

ALIBABA.COM EXPANDS DIGITAL HUB IN HONG KONG TO FUEL GLOBAL ENTERPRISE GROWTH

Alibaba.com is leveraging Hong Kong's Mainland ties and global connectivity to help enterprises expand through digital commerce and AI.



“We needed a place that connects deeply with the Chinese Mainland while linking seamlessly to the world, and Hong Kong is one of the few cities that does both.”

LARRY LI
General Manager
Alibaba.com Hong Kong Limited

“Helping enterprises go global has never been a slogan for us. It is the business itself,” said Larry Li, General Manager of Alibaba.com Hong Kong Limited.

Founded in 1999 as the original business of Alibaba Group, Alibaba.com has grown into the world's leading online B2B marketplace. Today, the platform serves as a powerhouse for global trade, providing comprehensive, end-to-end digital commerce solutions that connect over 50 million active buyers and 200,000 global suppliers across more than 200 countries and regions.

In August 2026, the company launched Accio Work Business in Hong Kong, enabling enterprises to leverage a single AI platform to comprehensively enhance enterprise capabilities in market research, sourcing, product development, and customer communication, fully empowering their global expansion.

A Natural Bridge between the Chinese Mainland and the World

From Hong Kong, Alibaba.com connects the Guangdong-Hong Kong-Macao Greater Bay Area (GBA)'s manufacturing and supply-chain capabilities with buyers worldwide. The company has established Alibaba.com Hong Kong Limited as its Asia-Pacific headquarters and operations centre, overseeing sales, customer success, marketing and strategic partnerships across the region.

For Alibaba.com and the enterprises it serves, Hong Kong combines access to the Chinese Mainland, international connectivity and a trusted business environment. The city's common-law system, alignment with international business rules, and protection of contracts and intellectual property provide the certainty required for cross-border growth.

The city's strategic location provides convenient access to markets across Southeast Asia, the Middle East, and Europe, supported by world-class aviation and shipping networks.

“Hong Kong gives us the ideal foundation to connect the Chinese Mainland and global markets,” Li said. “It allows us to work closely with enterprises in the region while helping them move more confidently into global markets.”

Helping Enterprises Go Global through Hong Kong

Strategic local partnerships have played an important role in this journey. “When



we talk to enterprises about going global via Hong Kong, having InvestHK alongside us makes the message far more convincing,” Li noted. Together, InvestHK and Alibaba.com help companies establish a presence in Hong Kong and accelerate their international expansion through digital trade and innovative business solutions.

“Today, more than 6,000 Alibaba.com clients use Hong Kong as a hub for global expansion, while the company has created around 100 local jobs. In the first half of 2026, its local client base and B2B ready-to-ship sourcing orders both recorded triple-digit year-on-year growth,” Li added.

Looking ahead, Alibaba.com is deepening its role as a connector through AI. With Hong Kong as its base and AI as its next growth engine, Alibaba.com is helping enterprises turn regional opportunities into global growth while reinforcing the city's role as a leading hub for digital trade.

Alibaba.com

- Connects over 50 million active buyers across more than 200 countries and regions
- Established Alibaba.com Hong Kong Limited as the company's Asia-Pacific headquarters and operations centre
- Achieved triple-digit year-on-year growth in Hong Kong-based clients and B2B ready-to-ship orders in the first half of 2026
- Launched in 2024 as a core pillar of Alibaba.com's AI strategy, Accio now boasts over 10 million monthly active users

 **Alibaba.com**