

September 25, 2017

Toronto, ON | Enercare Center

# Alibaba Presents Gateway '17

**Gateway '17:** Alibaba Group, along with partners RBC and Shopify, are hosting an event focused on helping Canadian small businesses, brands, agribusinesses, entrepreneurs and tourism operators learn about ways they can tap into the China market through e-commerce to grow their business.

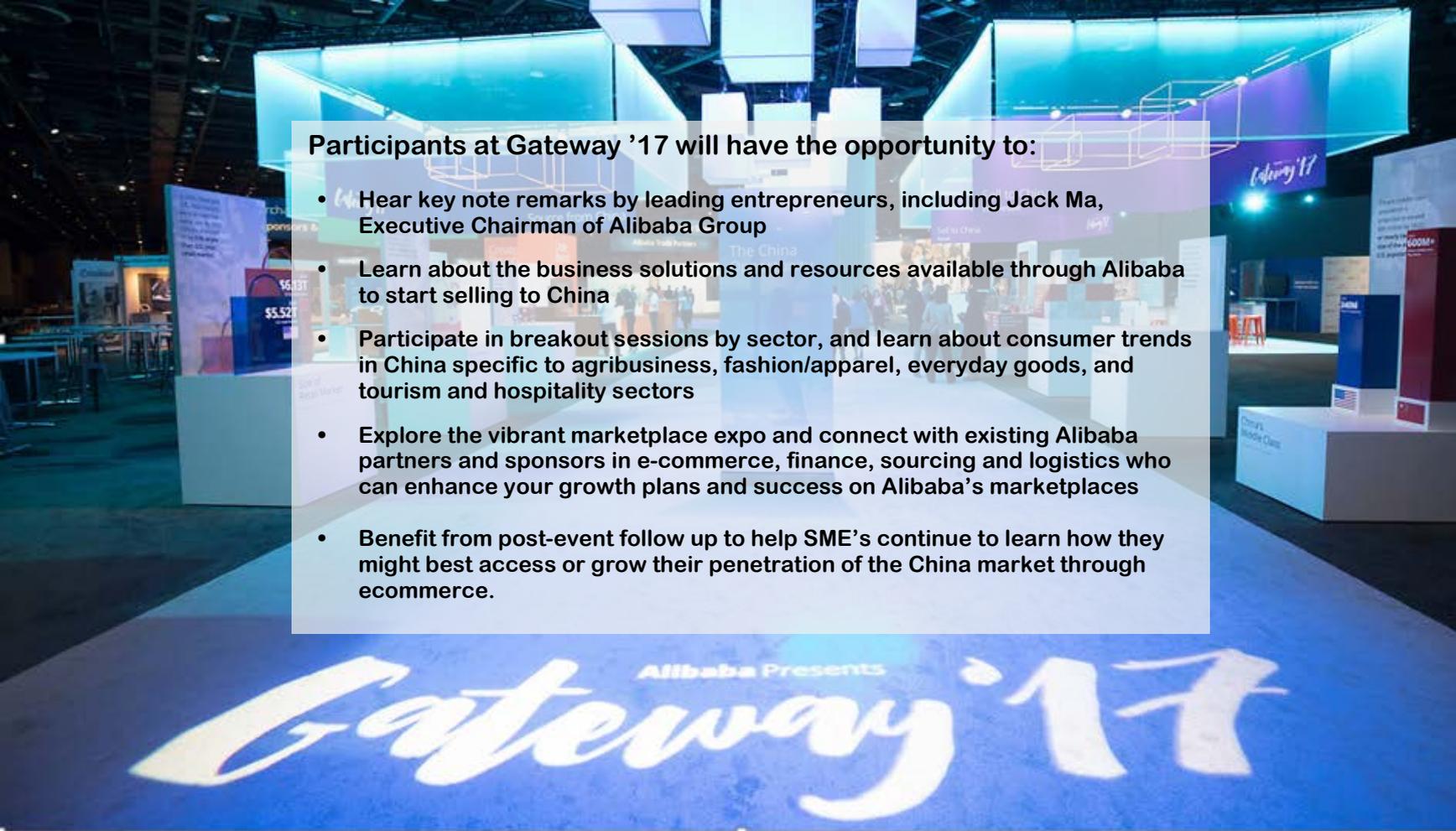
**Who should attend:**

Canadian small businesses, agri-businesses, entrepreneurs,  
tourism operators, existing Canadian business partners,  
industry influencers, public officials,  
trade associations & chambers of commerce, and their respective members

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Alibaba is the world's largest retail commerce company that operates online marketplaces that connect buyers and sellers. Alibaba is essentially a virtual mall with nearly half a billion shoppers that are buying from sellers that operate their own online storefronts. They are already a gateway for thousands of global brands, retailers and companies that sell to Chinese consumers, and we want to expand that gateway – level the playing field – to make it easy for Canadian small businesses, entrepreneurs, brands, agri-businesses and tourism & hospitality groups alike to take advantage of the China opportunity

The background image shows a large, modern event booth for Gateway '17. The booth is illuminated with blue and purple lights. In the foreground, the text "Gateway '17" is projected onto a blue carpet. A semi-transparent white box in the center contains a list of benefits for participants. The booth features various displays, including a large screen and several tables with chairs. The overall atmosphere is professional and high-tech.

Participants at Gateway '17 will have the opportunity to:

- Hear key note remarks by leading entrepreneurs, including Jack Ma, Executive Chairman of Alibaba Group
- Learn about the business solutions and resources available through Alibaba to start selling to China
- Participate in breakout sessions by sector, and learn about consumer trends in China specific to agribusiness, fashion/apparel, everyday goods, and tourism and hospitality sectors
- Explore the vibrant marketplace expo and connect with existing Alibaba partners and sponsors in e-commerce, finance, sourcing and logistics who can enhance your growth plans and success on Alibaba's marketplaces
- Benefit from post-event follow up to help SME's continue to learn how they might best access or grow their penetration of the China market through ecommerce.

*China's large and growing middle class is looking for Canadian products and experiences. Don't miss out on this unprecedented opportunity:*

Use the code **AtlanticCanada** to receive 100% off your registration: <http://gateway17.com>