

Ecer.com Revolutionizes Canton Fair Experience: AI-Driven Matchmaking Powers Global Trade Success

BEIJING, CHINA, CHINA, April 28, 2026 /EINPresswire.com/ -- As the 139th Canton Fair unfolds, [Ecer.com](https://www.ecer.com) is redefining the landscape of international procurement by integrating cutting-edge AI technology with personalized on-site support. By organizing a premier delegation of global buyers, the platform is ensuring that the connection between supply and demand is more precise and efficient than ever before.

The Power of "Online AI + Offline Interaction"

The journey to a successful deal begins long before buyers set foot in Guangzhou. Ecer.com's AI Procurement System automatically analyzes buyer requirements to pre-screen and intelligently match them with high-quality suppliers. This seamless transition from digital matchmaking to face-to-face negotiations at the fair significantly boosts procurement accuracy.

To further ensure transaction success, the ECER Buyer Service Team provides comprehensive on-site assistance:

- AI Translation Tools: Breaking down language barriers in real-time, allowing for accurate understanding of complex technical needs.

- Negotiation Support: Guiding both parties through the communication process to reduce costs and accelerate decision-making.

Real-World Impact: 24/7 Global Connectivity

The value of [ECER's AI](#) tools is most evident in high-stakes trade scenarios. Recently, [Shenzhen Hongsinn Precision Co., Ltd.](#) received a late-night inquiry in Spanish from a Mexican buyer.

The ECER AI Intelligent Customer Service—operating 24/7—instantly translated the inquiry and accurately identified industry-specific terminology to provide a precise response. By the time the supplier started work the following morning, they were greeted by a detailed inquiry record and a high-intent order, bypassing the delays of traditional manual processing.

Driving High-Quality Exports

The "Buyer Delegation + AI Matching + On-site Facilitation" model represents a significant digital upgrade for traditional trade shows. According to an Ecer.com spokesperson, the company remains committed to advancing AI applications to optimize the global buyer experience and empower Chinese enterprises to achieve high-quality international expansion.

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