

AliExpress goes global with non-Chinese retailers and more delivery partners

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Alibaba's international marketplace AliExpress is starting to go global by adding non-Chinese retailers in selected markets and signing up more local partners to speed up deliveries. Trudy Dai, president of the group's wholesale marketplaces division, told the Financial Times that AliExpress, which launched in 2010 and has so far focused on selling Chinese goods to consumers to more than 150 countries, now enables retailers from other countries to sell to online shoppers worldwide. In a first step, the Chinese e-commerce giant has added retailers from four markets - Russia, Turkey, Spain and Italy - to the AliExpress marketplace. Other local markets could be added after the group has built up experience in the four initial countries.

Source: <https://www.cep-research.com/news/aliexpress-goes-global-with-non-chinese-retailers-and-more-delivery-partners>