



Alex Tang

Head of XPENG International Development & Service Center

Alex Tang is the Head of the International Business Center at XPENG, with over 18 years of experience in the global expansion and international operations of Chinese automotive brands.

Since joining XPENG in 2024, Alex has been leading the company's global growth strategy, driving its international expansion from 0–1 in Europe and scaling it into a structured global operation. Starting with initial market entry in Europe, he rapidly expanded XPENG's footprint from early-stage European markets into 15 countries, then scaled to 30 countries globally, and subsequently to more than 60 countries and regions across Europe, Asia Pacific, the Middle East, and Latin America — effectively achieving year-on-year market footprint doubling during the expansion phase.

Under his leadership, XPENG has strengthened its global market presence, successfully built high-performing product portfolios, and established the G6, G9 and X9 as key global models — achieving segment-leading sales performance across multiple European markets, while the X9 has achieved market-leading positions across several Asia Pacific countries. XPENG has also emerged as one of the top-performing new energy vehicle brands in multiple international markets.