





UBM E-commerce

By 2020, global online business-to-business retail sales will be more than double that of business-to-consumer retail, according to growth experts Frost & Sullivan, accounting for \$6.7tn of revenue.



UBM

UBM Asia e-Commerce Portals



APLF.com



Jewellery
NETASIA 



UBM-Alibaba Strategic Partnership 2015-2017



UBM and Alibaba signed Strategic partnership agreement in Dec 2015 as both parties shared the same vision to revolutionize B2B trades across the world. In 2016, the partnership chose to build a separate portal expo.alibaba.com in the name of O2O2O (Online to Offline back to Online) solution. The partnership launched the O2O2O solution formally at Sign/LED China in Sep 2016.



We continued the partnership in 2017 with a more integrated approach, building the product “UBM Exhibitor Showcase” inside Alibaba.com, in order to maximize synergy between UBM customers and Alibaba’s marketing reach. The Showcase was launched in APLF events in Mar 2017.

Pilot Events

