



FOB MARKET DEVELOPMENT

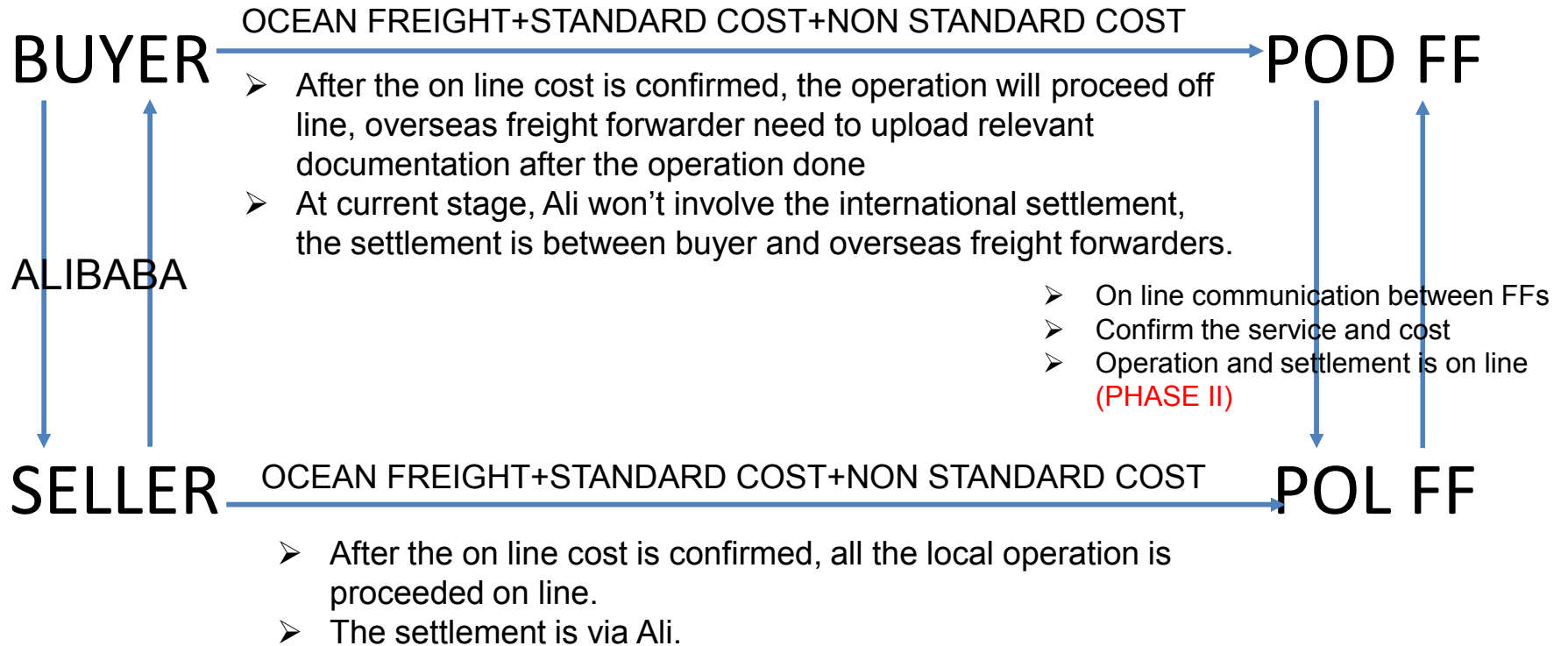
REBECCA ZHOU

A silhouette of a global city skyline in orange, featuring recognizable landmarks such as the Eiffel Tower, the Statue of Liberty, and Big Ben.

阿里巴巴一达通，全球领先的外贸综合服务平台

- 1.FOB market takes around 80% market share of the international ocean freight business.
- 2.Overseas freight forwarders want to get more bookings, at the same time, they hope to find qualified Chinese freight forwarders to cooperate
- 3.Clients hope to find the convenient and reliable channel or platform to delegate their logistics service to qualified freight forwarders.
- 4.Ali need to provide the following services to client after they complete trading orders, such as custom clearance, exporting tax refund, financing and logistics.

FOB (buyer controlled logistics)



CIF (Seller controlled logistics)

BUYER/SHIPPER:

1. Can place booking on line directly after the international trading is done.
2. Delegate the shipment to qualified freight forwarders on Ali platform.

FREIGHT FORWARDERS:

1. Get more bookings from Ali's client base
2. Cooperation with global freight forwarders.

ALI PLATFORM:

1. Provide more service to clients.
2. Get the logistics data.

