

Ecer.com Accelerates Global Trade with New AI-Driven B2B Intelligent Infrastructure

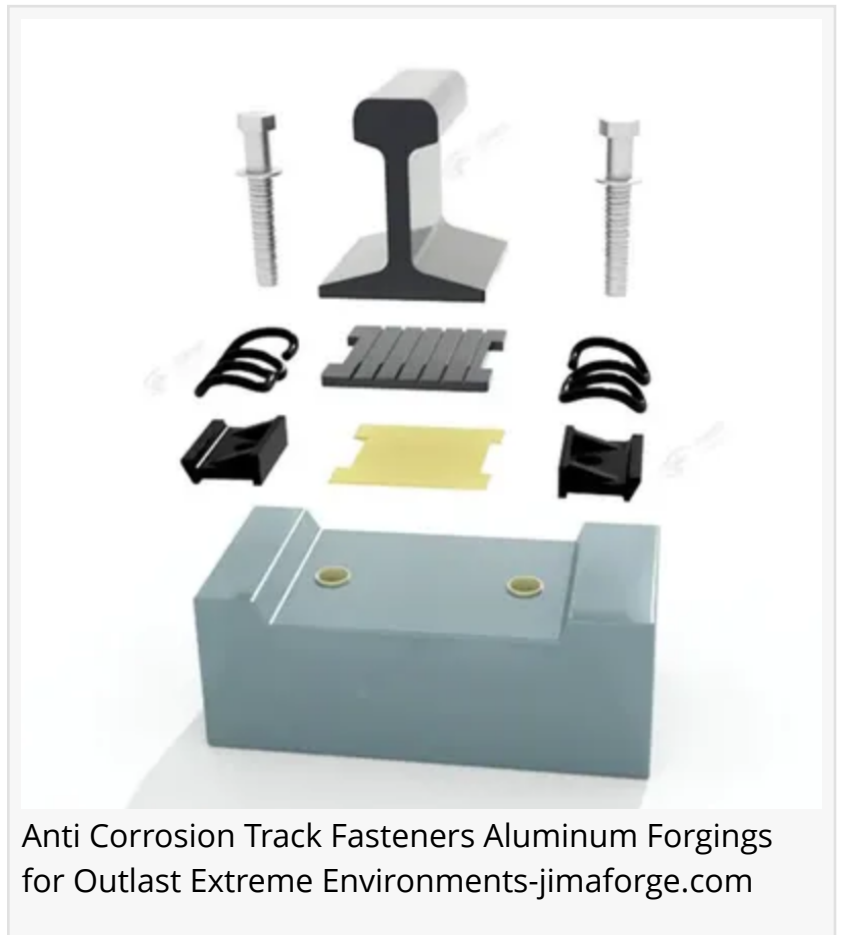
Ecer.com advances an AI-driven B2B ecosystem, using mobile, data, and services to help Chinese manufacturers engage global buyers efficiently.

BEIJING, CHINA, CHINA, November 28, 2025 /EINPresswire.com/ -- As AI technology accelerates the transformation of global trade, [Ecer.com](https://www.ecer.com), a leading mobile B2B marketplace, is advancing a new "marketplace + data + service" model that enables Chinese manufacturers to engage global buyers more efficiently. This integrated approach marks a significant shift from traditional information-driven marketplaces to intelligent, data-supported digital trade infrastructure.

Technology as a Driver

Unlike traditional B2B marketplaces that focus primarily on information matching, Ecer.com has developed an AI-powered system that digitizes the full cycle of international trade—from opportunity discovery and precise matching to transaction facilitation. Acting as the marketplace's "digital engine," this system analyzes global sourcing demand and automates processes that once required extensive manual effort, including lead screening and buyer-supplier matching.

Ecer.com now connects buyers across more than 200 countries and regions. With the support of machine-learning algorithms, Chinese suppliers can reach targeted global demand with improved accuracy and significantly reduced time and cost compared with conventional foreign trade workflows.



Overcoming Communication Barriers

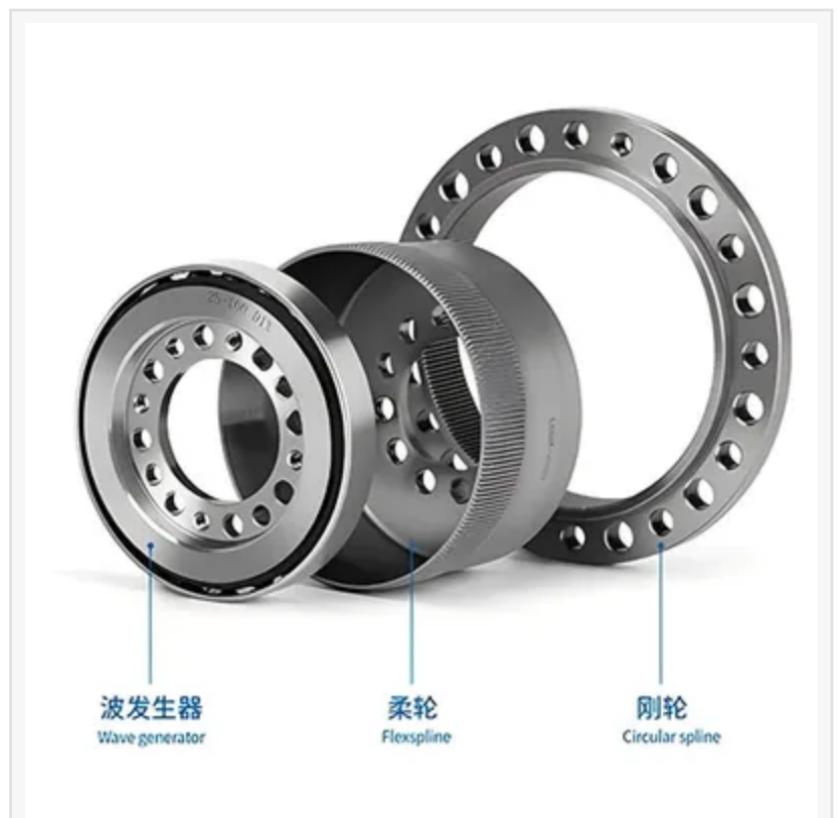
Language differences and time-zone gaps have long been key obstacles for cross-border trade, often causing delays that result in missed business opportunities. Addressing this challenge, Ecer.com's AI inquiry system introduces a continuous, multilingual communication solution. The system provides 24/7 real-time translation and analyzes buyer intent to help suppliers respond promptly and appropriately.

A foreign trade manager from [JimaFor](#) Company shared her experience, noting that late-night [metal components](#) inquiries from European and American buyers used to go unanswered until the next business day, and language barriers frequently slowed negotiations. After adopting Ecer.com's AI inquiry system, the situation improved dramatically. She recalled a recent case where an Italian buyer sent an inquiry at midnight; the AI assistant engaged the buyer immediately, clarified the procurement requirements, and obtained contact details.

The sales team followed up the next morning, addressing pricing and delivery questions directly. "We confirmed the sample order in just two rounds of communication," she said. "This would have been nearly impossible before. AI not only bridged the language gap but also elevated our communication efficiency."

Intelligence Becomes Strategy

Looking ahead, AI adoption in global



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trade is expected to deepen further. Ecer.com's progress demonstrates that intelligence is evolving from a productivity tool into a strategic driver of industrial competitiveness. For Chinese exporters, embracing intelligent workflows is increasingly becoming a fundamental requirement rather than a discretionary choice.

"While many traditional players are still adapting to digital transformation, the competition around intelligent ecosystems has already begun," an industry analyst observed. "This shift represents not only a technological evolution but also a redefinition of business models."

In this technology-driven transition, Ecer.com is building an intelligent B2B trade ecosystem that supports Chinese manufacturing in gaining an early advantage in the next phase of global competition.

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