

**Alibaba in Africa: Fact Sheet****BACKGROUND: Alibaba Group's Executive Chairman Jack Ma's Visit to Africa in 2017**

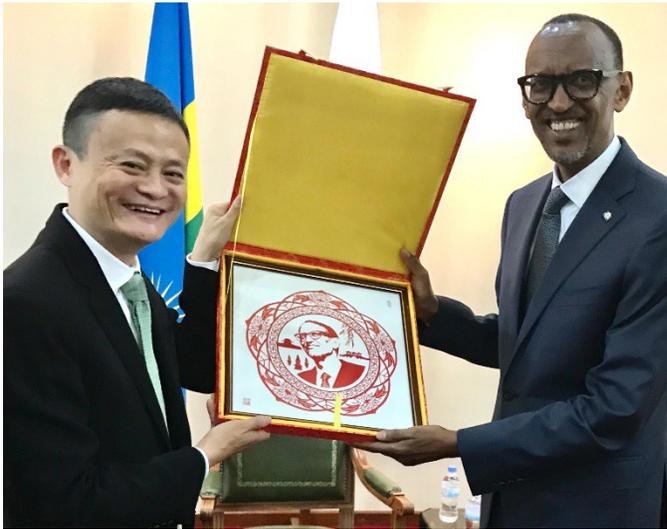
Alibaba Group Executive Chairman Jack Ma made his [first trip to Africa](#) in July 2017, visiting Kenya and Rwanda in his role as special adviser for United Nations Conference on Trade and Development (UNCTAD) to promote entrepreneurship as a path to economic growth. He spent time with Rwandan President Paul Kagame and Kenyan President Uhuru Kenyatta as well as with young entrepreneurs.

During that trip, Jack made four commitments aimed at supporting education, e-commerce and conservation in Africa:

- 1. Award \$10 million in prize money over 10 years to African entrepreneurs**
  - On August 8, 2018, the Jack Ma Foundation announced the launch of the **Africa Netpreneur Prize Initiative** to empower a new generation of entrepreneurs
  - For video of the launch, see [here](#). Visit <http://www.netpreneur.africa/> and [Alizila](#) for more details.
- 2. Train 200 young African entrepreneurs and founders of digital companies to become agents of change in their home countries.**
  - To date, Alibaba has hosted 89 African entrepreneurs in Hangzhou to participate in the eFounders Fellowship. Below is more information on the eFounders Fellowship.
- 3. Create capacity building programs centered on e-commerce and the digital economy with African universities and governments.**
  - With the establishment of the Global E-Commerce Talent (GET) Network, Alibaba Business School is collaborating with universities and training institutions to focus on educating and equipping individuals with the skills needed for e-commerce success in the digital economy.
  - In August 2018, the GET program was brought to Rwanda, marking the first time the program was offered in Africa. Visit [Alizila](#) for more.
- 4. Establish a conservation award for rangers working in African parks to promote conservation in Africa.**
  - Jack serves as co-chair of the Paradise International Foundation, and the “Ranger Awards” aim to recognize 500 wildlife rangers who have been safeguarding the continent’s natural heritage for African citizens.
  - In a 10-year award program, 50 wildlife rangers will be awarded a prize of US \$3,000 each year. On August 7<sup>th</sup> in Cape Town, Jack honored the first 50 wildlife rangers for their achievements.
  - Visit <http://www.pfi.org.cn/en/mission/ranger-awards/> for more information.



*Kenyan President Uhuru Kenyatta and Alibaba Group Executive Chairman Jack Ma, following talks centered around empowering youth through trade and innovation  
(July 2017 in Nairobi)*



*Alibaba Group Executive Chairman Jack Ma with Rwandan President Paul Kagame  
(July 2017 in Kigali)*

Jack Ma's speech at the University of Nairobi during his first trip:  
<https://www.youtube.com/watch?v=IEkT-YatPnM>

### **Electronic World Trade Platform (eWTP)**

- The Electronic World Trade Platform (eWTP) initiative's goal is to build a more inclusive, free, and innovative global trading platform for SMEs, young people and consumers.
- First promoted by Alibaba Group Executive Chairman Jack Ma, the eWTP initiative was accepted as a major policy recommendation of the Business 20 (B20) and officially included in the 2016 G20 Leaders' Communiqué.
- The eWTP is a multi-stakeholder global initiative promoting public-private dialogue to foster a more effective and efficient policy and business environment to enable small and medium sized enterprises (SMEs) to participate in cross border electronic trade.

#### ***Vision of the eWTP***

- The benefits of increased trade and globalization have not reached entrepreneurs, small enterprises and developing countries as much as they have benefited their larger, more established counterparts. The eWTP is intended to help smaller companies and developing countries realize their full economic potential.

### ***First African eWTP Hub***

- In October 2018, Jack Ma and President Paul Kagame agreed to establish the first African eWTP hub pilot in Rwanda.
- Alibaba Group and the Rwandan Development Board (RDB) agreed to work together to support Rwanda's economic development by promoting policy innovation, enabling cross-border trade of Rwandan products to Chinese consumers, promoting tourism to Rwanda, and providing training to empower the growth of Rwanda's digital economy. This includes:
  - Alibaba will work with the RDB to help Rwandan SMEs sell their products, including coffee and handicrafts, to Chinese consumers through Alibaba's online marketplaces. Several brands of Rwandan single origin coffee are already available for sale on Alibaba's Tmall Global platform.
  - Alibaba's travel services platform, Fliggy, will promote Rwanda as a tourist destination through a Rwanda Tourism Store for booking flights, hotels and travel experiences and a Destination Pavilion where Chinese consumers can learn about visiting the country.
  - Alibaba affiliate Ant Financial will share expertise in inclusive financial tools, such as mobile payments, to support the Rwandan digital economy.

### ***Growing a Digital Economy***

- Alibaba is also committed to providing capacity building to academics, policy makers and entrepreneurs on how to build a digital economy.
  - The Global E-commerce Talent Program (GET) is a five-day course to boost the competencies of Rwandan university teachers and deepen their understanding of the e-commerce industry, so they can train digital talent and future entrepreneurs to compete in the global economy. Fifty lecturers from Rwanda's top universities attended the first GET program in August 2018 organized by Alibaba Business School in partnership with the Ministry of Education's Higher Education Council and the RDB. Alibaba Business School is committed to working with the Rwandan government to provide more GET trainings and support to Rwandan universities and training centers.
  - For policy makers, Alibaba will host a three-day workshop at its Hangzhou headquarters to showcase the nature, capabilities and promise of a new digital economy through first-hand experience with digital finance, logistics, e-commerce and big data industries. A delegation of Ministers and government officials responsible for the development of Rwanda's digital economy will attend a training in Hangzhou in January 2019.
  - Alibaba will also continue to provide training to Rwandan entrepreneurs through programs such as the eFounders Fellowship.

## eFounders Fellowship Program

- The eFounders Fellowship program was created by Alibaba Business School and the United Nations Conference on Trade and Development (UNCTAD) to empower 1,000 platform-building entrepreneurs in emerging markets over five years. 200 of the Fellows will come from countries in Africa.
- The program was proposed by Jack Ma during his first trip to Africa as special advisor for UNCTAD, as he was inspired by the entrepreneurial energy in Africa and recognized many of the same barriers he and other entrepreneurs in China faced when he first started Alibaba in 1999.
- Progress to date:
  - Alibaba has hosted 89 entrepreneurs from 14 African countries: Kenya, Nigeria, South Africa, Rwanda, Ghana, Uganda, Zambia, Botswana, Ethiopia, Tunisia, Egypt, Algeria, Chad, Cameroon.
  - Alibaba hosted the first class of African entrepreneurs in November 2017 and most recently hosted its third class in June 2018, and its fifth class in May 2019.
  - Fellows are working toward achieving their commitments and check in with Alibaba and UNCTAD every three months.



*Alibaba Group Executive Chairman Jack Ma addresses the first eFounders class from Africa (November 2017 in Hangzhou)*



### Alibaba Group Mission

Our mission is to make it easy to do business anywhere. Alibaba's founders started the company to champion small businesses, in the belief that the Internet would level the playing field by enabling small enterprises to leverage innovation and technology to grow and compete more effectively in the domestic and global economies. Alibaba's long-term strategic goal is to serve two billion consumers around the world and support ten million businesses to operate profitably on our platforms.

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### Alibaba Group Overview

Alibaba Group is the largest retail commerce company in the world. We are building the future infrastructure of commerce to help merchants, brands, and small businesses around the world reach and engage consumers. We operate online marketplaces that connect buyers and sellers, and through our ecosystem, offer a range of enabling services such as logistics, cloud computing, payments, marketing services and digital media and entertainment. Alibaba is home to more than 600 million mobile shoppers and millions of merchants and the top brands and retailers from around the world. Last year total gross merchandise volume on our China retail marketplaces was US\$768 billion.

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### 天猫 Tmall.com Tmall Global

Launched in 2014, Tmall Global is Tmall's dedicated channel for cross-border e-commerce. It is one of the largest and most comprehensive cross-border B2C online marketplaces targeting the China market, and allows brands and retailers without operations in China to build virtual storefronts and ship products into China. Today, there are more than 18,000 brands from 74 countries and regions on Tmall Global.



### Fliggy

Fliggy, as Alibaba Group's travel brand, provides travel service including but not limited to booking for flight tickets, hotels, inns, tour tickets, visas, destination guide, as well as travel packages for youth and the younger generation of consumers. Fliggy is dedicated to satisfying consumers' outbound travel needs and enables them to have a more comfortable, and hassle-free travel experience. Through continuous innovation of online technology, Fliggy empowers business owners to coordinate their offers, promotions, and upgrades and thus revenue. With the combined advantages of Alibaba's ecosystem and Internet technology genes, representing the new force of travel innovation, Fliggy has become China's top online travel platform.



### Alipay

Operated by Ant Financial Services Group, Alipay is the world's leading mobile and online payment platform with over 870 million users worldwide. Launched in 2004, Alipay has evolved from a digital wallet to a lifestyle enabler. Users can hail a taxi, book a hotel, buy movie tickets, pay utility bills, make appointments with doctors, or purchase wealth management products directly from within the app. In addition to online payments, Alipay is expanding to in-store offline payments both inside and outside of China. Over 40 million brick-and-mortar merchants now accept Alipay across China. Alipay's in-store payment service covers over 40 countries and regions across the world, and tax reimbursement via Alipay is supported in 29 countries and regions. Alipay works with over 250 overseas financial institutions and payment solution providers to enable cross-border payments for Chinese travelling overseas and overseas customers who purchase products from Chinese e-commerce sites. Alipay currently supports 27 currencies. Connect with Alipay on Twitter.



### **Alibaba Business School**

Alibaba Business School is a university established by the Alibaba Group and Hangzhou Normal University of China in October 2008. It is currently focused on implementing Alibaba

Group's e-commerce training system, which has in the past decade nurtured millions of e-commerce practitioners and entrepreneurs, in China and overseas.

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### **Jack Ma Foundation**

Jack Ma Foundation (JMF) is a charitable organization founded in 2014 by Jack Ma, Executive Chairman of Alibaba Group.

Registered in Zhejiang Province, the foundation's aim is to promote human development in harmony with both society and the environment, while its mission is to work towards a world of bluer skies, cleaner water, healthier communities, and more open thinking. From education to environment, to public health and personnel development in philanthropic sector, the foundation intends to awaken social consciousness and responsibility to cultivate an innovative and sustainable model for a better world.

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### **Paradise Foundation**

The Paradise Foundation is a nonprofit organization that focuses on protecting prestigious lands and waters around the world. The Paradise International Foundation is currently led by co-chairmen Jack Ma, Pony Ma, and executive chairman Shen Guojun. The

Foundation honors cooperation and expands its conservation projects globally in regions of high conservation value. It also attaches great importance to local conservation and management capacity building, helping to explore sustainable fund-raising models and promote environmental-friendly products. Outdoor activities are organized for the public, especially for the young people, with volunteer jobs being provided. By doing so, the foundation aims to encourage more people to lead a healthy lifestyle that contains the wisdom of "from nature, back to nature" and fulfill our vision of "preserving more green mountains and clear waters for future generations."