



## **Alibaba.com and Tradelink Partner to Promote E-commerce in Hong Kong**

*Jointly launch co-branded site to offer Hong Kong trading community  
a powerful new B2B platform*

Hong Kong, 15 April 2008 – Alibaba.com Limited (SEHK:1688), the world's leading B2B e-commerce company, and Tradelink Electronic Commerce Limited (“Tradelink”; SEHK: 0536), a leading e-commerce service provider in Hong Kong, today jointly launched a co-branded site [www.alibaba.tradelink-ebiz.com](http://www.alibaba.tradelink-ebiz.com). The partnership aims to provide value-added electronic trading services for Tradelink’s customer community to reach out to Alibaba.com’s powerful international marketplace and exploit new global import/export business opportunities.

Under the collaboration, Tradelink’s customers can access, through its business portal Tradelink-eBiz.com, Alibaba.com’s international marketplace of global importers and exporters. The new joint site enables buyers to gain full access to over one million products whilst suppliers can contact millions of potential buyers from over 200 countries and regions.

Mr. Justin Yue, Chief Executive Officer of Tradelink said, “Tradelink and Alibaba.com share the same vision to develop e-commerce amongst Hong Kong’s small and medium-size enterprises. Alibaba.com’s reach into the global trading community is unmatched and will help enhance the competitiveness of Hong Kong businesses. We believe our customers will benefit from the partnership to seize new import and export opportunities through the world’s leading B2B trading platform. We envisage that our two organizations will work closely together to offer more value-added electronic trading services to Hong Kong businesses in the near future.”

Mr. Kenneth Liu, Alibaba.com Vice President of Global Operations said, “Tradelink is a well respected and trusted brand in Hong Kong. By leveraging Tradelink’s established customer base, this partnership will accelerate Alibaba.com’s penetration into the Hong Kong market and allow more local businesses to benefit from global trade.”

Designed and powered by Alibaba.com, the new co-branded site can be accessed directly through the link: [www.alibaba.tradelink-ebiz.com](http://www.alibaba.tradelink-ebiz.com).



### **About Alibaba.com Limited**

Alibaba.com (HKSE:1688), a member of the Alibaba Group of companies, is the world's leading B2B e-commerce company. Our international marketplace ([www.alibaba.com](http://www.alibaba.com)) focuses on global importers and exporters and our China marketplace ([www.alibaba.com.cn](http://www.alibaba.com.cn)) focuses on suppliers and buyers trading domestically in China. Together, our marketplaces form a community of more than 27 million registered users from over 200 countries and regions.

### **About Tradelink Electronic Commerce Limited**

Established in 1988, Tradelink Electronic Commerce Limited, a joint venture between the Hong Kong SAR Government and private sector shareholders, is a leading provider of trade-related electronic services for both Hong Kong and international business communities. Over the years, by perfecting its infrastructure and developing services that meet users' practical needs, Tradelink has earned the trust of the trading community and built a superb reputation that underscores its dominance in the public e-trading services sector. It offers a unique range of customer support solutions, designed specifically to help customers gain maximum benefits from e-commerce. It makes the use of electronic services as affordable, convenient and user-friendly as possible for its customers. On 28 October 2005, Tradelink was listed on the Main Board of The Stock Exchange of Hong Kong Limited (Stock Code: 0536). For more information about Tradelink, please visit [www.tradelink.com.hk](http://www.tradelink.com.hk).

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