

Ecer.com Reshapes the Global Strategy for SMEs with AI and Mobile Technology

BEIJING, CHINA, CHINA, December 10, 2025 /EINPresswire.com/ -- Among the surging wave of digital transformation in global trade, Chinese small and medium-sized enterprises (SMEs) are navigating a new landscape of opportunities and challenges. How can the persistent difficulties of traditional foreign trade— high information barriers, significant communication costs, and low matching efficiency—be resolved? [Ecer.com](http://www.ecer.com) (www.ecer.com), a world-leading mobile B2B foreign trade marketplace, has provided an answer through sixteen years of dedicated exploration: The focus is shifting from mere “connection” to comprehensive “empowerment,” driving the global trade ecosystem toward intelligent collaboration, primarily powered by mobile technology and artificial intelligence .

Mobile First

As traditional practices like on-site factory inspections, cross-border negotiations, and trade show recruitment increasingly migrate online, Ecer.com strategically prioritized mobile deployment. The platform continuously optimizes its mobile functions, integrating critical foreign trade processes onto a single smartphone interface. Suppliers can showcase products and host live video factory inspections for overseas clients anytime, anywhere. Buyers can efficiently filter suppliers and track orders in real-time. Mobile enablement not only enhances the flexibility of cross-border trade but also significantly reduces the cost for SMEs to participate in the global market.

Shenzhen ChengHao Optoelectronic Co., Ltd. which historically relied on traditional offline channels to expand into overseas markets, often struggled with difficult client factory inspections, high travel expenses, and prolonged communication cycles. Earlier this year, the company connected with an Australian buyer via Ecer.com. The entire process from product inquiry and technical parameter discussion to a “real-time video inspection”—was completed on the mobile platform. The factory manager utilized Ecer's live inspection feature to remotely guide the client through the production line, quality control process, and warehouse inventory, answering detailed technical questions instantly. Previously, a similar process would have required nearly a month to arrange an overseas visit, incurring tens of thousands of yuan in hosting costs alone. Through the mobile solution, the entire sequence, from initial contact to finalizing the inspection and sample details, took only one week. This collaboration not only saved over 85% of the initial communication costs but also helped the factory establish a replicable “online inspection + remote negotiation” model for global outreach. To date, the factory has leveraged this exact model to secure successive orders from various regions, including Europe, North America and so on, truly achieving “low-cost, high-efficiency” cross-

border business expansion for the SME.

AI-Driven

The business matching system based on deep learning is Ecer's core engine for empowering businesses. By analyzing buyer behavior and supplier information, the platform achieves highly precise supply-demand alignment, transforming the historically time-consuming and labor-intensive sourcing process into an efficient, intelligent recommendation service. Simultaneously, a multi-language intelligent customer service system provides 24-hour, cross-time-zone communication support, breaking down language and cultural barriers to ensure international trade is "always online."

Full-Link Empowerment

Ecer.com has evolved from a simple information display platform into a full-process empowerment partner covering "Sourcing – Communication – Inspection – Delivery." This means SMEs gain not just orders, but also the capacity for sustained growth, including comprehensive support for supply chain optimization, cross-border trust building, and digital storefront operation. The platform's role has deepened from a "transaction matchmaker" to a "globalization companion," fully integrating into every step of an enterprise's international journey.

Ecosystem Co-Building

Over sixteen years of accumulation, Ecer.com has gathered over 2.6 million suppliers and reached more than 150 countries and regions, steadily building a digital trade ecosystem balanced between scale and efficiency. Within this network, every enterprise can embed itself into the global supply chain, no longer operating in isolation but securely expanding into international markets relying on the platform's data, tools, and credit system.

In the future, trade competition will be a competition of ecology and technology. Through the "Mobile + AI" dual engine, Ecer.com is not only restructuring cross-border trade processes but also reshaping the global mindset of SMEs—where technology is no longer an auxiliary tool but the core force driving growth. By moving from connecting information to empowering growth, Ecer.com is leading Chinese SMEs toward a smarter, more independent new phase of global trade.

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