



DEAL: Tuğrul Tekbulut (L), chief executive officer of Logo, and Brian A. Wong, strategic business development director at Alibaba.com, shake hands, posing for the cameras.

Alibaba.com, Logo set up partnership

ISTANBUL

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Alibaba.com, the world's largest business-to-business marketplace, and Turkey's leading software company, Logo, have combined to create global opportunities for Turkish small- and medium-sized enterprises, the companies announced in Istanbul Wednesday.

The cooperation between the two companies aims to open new markets for Turkish exporters and bring together suppliers and buyers from the most attractive world markets. Alibaba.com, a meeting point for over 8.6 million sellers and buyers from 240 countries, operates within three main platforms: international, Chinese and Japanese. The Web site has launched a new micro Web site, www.alibaba.diyalogo.com, in Turkish to increase the 200,000 existing Turkish members. The joint initiative aims to help companies find new customers and cut costs through an ex-

tended network of business relations within the Web site community. It also provides full assistance in Turkish.

Brian A. Wong, strategic business development director at Alibaba.com, said the online economy is thriving while traditional business solutions face the crisis on a bigger scale, adding that in the last three quarters Alibaba.com gained around 3 million new members. Turkey, as one of the biggest online communities in the world, was among Alibaba's business priorities long before the partnership with Logo, Wong said.

According to Logo Chief Executive Officer Tuğrul Tekbulut, a Chinese-based platform could lead Turkey toward intense export partnership with China, as both economies are based on the export of SME supplies. Ali Güven, chairman of the executive board at Logo, said that the current economic situation imposes a change of approach as stand-alone solutions are not attractive anymore.