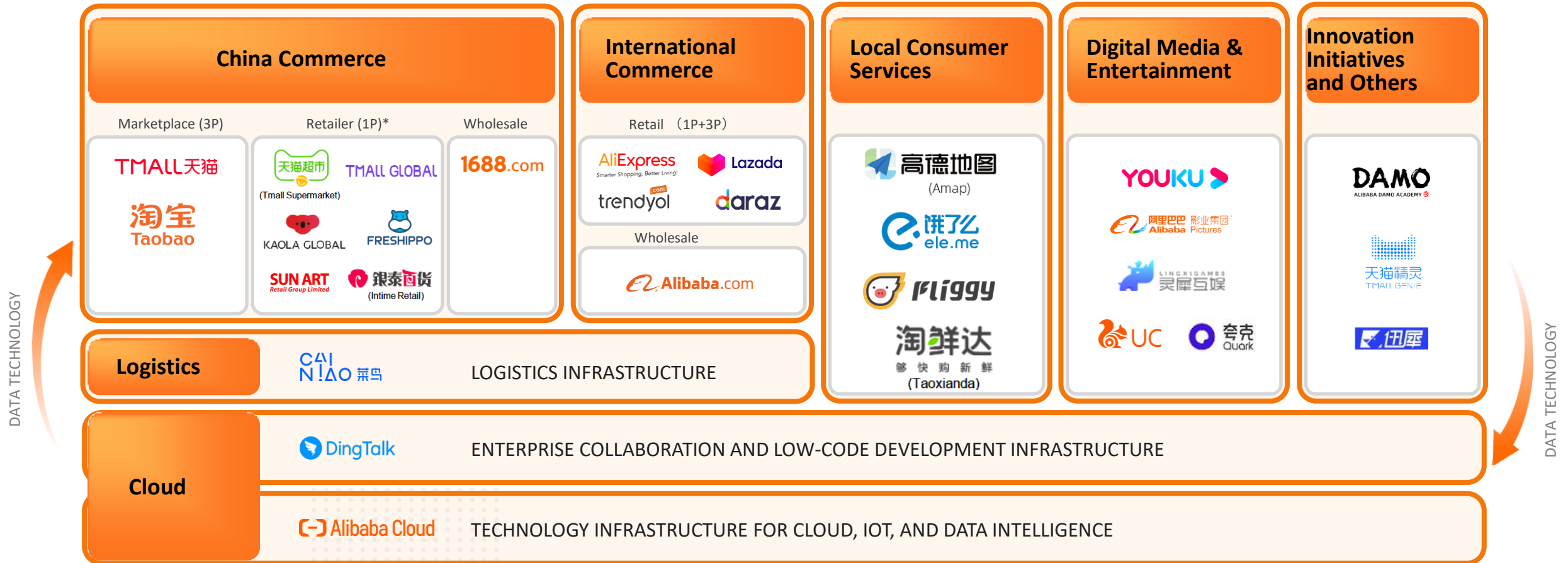


Our Mission

To make it easy to do business anywhere



Alibaba Business Overview



* Also have marketplace revenues

New research: How do Danish businesses view the export opportunity?



Survey base:

9000+ business owners
from 9 European
countries, who:

- ✓ Sell goods
- ✓ Have 2+ employees
- ✓ Have €1M+ in revenue



90%

**of Danish businesses
surveyed are
currently exporting**

*Compared to **80%** of all
European businesses
surveyed*



Growth opportunity:

72% of Danish businesses
expect their export sales to
increase this year

*Compared to **70%** of all
European businesses surveyed*

New research: How are Danish businesses using online marketplaces?



Shift to online:

42% of Danish businesses surveyed are currently working with online marketplaces to boost their export sales

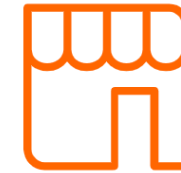
*Compared to **61%** of all European businesses surveyed*



Driving growth:

83% of Danish businesses who are using a marketplace expect their export sales to increase.

*Compared to **63%** of those who are NOT using a marketplace*

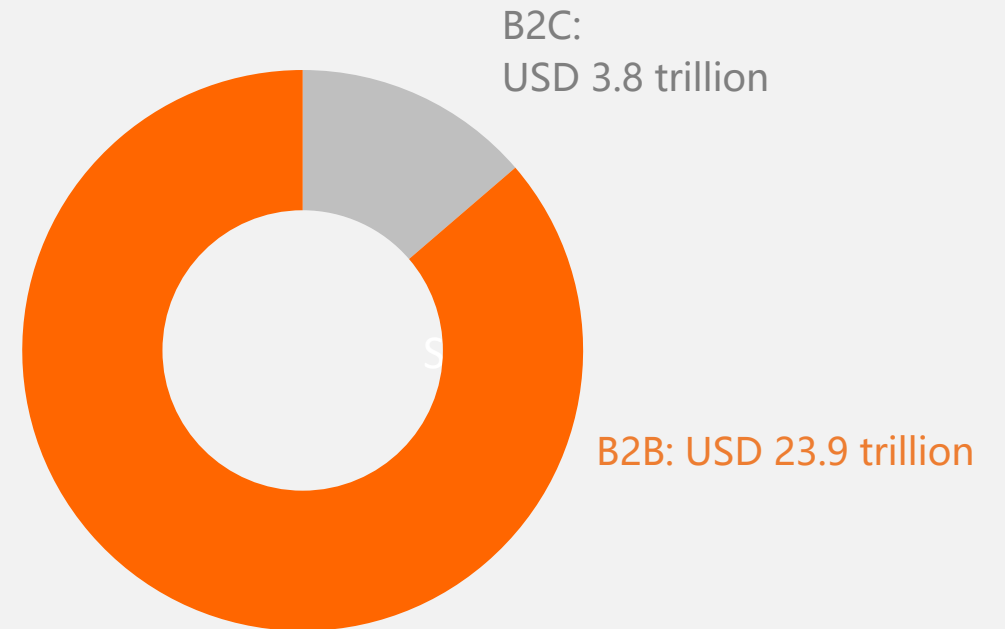


SMEs lagging behind:

Only **6%** of Danish exporting businesses with <10 employees use online marketplaces
(across Europe: 40% do)

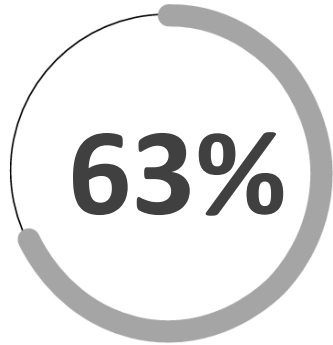
Compared to **51% of Danish businesses with 500+ employees**
(across Europe: 69% do)

B2B e-commerce is 6x larger than B2C e-commerce globally



Source: US International Trade Commission

New research: Economic impact of exporting



Of Danish businesses surveyed said exporting has boosted their revenue

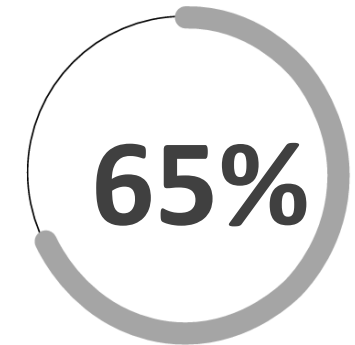
*Compared to **79%** of all European businesses surveyed*

Danish businesses said



Of their annual revenue (on average) was from exporting overseas

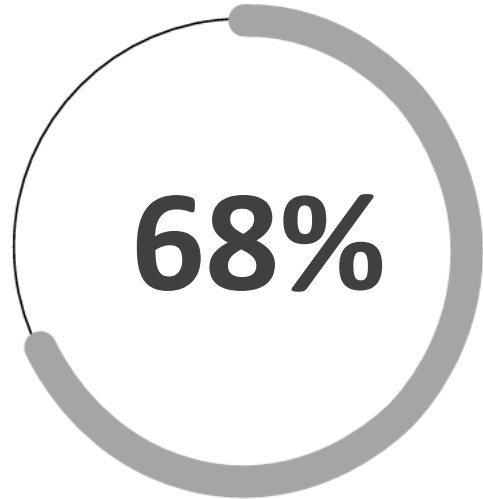
In line with average of all European businesses surveyed



Of Danish businesses surveyed said exporting had relieved domestic market pressures

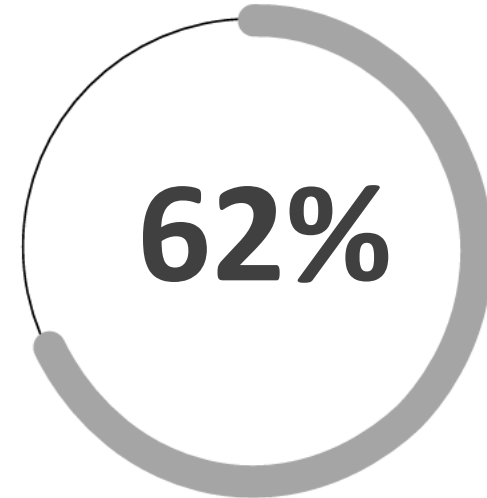
*Compared to **79%** of all European businesses surveyed*

New research: Perceived value of exporting - beyond economic impact



Of Danish businesses surveyed said exporting has fuelled innovation

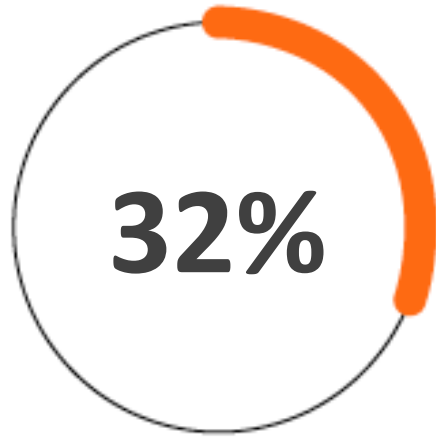
*Compared to **80%** of all European businesses surveyed*



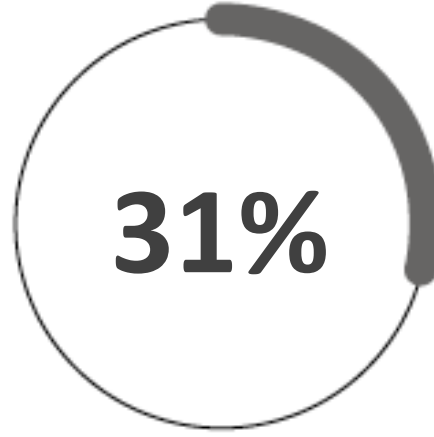
Of Danish businesses surveyed said exporting is critical to their business's future

*Compared to **79%** of all European businesses surveyed*

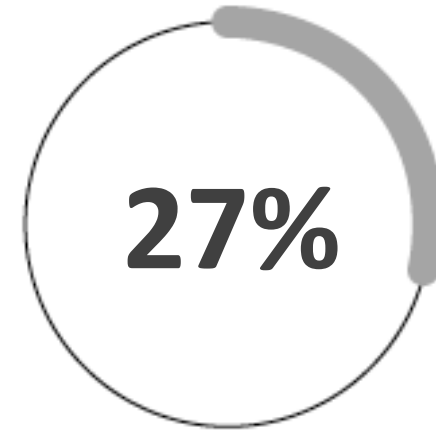
New research: Perceived value of using an online marketplace



Of Danish businesses cited expansion into new geographic markets



Of Danish businesses cited reduced marketing costs



Of Danish businesses cited expansion of product range driven by buyers' requests

Alibaba.com: Leading global B2B e-commerce platform



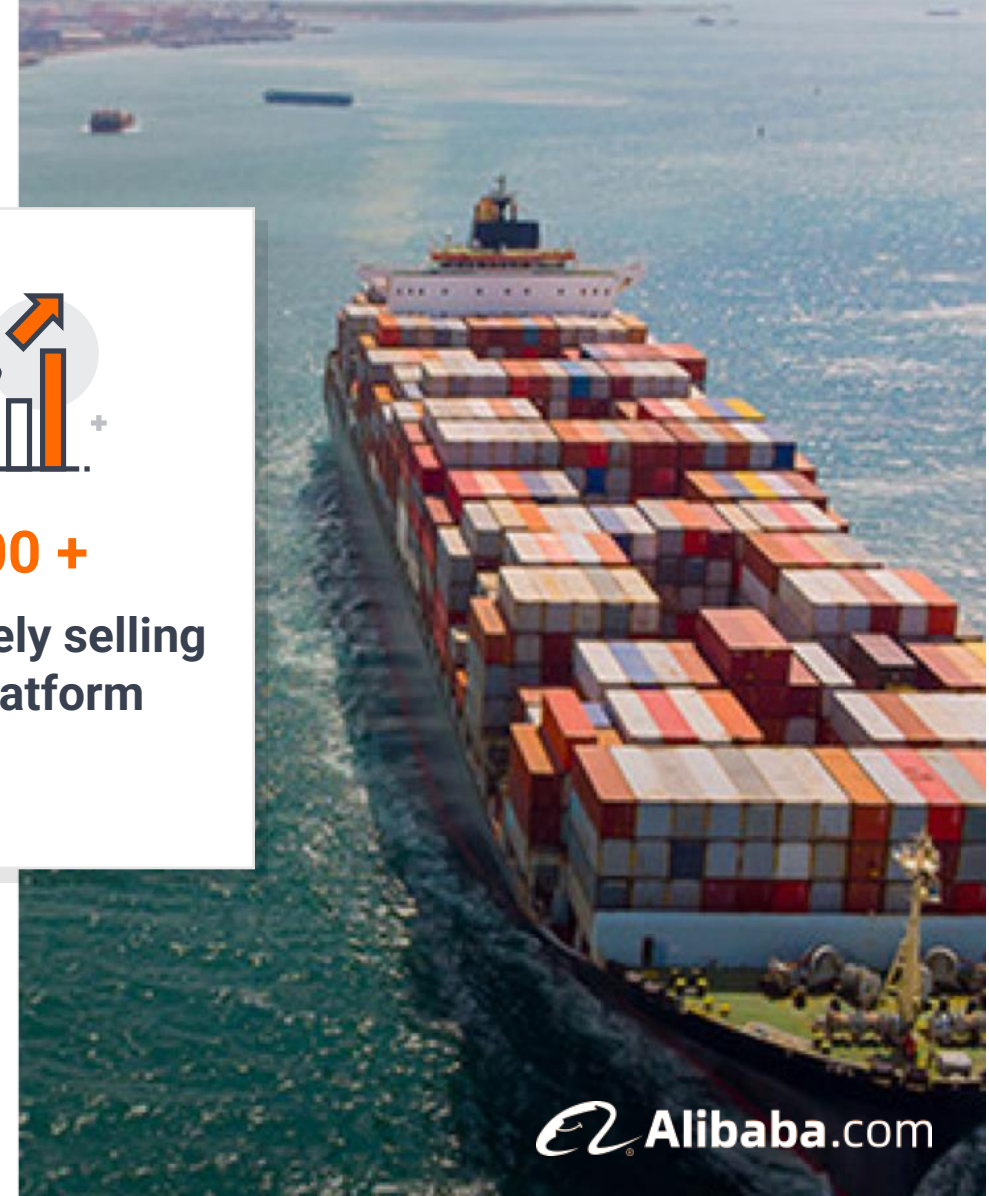
40 MILLION +
Active buyers in
**200+ countries and
regions**



300,000 +
Daily product
inquiries



200,000 +
SMEs actively selling
on the platform



Alibaba.com is a multisector platform covering 40 categories

Most requested industries from Europe

 Food & Beverage	 Minerals & Metallurgy	 Fabric & Textile Raw	 Beauty & Personal Care
 Agriculture	 Construction & Real Estate	 Vehicles & Accessories	 Apparel
 Machinery, Fabrication Services	 Rubber & Plastics	 Furniture	 Luggage & handbag

Alibaba.com: Top buyer markets



AMERICAS

United States

Brazil

Canada

Mexico

Peru

EUROPE

France

Germany

Italy

Spain

Turkey

United Kingdom

MIDDLE EAST & AFRICA

Saudi Arabia

ASIA-PACIFIC

Australia

India

Indonesia

Malaysia

Pakistan

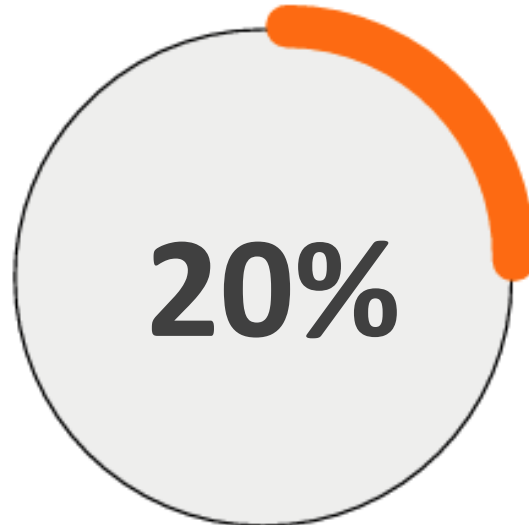
Philippines

Thailand

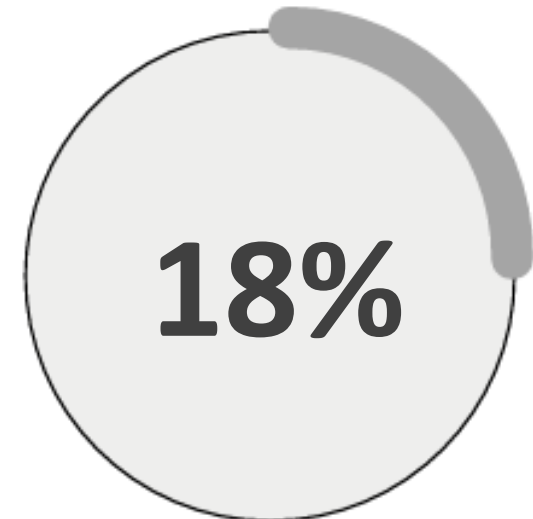
New research: Where Danish businesses are currently exporting



Europe (non EU)

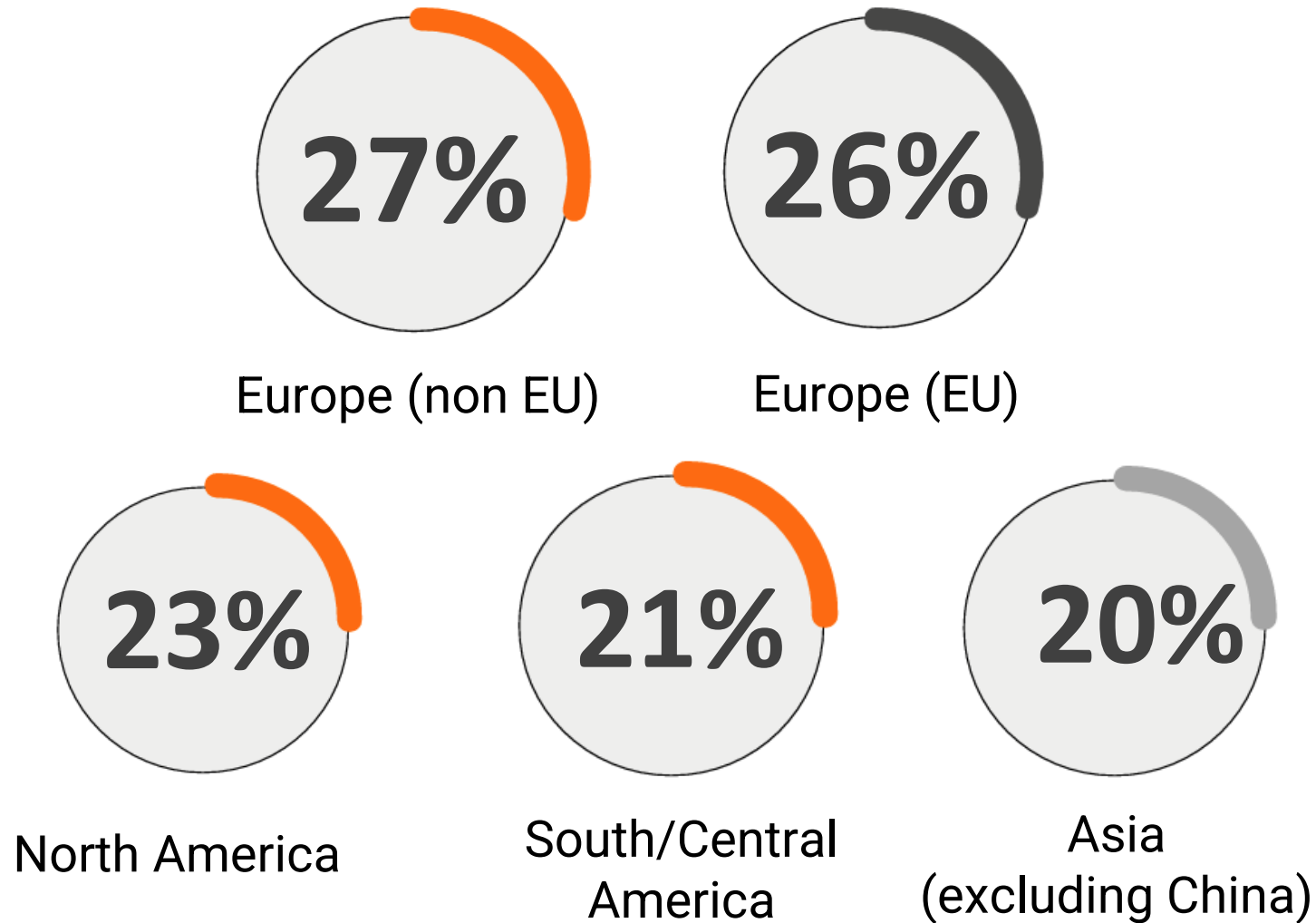


Europe (EU)



North America

New research: Top 5 markets that represent biggest export opportunity

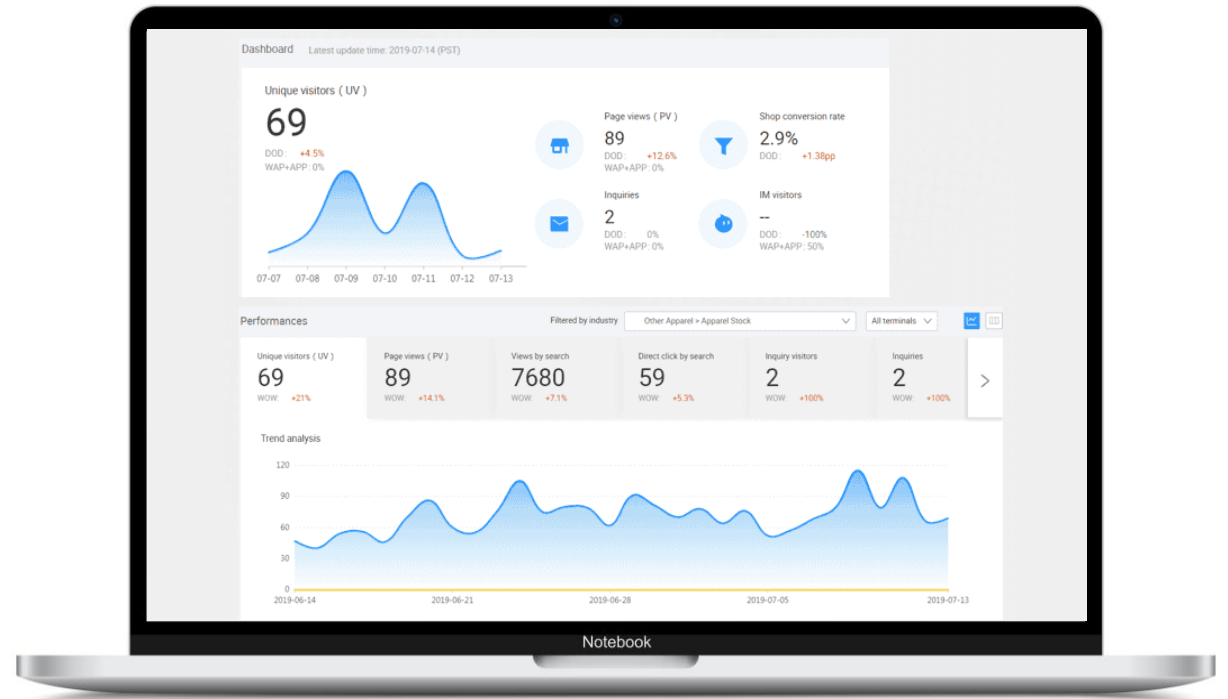


Source: Alibaba commissioned Censuswide survey of 9,000+ businesses across 9 European countries, April 2023

Alibaba.com: 360° analytics & real-time reporting

My Alibaba analytics:

- Shows buyer **behavior patterns**
- Provides business **strategy insights**
- Gives valuable feedback on **business performance** and operations
- **Maximizes online exposure** and return on investment (ROI)



1 YRS A.C. Perch's International ApS Favorite supplier

KÖNIGLICH HOFLEVERANDOR
A.C. PERCH'S
THEHANDEL
1835

A.C. PERCH'S
THEHANDEL

Home Products Profile Contacts

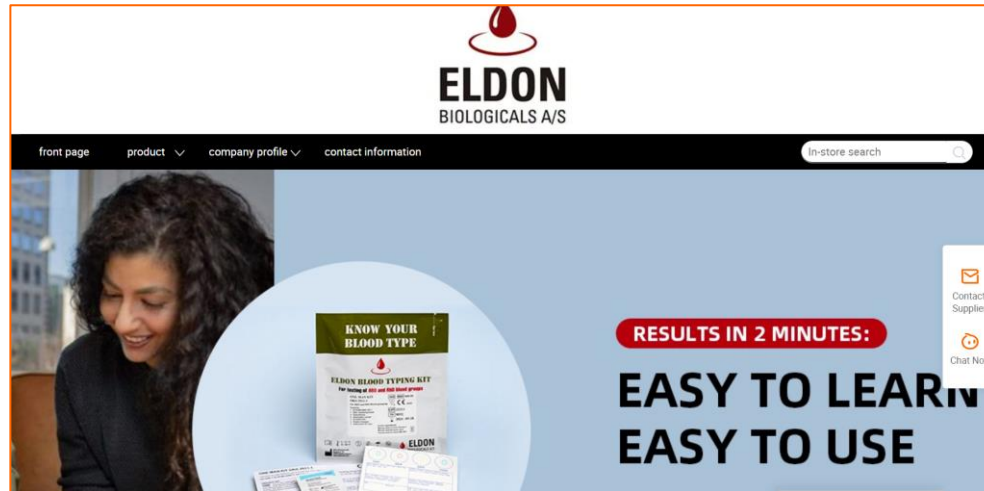
Search in this store



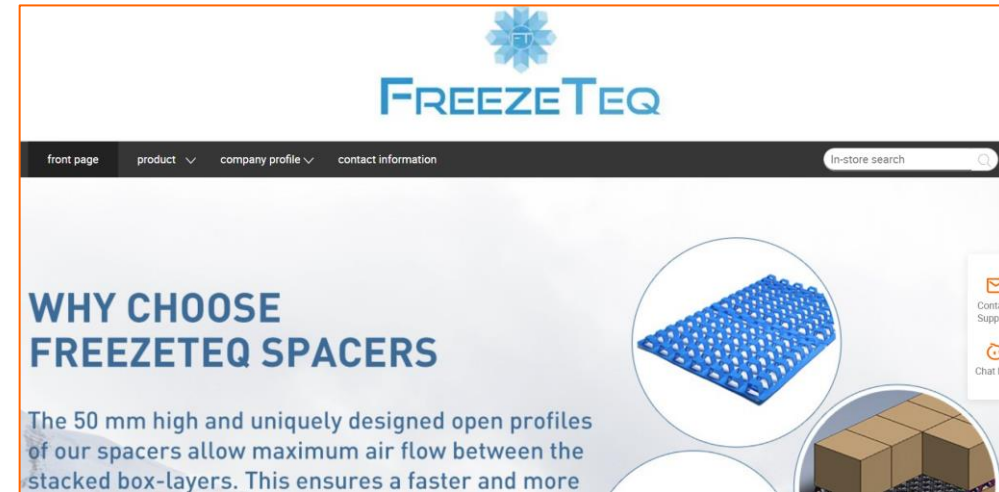
- Deutsch
- Português
- Español
- Français
- Italiano
- Русский
- 한국어
- 日本語
- اللغة العربية
- ไทย
- tiếng Việt
- Türk
- Nederlands
- Indonesian
- עברית
- हिंदी

Growing number of Danish sellers already on Alibaba.com

Eldon Biologicals A/S



FreezeTeq



TeeShoppen

