



## ALIBABA GROUP LAUNCHES FIRST U.S. 'MIDNIGHT PITCH LIVE IN ATX' FOR CHINESE CONSUMERS

This first ever U.S. international live stream pitch session in Austin, Texas will help market statewide small businesses to 48,000 Taobao sellers in China.

In conjunction with the National Small Business Week and Small Business Festival happening May 1-5, 2017 in Austin, Texas, 'Pitch Night' will target participation from small businesses across the state.

### HOW TAOBAO GLOBAL CAN HELP SME BRANDS ESTABLISH THEIR PRESENCE IN CHINA

'Pitch Night' will be supported by Taobao Global, an international merchant who sells imported wholesale and retail products. Brands selected and successful with Taobao sellers can *graduate* and open a Tmall Global Store.

#### TAOBAO GLOBAL BY THE NUMBERS

**48K** SELLERS  
**13.5M** PRODUCTS  
**60M** DAILY VISITORS

**WHAT:** Alibaba/Taobao Global First U.S. 'Pitch Night'

**WHEN:** May 3 & 4, 2017

**WHERE:** 800 Congress - Austin, Texas

**TIME:** 10 PM – 2 AM each night

**APPLICATIONS DUE:** April 21, 2017

#### TO PARTICIPATE SUBMIT:

pre-qualification application [here](#)

#### TOP CATEGORIES FOR CONSIDERATION INCLUDE:

Beauty	Baby/Maternity
Sportswear/Sneakers	apparel
Bags/Accessories	Personal Care
Fashion	Shoes
Health/Food	Electronics
Milk/Nutrition	Snacks

