

光棍节： Singles' Day

November 11

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Singles' Day: **光棍节** (Guānggùn Jié--bare sticks holiday):
University students created Singles Day in the 1990s as an alternative to Valentine's Day for people without romantic partners.

Now it becomes an **entertaining festival** widespread among young Chinese people, to celebrate the fact that they are proud of being single.

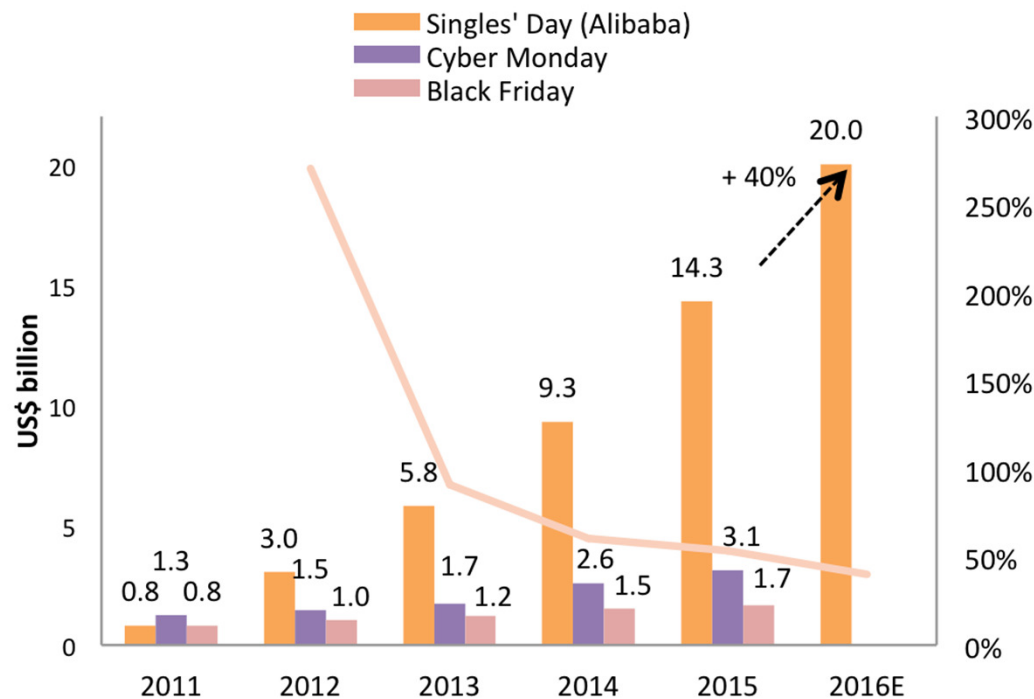


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How did Singles Day become a shopping holiday?

- ▶ Alibaba (阿里巴巴) chiefs spotted the commercial opportunity in Singles Day back in 2009 and adopted it as a marketing tool a decade ago.



Alibaba (阿里巴巴)

- Alibaba is China's — and by some measures, the world's — biggest online commerce company.
- It has three main sites — Taobao, Tmall and Alibaba.com



Singles Day 2019

BEIJING – Chinese e-commerce giants Alibaba and JD.com reported nearly \$60 billion in sales Monday part way through Singles Day, an annual marketing event that is the world's busiest online shopping day (USA Today).



Jack Ma: 马云

Who: Founder and chairman of Chinese online empire Alibaba, as well as Taobao and Alipay.


From: Hangzhou, China

Background: Born in 1964 to parents who were pingtan performers, a traditional form of musical theatre.

Education: Failed China's national university entrance exam twice. He eventually graduated from Hangzhou Teachers' Institute in 1988, becoming an English teacher making \$12 a month

Turning point: Discovered the internet on his first trip to the United States in 1995, where he searched "beer" but was shocked to find no information on Chinese products.

Big break: Started Alibaba in 1999 in his Hangzhou flat, with 17 friends. A site for small and businesses to buy and sell goods online. It's now one of the world's largest retailers



马云

