

Wednesday, September 26th

Woke up at beautiful Hotel Sheraton Hangzhou Wetland Park Resort for a nice breakfast, before being picked up to join an introduction tour at the Alibaba Campus (HQ). 50 Nordic executives full of expectations and excitement about finally being able to have a closer look at the phenomenon of Aliababa.



Alibaba HQ

Arriving at the Campus we first had an hour presentation of the Alibaba group, hosted by Yang Sun (Business development director) and his team from Alibaba and Alibaba Cloud.

Alibaba is The largest Retail Commerce Company Worldwide with 16 offices and the following main history of establishment:

Alibaba (1999)
Taobao (C2C platform)(2003)
Alipay (2004)
Alibaba Cloud (2009)
The largest Retail Commerce Company Worldwide (2016)

The mission: Globalization. Make Technology Inclusive

- Global buy (people can buy globally) – Boost Import
- Global Sell (easy to sell things) – Scale out Export
- Global Pay (easy to make payments) – Global Digital Financial Platform
- Global Deliver (travel + logistics) – Global Logistic Network and Solution
- Global Fun (YouKu = youtube in China / Facebook in China) – Travel and Entertainment Ecosystem

Enabled through **Alibaba Cloud** with 870 million customers globally.

The largest Retail Commerce Company Worldwide and much more than a sales channel. 3 major business units:

1. Core commerce

2. Local services
3. Digital media and entertainment

Services:

- Payment and Financial services
- Logistics
- Marketing Services & Data Management platform
- Cloud Computing

Not Amazon:

- An e-commerce company when it comes to mentality, but
 - Never manufacture anything
 - Create more jobs and generate more profits
 - Serve more people
 - B2C platform: run “through” Alibaba, but never Alibaba products
 - We do not make physical products, we only sell services

Focus:

1,4 billion people in China

Want to serve another ½ billion people outside China

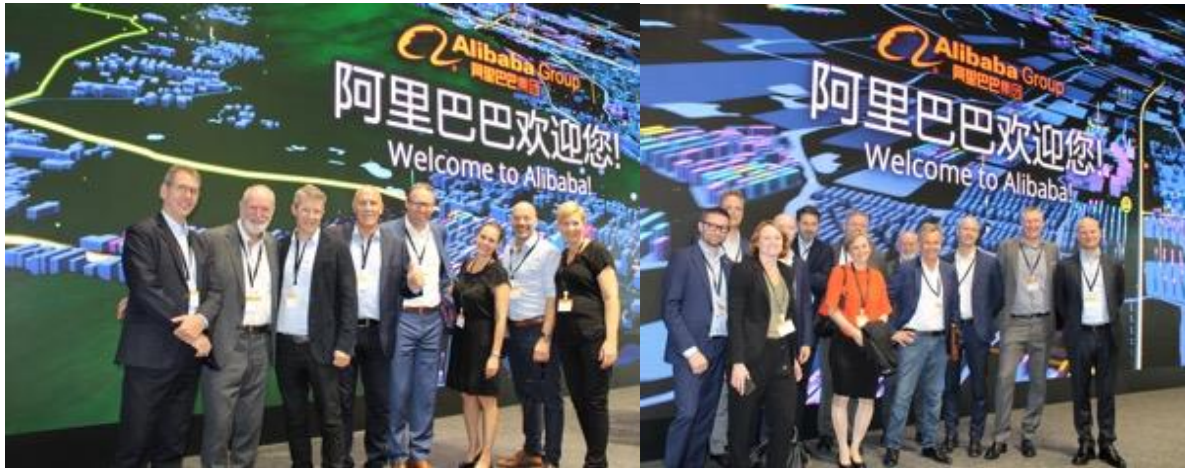
Innovation:

In Alibaba trying out a new a new idea should be possible in all business units. Through Open API standardization it is possible to quickly evolve and try out new ideas on the platform.

Notes:

- Invited us to learn more at the European offices of Alibaba Group in London and other premises in Europe
- The largest internet company in China
- Invest in many companies that aim to become fully part of the Alibaba group
- “A New Era of Retail”
- Storage: Have 1/3 of all storage of Data in China
- Own Database system – for new enterprises/partners to take part





After the introduction we were taken for an impressive Museum tour, experiencing Alibabas diversity and culture – **“Where dreams begin”**. An impressive example of company storytelling. Some of the lessons and visions learned:

- Customers first, employees second and shareholders third
- Worth 500 Billion USD in 2016 / 1 Trillion USD in 2020
- The world’s largest online Shopping festival 11.11 (Singles day) with the following figures 2017:
 - 812 million delivery orders
 - 256 thousand payment transactions processed per second
 - 225 countries and regions participated
 - Over 1 million online-offline merchants, over 500 thousand retail shops taking part
- Representing “A new way to trade in the 21st century”
- 100 million jobs
- 2 billion consumers
- “Inspire More Joy for Young people”: More quality content, Best content to the worlds audience.
- “Making Good Health Achievable at the Fingertips”: Improve medical services and health with big data ant the internet

HEMA - “New retail, New Experience”

Following the Museum tour, we were guided to the HEMA store at the campus, experiencing the store environment and eating lunch. HEMA is a pioneer and leader in the unified commerce area defining **“New retail, New Experience”**. HEMA aims to turn retail entrepreneurs idea of the future into reality.



Experiencing ordering juices and smoothies with Alipay/ QR



Enjoying Lunch in great HEMA Atmosphere

Kuobei Self-Service

The Alibaba Campus visit and HEMA lunch was followed by a Bus tour to the Kuobei lunch restaurant – a newly established automatic self-service, no time to queue, take-away restaurant. You order in Alipay, it tells you where to go, and you pick it up when its ready. A payment tool but also an order/delivery solution for small merchants, markets and restaurants. The site also demonstrated a Vending Machine for drinks provided by Alipay that was especially interesting to the retailers participating.



Market – Daily shopping

To see how AliPay works in a typical market environment, we were taken to a market area to experience the daily market life and the smell of fish☺. Some observations: Smartphone to the market, no cash or coins, only mobile phone, very dry and clean and works well for market purposes. 70-80% of all purchases are paid with mobile wallets; AliPay or WeChat. Elder people may still buy with cash. Lower risk and more benefits for merchants using QR codes, good track record makes it easy to give loans and insurances. 15 million merchant QR codes provided.



Tour around the West Lake, a relaxation and tourist area

For a brief moment, we were tourists watching the impressive wilderness and trees of the West lake from the bus on our way to Ant Financial. We probably should come back to see more of this beautiful area!

Ant Financial - Same Dream, New Inspiration

In the afternoon, we visited Space Z / Ant Financial and had a guided tour getting to know the spirits and history of Alibaba's Financial services represented by Alice Yao, Solution Architect at Ant Financial and





ANT Financial ecosystem:

- Outstanding Experiences
- Open and Scalable Platform
- Data-driven Intelligence
- Continuous innovation

Services:

- Payment Cross border (Alipay)
- Loan, investment, banking
- Insurance
- Wealth management
- Credit, security, risk control

Modeling:

- Demographics
- Behavioural Properity
- Credit history
- Fulfilling Capability
- Social network

“From Product architecture to Digital architecture to Distribution architecture”

Notes:

- takes into account the different persons and their behavioral status at every point to
- No export of data
- Only export of models of data that reflects the risk profile
- The consumer owns his own data and are able to make reservations of data or clusters of data
- The right message to the right person – precision marketing

Alibaba Innovation Center/Helsinki: “Come jam with us”

Followed by the presentation by Ant Financial, Eficode presented the Alibaba Innovation Center in Helsinki and process of Innovation Design Sprint to a Validated Prototype in 1 week, utilizing disruptive technology to bring bold new ideas to life.

Dinner and meetings with Selina Yue, President at Alibaba Cloud International

After the visits the delegation was transported to a unformal buffet dinner hosted by AlibabaCloud. All companies were able to have a talk directly with Seline Yue, President at Alibaba Cloud International and were also able to pick up on impressions from the day with fellow colleges.



A long day came to an end and we were all excited to get some hours sleep preparing for an early morning.....

Thank you Alibaba!

NFI / Tone Elise Steig / 03.10.2018