



[Alibaba.com](https://www.alibaba.com) launches the first hybrid trade show aimed at b2b buyers in Germany

Berlin, 2nd September 2022 - One of the world's leading professional B2B sourcing platforms, Alibaba.com, launches its first hybrid trade show in Germany from Sept 2nd to 6th with a booth at IFA Berlin (Hall 22, Booth 108), the leading trade show for consumer electronics.



In times of economic challenges and supply chain disruption, Alibaba.com aims to bring the most seamless digital sourcing experience to German business buyers to boost their competitiveness.

The hybrid trade show at IFA allows SMEs to access consumer electronics products and suppliers directly, both offline and online. During the offline event, business buyers can see and test physical products from selected suppliers and talk to them in person. In parallel, during the online event, business buyers can interact with 50,000 consumer electronics manufacturers from all over the world, many of whom offer highly-customizable products, using a suite of digital sourcing tools.

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Florian Forster, Country Manager DACH, Alibaba.com commented: "As a professional B2B sourcing platform, we want to bring highly interactive and efficient digital sourcing solutions to German SMEs to enable them to have access to quality suppliers and bring down the cost of sourcing. Within a coffee break at our booth we can help you to connect with 50,000 suppliers. How do we do that? We developed VR showrooms - immersive virtual tours - granting buyers exclusive access to factories and showrooms and LIVE, a form of live videos, that allows buyers to interact with suppliers in real-time."

To help German SMEs defy supply chain disruptions, four million consumer electronics products on Alibaba.com are covered with on-time Delivery Guarantee for German business buyers. And the B2B sourcing platform also offers Trade Assurance which protects online orders paid through the platform.

The booth also showcases five sourcing trends in consumer electronics:

1. From Stay-at-Home to the Great Outdoors. As life begins to return to normal, there has been a surge in outdoor product sales on Alibaba.com. Sports and recreation products, including portable projectors, outdoor speakers, and waterproof earphones, are among some of the most popular items.
2. The rise of Immersive Gaming. Demand for gaming accessories that enable immersive experiences is increasing rapidly amid surging interest in the metaverse. VR gaming consoles, AR/VR headsets, and AR glasses are just a few of the many tech products witnessing significant growth on Alibaba.com.
3. Smarter Homes with the Internet of Things (IoT). With the support of IoT technologies, the smart home category continues to boom, with products becoming smarter, easier to use, and more secure. Some key features popular on Alibaba.com include wireless charging products, portable designs, as well as intelligent control systems.
4. Improved Wellbeing. As consumers look to technology to promote healthier living, improved wellbeing is set to be a huge B2B growth category over the coming years. Health-monitoring smartwatches and bracelets that include heart rate and blood oxygen indicators remain particularly popular on Alibaba.com.
5. Sustainable and Green Electronics. Sustainability has joined the traditional market drivers of safety, performance and price as the key considerations among buyers in the

consumer electronics industry. Alibaba.com continues to attract competitive suppliers specialized in recycled products and refurbished components.

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About Alibaba.com

The first business unit of Alibaba Group, Alibaba.com is a leading platform for global B2B e-commerce that aims to make it easy to do business anywhere. Launched in 1999, Alibaba.com is engaged in services covering all aspects of commerce, including providing businesses with tools that help reach a global audience for their products and helping buyers discover products, find suppliers, and place orders online fast and efficiently. It serves millions of buyers and suppliers from over 200 countries and regions around the world.

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