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## **Freshippo Expands Opportunities in Australia**

Establishes ties with more than 40 brands during one-week sourcing trip

**Hong Kong SAR, China, June 14, 2023** – Freshippo, Alibaba Group’s digital intelligence-powered new retail company, has concluded a productive sourcing and network-building trip to Australia, engaging more than 40 brands for potential collaboration.

During the one-week trip, led by Hou Yi, Chief Executive Officer and Founder of Freshippo, Joy Zhao, Co-Founder, and April Huang, Head of Global Sourcing, Freshippo targeted Victoria and New South Wales with an aim to forge new partnerships and explore collaboration opportunities with Australian brands.

In 2023, Freshippo has accelerated import business development. The company announced its global supply chain strategy in mid-May and formed strategic partnership with 13 world-renowned retailers, brands, associations and consulting firms in Shanghai at the same time. So far this year, Freshippo has formed sourcing partnerships with 33 retailers around the world, including Australia-based supermarket chain Coles, beef supplier NHFoods Australia, and Zespri from New Zealand. Coles debuted its ice cream at Freshippo in April.

The team engaged with more than 40 brands, including Woolworths, and other prominent retail outlets. The visit provided valuable insights into the local retail landscape and allowed Freshippo to connect with important industry players.

In Australia, Freshippo was able to identify brands that align with its vision and to explore potential partnerships to enhance the retailer’s own product offerings. Moreover, the team established fruitful relationships with key stakeholders in Australia’s trade sector, including meetings with Tim Pallas, Victoria’s Minister for Trade and Investment. Another highlight of the trip was a business matching event hosted by Global Victoria, the state government’s trade facilitation agency and gateway to global economies and communities. 24 Victorian companies attended the event.

Freshippo also hosted an exclusive roundtable lunch in Sydney, at which Hou Yi shared his views on the latest retail trends in China and cross-border trading, among other topics.

“This has been a fruitful trip for Freshippo. We had the opportunity not only to connect with existing clients but also to expand our network and explore potential collaborations with outstanding Australian brands,” said Hou Yi. “Freshippo is investing in product sourcing in order to bring the best products from around the world to Chinese consumers at the best possible prices. For our partners, we are committed to offering the ‘Freshippo Solutions’ help them introduce their premium food products to Chinese customers.”

April Huang told The Australian’s Global Food Forum that Australian products were still in demand in China, given their reputation for high quality and food safety.

Pier Smulders, General Manager of Alibaba Group, Australia and New Zealand said, “During this trip, Freshippo has deepened existing relationships and significantly expanded its

network in Australia. This expansion opens new avenues for sourcing Australian products and reflects our commitment to connecting more Australian producers and exporters with China's vast consumer potential through the Freshippo platform.”

The visit has created exciting new opportunities, which Freshippo hopes will encourage Australian businesses to leverage the vast potential of the Chinese market.

### Photos



Freshippo has formed sourcing partnerships with 33 retailers around the world this year, including Australia-based supermarket chain Coles.

Coles debuted its ice cream at Freshippo in April.

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### About Freshippo

Freshippo is Alibaba Group's digital intelligence-powered new retail company. Headquartered in Shanghai, Freshippo operates more than 300 stores across 27 cities in mainland China.

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