

Brief Introduction to Lijun Sun

Vice-president of Alibaba and General Manager, Rural Taobao



Mr. Lijun Sun, who was born in 1977, Lin'an, Zhejiang Province, graduated from Zhejiang University in 2002. He is currently a partner and the vice president of Alibaba Group, with a nickname "Dasheng"(the same name with the protagonist of Journey to the West, one of china's four classic works), mainly responsible for the first priority strategy of Alibaba Group - Rural Taobao Project ("Thousands of Villages and counties" project).

After graduation, Mr. Lijun Sun joined Alibaba and devoted more than 10 years to the cross-border B2B e-commerce China Region, then take responsible for the rural taobao project from 2014. He is proficient in the field of rural e-commerce, cross-border e-commerce, which has unique and profound insights.

Rural Taobao is the first priority project in Alibaba group, what related to its three strategies, Rural E-commerce, Big Data, and Cross-Border E-commerce. At present, Rural Taobao has operated in 28 provinces, more than 300 counties and 15,000 villages in China, connected 25 million rural residents and provided them with the benefits and convenience through the internet.

* Media queries and requests for press conferences or interviews should be addressed to the UNCTAD Secretariat (unctadpress@unctad.org with cc: torbjorn.fredriksson@unctad.org) by noon on Friday, 15 April 2016.