

Trade Partners

Our Trade Partners (TPs) are a critical part of our network of ecosystem partners. Alibaba has built an infrastructure of commerce to enable companies of all sizes tap into the China opportunity, and our partners are essential in ensuring the success of merchants on our platforms.

Wholesale Partners

For U.S. companies first entering the China market, working with a wholesale partner is a cost-effective way for brands to sell to China's consumers and establish their presence in China.

Shang Hai Amphora Star International Trade

Shang Hai Amphora Star International Trade Ltd. partners with influencers to introduce quality overseas products on Taobao Global. AA Skincare, Radha Beauty, Elta MD, and Timeless are among their global cosmetics brand clients.

For Press Inquiries

Maggie Wang, CEO

✉ [maggie@aaskincare.com.cn](mailto:maggie@aaskincare.com)

Rayfair Group

Rayfair Group, located in Taiwan, distributes premium accessories and watches by European and American designer brands, specializing in sales strategy, online brand building and tradeshows. Key clients include La Mer Collections, Dakota, and MantraBrand.

For Press Inquiries

Lisa Chen, CEO

✉ sales@rayfairgroup.com

YIFEI Brand Management

YIFEI Brand Management Co. Ltd is ranked a Top 10 cosmetics e-commerce company by CCTV. The company provides services in design, marketing, customer service, operations and logistics for key clients like Cetaphil, Max Factor, Vichy, and La Roche-Posay.

For Press Inquiries

Gloria Tao, Brand Development Director

✉ qianqiu@yifeico.com

Retail Partners

A Retail Partner is an independent, third-party company hired by brands and retailers to provide in-country e-commerce services for online marketplaces such as operations, marketing and logistics services.

Accel E-commerce

Accel E-commerce, established in 2005 and a Tmall Partner since 2009, provides overall solutions specialized in health care, food, mother & baby, pet products and beauty. Key clients include Chemist Warehouse, Happy Family, Nature's Bounty, NOW, and Garden of Life.

For Press Inquiries

Miley Li, Business Development Manager

✉ Miley_li@higou360.com

Magic Panda

Magic Panda Group is a leading Tmall and Tmall Global service provider, setting e-commerce service standards in China since 2005. The company provides strategic e-business advice, effective solutions, and efficient operations. Key clients include Urban Outfitters, Lee, Nautica, and Jeep.

For Press Inquiries

Tanner Tan, Partner

✉ tt@hengmao.net

Baozun

Baozun E-commerce Inc., established in 2007, has extensive experience helping companies enter the China market. Listed on the NYSE, Baozun serves 133 brands in eight different categories, including Microsoft, Nike, Starbucks and GNC.

For Press Inquiries

Leslie Tse, GM of International Business Development

✉ leslie.tse@baozun.com