

# Ecer.com Builds New Mobile B2B Marketplace Infrastructure

BEIJING, CHINA, CHINA, November 21, 2025 /EINPresswire.com/ -- As the digitalization of global trade accelerates, mobility is becoming a core force driving the transformation of cross-border trade. Relevant data indicates that over 75% of international business communication and negotiation is now conducted via mobile devices, signaling a major shift in foreign trade models. Against this backdrop, mobile foreign trade B2B marketplaces, represented by [Ecer.com](https://www.ecer.com) ([www.ecer.com](https://www.ecer.com)), are gradually constructing an efficient and convenient new trade ecosystem by integrating mobile technology and AI applications.

## 24/7 Trade Becomes Reality: Mobility Reshapes Transaction Scenarios

"Now, just a mobile phone enables real-time connection with global clients, which was almost impossible before," stated the foreign trade director of China National Heavy Duty Truck Group Co. Ltd. "Through Ecer.com's mobile marketplace, our company conducts instant video negotiations and order processing with European and American clients, significantly enhancing operational efficiency." The proliferation of mobile technology has broken the temporal and spatial constraints of traditional foreign trade, propelling international trade into an era of 'round-the-clock' operations.

## Technology Builds Trust: VR Reshapes Procurement Experience

In enhancing procurement credibility, Ecer.com deeply integrates VR technology with its mobile marketplace, launching a "Cloud Factory Audit" service. International buyers can use their mobile phones anytime, anywhere to conduct panoramic inspections of suppliers' production processes and quality control procedures, achieving a "what-you-see-is-what-you-get" remote factory audit. Industry analysis suggests that this technology-enabled trust mechanism is gradually becoming the new standard in cross-border procurement.

## End-to-End Service Loop: Mobile Ecosystem Reshapes Trade Value Chain

Unlike the limited functionality of traditional B2B marketplaces, the new generation of mobile marketplaces is evolving towards a full-link service ecosystem. The entire trade process—from supply-demand matching and video factory audits to logistics tracking—can be seamlessly completed on mobile devices. This closed-loop model not only improves cross-border collaboration efficiency but also reshapes the operational logic of the international trade value

chain.

Industry experts point out that the rapid development of mobile B2B marketplaces reflects not only technological iteration but also marks a significant evolution in global trade models. With the ongoing integration of technologies like artificial intelligence and virtual reality, mobile marketplaces are being upgraded from auxiliary transaction tools to core infrastructure for global trade.

Looking ahead, mobile intelligent marketplaces will continue to lead the foreign trade industry towards greater intelligence and ecosystem development. In this process, enterprises that have completed their mobile transformation early are poised to gain a competitive edge in the new round of global competition.

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