

## Alibaba goes international to hit new Singles' day record

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

holding 股份; 控股

Singles' Day 光棍节

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.

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.

unattached 未婚的; 独立的

bellwether 领导者; 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.

step down 辞职; 让位

news conference 新闻发布会

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 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.

now that 既然

bazaar 市场

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 store 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.

coupon 优惠券

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.