



BolognaFiere and Alibaba.com together to support B2B e-commerce in the organic and natural food and cosmetics sectors

Bologna, 2 September 2021 – The **BolognaFiere** Group and **Alibaba.com** have expanded their partnership that began in October 2020 on the occasion of WeCosmoprof, the digital trade fair organised by BolognaFiere Cosmoprof. The great success of last year's WeCosmoprof event, which saw an unprecedented meeting between supply and demand through the online presence of companies and a rich programme of meetings, has inspired the expansion of the partnership, which now aims to extend the presence of companies from other sectors as well, with a permanent and consistent presence.

This is a partnership between the leading international B2B e-commerce platform that connects manufacturers and distributors with over 26 million buyers in 190 countries, and the Group that manages three exhibition centres (Bologna, Modena and Ferrara) and has an exhibition portfolio of over 80 events in Italy and abroad.

This fruitful collaboration has led to the creation of a special Pavilion on Alibaba.com, which re-proposes the exhibition experience of Sana and Marcabyl BolognaFiere in virtual form, through an online space where sellers from BolognaFiere's network can display their products, extending their visibility to the online world.

The Alibaba.com platform will therefore become a fundamental tool for integrating traditional trade fair activities with the opportunities in the online realm. This project will give buyers the opportunity to prepare their visit to an in-person BolognaFiere exhibition using a multi-channel approach, thereby representing a tangible business opportunity online and offline.

The partnership and the possibilities offered by Alibaba.com were presented during the digital meeting presenting the 33rd edition of SANA, the international exhibition of organic and natural products, held on 21 July and attended, among others, by **Luca Curtarelli**, Head of Business Development of Alibaba.com in Italy.

*"The partnership between BolognaFiere and Alibaba.com," announced **Antonio Bruzzone, General Manager of BolognaFiere**, "is another important tool that BolognaFiere is making available to the companies that choose our exhibition centre every year to present their new products and meet with professional operators from all over the world. The market needs new formats and an integrated, multi-channel vision of business in which the offline and online realms operate in synergy. We are convinced that the combination of our respective fields of expertise will create the best conditions for operators to expand their contacts into new markets".*

Luca Curtarelli, Head of Business Development of Alibaba.com in Italy, adds: *"This important partnership with BolognaFiere is perfectly in line with the long-term project of Alibaba.com in Italy, aimed at supporting all companies that see exports as a virtuous process for repositioning on the global market. The organic and natural sector – in its various product categories ranging from food&beverage to care&beauty – has shown great potential for growth thanks to an increasingly receptive and attentive international market. Alibaba.com offers complementary trade fair solutions in addition to the traditional ones, through a digital*



approach that allows companies to connect with buyers anywhere in the world through a single interface. With BolognaFiere, a far-sighted player that has grasped the importance of digital, we have the opportunity to offer high-value hybrid online and offline solutions for operators in the sector, who can open their own showcase at a virtual fair operating 24/7, 365 days a year, and combine it with the traditional fair experience".

About Alibaba.com

The first business unit of Alibaba Group, Alibaba.com is a leading platform for global B2B e-commerce that aims to make it easy to do business anywhere. Launched in 1999, Alibaba.com, together with its business partners and entities within its ecosystem, is engaged in services covering all aspects of e-commerce, including providing businesses with tools that help reach a global audience for their products and helping buyers discover products, find suppliers, and place orders online fast and efficiently. It serves millions of buyers and suppliers from over 190 countries and regions around the world.

About BolognaFiere

The BolognaFiere Group is one of the leading players in the trade fair sector, with more than **100 events in Italy and around the world**, and is Italy's leading Group in terms of the share of revenues generated abroad in key markets such as Asia, Russia, and North America. With an important presence in East Asia, BolognaFiere was the first exhibition player to open its own office in China, where it operates through BF China, organising world-class events in **Hong Kong** and **Shanghai**. The Group also organises major events in the **United States, Russia** and **India**, and has a major presence in Europe where, in 2018, it acquired Health and Beauty, a network specialising in the professional beauty sector and trade magazine publishing in **France, Germany, Switzerland** and **Eastern Europe**.

In Italy, the Group has the Exhibition Centres in **Bologna**, one of the most advanced facilities in the world, **Modena** and **Ferrara** and is the industrial partner of the **Nuova Fiera del Levante in Bari**.

BolognaFiere operates in the direct organisation and management of trade fair events, as well as in stand-fitting services, in which it is a national leader.

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