

Ecer.com Forges Digital Infrastructure for Smarter Global Trade

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As Artificial Intelligence (AI) technology rapidly advances, China's B2B foreign trade sector is entering a new era of upgrade, with AI and intelligent operations serving as the core drivers. Ecer.com, a leader in the industry, is leveraging its robust technological foundation to construct an intelligent ecosystem of "Platform + Data + Service," establishing an efficient and precise digital bridge for Chinese manufacturing to reach the global market.

From Matching to Operating: Digital Platform Reshapes Trade Process

With the power of AI, Ecer.com has evolved from a simple platform for international trade supply and demand matching into a comprehensive digital operations partner for Chinese foreign trade enterprises. With over 2.6 million registered suppliers, the platform provides an efficient channel for businesses to reach global buyers, utilizing its scale and traffic advantages.

Crucially, Ecer.com systemically integrates previously fragmented processes—including marketing, supply chain collaboration, and cross-border logistics. This integration enables businesses to achieve end-to-end digital management, from product display to final transaction, significantly enhancing trade efficiency and transparency.

Mobile Empowerment & VR Factory Tours: Breaking Time and Space Barriers in Foreign Trade

Mobility has become standard in cross-border trade. Ecer.com's years of enhancing the mobile experience have successfully broken down time zone and geographical barriers in international trade. Overseas buyers can initiate inquiries and place orders anytime, anywhere, while Chinese suppliers can respond to opportunities in real-time, enabling "non-stop" online negotiations.

To build deeper trust, the platform's "VR Factory Tour" feature stands out as a highlight. Overseas buyers can remotely inspect factories through immersive experiences without traveling long distances, greatly reducing pre-transaction trust costs and serving as a key factor in driving deals.

AI Engine at the Core: Intelligent Matching Drives Precise Decision-Making

In Ecer.com's upgrade strategy, AI technology is undoubtedly the core engine. Its intelligent

capabilities are embodied in four key systems:

1. **AI-Powered Matching System:** Uses algorithmic models to automatically and accurately link buyer needs with high-quality suppliers, moving beyond the inefficient traditional model of "searching for information."
2. **Data Insights and Analytics System:** Leverages massive user behavior and transaction data to provide businesses with forward-looking market trend predictions and clear customer profiles.
3. **Intelligent Customer Service System:** Offers 7x24 multilingual online responses, ensuring no business opportunity is missed and effectively improving inquiry conversion rates.
4. **Predictive Analytics Tools:** Help businesses anticipate market changes, providing proactive guidance for adjusting product portfolios and marketing strategies.

Ecer.com's evolution—from a basic B2B information connector to a comprehensive intelligent ecosystem—clearly outlines the future landscape of China's foreign trade digitalization, enabling "Made in China" products to integrate into the global supply chain in a smarter, more professional, and highly efficient manner.

About Ecer.com

Ecer.com is a leading B2B foreign trade platform dedicated to empowering Chinese enterprises in their global expansion. By integrating cutting-edge AI, big data, and mobile technologies, Ecer.com provides a one-stop digital solution for cross-border trade, enhancing operational efficiency and fostering international business collaboration.

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