

Internet Trade Forum

With more than 800 million product listings and more than 370 million registered users, Taobao Marketplace (www.taobao.com) is the largest and most popular consumer-to-consumer (C2C) online marketplace in China. Working with IFAW since 2008, Taobao has instituted a stronger policy against wildlife trade than China's Wildlife Protection Law, banning the online trade of tiger bone, rhino horn, elephant ivory, bear bile, turtle shell and shark fin.

From Sep 9th-10th, IFAW and The Nature Conservancy participated in the Internet Trade Forum organized by Taobao and its parent company Alibaba, in Hangzhou. At our booth themed "Why we can't trade them", IFAW staff displayed video and distributed materials educating the participants about the detrimental effects of wildlife trade. About a thousand people, one quarter of the participants to the forum visited the booth. IFAW encouraged the public especially Taobao registered users to report illegal wildlife trade online and reject consumption of wildlife products.



