

## Les produits de la mer de la Nouvelle-Zélande en vente sur le plus grand site web chinois

Seafood from New Zealand, including green shell mussels, oysters and frozen blue cod, are to be marketed online through China's biggest online store, Alibaba, from April.

The deal with the e-commerce site, which will make it possible for New Zealand's products to reach 600 million customers, was signed by Trade Minister Tim Groser in Shanghai, *Radio NZ* reported.

The minister pointed out that the company connects Chinese businesses with suppliers to buy in bulk, and would save New Zealand companies the costs of running a business in China.

"They've got about five or six hundred million customers, it's unbelievable. The idea of using non-traditional distribution channels to get to Chinese clients is just going to be potentially huge," Groser added, remarking that exhibition section of Alibaba is bigger than Ebay and Amazon combined.

According to the *Sydney Morning Herald* Alibaba, whose head office is in Hangzhou, has been the subject of a war of the stock exchanges to secure the primary listing and a battle of the investment banks to act as IPO global co-ordinators.

The largest part of its business was market-based website Taobao, which listed 760 million products from 7 million merchants.

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