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Alibaba goes international to hit new Singles' day record

阿里巴巴为了创造新的双十一纪录走向世界



Alibaba Group Holding is looking beyond borders to turn its annual Singles' Day shopping celebration into a global phenomenon.

阿里巴巴集团控股有限公司正放眼世界，将其一年一度的双十一单身节购物庆典变成一个全球现象。

The challenge for billionaire Jack Ma's online empire is to break another sales transaction record after a decade of exceeding prior results. With rising competition from smaller platforms such as [JD.com](#) Inc. and Pinduoduo Inc., Alibaba is seeking to add new growth engines.

对于亿万富翁马云的线上帝国来说，挑战在于如何在十年销售额持续增长后打破另一个销售交易记录。京东和拼多多等更小型的购物平台的出现，使得竞争愈发激烈，阿里巴巴正在寻求增加新的增长引擎。

The retail celebration on Nov. 11 dedicated to the nation's unattached has become an important bellwether not just for the company, but also the world's No. 2 economy.

在 11 月 11 日进行的双十一零售庆典专为国内的单身人士设立，该庆典已经成为了阿里公司乃至世界第二大经济体的风向标。

"Singles' Day has now become a stage for Alibaba to showcase its capabilities across all its platforms," Daniel Zhang, chief executive officer, said at an October news conference in Beijing. He's taking over after Ma steps down as executive chairman next year.

“光棍节已成为阿里巴巴在其所有平台上展示能力的舞台。”阿里巴巴首席执行官张勇在北京 10 月举行的新闻发布会上表示。马云明年将辞去阿里巴巴执行主席一职，张勇将接任他。

It was Zhang who came up with the idea of turning Singles' Day into a shopfest a decade ago. Now that this year's one-day bazaar will be Ma's last as chairman, Zhang will need to prove he can carry on the legacy. "We think 1 billion packages will become a daily event in the future," he said.

十年前，正是张勇提出了将单身节变成双十一购物节的想法。既然今年为期一天的购物节将会是马云卸任前的最后一个双十一，张勇需要证明他可以延续奇迹。“不久的将来，大家一定会看到每天 10 亿个包裹，平静如水地在每一天发生。”张勇如是说。

To fuel growth, Alibaba is expanding its playbook. **Ele.me**, the startup it took control of this year, will provide delivery services for select Starbucks stores across 11 cities in China. Rural Taobao will offer coupons for goods across 800 counties, and Lazada will roll out promotions across six Southeast Asian countries including Indonesia, Malaysia and Thailand.

为了推动增长，阿里巴巴正在扩充它的战略手册。阿里巴巴今年收购的创业公司饿了么将为全中国 11 个城市的精选星巴克门店提供送货服务。农村淘宝将为 800 个县的商品提供优惠券。来赞达将在包括印度尼西亚、马来西亚和泰国在内的六个东南亚国家推出促销活动。

Although it's been three years since Ma said he wants to make Singles' Day a global shopping event, that hasn't happened yet. International expansion will be a key part of Zhang's plan to keep breaking sales records.

尽管马云三年前就表示他希望将双十一打造成一个全球购物盛会，如今这个想法却仍未实现。全球扩张将是张勇持续打破销售记录计划的重要部分。

重点词汇

holding/'houldɪŋ/

- n. 股份，控股

transaction/træn'zækʃn/

- n. (一笔) 交易，业务，买卖

dedicate/'dedɪkeɪt/

- v. 把...奉献给，献身，投身，致力
- be dedicated to

unattached/ʌnə'tætʃt/

- adj. 未婚的，单身的，未恋爱的

bellwether/'belweðər/

- n. 先兆，征兆，风向标
- The report is viewed as a bellwether for economic trends.

showcase/'ʃoukeɪs/

- v. 展示（优点）
- showcase a new talent
- showcase production skills

step down

- 辞职，下台，让位
- She stepped down as captain of the team.

shopfest/ʃɒp'fest/

- n. 购物节

bazaar/bə'zɑːr/

- n. 集市，市场

fuel/'fjuːəl/

- v. 增加；加强；刺激
- to fuel speculation
- to fuel fears

playbook/'pleɪbʊk/

- n. 剧本；战略手册

coupon/'kuːpən/

- n. （购物的）赠券，优惠券