



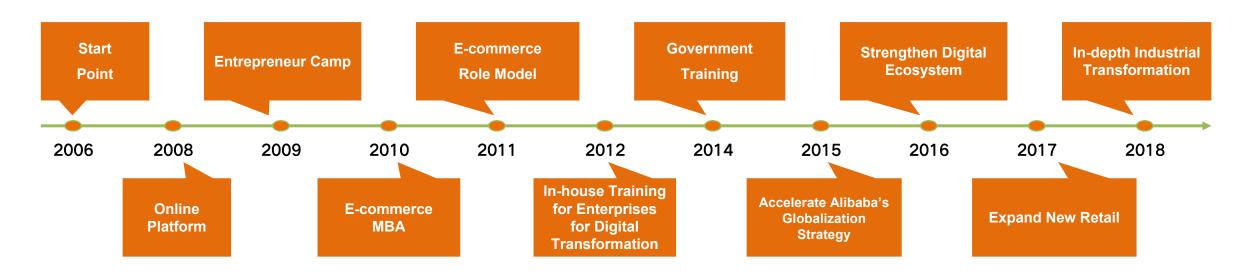


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TAOBAO UNIVERSITY INTRODUCTION

Taobao University, established in 2006, is the core education and training platform of Alibaba Group, which aims to ride on the expansion of digital business to enable the growth of digital empowered merchants. Following a decade of growth and development, Taobao University now has nearly 10 million students in 133 countries, with more than 200 qualified lectures and an extensive and practical syllabus. Taobao University is a diverse and comprehensive platform that offers on-going learning opportunities to the digital practitioners at all stages of development.



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Comprehensive Ecosystem Training



Taobao University cooperates with top sellers, industrial experts and Alibaba business leadership team to provide comprehensive ecosystem training courses through systematic training, regular appraisal and students feedback.

TOP KOLs as Experts Think Tank

Taobao University partners with over 100 top KOLs from government and industry as Experts Think Tank to analyze industry development road and design digital economy training courses



Mr.Ming Zeng
Formal CSO of
Alibaba Group



One of Alibaba Group 18 Founders

Mr.Jianhang Jing



Founder and CEO of HSTYLE Group

Mr. Yingguang Zhao



Mr.Liaoyuan Zhar Founder and CEO of Three Squarrel Group



Mr.Xuchen Zhang





Mr.Xiaoping Zhang
Formal Head of Wugong
county, Xizang

DIGITAL ECONOMY ENABLING SYSTEM



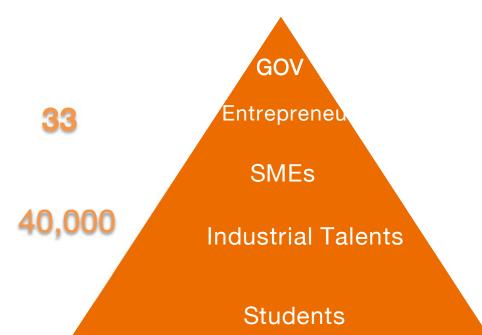


Global Digital Economy Enabling System

Taobao University is in line with Alibaba Group's globalization strategy, which aims to provide training programs on digital business strategy, organization, and operational skills for enterprises, individuals, and public institutions globally. Upholding the concept of "make learning easier" through systematic learning solutions, we help learners identify new opportunities for business development, enhance the operational capabilities of their online teams, find the most effective path to enter China market and land in successfully and synergize their online business and offline business to grow exponentially. In the past 3 years, Taobao University conducted 300 training courses in 12 countries across the world to more than 40,000 people.







Alibaba Group AGCs Alibaba Global Course



Value System

If you have or plan to start your business in Alibaba's ecosystem...

How to Expand your Business via Alibaba's Platform

Sell to China

Sell to Southeast Asia

Build Brand Awareness in China

Expand Your Business in China

If a government / an organization plan to build a I digital economy or digital talent system...

Digital Transformation of Enterprises and Governments

Progressive Talent Growth Solution

Train the Trainers

Build a Management System to Ignite Innovation and Speed Up Productivity

If you want to adapt Alibaba's practice and key success factors of digital business and adapt it to your local business...

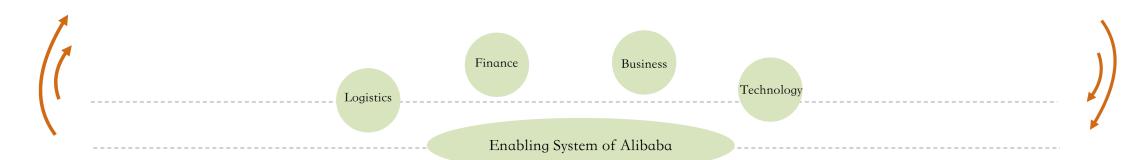
Key Success Factors of Alibaba's Business and Core Experience of Retailing, e-Commerce and Management

Management

New Retail

Fans Economy & New Marketing

Power of Data





Blended Learning Methodology



- Thematic lecture with relevant topics
- Workshop with engaging activities
- Project with effective evaluation and fruitful feedback



- Face to face discussion with various enterprise leaders
- Experience the business cycle via onsite visit to successful companies
- Access to live business data system of Alibaba Group

Blended learning methodology with a full spectrum of touchpoints to key aspects of digital economy

3 CURRICULUM SYSTEM

El Alibaba Group AGCS | Alibaba Global Course series

Digital Economy Series

E-Commerce CEO Program New Retail CEO Program Digital Experience Program Alibaba Global Course







Smart Business Series

Marketing with Alipay New Retail Series Program (7 topics in total) Smart Business Experience Program (AI, Big Data, Smart City, Smart Logistics)

Internet Business Strategy & Best Practice Series

Managerial Program New Marketing Entrepreneur Program Tiktok Marketing Program Fans economy & livestreaming Program





Alibaba Management & Culture

Alibaba Group's strategy, organization & culture structure Alibaba Group's Three Axes Management Strategy Alibaba Group's Human Resources Management Alibaba Group's Strategy Circle Alibaba Group's Business Strategy

Import & Export via e-Commerce

teway to China Market / Route to China Market/ Win in China Market Tmall Global Seller Growth (Export to China) Win in overseas market-Tmall World (China to the world) Global Connection-Lazada bal Connection-Lazada (Export to South East Asia via Lazada) Starting a business via Lazada How to leverage Taobao Global to sell to China





Ecosystem Enabling Program

Train the trainer Mindset for building a digital government



Taobao University Enabling System Curriculum Clients' Voice

Gateway to China Market





Brands who want to sell their products to Chinese consumers

Location

In-house training with flexibility per your needs

Language

English

Length

3-day session







- Analysis of China's consumer market canvas and customer portraits
- · Chinese cross-border e-commerce know-how
- Analysis of the Alibaba Economy platforms to help different brands make the best channel choices
- How to optimize brand positioning and scientifically build an operational framework with the case analysis
- Finding the right partners for goods selling and promotion

@Sydney



Clients' Voice **Taobao University Enabling System** Curriculum

Alibaba Group AGCs Alibaba Global Course



Digital Experience



Learners who want to know about Alibaba's ecosystem via a mini session

Location

Alibaba Campus, Hangzhou

Language

English/Chinese

Length

2-day session







Day 1

- A quick intro for Alibaba's development history and key milestones
- Understand Alibaba Ecosystem
- Development and practice of cross-border e-commerce/Big Data/Marketing/How to leverage AI into daily operation (Topics vary according to customized needs)
- Culture, value and management philosophy of Alibaba Group

Day 2

Customized thematic training (based on customer's needs)

Clients' Voice **Taobao University Enabling System** Curriculum

Train the Trainer Program for University Lecturers













Module 1 e-Commerce

- E Commerce Operation & Management
- Consumer Market
- New Marketing
- Digital Business Planning & Management
- Localization

Module 2 **Smart Business**

- **New Retail**
- Big Data & Cloud Computing
- **Digital Organization**
- Fintech

Module 3 Culture for Innovation Alibaba's ecosystem

- Leadership in digital era
- Agile Innovation





Star Program: Fans economy & live-streaming

- how live-streaming brings the explosive growth for e-commerce

Target Audience

Learners who want to learn the most effective marketing methods in China

Location

Alibaba Campus, Hangzhou

Language

English/Chinese with SI

Length

2-day session







Fans Economy and Live-streaming Practice

- Definition of the Fan Economy
- Opening the Traffic Entrance
- **Attracting Target Fans**
- **Producing Premium IP content**
- Collecting and Analyzing Data

Live-streaming Practice

- Maximize Value of Fans
- Store Activity and Campaigns
- Visual Marketing
- Video Marketing
- Live Stream Operation: A Perfect Carrying Out
- Create Internet Anchors: Increase Sales and Enlarge Impact



Star Program: New Retail Workshop & Case Study

- Grow exponentially in omnichannel commerce space

Target Audience

Enterprises which want to expand their business via new retail solutions

Location

Alibaba Campus, Hangzhou (can be customized for in-house session)

Language

English/Chinese with SI

Length

3-day session



Day 1

New Retail Strategic Reformation
New retail business map (analysis from demand side, supply side and consumer side with cases)

- New retail, new scenario (strategies to conquer the challenges of reconstruction of new scenarios)
- New retail, new users (commercial genes in the era of digital consumer operations)
- New retail, new commodity (Digital



Day 2

New Marketing

- The era of consumer data operations
- FAST Model
- Data consumer operation path
- Intelligent marketing
- LBS-based whole operations

Day 3

Case Study and Onsite-learning



AGCS | Alibaba Global Course | Star Program: Learn from Alibaba's Management Experience

Target Audience

Management Roles from enterprises, government, organizations

Location

Hangzhou, China

Language

English/Chinese with SI

Length

5-7-day session (can be separated)







Learn from Alibaba become surviving entrepreneurs and drive innovation

- How to build an effective company culture and value system Define and hire the right people
- How Alibaba develop its group strategic and organizational structure ("mind, brain & body", six-pulse legendary sword etc.)
- Alibaba Group's Strategic Three Axes for management
- Alibaba Group's Human Resources Management (Define and hire the right people,
- Alibaba Group's strategic cycle
- Alibaba Group's business cycle

Curriculum Taobao University **Enabling System** Clients' Voice

Learning Moments















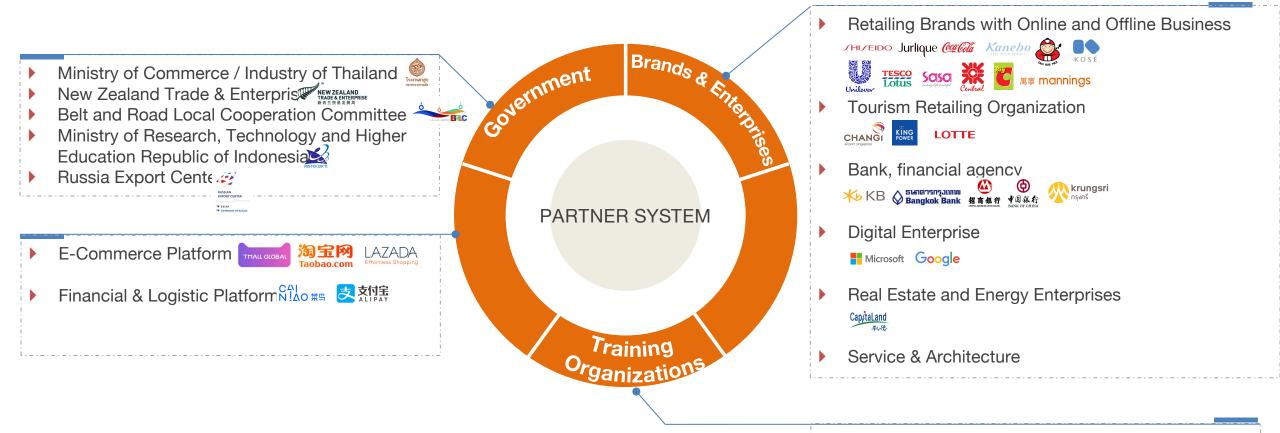


CLIENTS' VOICE





Key Representatives of Our Customers

































Best Case of Enabling Collaboration



Launch of Digital Transformation Talent Development for Singapore by Singapore Government & Taobao University

- · Partner of Alibaba Group, Senior Vice President of Alibaba Group
- · Parliamentary Secretary, Ministry of Education & Ministry of Social and Family Development, Singapore



MOUs (Training, E-Commerce, Finance & Tourism) Signing by Thailand Government and Alibaba Group (Training by Taobao University)

- Vice Prime Minister of Thailand
- Jack Ma





Best Case of Enabling Collaboration





- · CEO of Lazada Indonesia
- · Head of Taobao University International



Launch of LazStar Academy by Taobao University & Lazada

- · Head of Taobao University
- · CEO of Lazada



Launch of LazStar Academy by Taobao University & Lazada in Indonesia

- CEO of Lazada Malaysia
- · Head of Taobao University International



Alibaba Group AGCs Alibaba Global Course series

Best Case of Enabling Programs







Alibaba Global Course - Lazada Session (Malaysia)

Alibaba Global Course – "Lazada We Commerce" Session (Malaysia)

Alibaba Global Course - Singapore "New Technology" Session





This is great! China is one of the biggest ecommerce market in the world. So this is very interesting and Alibaba also a big big company. It is a good chance to come here. Young consumer or even like Chinese consumer eat our product a lot. Our business has to develop new product all the times. We have plenty of products and new flavors coming. What's the most impressed of the program is that suggestions they give us are very good and specific ideas! This is like insight very inside, because we don't know exactly over here, but the lecturers knows everything. Because over here you got very very large data! And you utilize it very well. Now We know personal behavior. We know Alibaba system. We know e-commerce system. And we know how to manage and what is the gap with these opportunities that they can grow the business over here.

> -Smitthi Chiranandh Marketing Director of Thailand Taokaenoi - Seaweedsnack





Supakit Kulchartvijit CEO of Superkit and Marketing Co., Ltd. 700,000 followers (which accounts for 1% of Thai population) in Thailand

This program is beyond my expectation. The lecturers have all hands skill and all hands experience. They can answer our questions directly. Beyond that, I can see, I can learn the philosophy of Alibaba. Now I think if you watch the global news, you can see the Chinese digital economy is going very fast. The reason why I came here, because I want to learn why Chinese digital economy going very fast. And now I understand it and I think I can apply it in my business, and I can teach to my Thai followers as well.





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Alibaba Group AGCs | Alibaba Global Course series

How our program changed life of female entrepreneurs?

Karina

Back to my home Yogyakarta, I teach female how to make batik. A small group of women who live in the city of Yogyakarta. They're household women and they want to earn more money to support their family by making batik.

A lot of female entrepreneurs in Indonesia are not at the stage of starting production but they're lack of knowledge to grow it. It's not only about how to make batik themselves but also how to improve and expand their production to support their family. There's a huge gap of knowledge of how to leverage online channels to expand their sales. I'm very impressed with how Alibaba empower the individuals.

I gain lots of knowledge from this program. Especially the very diverse methods of doing marketing. That will be very helpful for me to teach my students to increase their sales online. And the most eye-opening part for me is that Alibaba's concerns about the microenterprises.



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Kiittää

Takke

Danke

Благодарности

Tacka

dank u

Ευχαριστ obrigado

Merci

תודה הכרת

Gracias

Teşekkür

شكرا لك يا مطم

धन्यवाद 🗆 देना



Cám o*n

Gratitude

Zahvalnost

Спасибо

Zahvala Díky

dziękuję

감사합니다

谢谢

ありがとウ

Thank you

Agradecimentos

Berterima kasih

terima Kasih

การขอบคุณ