

Ecer.com Redefines Cross-Border B2B with AI and Mobile-First Integration, Accelerating Global Trade Efficiency

Ecer.com upgrades its B2B platform with AI and mobile technology, transforming global trade for SMEs into a highly efficient, "always-on" digital ecosystem.

BEIJING, CHINA, CHINA, December 19, 2025 /EINPresswire.com/ -- As global trade enters a phase of profound digitalization, [Ecer.com](https://www.ecer.com), a leading global mobile B2B marketplace, today announced a strategic upgrade of its service ecosystem. By integrating cutting-edge Artificial Intelligence (AI) with a mobile-centric infrastructure, Ecer.com is transitioning from a traditional matchmaking marketplace into a comprehensive "Capability Hub" for Small and Medium-Sized Enterprises (SMEs) expanding into international markets.

A Shift from Connection to Empowerment For years, B2B marketplaces functioned primarily as directories. However, increasing demands for transparency and efficiency have necessitated a shift. Ecer.com's new model extends beyond "finding buyers" to covering the entire export value chain—including digital factory audits, real-time negotiations, and fulfillment tracking.



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Case Study: Digital Transformation in Action The impact of this mobile-first, AI-driven approach is best illustrated by enterprises such as [Jiangsu Jiunai Intelligent Manufacturing Technology Co., Ltd.](#) Operating in competitive international markets, companies like [Jiunaipu](#) previously faced lengthy sales cycles—often 3 to 4 months—due to the complexities of overseas factory audits and offline coordination.

By leveraging Ecer.com's mobile digital audit tools and real-time negotiation suite, Jiunaipu can now showcase its production lines and quality control systems to global buyers via live mobile video. This shift has eliminated geographical and time-zone barriers, successfully shortening their project closing cycle to just 6 weeks—a remarkable 40% increase in operational efficiency.

Driving Efficiency via AI Infrastructure Ecer.com's AI-driven matching engine and multi-language communication suite provide 24/7 precise demand-supply pairing. For SMEs, this lowers the technical and linguistic barriers to entry, allowing them to compete on a global scale with the same agility as multinational corporations.

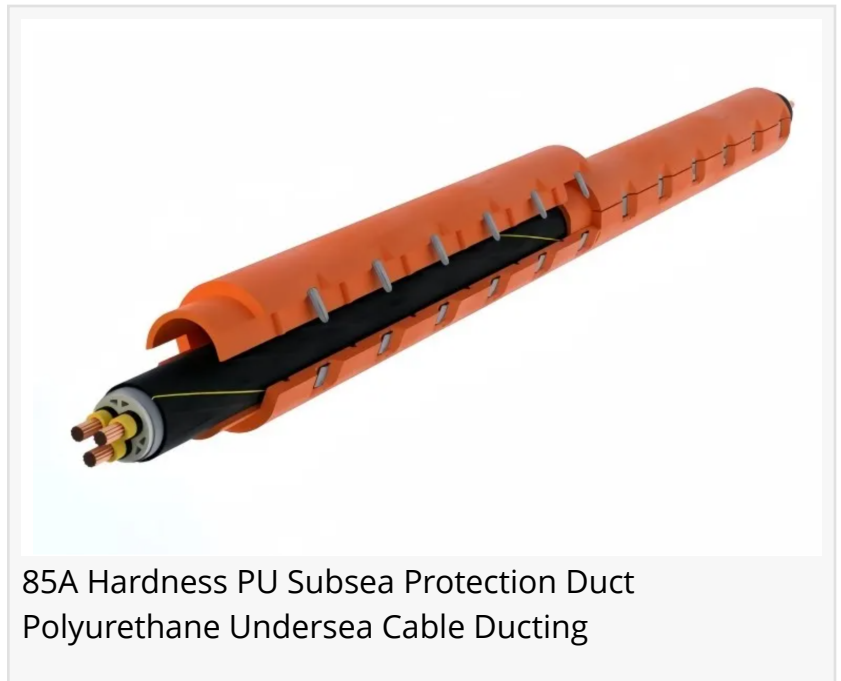
An "Ever-Lasting International Trade Fair" With 16 years of operational excellence, Ecer.com connects over 2.6 million suppliers with buyers across 150 countries and regions. The marketplace's vision of an "Ever-Lasting International Trade Fair" leverages digitalization to provide a transparent, high-trust environment where brands can build long-term global presence.

"The competitive edge in modern B2B lies in the ability to integrate technology with service," said a spokesperson for Ecer.com. "By leveraging AI and Mobile as dual engines, we are providing SMEs with a clear, sustainable path to global success."

About Ecer.com

Ecer.com is a premier global mobile B2B marketplace dedicated to connecting international buyers with high-quality suppliers. Through innovative mobile technology and AI solutions, Ecer.com simplifies cross-border trade, helping thousands of businesses scale their operations globally with efficiency and trust.

Laura



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