

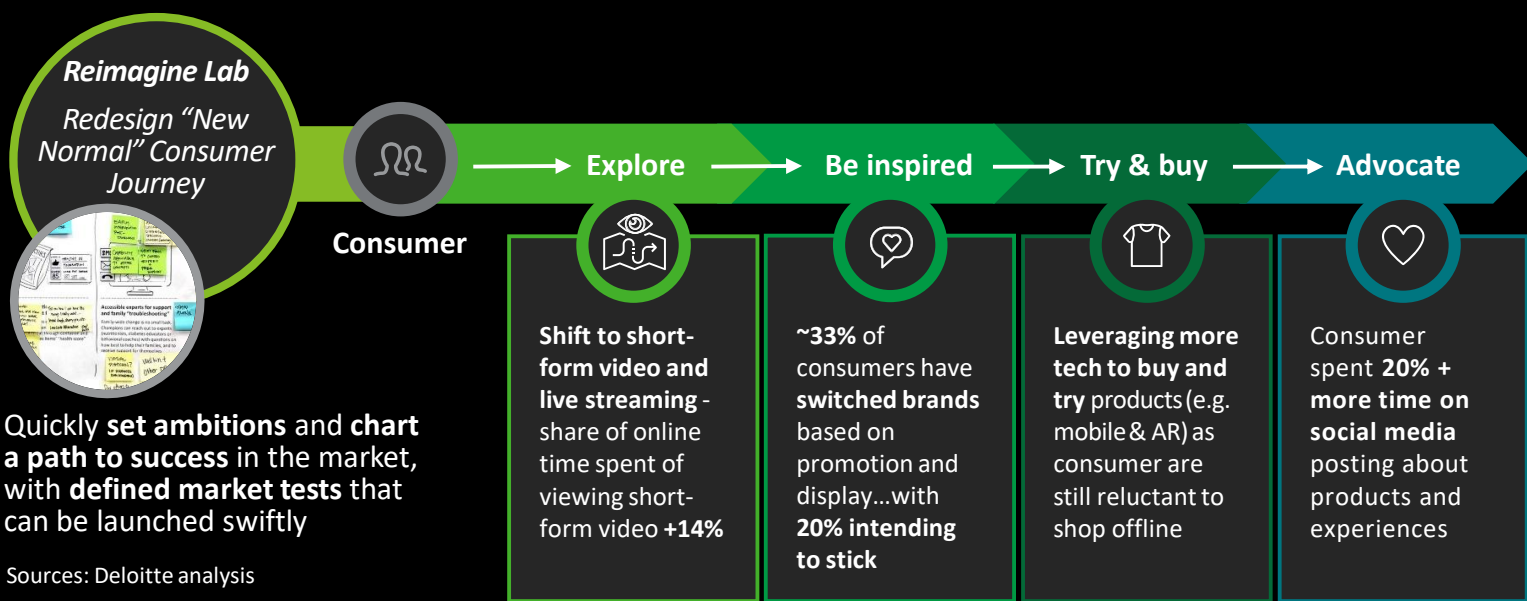
## Reignite China Demand

A strategic joint program between Deloitte and Alibaba Cloud, Reignite China Demand enables global brands to accelerate their cash recovery in China and drive three key results:

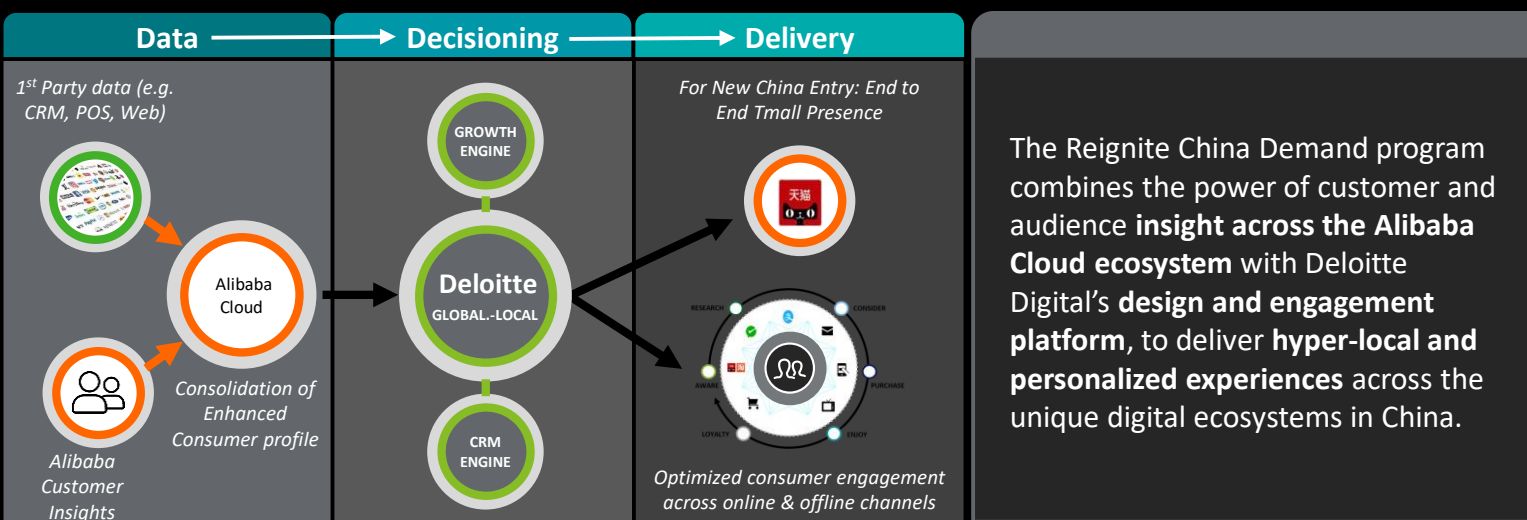


- 1 Recruiting new customers for growth
- 2 Reactivating customers across the buying cycle, as they behave in new normal post-COVID
- 3 Rewire demand operations across offline and online to capture demand

### Understanding consumer behavior shifts as the new normal



### How Reignite China Demand works



Start the conversation today  
**Deloitte Global Alibaba Cloud Alliance: [AlibabaGlobal@deloitte.com](mailto:AlibabaGlobal@deloitte.com)**



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