



ALIBABA.COM LAUNCHES SUPER SEPTEMBER TO HELP GERMAN SMEs BOOST THEIR COMPETITIVENESS

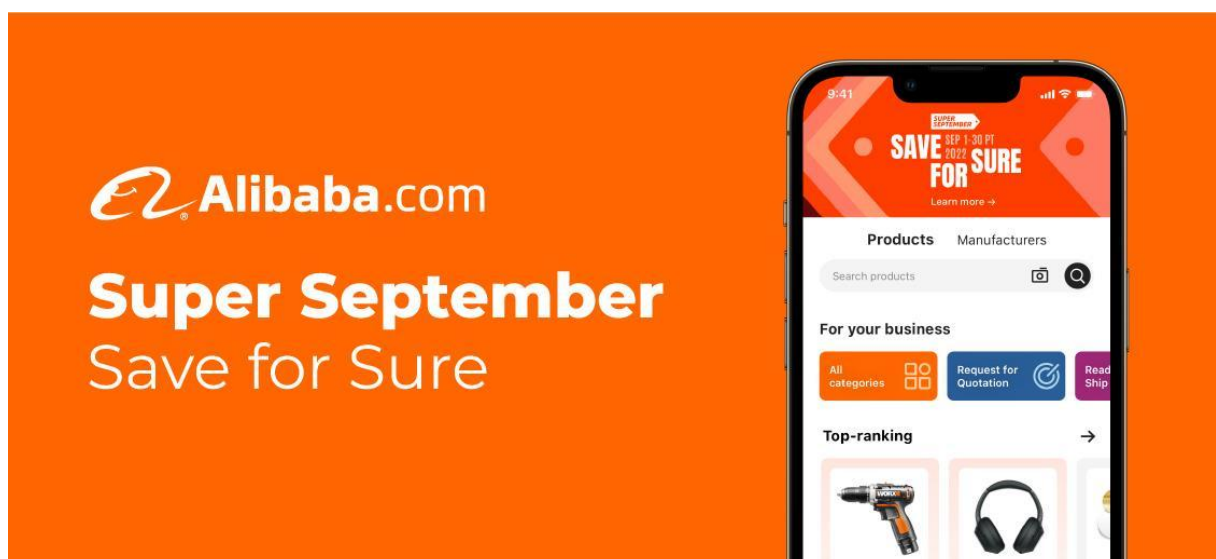
Month-long global virtual trade event unlocks new possibilities as German SMEs face supply chain disruption and purchasing decisions

Berlin, 2nd September 2022 - [Alibaba.com](https://www.alibaba.com), one of the world's leading business-to-business (B2B) e-commerce marketplaces, is excited to announce the launch of Super September, its largest B2B online sales event of the year, to help boost product competitiveness for German SMEs.

The launch of Super September comes as German buyers battle with supply chain disruption. According to a survey by the German Chamber of Commerce and Industry earlier this year, 84% of German industrial enterprises reported medium or severe difficulties in delivery. This affects particularly small- and medium-sized businesses which are the backbone of the German economy.

According to a study by the Bundesverband Materialwirtschaft, Einkauf und Logistik (BME), supplier management and order processing have been identified by SMEs as the two most important areas that need to be improved to remain competitive in the future. 22% of SMEs identified a need for more digitalization in order processing, and 20% of SMEs agreed that supplier management will need to be improved through digitization.

This year's Super September event will enable Alibaba.com help even more German SMEs digitize their supply chain and stay competitive. Coupled with a suite of digital sourcing tools which utilizes VR technology and live videos to showcase actual products and factories and trade protections such as Trade Assurance, Alibaba.com's Super September online event allows German SMEs to accomplish global sourcing from anywhere, anytime.



Other offers include:

- Access to 10 million ready-to-ship products with guaranteed on-time delivery
- 3 million products will be offered at their lowest price point in the last 90 days
- Search for products by uploading a picture as well as a two separate search bars for products & suppliers, allowing buyers to discover trending products and available suppliers
- Access to 30,000 suppliers offering highly-customizable products during September, powered by a search tab created specifically to search for suppliers

**Dr. Florian Forster, Alibaba.com's Country Manager for Germany, Austria and Switzerland,**

said: "Many German SMEs are currently rethinking their supply chain strategies and are looking for new, reliable partners and suppliers. This is where Alibaba.com, a professional B2B sourcing platform that connects more than 40 million buyers with 200,000 suppliers from all corners of the world, can be of great help. Alibaba.com offers a one-stop shop that makes global sourcing quick, easy and cost-effective, enabling businesses to mitigate the impact of supply chain headwinds and prosper. During Super September, B2B buyers can benefit from even more choice, greater value and new

opportunities, and I look forward to supporting German SMEs with the entire know-how of Alibaba.com to help them digitize their business and find new opportunities to take part in global trade."

This year, Super September also focuses on providing more opportunities for buyers to access the 'World Supply Chain' and buy high-quality products with known provenance such as wine from France, nuts from Vietnam and coffee from Italy. In total, more than 480,000 products from 1,400 suppliers in the 'World Supply Chain' will be available to German business buyers.

Super September is now live at www.alibaba.com.

###

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.

Press contact:

Media consulta International Holding AG

Wassergasse 3, 10179 Berlin

Stephan Schmitt

Tel: 030 65000404

E-Mail: s.schmitt@mcgroup.com