

《双十一全球化，海外品牌销量看涨》

导读:阿里巴巴借助双十一，将海内外真正打通，不仅消费者可以买遍全球，品牌商家也将实现“全球卖”的便利。



The upcoming Double 11 shopping promotion will boost overseas brands' sales thanks to the country's strong consumption power, but online retail platforms should make more effort to fight counterfeit goods to ensure the sound development of the sector, analysts said.

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Alibaba Group Holding's Tmall online shopping platform announced on October 20 that the upcoming shopping festival will include 98,000 retailers from across the world, including Costco, Macy's and German Pool.

10?20??98000????????Costco, Macy's ? German Pool?

The e-commerce platform also aims to sell goods to other places besides the Chinese mainland, such as Hong Kong and Taiwan.

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Luxury brand Burberry's international flagship store on Tmall has joined this year's Double 11 shopping event, indicating that "famous brands are starting to take seriously domestic large e-commerce platforms".

????Burberry????????????????11????????“????????????????”

Overseas brands like Burberry are rolling out new products instead of providing clearance sales for the upcoming shopping event. This shows that they consider the domestic online marketplace a key platform to popularize their products.

Burberry??

US retailer Wal-Mart Stores Inc announced on October 20 that it will open an international flagship store on jd.com.

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In 2015, Chinese tourists' spending overseas hit \$104.5 billion, up 16.6 percent year-on-year, according to a report released by the China Tourism Academy and UnionPay International.

????????????????????????2015????????????????1,045????????16.6??

Alibaba's Tmall online shopping platforms posted sales of 91.2 billion yuan (\$13.5 billion) in the Double 11 shopping event in 2015, up 60 percent year-on-year.

2015????????????11????????912????135????60??

Due to the strong buying power of Chinese shoppers, foreign e-commerce platforms are also seeking opportunities to develop in the country.

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Experts suggested domestic e-commerce dealers step up efforts to crack down on fake goods on their platforms.

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Luxury brands have close cooperation with foreign e-commerce dealers but only a few have entered China's online market, indicating that they may have concern about counterfeits, and that Chinese online vendors should try their best to fight against counterfeits.

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In May, the International Anti-Counterfeit Coalition (IACC) suspended Alibaba's membership, mainly due to concerns by various IACC members.

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