

Feeling Hopeful of Greater Bay Area Development

Tmall Helps Shape Hong Kong's
e-Commerce Ecosystem

天貓香港看好

大灣區發展勢頭

塑造電子商務生態

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China's State Council announced the new "Outline Development Plan for the Guangdong-Hong Kong-Macau Greater Bay Area" and identified Hong Kong, Macau, Shenzhen and Guangzhou as the four key cities and core engines for driving regional development. The blueprint also supports Jiangmen to cooperate with Hong Kong and Macau in developing into an integrated economic and business hub, especially in areas such as finance, tourism, e-commerce and so on.

Riding the waves of booming e-commerce in China, the e-commerce market in Hong Kong is expected to grow at a rapid pace. With payment system, logistics systems and after-sales services growing more mature, the e-commerce ecosystem is taking shape and has potential to drive retail growth in Hong Kong in the future.

CK Chan, Head of Hong Kong, Tmall World, feels confident of Hong Kong's e-commerce market and said "Data from the National Bureau of Statistics of China showed that e-commerce takes up over 23%¹ of the total retail sales in mainland China. In Hong Kong, only a relatively small percentage of e-commerce sales take up overall retail sales, so I think there is room for growth in local e-commerce."

"Hong Kong is the largest overseas market for Taobao and Tmall, and plays a major role in Alibaba's international business, because it is a stepping stone to expand our platform to other overseas markets," he continued.

國務院剛發表的《粵港澳大灣區發展規劃綱要》提及，將香港、澳門、廣州、深圳四大中心城市列為「區域發展核心引擎」，亦會支持江門與港澳合作建設大廣海灣經濟區，拓展在金融、旅遊、電子商務等領域合作。電子商務在內地發展蓬勃，在香港亦日漸騰飛，尤其是當支付、物流、售後客服等生態系統逐漸成形，有望成為本港零售業增長動力。

「根據國家統計局數據，2018年內地的電商滲透率，即網上零售額佔整體零售總額的比重超過23%¹，而香港電商市場對比整體零售額仍有一段距離，所以我覺得本地電商絕對有發展潛力。」阿里巴巴旗下天貓海外香港區總經理陳子堅對香港市場充滿信心。

「香港是淘寶和天貓最大的海外市場，對於阿里巴巴集團拓展國際業務非常重要，讓我們更有信心將平台推到其他海外市場。」

Alibaba Group's financial results in the second quarter of the fiscal year 2019 revealed that by September 2018, the yearly active consumers at Taobao and Tmall broke the 600 million record², which is equivalent to 45% of the mainland Chinese population. The result in Hong Kong also triumphs, sharing a similar ratio of number of members-to-total population.

The most popular products for Hong Kong consumers on Taobao & Tmall include 3C products (computer, communication and consumer electronics), fashion and accessories, furniture, parental items and kids' toys. With billions of products on the platforms, it is not easy for consumers to search for what they want, so the company has deployed a series of measures and technologies to enhance their users' search experience. One of these enhancements has been to work with GS1 and adopt their international product barcode, which helps simplify the consumers' search process and facilitates merchants reaching their target customers.

"Many merchants, especially those aiming for global markets, list their products with GS1 barcodes on our platforms. Global users need only to simply scan a product barcode with a mobile phone, and the point of sales are listed out at once. Adopting technology with the international standards provides greater confidence to the consumers." CK explained.

CK asserted that the search capabilities on Taobao & Tmall are powerful. Beside barcodes, its image recognition and other technologies are sophisticated, achieving a much higher conversion rate than other channels. Based on customers' search or browser history, and coupled with machine intelligence, the platforms can customize and recommend the most relevant products to users, which usually gives a major boost to merchants' businesses.

根據阿里巴巴集團公佈2019財年第二季度財報，去年9月底止淘寶天貓的年度活躍消費者已突破6億里程碑²，相當於中國人口總數的45%，而香港會員人數在本地人口佔比與內地已相差無幾，成績斐然。



據了解，淘寶天貓上豐富的3C（電腦、通訊及消費電子產品）商品、服飾配飾、家居家具、母嬰及益智玩具等，備受香港消費者青睞。消費者面對淘寶天貓數十億計的商品，要在茫茫產品海洋中尋寶，平台為此推出多項便利措施及技術方便用戶，並與GS1合作採納國際貨品編碼標準，方便用戶根據要求找到商家產品，助商家有效推廣產品至消費群。

「許多商家產品都擁有GS1的條碼，特別面向國際市場的產品，全球用戶只需利用平台中的掃描器掃描產品條碼，便能即時出現該產品的銷售商戶。這技術與國際標準銜接，讓買家購物時帶來更大信心。」

陳子堅表示淘寶天貓的搜尋功能強大，除條碼外各類技術如圖像識別等都非常成熟，搜尋的成交轉化率比其他渠道成交明顯更高。平台的個性化服務亦會根據顧客搜尋或瀏覽過的產品，通過機器智能按照顧客的喜好而推薦相關產品，令商戶生意提升很多。集團同時為商戶開拓不同渠道和工具去推廣產品，如潮流推介、網紅直播、特賣場等，讓商家以更多元且溫和的營銷手法，針對不同消費者先建立品牌、後促銷。

陳子堅解釋，阿里巴巴集團始終希望賦能行業，發揮平台的基礎設施作用、發展和推動電商生態。「除了電商營銷服務外，我們更在與各業務部門協作，積極發展支付及物流等配套服務，讓電子商務在港全面發展。支付方面，集團旗下支付寶由起初只為淘寶用戶進行交易，到現在已陸續滲透全港線上線下各大零售點，成為超級支付平台，反過來為淘寶帶來流量；物流方面，通過集團旗下菜鳥網絡的生態夥伴網絡，現時內地多地已做到包郵運費，1,600多個區或縣能夠當日或次日送達。我們在港



The Group has developed a variety of channels and tools to create different values for end customers, for example channels regarding the latest trends, live streaming to interact with KOLs (Key Opinion Leaders), flash sales pages and so on. These help merchants build their brands first and then boost sales and effectively engage with customers in multiple and non-intrusive ways.

CK described Alibaba Group's vision as business empowerment by leveraging the platform infrastructure and driving a local e-commerce ecosystem. "Beside marketing and promotion services, we work with different business units like payment and logistics services to enable e-commerce in Hong Kong to take off."

"At first, we built Alipay for Taobao only, but it has achieved much more than that. Now it penetrates into all major retail points of sales, both online and offline, bringing traffic and synergy back to Taobao. For logistics, we depend on one of our Group's subsidiaries, Cainiao Network, and its ecosystem partners. In mainland China, the economies



of scale allows our merchants to provide free delivery, and same-day or next-day delivery in more than 1,600 locations in China."

"We are constantly upgrading our delivery service quality in Hong Kong to offer consistently robust services like in China, in terms of delivery, self-pick-up, service charge and efficiency."

CK thinks there is room for development in logistics. "The narrow roads and traffic congestion make a unique environment in Hong Kong and hinders motorbike delivery. And if customers are not at home, the property management usually does not allow product delivery. That is why Cainiao

works with partners to offer Hong Kong users a variety of delivery options, including over 1,000 self pick-up points or cabinets and counting."

He hopes that as the Greater Bay Area continues to develop, Hong Kong consumers will be able to enjoy better delivery options in the future with a perfect balance between fees and efficiency. "They can buy whenever they want, and enjoy a seamless, convenient shopping experience because of our extensive logistics network."



的目標是持續提升物流服務水平，包括在送貨或提貨方式、運費及效率上向內地看齊。」

陳子堅認為物流在香港有拓展空間。「香港環境獨特，車多路窄，未必方便電單車送貨，加上如果用戶不在家，大廈管理處一般不會讓物流送貨上門。所以集團旗下菜鳥網絡現時通過生態夥伴網絡，為香港用戶提供多種物流選擇，包括自提網絡，現有超過1,000個自提點或自提櫃可供消費者領取淘寶天貓的貨品，並正逐步增加。隨著大灣區發展及融合，我們希望未來香港消費者在平衡運費及物流效率後能有更好的選擇，任何時候想買便買，並能夠因為我們龐大物流網絡而得享快捷方便的購物體驗。」



Hong Kong consumers demand high quality after-sales service, so Taobao & Tmall introduced local customer service and local product return service, empowering their merchant partners and bringing a distinct sales boost.

香港人對售後服務要求高，所以淘寶天貓推出本地客服以及本地退貨服務，賦能合作商戶、為其生意帶來明顯提升。

1. National Bureau of Statistics of China 中國國家統計局: http://www.stats.gov.cn/tjsj/zxfb/201901/t20190121_1645784.html
2. Alibaba Group website 阿里巴巴集團官網: <https://www.alibabagroup.com/tc/news/article?news=p181102>