

# Beyond Borders: How ECER is Driving Global Brand Growth in the AI Era

BEIJING, CHINA, CHINA, June 2, 2026 /EINPresswire.com/ -- Under the theme "Going Global Without Borders, Growing Without Limits," the prestigious Extraordinary AI Globalization Growth Summit recently convened in Shenzhen. The high-profile event gathered tech pioneers and industry leaders to discuss the future of cross-border trade, featuring an insightful presentation by Chen Erhang, Senior Vice President of [ECER](#). Chen shared profound strategic insights on how export enterprises can successfully build and scale their brand presence overseas in the era of Large Language Models (LLMs).

**Seizing the AI Search Wave: Upgrading the Independent Site Ecosystem**

As [AI-powered](#) generative engines rapidly emerge as the new frontiers for global web traffic, the marketing landscape for foreign trade enterprises is undergoing a massive shift. In response to this trend, ECER has successfully executed multiple rounds of upgrades across its standalone "independent site" systems and marketing infrastructure.

By optimizing content marketing strategies and expanding promotional channel layouts, ECER is empowering foreign trade enterprises to seamlessly capture and maximize high-quality traffic from next-generation AI platforms.

**High-Quality Content: The New Currency for AI Search Engine Visibility**

In the AI era, the value of premium website content has become more critical than ever for brands going global. To help businesses stand out, ECER optimizes the content architecture of enterprise independent sites, continuously elevating key performance metrics such as professionalism, authority, and trustworthiness.

This comprehensive optimization delivers several core advantages:

**Unified Brand Identity:** It establishes a unified brand voice and structured knowledge base across the entire web.

**Core Information Source:** It transforms the enterprise's website into a vital material bank and a trusted primary source for AI search engines.

**Maximum Global Exposure:** It significantly boosts the company's visibility and traffic acquisition capabilities on AI platforms, unlocking vast pools of global customer resources.

**Recognized as a Global Top 100 AI Pioneer**

In recognition of its technological innovation and market leadership, ECER was officially named to the prestigious 2026 Global AI 100 list announced during the summit.

"Moving forward, ECER will remain deeply committed to our core mission: building a robust foreign trade independent site ecosystem and driving the branding of Chinese trade enterprises on a global scale," stated Chen Erhang. "We will continue to actively embrace AI development trends, upgrade our digital marketing systems and independent site content creation, and

drastically enhance global marketing efficiency for businesses to achieve long-term, stable overseas growth."

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Ecer

+86 15801317084

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