

# EC21.com User's Manual

## Part1

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## Chapter 1: Welcome your visit to EC21!

Since its establishment in 1997, EC21 has been continuously focused on providing a B2B marketplace to facilitate the exporting trades of SMEs. With the objective of creating a flourishing global market in partnership with enterprises all around the world, EC21 puts its utmost efforts on providing better services to customers, with a great vision to become a “Global Marketing Navigator”.

Buyers who wish to purchase Products can easily search for reliable Products through EC21.com and the suppliers who wish to implement overseas marketing activities can also promote themselves to the world by posting their Product categories at EC21.com while performing marketing activities to the specified buyers found from “Search Buyers” services. Please find more details in the following contents from this manual.

### 1.1 Services available for **Free Members(Basic)**

If you join as a Free Member of EC21, following services will be provided.

- 1) **Post and search for Selling Leads/Buying Leads: A maximum 20 Selling Leads can be posted.**  
※ If you're a Free Member, you can search Buying Leads seven (7) days after registration is completed. However, if you convert your membership to a Premium member, you can search Buying Leads immediately after the registration is completed and will also be able to make quicker transaction offers to your buyer.
- 2) **Post and search Product catalogues (Product catalogue): 15 Product catalogues can be posted in max.**  
※ “Trade OK” members can post up to 50 Products and “Trade PRO” members can post up to 100 Products. In addition, the searching placements will be displayed in sequence of Trade PRO, Trade OK and Free Members.
- 3) **Post and search Company Profiles (Company Directory)**
- 4) **Customized information services (Trade Alert)**
- 5) **Electronic catalogue provision for individual companies**
- 6) **Transaction data management (Inquiry)**
- 7) **Temporary storage of interesting information (My Favorite)**
- 8) **Live Messenger function**

## 1. 2 What are **Trade OK** and **Trade PRO** Membership Services?

Free Members can only use the Basic Services contained in EC21.com and might find it difficult to perform effective marketing activities due to the relatively low number of opportunities available for buyer contact. However, if you join the Premium Membership, the chance to successfully trade with buyers will be higher, due to the effective marketing approaches exclusively provided by EC21.com. Premium Services are classified into two categories; Trade OK and Trade PRO.

### **TRADE OK**

- 1) Exclusive access to our Global Buyer Database provided for Premium members:** Get exclusive access to an over 3 million member Global Buyers database and send your business proposal(s).
- 2) Post your Product(s):** You can post up to 50 Products at no cost and may even extend your Post Products with additional cost. (USD 100 will be charged per additional 100 Products)
- 3) Post Selling Leads:** A maximum 200 Selling Leads can be posted.
- 4) Top search functions:** All searching results including posted Product information, trade leads and company profiles will be found on the top of 'Search Results'.
- 5) Apply for Trade Verify for free:** If you apply for a company verification service (TradeVerify) it will be granted through Global CIS (The authentication mark will also be displayed from EC21 website and Search Result).
- 6) Premium Company Website:** You can use variously designs to make your own website with premium website templates.

For further details of Trade OK Services, please refer to the following pages:

[http://www.ec21.com/html/ec/AW/PS\\_Trade\\_OK\\_main.html](http://www.ec21.com/html/ec/AW/PS_Trade_OK_main.html)

### **TRADE PRO**

To achieve the best advertisement results beyond the benefits of Trade OK service, **Trade PRO** services can be provided at an additional Premium Services as follows.

- 1) Post Products:** A maximum of 100 Products can be posted and an unlimited numbers of offerings can be posted.
- 2) Top search:** Top search function is provided by placing the search result on a higher listing than Trade OK search.
- 3) Premium English website and e-Book:** professional web designers will create your websites and e-Books.
- 4) Advertisement packages:** We provide you an advertisement package services equivalent to approximately USD 1,000 dollars with three different approaches including keywords, categories and main page featured product advertisement.
- 5) Inquiry services into credit standing:** "Credit Report" services will be provided (Quick-rate type, 3 times)
- 6) Private Showroom:** Also, a "Private Showroom" function, which you can e-mail your Product information to only specified buyers, is provided.

For further details of Trade PRO Services, please refer to the following pages:

[http://www.ec21.com/html/ec/AW/PS\\_Trade\\_PRO.html](http://www.ec21.com/html/ec/AW/PS_Trade_PRO.html)

### 1.3 Why do you use EC21 Premium Membership?

EC21 Premium Membership as Trade OK and Trade PRO are online overseas marketing tools produced for you to achieve the best effects with low cost. **Buyers can quickly and easily find the right suppliers and if the supplier is joined to Premium Member, buyers will preferentially find the Premium Member first. Therefore, Premium Membership services are the optimized overseas marketing tool to give you the best support in enhancing your trade.**

#### **The best place to meet your buyer**

Products of Premium Members will be found on the top of search results and you can promote your Products to more than 11 million buyers all around the world at the best location.

#### **The first choice for the buyers**

You can attract your buyers' interest through the top search of results of the Product category and will have higher chances to receive inquiries from the buyers. Compared to Free Members, you will have an approximately 5 times higher chance of getting inquiries if you've Trade OK join and 30 times higher chances if you're a Trade PRO member.

#### **- Exclusive access to the buyers**

You can preferentially find the recent Buying Leads faster than Free Members and will be provided with exclusive services of "Buyer Search" only available for Premium members.

#### **- Excellent visibility for your Products**

Premium members will be exceptionally well exposed to buyers in terms of number of Post Products and the sequence of searches when comparing with Free Members. The Products exhibited on the Special Product Display will have an 8 times higher exposure in the Buyer Search Results than the Products of Free Members in the same category. In addition, Premium members will be provided with opportunities including keyword banners, category banners and featured Product advertisement, etc.

#### **- Premium Company Website**

You can build a Premium Company Website within a short time. By applying various website design templates along with advanced Menu registration, additional Menu generation, Company Profile and contact information, you can attract your buyer's interest even better.

#### **- Statistics Analysis**

The statistics related to inquiries that you've been receiving for last six months will be displayed as a graph.

#### **- You can quickly gain buyers' trust.**

More than 85% of the buyers prefer to have trades with verified companies; therefore, you can enhance your buyer's trust through additional verification process, "TradeVerify".

## Chapter 2: Start EC21 Services

### 2.1 Brief functions of Main Page Menu

- ◆ Classification of search information: Information searched and posted at EC21 can be classified into following four categories:  
**Products, Selling Leads, Buying Leads and Companies**
- ◆ Buy Now: The page provided for buyers to search Product information and Selling Leads by either keywords or categories.
- ◆ Sell Now: The page provided for suppliers to search Buying Leads by either keywords or categories.
- ◆ Product Category: Approximately 5,000 of subdivided categories are classified into 4 different stages.
- ◆ Featured Products: Products presented by either Premium members or Premium advertisers are mostly carried.
- ◆ Success Story: Success stories are published on a monthly basis. You can even find more successful cases in View Page.
- ◆ Regional Channel: Information can be also searched by countries (Country information, economic status, industrial information, posted Products by countries, TOP 20 countries, overall country information, etc.)

EC21 Global B2B Marketplace

Sign Out | Buy Now | Sell Now | My EC21 | Community | Help

What are you sourcing for? Products Search Advanced Search Chinese | Korean

white oil - Add to My Favorites

**Browse by Category**

- Agriculture
- Apparel
- Automobiles & Motorcycles
- Chemicals
- Computer Hardware
- Construction & Real Estate
- Consumer Electronics
- Electrical Equipment
- Energy
- Fashion Accessories
- Food & Beverage
- Furniture & Furnishings
- Gifts & Crafts
- Hardware
- More Categories

**Introducing EC21 Smart Matching Inquiry Service!**

**Featured Products (Ad Here)**

- LED Light
- A4 Paper
- Mazut M100
- Hardwood
- Natural Beeswax
- Wood Pellet
- Fiber Cable Duct System
- Fruit Tray
- Hair Ceramic Iron
- Machining Parts
- Valve Set

**Welcome, globalteam!**

Your Membership

- Check for New Inquiries.
- View My Homepage.
- My Company Profile.

For Sellers

- Post Products
- Post Selling Leads
- Global Buyers
- Advertise with EC21

For Buyers

- Post Buying Leads
- Premium Suppliers
- Trade Alert
- My Favorite

How to Sell? How to Buy?

**TRADE PRO** | **TRADE OK**

- 30x MORE inquiries than Free members
- TOP-LEVEL priority Search Listing
- FREE Advertising Package (\$1,000 Value)
- FREE Credit Service Package (\$308 Value)

**Fill the Cup**

Help build a world without hunger

Fighting Hunger Worldwide

### Regional Channel

China  
 Hong Kong  
 India  
 Korea  
 United States  
[More](#)

### New Buying Leads (373)

- Sell Bintronic Motorized wooden blinds... May. 07
- Sell Automotive anion air purifier May. 07
- Sell COCONUT FLAKE May. 07
- Sell Moringa Dry Leaf Powder for Sale May. 07

### New Selling Leads (19,219)

### Global Buyer Search

Over 3 Million Global Buyers Directory. Find your global buyer here!

[\\*Browse by Category](#)

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### Trade Shows with EC21

**KOREA CHEM 2013- Chemical Plant Equipment & Processing Exhibition**  
Date : May 28-31, 2013  
Venue : KINTEX, Korea

### News & Notice

[minerral water scammers](#) May. 06  
[Dear Customer care we have long opened ..](#) May. 05  
[INFORM SCAM FRUAD](#) May. 05

### Community

### Success Stories

ShiFeng Jewelry CO.LTD  
Jim Wu / Manager [China]  
I really appreciate EC21.com to help us trade with overseas buyers. I recommend EC21...

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### Idea Products

Smokeless Grill

Portable Wine Glasses

Desktop USB Aquarium

Smart Key System

### New Products

Bis(3...

Melanotan 2

Bottle Shape USB Memory..

Aluminum Ingot

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### Buyers' Most Interested Products

**Metal Machining Parts**  
 China **TRADE OK** since 2012  
Features: Machined metal parts available in different types Material: Stainless steel, carbon steel, alloy steel, aluminu...

### Most Visited Companies

**Saeshin Precision Co., Ltd.**  
 Korea **TRADE PRO** since 2012  
Saeshin is one of the leading manufacturer & exporter of STRONG & FORTE Micro Motor Handpieces and Contra Angle...

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**Ulsan Technopark**  
Ulsan Chemical Materials Trade Market

**List of Young Entrepreneur Companies in Korea**

**The 3rd China (Guangzhou) International Exhibition For Electronic Chemicals**  
Date: 15-17.8.2013  
China Import & export Fair PazhouComplex

**China Medical Fair 2013**  
Date: 9.2-4  
Beijing Exhibition Centre

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EC21 is a leading global B2B marketplace connecting buyers with suppliers all over the world including China, Korea, United States and more. Suppliers/manufacturers/exporters can post and promote their products and selling leads. Buyers/importers can search and contact suppliers easily by B2B categories and keywords. Buyers can also post their own buying leads to get quotes or offers from manufacturers. Nowadays, online B2B marketplace is becoming more and more important trade tool for business to business transaction and marketing because it speeds up marketing process and saves overall transaction cost. Join the great B2B portal, EC21 and boost your business, we will always be with you!

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### About Us

- Company Overview
- Agent Program
- Advertise with us

### Buying on EC21

- Post Buying Leads
- Browse Categories
- Products by Keyword
- Products by Country

### Selling on EC21

- Post Products
- Manage Products
- Post Selling Leads
- Search Buying Leads

### Services

- Basic Services
- Trade PRO
- Trade OK
- Credit Reports

### Stay Connected

- Facebook
- Twitter
- EC21 Mobile

- ◆ Global Buyer Search: Inquires can be sent to buyers by searching Buyer Info posted in EC21. However, **only Premium members can use this service.**
- ◆ Idea Products: Unique and creative Product information is collected on a monthly basis. The registration fees are free of charge, Send your Product information to Idea Product Category in Contact Us page and administrator will post after making a selection.
- ◆ Notice / News: Important notices and news published by EC21 will be put on this page.
- ◆ EC21 Community: The most recent posted topics and unsolved issues will be displayed among the topics posted in EC21 Community. By simply joining to a member, anyone can use this Community.
- ◆ Relevant exhibitions: Exhibitions that EC21 has either participated or cooperated will be updated in this page.
- ◆ Premium Services: Premium Services provided by EC21 including Trade OK and Trade PRO are presented.
- ◆ Video Files of Products: Original and novel items among the video files of Products posted by EC21 members will be updated every two weeks.
- ◆ Popular Keywords: The keywords with the highest number of use at EC21 will be displayed. The larger

the font size, more frequent the word has been used.

- ◆ Post to Social Media: You can share information or bookmark at the social media such as Facebook, Twitter, Delicious, Google, etc.
- ◆ Favorite : EC21 will be added on your “My Favorites” when you click “Favorite”
- ◆ MyEC21: The page address will be stored in your “My Favorite Folder” in MyEC21 > Basic Services when you click “MyEC21”.
- ◆ Multi-languages Services: This service is provided for the visitors who are not familiar with English. With 8 different languages displayed on the bottom of the site including Chinese simplified and traditional fonts, Korean, Japanese, Spanish, Russian, French and German, even the users from non-English speaking world can easily use the site.

## 2.2. Free Membership Registration

EC21 membership can be achieved by simply entering 10 items.

When you click “Join Free” on top of EC21.com, the membership registration page as following will be displayed.

EC21 Global B2B Marketplace

Sign In | Join Free | Buy Now | Sell Now | My EC21 | Community | Help

### Free Membership Registration

Home > Free Membership Registration

Select Language: English

#### Start Your Online Business with EC21.com!

Complete the simple form below and become a free member today!

Or [Connect with Facebook](#)

#### Select Your Country & Account Type

\* Required

\* My Business Location: Guam

\* I am a:  Buyer  Seller

#### Enter Your Contact Information

\* Title:  Mr.  Ms.

\* Full Name: Robert

\* Company Name: ABC Trading Ltd.  
Please follow general capitalization rule.

\* Phone: 1 671 - 436 - 7154  
Please enter a valid phone number.  
The number you entered will be a primary contact number on EC21.com

#### Enter Your Email Address & Create Your Account

\* E-mail Address: abctrading@ec21.com ✓  
You may login with either your assigned username or your e-mail address.

\* Member ID: abctrading12 is available.  
4-20 characters long in lowercase.

\* Create a Password:   
6-20 characters long.

\* Re-enter Password:

By clicking the "Create My Account" below, I agree to:  
1. The [Terms of Services](#) and [Privacy Policy](#) of EC21.  
2. Receive emails relating to events, membership and services from EC21.com

[Create My Account](#)

As a Free member, You get

- Free Homepage
- 15/20 Post 15 Products & 20 Selling Leads
- Subscribe Trade Alert  
Trade Alert by daily / weekly
- Real-Time Chat with Live Messenger

## 2.3 Access MyEC21 Page (Login Required)

### Welcome to the World's Leading B2B Marketplace for Buyers and Suppliers!

- World's Biggest Product Database
  - More than 4,000,000 Different Products
- Business Information of More than 3 Million Buyers from 245 Countries.
- Effective Trade Tools to Lead Your Company to Succeed in Global Business.



### Sign In

Email Address or Member ID :

administrator

Password :

••••••••

Keep me signed in

Sign In

[Sign up for free](#) | [Forgot Password?](#)

Connect with Facebook

## MyEC21 Main Page

#### Quick Basic Menu

- Check New Inquiries
- Add a New Buying Lead
- Add a New Selling Lead
- Add a New Product
- Company Profile
- Member Profile

#### Quick Premium Menu

- Search Buyers
- Customize Site Style
- Manage Private Showroom **PRO**

Upgrade Now



Home > My EC21

View My Homepage : administrator.en.ec21.com

**Notice :** To avoid Spams, please use "Report Spam" button.

Dear Members,

To avoid Spams, please use "Report Spam" or "Spam" button in My Inquiries > [Inbox](#).

As you click "Report Spam" button, the Spam Inquiry will be moved to your Spam Folder and the sender will be blocked at the same time.

Moreover, the Spam sender will be permanently blocked at once if he/she gets reported more than 3 times by members.

For more question, please [Contact Us](#).

Best regards,  
EC21 Service Team

#### Welcome EC21 !

You are a Free Member. [\[upgrade\]](#)

You have : **[ 1 ]** unread inquiries, **[ 3 ]** total inquiries in last 6 months.

**[ 0 ]** posted selling leads. [\[ post new \]](#)

**[ 1 ]** posted buying leads. [\[ post new \]](#)

**[ 0 ]** displayed products. [\[ post new \]](#)

VIP that means the number's not listed.

Our **VIP Membership!**

**EC21 Premium Membership**



**Note: The ID you enter will become your company's website address to be generated. (i.e. http:// member ID, en.ec21.com) The member's ID will also be indicated on the address of website. Therefore, choose an ID to represent your Company or Products if possible.**

[Free Membership Registration]

**EC21** Global B2B Marketplace

Sign In | Join Free | Buy Now | Sell Now | My EC21 | Community | Help

**Free Membership Registration**

Home > Free Membership Registration

Select Language: English

**Start Your Online Business with EC21.com!**  
Complete the simple form below and become a free member today!

Or [Connect with Facebook](#)

**Select Your Country & Account Type** \* Required

\* My Business Location:

\* I am a:  Buyer  Seller

**Enter Your Contact Information**

\* Title:  Mr.  Ms.

\* Full Name:

\* Company Name:   
Please follow general **capitalization** rule.

\* Phone:   
Please enter a valid phone number.  
The number you entered will be a primary contact number on EC21.com

**Enter Your Email Address & Create Your Account**

\* E-mail Address:    
You may login with either your assigned username or your e-mail address.

\* Member ID:  is available.  
4-20 characters long in lowercase.

\* Create a Password:   
6-20 characters long.

\* Re-enter Password:

By clicking the "Create My Account" below, I agree to:  
1. The Terms of Services and Privacy Policy of EC21.  
2. Receive emails relating to events, membership and services from EC21.com

[Create My Account](#)

As a Free member, **You get**

Free Homepage

**15/20**  
Post 15 Products & 20 Selling Leads

**Subscribe Trade Alert**  
Trade Alert by daily / weekly

Real-Time Chat with Live Messenger

If you wish to add further information of your company, click MENU on Company Profile in MyEC21 page and enter mandatory items in English.

## Access to MyEC21

“MyEC21” provides an exclusive space for members combined with online marketing tools. This page is used as a tool for communication and trade management and also can be used to register and management new Products, inquiry exchanges and better understanding online activity performances.

If you click “MyEC21” located on the right hand top of EC21.com, you will be transferred to the “MyEC21” page where you can post and manage your own information.

My EC21
Basic Services
Premium Services
Go to EC21 Mail

**Quick Basic Menu**

- Check New Inquiries
- Add a New Buying Lead
- Add a New Selling Lead
- Add a New Product
- Company Profile
- Member Profile

**Quick Premium Menu**

- Search Buyers
- Customize Site Style
- Manage Private Showroom **PRO**

Go to Premium Services



Home > My EC21 View My Homepage : zim-ex.en.ec21.com

**Notice : To avoid Spams, please use "Report Spam" button.**

Dear Members,

To avoid Spams, please use "Report Spam" or "Spam" button in My Inquiries > [Inbox](#).

As you click "Report Spam" button, the Spam Inquiry will be moved to your Spam Folder and the sender will be blocked at the same time.

Moreover, the Spam sender will be permanently blocked at once if he/she gets reported more than 3 times by members.

For more question, please [Contact Us](#).

Best regards,  
EC21 Service Team

**Welcome Zim-ex inc. !**

You are a TRADE OK Member.

You have : **[ 482 ]** unread inquiries, **[ 482 ]** total inquiries in last 6 months.  
**[ 7 ]** posted selling leads. [ [post new](#) ]  
**[ 0 ]** posted buying leads. [ [post new](#) ]  
**[ 76 ]** displayed products. [ [post new](#) ]

**Your Membership Status** TRADE OK since 2007

Service Duration

2013-04-01 2014-04-01

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**Global Buyer Search**

Over 3 Million Global Buyers Directory  
Find your global buyer here!

Sea

**[MyEC21 Service Map]**

All of services available from MyEC21 are displayed in Service Map on the bottom of MyEC21 page. Free Service Menus will be linked to Basic Services and Trade OK/PRO Service Menus will be linked to Premium Services.

**My EC21 Service Map**

[Service Manual](#)

**Basic Services**

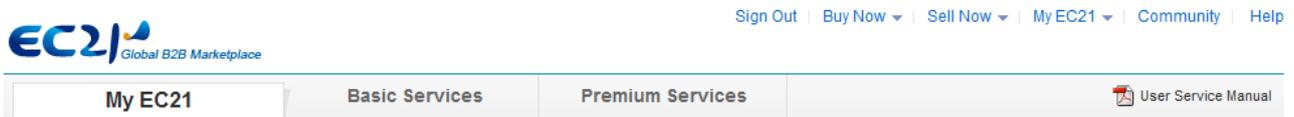
My inquiries	My Buying Tools	My Selling Tools	My Homepage	My Accounts
<a href="#">Inbox</a> <a href="#">Sent Box</a> <a href="#">Saved Box</a> <a href="#">Draft</a> <a href="#">Contact List</a> <a href="#">Block List</a> <a href="#">Trash</a>	<a href="#">Add a New Buying Lead</a> <a href="#">Manage Buying Leads</a>	<a href="#">Add a New Selling Lead</a> <a href="#">Manage Selling Leads</a> <hr/> <p style="text-align: center; font-weight: bold; margin: 0;">My Products</p> <a href="#">Add a New Product</a> <a href="#">Manage Products</a> <a href="#">Manage Groups</a>	<a href="#">Company Logo</a> <a href="#">Social Networks</a> <a href="#">Custom Domain</a>	<a href="#">Company Profile</a> <a href="#">Member Profile</a> <a href="#">Change Password</a> <a href="#">Trade Alerts</a> <a href="#">My Favorites</a> <a href="#">My Advertising History</a> <a href="#">TradeVerify Status</a> <a href="#">Credit Report</a>

**Premium Services**

My Homepage	My Buyer Marketing	Special Services	My Private Showroom
<a href="#">Customize Site Style</a> <a href="#">Manage Site Settings</a> <a href="#">Change URL</a>	<a href="#">Search Buyers</a> <a href="#">Manage My Buyers</a> <a href="#">Manage Circular Letters</a> <a href="#">Buyer Contact List</a>	<a href="#">My Inquiry Statistics</a> <a href="#">Special Circular Letters <b>PRO</b></a>	<a href="#">Manage Private Showroom <b>PRO</b></a> <a href="#">Manage Private Products <b>PRO</b></a> <a href="#">My Contact List <b>PRO</b></a>

## 2.3.1 MyEC21 > Basic Services Menu

If you click Basic Services on the top of MyEC21 as follows, the list of Basic Services which Free Members can use will be displayed on the left side.



The following services will be included in Basic Services.

- 1) 'My Inquiries' to manage exchanged inquiries.
- 2) 'My Buying Tools' for buyers to post Buying Leads
- 3) 'My Selling Tools' for suppliers to post Selling Leads
- 4) 'My Products' for suppliers to post Product(s)
- 5) 'My Accounts' to manage Company Profile and personal profile modification, password changes, Trade Alert (customized automatic email services), My Favorites, Description of Advertisement Application and status of Trade Verify.

## 2.3.2 MyEC21 > Premium Services Menus

If you're a **Trade OK** member, not only Basic Services will be available, you can also use two types of MENUS displayed in blue box among Premium Services; **My Buyer Marketing** and **My Homepage** by simply logging in. Only the **Trade PRO** members, however, can use all services marked in orange colors, in other words, all functions available in the **Premium Services**.

Services available for Trade PRO/OK members.

Services available for Trade PRO members.

My EC21 | Basic Services | Premium Services | View My Homepage | User Service Manual

Premium Services

- My Homepage
  - Customize Site Style
  - Manage Site Settings
  - Change URL
- My Buyer Marketing
  - Search Buyers
  - Manage My Buyers
  - Manage Circular Letters
  - Buyer Contact List
  - Special Circular Letters PRO
- My Biz Statistics
  - Traffic Stats
  - Industry Trends PRO
- My Private Showroom
  - Manage Private Showroom PRO
  - Manage Private Products PRO
  - My Contact List PRO

Go to Basic Services

Home > My EC21 > Premium Service > Customize Site Style

### Customize Site Style

Site Style Advanced Editor

Site Style [Edit]  
-Choose a style for your site.

Main Page Edit  
- Edit main page of your company homepage.

Company Logo Option

No display The company name (text) will appear at the top of every page.

Type A

Type B

Sample ABC Company Co., Ltd.

Upload Image Delete

- Only logo will appear at the top of every page.  
- Recommended image size: W 560 x H85 pixel  
\* Editing images will be applied within 3 hours.

Your Company Name(text)

## 2.4. How to modify “Company Profile”

Your posted Company Profile will be searched from “Companies” on the Main Page of EC21.com and company name, type of business, information related to Product, service and other references will be provided all together. The buyer who visited your website from EC21 may evaluate trade possibilities and business credibility in accordance with the contents contained in your website; therefore, it is important to enter accurate and sufficient company information.

Company Profile can be modified at **MyEC21 > Company Profile** and **MyEC21 > Member Profile**.

### 2.4.1 Company Profile

You can modify, delete and manage the type of business, country, company name, telephone number, fax number, address, business license number, Product category, company video file, website address, company description, keyword, form of business, business year, number of employees and annual turnover in the Company Profile.

(The items marked with \* means mandatory)

[Home](#) > [My EC21](#) > [Basic Service](#) > [Company Profile](#)

#### Company Profile

- Here you can edit or update your company information
- You must fill out each field in English. \* means required fields.

My Company Info. \* Required [ [How to Post?](#) ]

I am a *	<input checked="" type="checkbox"/> Buyer <input checked="" type="checkbox"/> Seller
Company Name *	<input type="text"/> <small>Please follow general capitalization rule. Ex) Abc Co., Ltd.</small>
My Business Location *	Mexico
Phone *	<input type="text"/> - <input type="text"/> - <input type="text"/> <small>Please do not use spaces or dashes. ex) 82-2-12340000</small>
Fax	<input type="text"/> - <input type="text"/> - <input type="text"/> <small>Please do not use spaces or dashes. ex) 82-2-12340000</small>
Street Address *	<input type="text"/> <small>Please make sure you input full street address, including your street number. You should not include the name of city, province, or country.</small>
City *	<input type="text"/>
State/Province *	<input type="text"/>
Postal Code	<input type="text"/>
Selling Categories (* For Sellers)	<input type="text"/> <input type="button" value="Add"/> <input type="button" value="Remove"/> <input type="button" value="X"/> <small>You can select up to 5 categories.</small>
Buying Categories (* For Sellers)	<input type="text"/> <input type="button" value="Add"/> <input type="button" value="Remove"/> <input type="button" value="X"/> <small>You can select up to 5 categories.</small>
Company Website URL	http:// <input type="text"/>
Video (embed code)	<input type="button" value="Attach Video"/>
Description *	<div style="border: 1px solid #ccc; padding: 5px;"><small>- HTML not supported - Writing e-mail address is not allowed. - Current ( 0 / 2000 ). Min. 100 characters.</small></div> <input type="text"/>
Keywords *	<input type="text"/> <input type="button" value="X"/>
Business Type *	<input type="text" value="Manufacturer"/>
Year Established *	<input type="text" value="2007"/>
Employees Total *	<input type="text" value="Above 1000"/>
Annual Revenue *	<input type="text" value="More than 100,000,000"/>

## 2.4.2 Post your company profile

Buyers wish to find “reliable” suppliers. In this aspect, accurate and detailed information about the supplier including precise contact number, company information and certificates will give confidence to buyers. Often, buyers will confirm the existence of the company through telephone or e-mails and therefore, the contact information should be entered correctly. If you can provide correct, valid and abundant information to buyers, you will build up good confidence in your buyers. In particular, buyers might focus on reviewing the following areas among your company profile; therefore, please be cautious when writing your company profile.

### √ **Company information, Product information and current export status**

- Accurate and detailed company information (particularly your telephone number and e-mail address must be presented)
- The website address to provide more information to buyers
- Annual sales
- Certificates
- Company history
- Technology which the company owns
- Features of Products
- Current export status

Ex) ABC.Co. Ltd is a manufacturer producing MP3 and small sized home electronic appliances. Since its establishment in 2000, the company has been achieving the best scores in the annual consumer evaluation and is acknowledged for its technology acquiring e-Trust certificate marks granted by National IT Industry Promotion Agency for the past 10 consecutive years. In addition, the company is also internationally recognized as an excellent enterprise in the area of Production and quality control obtaining ISO 9001 and 14001 as well as UL and CE certificates. Since its establishment, over 200 employees with specialized technologies and knowledge are working for the company and with 10 years of Production and export experiences, the company secures buyers in app. 20 countries including US, Japan and EU as its main exporting countries. If you're interested in Products, please feel free to contact us at anytime.

## 2.4.3 Upload your certificate

If you're a member of Trade OK / PRO, you can also get your buyer's trust by adding various Menus as certificate, awards history, map, company history and greetings from CEO at MyEC21 > Premium Services > Manage Site Setting.

- a. Certificates: You can post your company certificate or business license, etc.
- b. Location: Besides the address of headquarter, you can also post additional addresses such as factory, warehouse, R&D center, etc.
- c. Additional Menus: In addition to the certificate or address, other information such as the map, company history and greetings from CEO can be added.

## 2.4.4 Modify “Member Profile”

Name of the contact person, e-mail address and telephone number can be changed.

You can also choose whether to receive the e-mail automatically sent by EC21.

[Home](#) > [My EC21](#) > [Basic Service](#) > [Member Profile](#)

### Member Profile

#### ▶ My Member Profile

Title *	<input type="radio"/> Mr. <input checked="" type="radio"/> Ms.
Full Name *	<input type="text" value="Jason"/>
E-mail *	<input type="text"/>

Alternate E-mail	<input type="text"/> Please enter the e-mail address other than your primary e-mail address above.
Phone *	<input type="text"/> - <input type="text"/> - <input type="text"/> Please do not use spaces or dashes. ex) 82-2-1234XXXX
Mobile Phone	<input type="text"/> Please do not use spaces or dashes. ex) 8221234XXXX
Company Name *	<input type="text"/> Please follow general <a href="#">capitalization rule</a> . Ex) Abc Co., Ltd.
Position Title	<input type="text"/>
Department	<input type="text"/>

#### ▶ Subscription

<input checked="" type="checkbox"/>	<b>Inquiry Arrival Notice</b> (I want to receive Inquiry arrival notice via e-mail.)
<input checked="" type="checkbox"/>	<b>Newsletter</b> (I want to receive EC21 newsletters.)
<input checked="" type="checkbox"/>	<b>Other Useful Information</b> (I want to receive other useful information like product approval notice, events, promotion, and etc from EC21.)
	<b>Trade Alert</b> * To subscribe or unsubscribe Trade Alert, please change your <b>Frequency</b> setting at <a href="#">Trade Alert</a> menu.

Check in the box to receive e-mails.

- **Inquiry Arrival Notice: An e-mail to inform an arrival of inquiry.**
- **Newsletter: A regular newsletter sent on a monthly basis by EC21**
- **Other Useful Information: Other beneficial information will be sent.**

## 2.5 Change your password

Please use the Menu “MyEC21 > Basic Services > Change Password” if you wish to change your password.

The screenshot shows the EC21 Global B2B Marketplace interface. At the top right, there are links for Sign Out, Buy Now, Sell Now, My EC21, Community, and Help. Below the navigation bar, the 'My EC21' menu is active, and the 'Basic Services' tab is selected. The breadcrumb trail reads 'Home > My EC21 > Basic Service > Change Password'. The main heading is 'Change Password'. A progress bar shows 'Step 1 Enter Current Password' as the active step, followed by 'Step 2 Enter New Password'. A form labeled 'Password' has an empty input field. A yellow 'Next' button is positioned below the input field. On the right side, there is an 'Inquiry Basket' icon.

This screenshot is identical to the one above, but includes an annotation. A red-bordered callout box with a pointer to the password input field contains the text: "Enter the password you're going to change twice and click 'Submit' to complete." The 'Next' button is also visible below the input field.

## Chapter 3: Promote your company and Product information to potential buyers

### How to promote your Products to buyers and receive messages

Your company and Product information will be promoted to buyers through the following methods and you will receive inquiries from the potential buyers who are interested in your Product.

#### Step 1. Search

: Buyers will first search information either by keywords or categories from Products, Selling Leads, Buying Leads and Companies on the top of the main screen. The factors which attract buyers' attention will be the number of Products, linkage with search keywords, Premium Services (the top listing), etc.

#### Step 2. Click your Product on the search result pages.

: Buyers will then click on a viewed posted photo of the Product, Product name and Product description on the search result pages.

#### Step 3. "Send Inquiries' by the buyers

: Buyers will send Inquiries to Suppliers after viewing detailed Product descriptions, Product categories and the company's profile. If you're logged in with the Live Messenger, buyers may talk and send inquiries to suppliers right away. If you're posted as a supplier, keeping your state as on-line at Messenger at all times can help you to quickly move on to the next stage of your marketing activity by immediately responding to your buyer's inquiry.

### 3.1 Post your new Product information

You can post your new promotion items through **MyEC21 > Basic Services > Add a New Product** and also can easily classify your items into groups so that your visitor may find the items through Product Group functions. The more Products you post, the better chances that you will be exposed to your buyers and therefore, you will have higher chances to get inquiries.

If you become a Premium Member, you will secure the best Product display locations. Therefore, exhibiting larger number of Products as possible will increase your trade accomplishment chances.

**Number of Products to be posted for Free Members: Max. 15**

**Number of Products to be posted for Trade OK Member: From 50 ~**

**Number of Products to be posted for Trade PRO Member: From 100 ~**

### 3.1.1 Add a New Product (Posting a new Product)

The page to post a new Product will be displayed when you click MyEC21 > Basic Services > Add a New Product.

**EC21 Global B2B Marketplace** | Sign Out | Buy Now | Sell Now | My EC21 | Community | Help

My EC21 | Basic Services | Premium Services | View My Homepage | User Service Manual

Home > My EC21 > Basic Service > Add a New Product

## Add a New Product

- Fill out each field in English ONLY.
- To find suppliers, go to add a [New Buying Lead](#).
- IMPORTANT:** Please read our [Product Listing Policy](#).

**Basic Information**

**Group Name \*** -- Select the Group --

**Product Name \***  [Load Product Info.](#)

- Please make sure you input a single product name, not a model name or specific brand.  
ex) MP3 Player, Automotive Halogen Lamp, Mobile phone  
- Also, do not repeat same words or unrelated words many times.  
- Please follow general capitalization rule.  
- 4 to 60 characters.

**Keywords**

Please provide a relevant keyword or phrase here. Please enter one keyword per each blank.  
Each keyword should not be more than 4 words.  
ex) mobile phone, cell phone, cellular phone

**Category \***  Choose [or](#) -- Frequently used category --

**Image** [Upload Image](#)

Maximum file size: 2MB. You are allowed to post up to 8 images for each product.  
Images will be displayed for 3 hours.

**Details \*** - Do not enter your e-mail address.

**Unit Price (Negotiable)** Price  Currency Type  / Unit

Price Condition  Incoterm  Delivery Port

ex) Price USD 100/unit 10 pairs  
Price Condition : FOB Delivery Port : Orchard

**Minimum Order**  ex) 200 pairs

**Ready to display? \***  Yes  No  
- Please check "No" to display this item later.

**Additional Info**

Certificates Approval	Certificate Name	Certificate Number
<input type="checkbox"/>	CCC	<input type="text"/>
<input type="checkbox"/>	CE	<input type="text"/>
<input type="checkbox"/>	FCC	<input type="text"/>
<input type="checkbox"/>	TUV	<input type="text"/>
<input type="checkbox"/>	UL	<input type="text"/>
<input type="checkbox"/>	FDA	<input type="text"/>

**Packaging** Packing  ex) 10 pieces per box  
Length  Width  Height  Size Unit   
Weight  Weight Unit

**Delivery Lead Time**

**Supply Ability**

\* These fields are not required. However, if you insert additional information, visitors will be able to catch your buying needs more easily.

[Preview](#) [Submit](#) [Cancel](#)

Select "Products" from Group Name if you first post your Product.

Enter the name of your Product. If you already post the Product, you can bring Product information by clicking Load Product Info.

Enter Product keywords and select your category.

Upload "Product Image"

You can also post a video file of your Product.

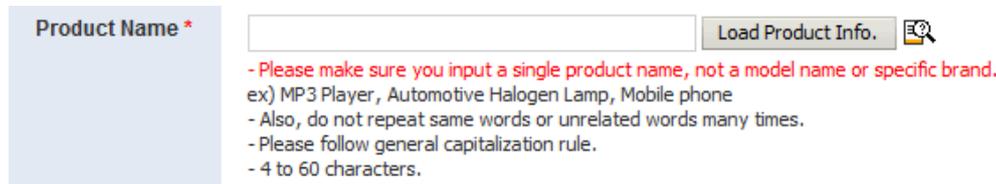
Enter your Product description. By using the EDIT function on the top of 'Description', you can apply "Draw Table", "Justify Paragraphs" "Font Colors", etc.

### 3.1.2 Post Products for efficient promotion

#### A. Please use only a clear and specific Product name to express features of your Product.

The words entered in Product Name are one of the most important criteria reflected on search results. Accordingly, it is recommended to use some general words that can be found by the other party.

(E.g. MP3 Player, Automotive Halogen Lamp)



The screenshot shows a form with a label "Product Name \*", an empty input field, and a "Load Product Info." button with a magnifying glass icon. Below the input field, there are four lines of red text instructions: "- Please make sure you input a single product name, not a model name or specific brand.", "ex) MP3 Player, Automotive Halogen Lamp, Mobile phone", "- Also, do not repeat same words or unrelated words many times.", and "- Please follow general capitalization rule." followed by "- 4 to 60 characters."

On the other hand, by entering a specified brand name or model name in the Product Name that is not well known to the other party may cause 'no matching results' from your search results. (e.g. bk 3789, st9345)

The Product names containing accurate and highly linkable words show an app. 15% of higher chances in receiving clicks comparing to other cases.

Product Names can be entered from 4 letters to 60 letters and it is recommended to use only necessary words rather than putting too many words.

The following is an example of good and poor Product names to submit.

Poor	Common	Good
Bike (not clear enough)	Electric Bike (Detailed and precise)	50cc Electric Mountain Bike (Detailed and precise while indicating the Product size and industrial standards)

#### B. Enter relevant keywords

The second criteria to be reflected on search results next to Product Name will be keywords. Selecting the keywords, which have higher linkage with the Product, will help you to be displayed on the top page of buyer's search results while enhancing the percentage to be exposed to potential buyers looking for your Product.

Keywords can be entered up to 4 different types and 4 words in maximum can be entered per one keyword. (ex - mobile phone, cell phone, cellular phone, brand new mobile phone)

However, selecting the keywords which have no connection with your Product is not recommended even through you wish to post more keywords. The keyword which has no connection with your Product can cause damages on credibility of your company in terms of specialty.

<b>Keywords *</b>	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>
-------------------	---

- Please provide a relevant keyword or phrase here. Please enter one keyword per each blank. Each keyword should not be more than 4 words.  
ex) mobile phone, cell phone, cellular phone

**Select**

**the best keywords:**

- ✓ Use a related Product name and synonym
- ✓ Correct spelling
- ✓ Avoid using special characters or symbols.
- ✓ Use the words specifying a Product name.

**A comparison of Product keywords for “Fruits”:**

Poor	Common	Good
Fruits	Dried Fruits	Mixed Dried Fruits, Sun Dried Tomato, Sun Dried Apricots, Sun Dried Fruits Sauces
Extremely a common name and more accurate information will be required	Somewhat accurate and clear	The name of the Product is accurate and clear

**Useful tips for adding keywords**

- You can view the recommended keywords by entering your keyword in the search bar of EC21.com website.
- Do not separate keywords combined with more than one word (ex: cotton candy -> cotton, candy)  
: Totally different search results can be displayed.
- Keywords do not distinct capital or small letters. ( i.e. – mobile phone and Mobile Phone will be searched the same)
- Do not use a general model number as keywords (ex: k007)
- In general, keywords will be used in forms of the singular or the plural; however, if the system recognizes the word separately, (i.e.: machine and machinery) both keywords have to be entered.

### C. Select categories

More than 1/3 of buyers search Products by category, therefore, it is recommended to select a highly relevant Product Category. The following pop-up screen will be displayed to select categories when you press 'Choose' button from 'MyEC21 > Basic Services > Add a New Product.'

You can either select an appropriate category after entering keywords from Category Search page or select the category from Category Browser page.

The screenshot shows a form with three main sections: 'Category \*', 'Image', and 'Video (embed code)'. The 'Category \*' section has a text input field, a 'Choose' button with a magnifying glass icon, and a dropdown menu. The dropdown menu is open, showing a list of categories: '-- Frequently used category --', '-- Frequently used category --', 'Canned Fruit', 'Casual Shoes', 'Other Auto Parts', 'Car Bumpers', and 'Running Shoes'. The 'Image' section has an 'Upload Image' button with a magnifying glass icon. Below it, there are two lines of red text: '\* Premium members get special benefit to post up to 8 images' and '\* Editing images will be applied within 3 hours.' The 'Video (embed code)' section has an 'Attach Video' button.

Once you select the category during the Post Products, it can be easily found from Frequently Used Category

< The below screen to be displayed by clicking 'Choose' button >

The screenshot shows the 'Choose your category' page. At the top, there is a header with 'Choose your category' and buttons for 'Category Search', 'Category Browser', and 'EC21'. Below the header, there is a search input field containing 'mobile phone' and a 'Search' button. Below the search field, there is a text box with instructions: 'Please insert a space after an each word. ex) mobile phone(O) After search, please "select" the best matching one or click its Otherwise, you can narrow the categories using [Category Browser](#)'. Below this, there is a list of 'Matching Category Name' with radio buttons next to each item. The items are: 'Telecommunications > Antenna > Mobile Phone Antenna', 'Telecommunications > Mobile Phone Adapters > Mobile Phone Adapters', 'Telecommunications > Mobile Phone Adapters > Mobile Phone Adapters', 'Telecommunications > Mobile Phone Adapters > Mobile Phone Adapters', 'Telecommunications > Mobile Phone Adapters > Mobile Phone Adapters', 'Category of Matching Product', 'Telecommunications > Mobile Phones (44%)', 'Energy > Solar Energy Products > Solar Chargers (1%)', 'Consumer Electronics > Chargers > Battery Chargers (1%)', and 'Consumer Electronics > Digital Batteries > Mobile Phone Batteries (1%)'. Below the list, there is a 'Submit' button. At the bottom, there is a footer with the text: 'Not satisfied with the results? Please [suggest a new category](#) to us. We will appreciate any kinds of requests from members and suggestions for new categories.' and a 'Close Window' button.

**Relevant categories will be automatically searched when you enter the Product keyword. Click 'Submit' button after selecting the best matching category with your Product.**

**When you select one category among category section, the sub-section category will be displayed. If you select one category from sub-section, the categories in class will be displayed. Click 'submit' after selecting the category in the final class.**

<The below screen displayed after selecting 'Category Browser'>

Choose your category Category Search Category Browser **EC21**

You can narrow down the categories by clicking the most appropriate one after another every next sub category list appears until the "Submit" button turns on. Choose your best category that your items or business belongs to, by clicking the "Submit" button at the bottom of the page after selecting the radio button.

**Main Category**

- Agriculture
- Apparel
- Automobiles & Motorcycles
- Business Services
- Chemicals
- Computer Hardware & Software
- Construction & Real Estate
- Consumer Electronics
- Electrical Equipment & Supplies
- Electronic Components & Supplies
- Energy

Not satisfied with the results? Please [suggest a new category](#) to us.  
We will appreciate any kinds of requests from members and suggestions for new categories.

[Close Window](#)

#### D. Post Product Image(s)

The most effective and efficient method to show your Product information to buyers is to post Product Image. Buyers also prefer the Products provided with photos.

In addition, information posted together with the photos and description would be searched first than the ones without photos.

#### (How to post)

The following pop-up screen will be displayed by clicking 'Upload Image' button from 'MyEC21 > Basic Services > Add a New Product.'

**Image**

\* Premium members get special benefit to post up to 8 images for each product.  
\* Editing images will be applied within 3 hours.

#### Upload Image

**EC21**

Click on the "Browse" button to select the image file and upload from the computer.

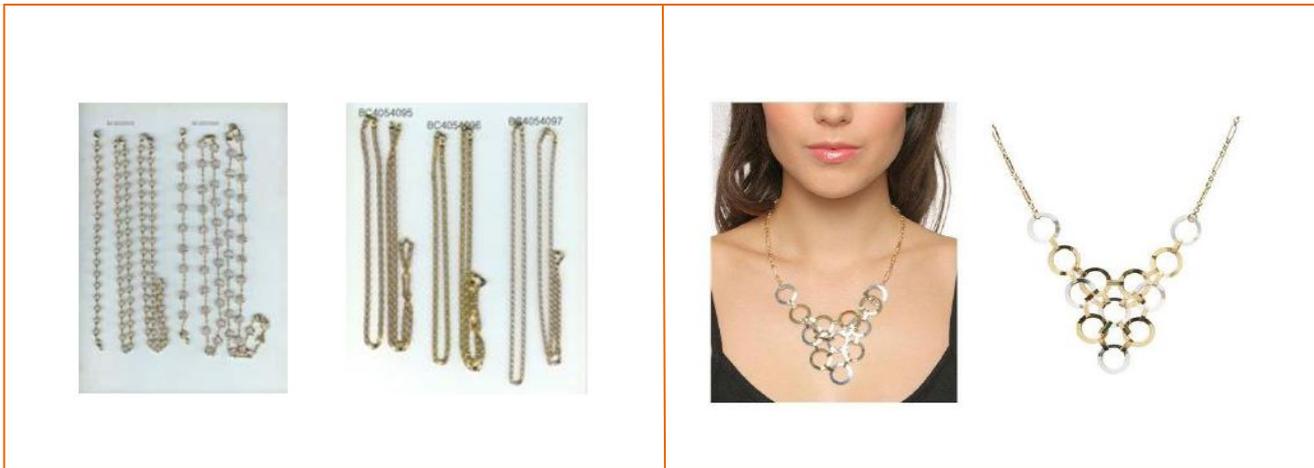
- recommended image size : 320\*320 Pixel
- JPG or GIF file Only
- limited file size : 300 KB

Select an image stored in your PC by pressing Browse button.

- **The standard size of the image: 320 \* 320 pixel**
- **Types of file: Only JPG and GIF files**
- **The maximum capacity of the image: 300KB**
- **File names: Only English or numbers** (Your image is not going to be uploaded if you use the names in special symbols, Korean or Chinese, etc)
- If the Browse button is not found, click Get Adobe Flash Player on the right side of [www.adobe.com](http://www.adobe.com) and download a new version of Flash Player.

**(Images comparison with the posted Products)**

The Products completed with the registration will be shown from your website and Product search results.  
 Examples of Product images – Can Cooler



①

②

Photo	①	②
Background	The texture of background is not even and rather dark, therefore, the Product is not stood out clearly.	The white background makes the image of the Product stand out clearly.
Status of Product	The Product looks to be wrinkled and seems to be fallen behind with its specialty. You can't tell the purpose of the Product by looking at the image.	Product purposes and features can be easily understood while demonstrating a clean-cut state and specialty.

**E. Post the video file of the Product**

If you post the video file of the Product together with Product image, you can deliver live Product information to your buyers. Your video file can be only posted when you have already post the video at Google Video, YouTube and Yahoo Video.

If you click “Attach Video” from the Post Products page at MyEC21 > Basic Services > Add a New Product, the pop-up window as follows will be displayed.

Video (embed code)

Attach Video

**Attach Video**
**EC21**

Post a new video

Select one from posted videos

If you want attach the video you already posted, [Select one from posted videos](#).

**Video Embed Code \***

- Video width may not exceed 540

- **Firstly, upload your video to Google Video, YouTube, or Yahoo Video, copy the Embed code (click here to see an example), and paste it here. Click on Preview to see the video.**

Preview

**Video title \***

(up to 60 characters)

**Tags \***

(up to 80 characters)

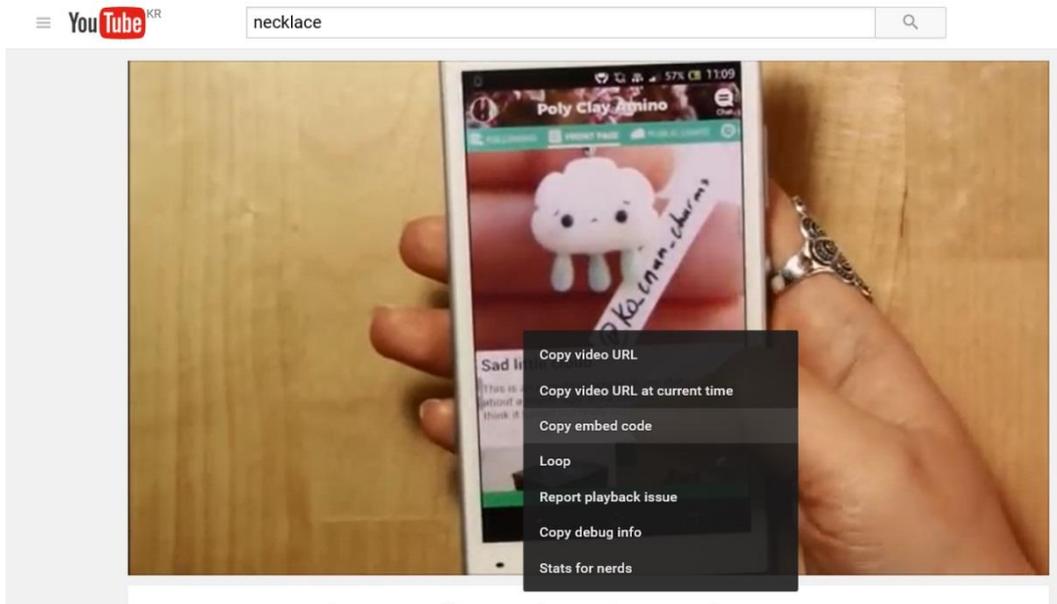
-Enter keywords related with the video. Separate words with space.

**Caution:** If you post unauthorized, offensive or improper video, it may be deleted with out notice and you may be banned from all activities on EC21.. See [Posting Guidelines](#).

Submit

[Close Window](#)

( You can find “Embed Code” as follows from the Video Hosting sites.)

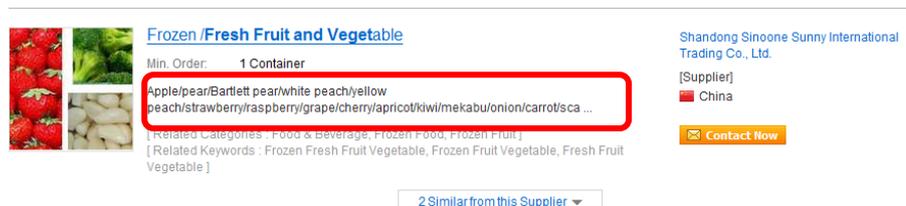


- While viewing an individual video on YouTube, look for the box to the right of the video window.
- Copy the embed code using right clicking your mouse.
- Paste the code into “Video Embed Code” text box on the EC21 video submission page (using Ctrl+v)

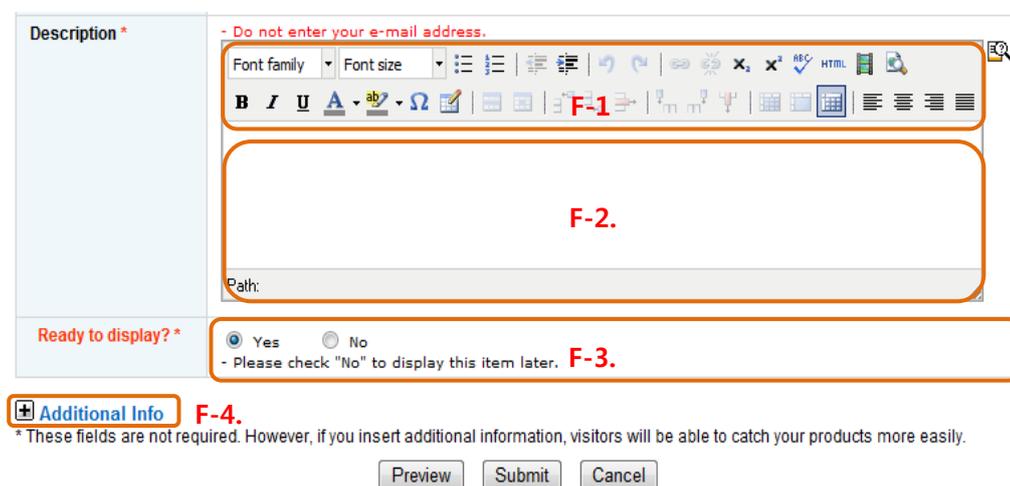
## F. Post “Product Description”

Now, we’re about to look at the registration process of Product description, which comes to the final stage of the Post Products page. The Product description will be displayed on the search results. Therefore, it is important to use proper sentences that the buyers would pay attention.

(The results found from Product Information after entering the keywords as Fruits)



(Post Products Page)



F-1.

By using EDIT function at top, you can change font sizes, colors, underbars, background colors, symbol insertion, table insertion, paragraph alignment, paragraph indentation, spelling check and insert a video. If you click HTML, the HTML Source Window will be displayed, which you can immediately modify, delete or add your html sources.

F-2.

Enter your Product description in English. Only accurate and detailed information will gain buyer’s trust. The Product description should be entered within at least 100 letters.

F-3.

If you select YES for “Ready to Display?”, the search results will be displayed after passing the information registration and inspection.

If you select NO for “Ready to Display?”, nothing will be shown on your search result or inspection regardless of information registration.

F-4.

If you click “Additional Info”, the screen to enter additional information of the Product will be opened as follows:

▶ **Additional Info**

<b>Certificates Approval</b>	Certificate Name	Certificate Number	
	<input type="checkbox"/> CCC		
	<input type="checkbox"/> CE		
	<input type="checkbox"/> FCC		
	<input type="checkbox"/> TUV		
	<input type="checkbox"/> UL		
	<input type="checkbox"/> FDA		
<b>Packaging</b>	Packing		ex) 10 pieces per box
	Length	Width	Height
	Weight	Weight Unit	Size Unit
<b>Delivery Lead Time</b>			
<b>Supply Ability</b>			

\* These fields are not required. However, if you insert additional information, visitors will be able to catch your marketing needs more easily.

Preview Submit Cancel

Post your certificate number in the event that the Product has a certificate.

Packing unit, size, weight and unit should be

Enter the possible delivery time

Enter the quantity that can be possibly

Finally, your Product information can be posted by clicking the ‘Submit’ button.

With the same process, the Free Members can post up to 15 Products.

(Trade OK members can post 50 Products and can an additionally post 100 more items by paying extra \$100 dollars. Trade PRO members can post up to 100 items.)

The posted items will be displayed on the search results with an approval after passing the inspection.

The inspection takes approximately a day. Information completed with the inspection will also take about a day to reflect on the search engine.

## 3.2 Manage your new products' information

### 1) Manage Products

Your posted products' information can be modified, deleted and added from Manage Products.

You can modify the contents of the product information by clicking EDIT. If you want to delete a product's information, Click 'Delete'. Designating the sequence of products can be done after clicking 'Move'.

**My Inquiries**

- Trade Inquiry Center
- Saved Box
- Contact List
- Block List
- Spam
- Trash
- Escrow Protection Setting

**My Storefront**

- Storefront Setting
- Manage News & Notices

**My Buying Tools**

- Add a New Buying Lead
- Manage Buying Leads

**My Selling Tools**

- Add a New Selling Lead
- Manage Selling Leads

**My Products**

- Add a New Product
- **Manage Products**
- Manage Groups

**My Accounts**

- Company Profile
- Member Profile
- Change Password
- Trade Alert
- Live Chat Setting
- My Favorites
- My Advertising History
- TradeVerify Status
- Credit Report

Go to Premium Services

### Manage Products

Your product(s) will be reviewed within 24 hours and listed if approved.

- "Pending" indicates your submission is being reviewed. (Not Searchable on EC21)
- "Approved" indicates your submission has been approved and currently listed. (Searchable on EC21)
- "Denied" indicates your submission has been rejected due to following reasons: [See Restrictions](#)
- "Blocked" indicates your submission has been rejected and blocked by EC21 administrator due to following reasons: [See Restrictions](#). Blocked products cannot be edited or reposted.

You have **5** products and **2** groups. ( Your product posting limit is exceeded by **-4**, you are not allowed to post products anymore. )  
 Currently, your Storefront products are displayed as [List View](#) (Change to [Gallery View](#))

<input type="checkbox"/>	Group / Product	image	Status	Display	Date	Action
<input type="checkbox"/>	Products		Approved	Yes	2016/04/06	<a href="#">Add a new product</a>
<input type="checkbox"/>	Test		Approved	Yes	2017/03/29	<a href="#">Edit</a> <a href="#">Delete</a> <a href="#">Move</a>
<input type="checkbox"/>	TEST - Coca.I.N.E		Denied	Yes	2016/05/27	<a href="#">Edit</a> <a href="#">Delete</a> <a href="#">Move</a>
<input type="checkbox"/>	test2kevin		Approved	Yes	2017/03/29	<a href="#">Edit</a> <a href="#">Delete</a> <a href="#">Move</a>
<input type="checkbox"/>	Test 2016		Approved	Yes	2017/03/29	<a href="#">Edit</a> <a href="#">Delete</a> <a href="#">Move</a>
<input type="checkbox"/>	Cell Phone Case		Pending	No	2017/03/29	<a href="#">Edit</a> <a href="#">Delete</a> <a href="#">Move</a>

\* Status of your Post Products

**Approved:** The Product currently being exhibited after receiving an approval

**Denied:** The Product failed to pass the inspection and the item has not been posted or displayed

**Pending:** The Product in a stand-by mode waiting for an approval (an approval will be given within 24 hrs after the inspection)

## 2) Manage Groups

Your Products can be classified into groups and put with the Menu buttons on the left of your website to be easily found by buyers. The group can contain up to 50 items.

The Product group can be posted from MyEC21 > Basic Services > My Products > Manage Products.

### a. What is “Group Name”?

- The names of Product groups posted in the “Manage Groups” inside “My Products” Menu will be displayed. If a user posts various differing product types at EC21 website, the ‘Group’ function allows for a clear separation of posted products. This function will easily display the Product information to both registrant and searcher.

For example, if you created groups such as Shoes, Cosmetic or Fruits within the Manage Groups, you could post various product items to a group so that Sneakers, High Heels, Hiking Boots, etc would be under ‘Shoes Group’. Under the ‘Cosmetic Group’, you could post various items such as Skin Care Products, Make-up items, Anti-wrinkle products while also posting other detailed items such as Grapefruit, Apple, Strawberry and Banana under ‘Fruits Group’.

[Home](#) > [My EC21](#) > [Basic Service](#) > [Add a New Product](#)

## Add a New Product

- Fill out each field in English ONLY.
- To find suppliers, go to add a [New Buying Lead](#).
- **IMPORTANT:** Please read our [Product Listing Policy](#).

### Basic Information

\* Required [ [How to Post?](#) ]

Group Name *	-- Select the Group --
Product Name *	-- Select the Group -- Products

- Please make sure you input a single word.  
ex) MP3 Player, Automotive Halogen Lamps  
- Also, do not repeat same words or use same words in different cases.  
- Please follow general capitalization rules.  
- 4 to 60 characters.

Your posted Product Group(s) will be automatically displayed in the Group Name of ‘Add a New Product’ page. If you haven’t posted a group yet, it will be displayed in a basic group as “Products”.

The posted group will be generated on the left side of the Main Page of your website.

**EC21**  
Sign Out | Community | Inquiry Basket (0) | Help | Search all suppliers

Buy Now | Sell Now | Services | My EC21

Home > Buy Now > Paragon Electronics

TRADE OK  
Member since 2010

Home

- Export List
- Import List
- DIP Switch
- Micro Switch
- Tact Switch
- Slide Switch
- Push Button Switch

Company Profile  
Index  
Bulletin Board  
Guest Book

To Korean Page

visitors: 4087

Your posted Product Group will be created as Menu Button on your company website.

Dip Switch

Micro Switch

Switch Product SVM-6171-06

Switch Product SSM-1132-01

About Us

Inquire Now >

My EC21 | Basic Services | Premium Services | View My Homepage | User Service Manual

Home > My EC21 > Basic Service > Manage Groups

### Manage Groups

Group is simply to help you arrange your product catalogs better.  
Please be noted **Group name or their description is not searchable in EC21**. If you want to make your products searched on EC21.com, you should post product catalogs in "My Product" menu.

Click here to post a new

Total 1 group(s) | More details about Group | Post a new Group

Group / Product	Status	Display	Date	Action
Products	Approved	Yes	2015/07/19	Edit   Delete   Move
Nutella 230g	Approved	Yes	2016/07/09	Move
Sodium Cyanides Powders, (Euthasol), Phenytoin, Nambutals, Midazolam Inje	Denied	No	2016/07/09	Move
MILKA 250g Alpine Milk, MILKA LILA STARS Raisins 130g, MILKA LILA STARS Hazelnuts 110g, MILKA TOFFEE	Approved	Yes	2016/07/09	Move
TOFFIFEE 250g, TOFFIFEE 400g	Approved	Yes	2016/07/09	Move
Nambutals-Pe			6/07/09	Move
Milka Singles			2016/07/09	Move
Mousse 128g мика Шоколад Orange Jelly 147g Milka			2016/07/09	Move
Bounty Chocolate Bar 57 G, Bounty Minis 198 Gr Chocolate	Approved	Yes	2016/07/09	Move

Posted Products under a Group

A Menu to modify, delete and move Product

If you post various Product items with different features, the group will tie those features to easily view them.

The posted group will be marked by a Product Group button from your website, however, the Group Name and the contents posted in that Group will not be found from Search Page.

The relationship between Product Group and Product Item will be as follows.

Groups will play a role in tying up products with the same features when you post different types of Products, but will not be reflected on the search result. Therefore, Product Catalogues must be posted if you want your Products to be discovered easily. (If you post Product Group only, no search result will be found by using keywords) Product Groups can contain up to 50 items.

**More Details about Group**


**Step 1) Group**

Group is a simply term representing multiple Items. However you don't want to register diverse products, you must register group.

➔

**Step 2) Product catalog**

Product catalog is an actual product. All the information inserted in this field is fundamentally search-oriented.

Total 5 group(s)

[More details about Group](#)

Group / Product	Status	Display	Date	Action
<input type="checkbox"/> <b>WCM C Series</b>		Yes	2001/02/23	<input type="button" value="Edit"/> <input type="button" value="Delete"/> <input type="button" value="Move"/>
<a href="#">CHAIN STITCH QUILTER</a>	Approved	Yes	2001/02/23	<a href="#">Move</a>
<input type="checkbox"/> <b>KW C Series</b>		Yes	2001/02/23	<input type="button" value="Edit"/> <input type="button" value="Delete"/> <input type="button" value="Move"/>
<a href="#">COMPUTER QUILTING MACHING</a>	Approved	Yes	2001/02/23	<a href="#">Move</a>
<input type="checkbox"/> <b>KW A Series</b>		Yes	2001/02/24	<input type="button" value="Edit"/> <input type="button" value="Delete"/> <input type="button" value="Move"/>
<a href="#">QUILTING MACHINE</a>	Approved	Yes	2001/02/23	<a href="#">Move</a>
<input type="checkbox"/> <b>WQM 3000 Series</b>		Yes	2001/02/23	<input type="button" value="Edit"/> <input type="button" value="Delete"/> <input type="button" value="Move"/>

### 3.3 Post and manage new Selling Leads (for Supplier)

#### My Selling Tools

If the supplier wants to posts selling information, My Selling Tools can be used. **If you're a Free Member, you can post up to 20 items. If you're either a Trade OK or Trade PRO member however, you can post 200 items maximum or an unlimited number of items respectively.**

If you're a Free Member, and post over 20 Selling Leads, the Selling Leads posted over 20 items will not be stored, the Display status will be automatically checked with NO and your posted Selling Leads will not be displayed in user search results.

#### 1) Add a New Selling Lead

Home > My EC21 > Basic Service > Manage Selling Leads

#### Add a New Selling Lead

- Fill out each field in English ONLY.
- To find suppliers, go to add a [New Buying Lead](#).
- **IMPORTANT**

Enter the subject of Selling Leads. Enter the title after "Sell". (e.g: Sell Flower)

You can view the posted examples.

▶ Selling Lead

\* Required [ [How to Post?](#) ]

Subject \*    
Please follow general capitalization rule  
ex) Buy 125cc Dirt Bike

Keywords      
Please provide a relevant keyword or phrase here. Please enter one keyword per each blank.  
Each keyword should not be more than 4 words.  
ex) mobile phone, cell phone, cellular phone

Category \*   

Enter keywords of your Selling Leads. You can enter 4 keywords in total and one keyword should be structured with less than 4 words.

Select an appropriate category for your Selling Leads. Press 'Choose' and find the category with keywords. Or click 'Category Browser' and select.

• JPG or GIF only. Max 300kb  
  
• You can select an image in your product catalogs in EC21.  
\* Editing images will be applied within 3 hours.

Select Duration   
- No HTML, please. Do not enter your email address.  
- Current ( 0 / 2000). Min. 100 characters.

You can select the expiration period of the Selling Leads.

Select an image after clicking Upload button if you wish to post your Product image. (Only jpg or gif can be uploaded up to 300KB.)  
  
If you click 'Select a Catalog Image', you can select one image from Product Catalog you've previously posted.

## 2) Manage Selling Leads

You can manage your posted Selling Leads information at this page. (Including Modify, Delete, Re-post, Post New, etc)

**Basic Services**

**My Inquiries**

- Trade Inquiry Center
- Saved Box
- Contact List
- Block List
- Spam
- Trash
- Escrow Protection Setting

**My Storefront**

- Storefront Setting
- Manage News & Notices

**My Buying Tools**

- Add a New Buying Lead
- Manage Buying Leads

**My Selling Tools**

- Add a New Selling Lead
- **Manage Selling Leads**

**My Products**

- Add a New Product
- Manage Products

Home > My EC21 > Basic Service > Manage Selling Leads

### Manage Selling Leads

Your selling lead(s) will be reviewed within 24 hours and listed if approved.

- "Pending" indicates your submission is being reviewed. (Not Searchable on EC21)
- "Approved" indicates your submission has been reviewed and currently listed. (Searchable on EC21)
- "Denied" indicates your submission has been reviewed and blocked by EC21 administrator due to following reasons: [See Restrictions](#)
- "Blocked" indicates your submission has been reviewed and blocked by EC21 administrator due to following reasons: [See Restrictions](#). Blocked SellingLeads cannot be edited or reposted.

[What's the difference from Product Catalogs?](#)

Total 4 Selling Leads

Is Repost
Post New
Repost Checked
Delete Checked

No.	Subject	Status <span style="font-size: x-small;">?</span>	Input Date	Action	Repost All	Delete All
4	Sell cell phone case	Pending	2017-03-29	<span>Edit</span> <span>Delete</span>	N/A	<input type="checkbox"/>
3	<a href="#">Sell Bulldozer</a>	Approved	2017-03-29	<span>Repost</span> <span>Edit</span> <span>Delete</span>	N/A	<input type="checkbox"/>
2	Sell LED street light	Denied <span style="font-size: x-small;">!</span>	2017-03-29	<span>Edit</span> <span>Delete</span>	N/A	<input type="checkbox"/>
1	<a href="#">Sell LED Audio</a>	Approved	2017-03-29	<span>Repost</span> <span>Edit</span> <span>Delete</span>	N/A	<input type="checkbox"/>

Click 'Post New' to post new leads.

The date of posting your leads

- Edit: Click EDIT when modifying and editing Leads information
- Delete: Click Delete after checking the box on the next when deleting Leads information.
- Repost: Use when you want to update the contents of Leads you've previously posted to today.  
Repost function will be displayed after 7 days from the completion of leads inspection. You will be exposed on the top of the search if you 'Repost' once a week.

### 3.4 Post and manage new Buying Leads (for Buyers)

#### My Buying Tools

My Buying Tools can be used if the buyer posts buying information. There is no limit to the number of registrations, however, the items prohibited from Product Listing Policy may not be sought. (ex: drugs including cocaine, bones as ivory, illegal software, weapon, counterfeit money, etc)

#### 1) Add a New Buying Lead

**Manage Buying Leads > Add a New Buying Lead**

Put each field in English ONLY.

**Lead Info.** \* Required [How to Post?]

**Title:** Buy

**Keywords:** - Please provide a relevant keyword or phrase here. Please enter one keyword per line. Each keyword should not be more than 4 words. ex) mobile phone, cell phone, cellular phone

**Category:** Choose

**Duration:** Select Duration 19 MAY, 2010

**Image:** Upload, Delete, Select a Catalog Image

**My Contact Preference:**  Only Trade OK & Trade PRO members (only premium members) may contact me.  Allow all members (including free members) to contact me.  Allow all contact only through EC21 Inquiry Service.

**Additional Info.** (These fields are not required. However, if you input additional information, you will be able to catch your buying needs more easily.)

**Edit My Contact Info.** \* To change your contact info, click on the 'My Co

**Callout Boxes:**

- Select the category that your Buying Leads are fallen into. Press 'Choose' and find the category with keywords. Or click 'Category Browser' and select the category
- Enter the title of Buying Leads. Enter the title after Buy.
- You can view the posted examples if you're not sure how to post.
- Enter keywords of your Buying Leads. You can enter 4 keywords in total and one keyword should be structured with less
- You can select the expiration period of the Buying Leads.
- Select an image after clicking Upload button if you wish to post your Product image. (Only jpg or gif can be uploaded up to 300KB.) If you click 'Select a Catalog Image', you can select one image from Product Catalog you've previously posted.
- Enter the contents of your Buying Leads.
- If you want to add more specified information including detailed items, quantity, price and packaging, click 'Additional Info'.
- You can select whom you wish to open your posted information.
  1. Only open to the Premium members
  2. Open to all members
  3. Open to all suppliers who are interested in this Buying Leads through EC21 inquiry services

## 2) Manage Buying Leads

The registered Buying Leads can be modified and deleted, and new Buying Leads can be posted.

### Manage Buying Leads

Your buying lead(s) will be reviewed within 24 hours and listed if approved.

- "Pending" indicates your submission is being reviewed. (Not Searchable on EC21)
- "Approved" indicates your submission has been approved and currently listed. (Searchable on EC21)
- "Denied" indicates your submission has been rejected due to following reasons: [See Restrictions](#)
- "Blocked" indicates your submission has been rejected and blocked by EC21 administrator due to following reasons: [See Restrictions](#). Blocked BuyingLeads cannot be edited or reposted.

Click 'Post New' to post new leads.

The date of posting your leads

Total 3 Buying Leads

What is Repost

Post New

No.	Subject	Status 	Input Date	Action
3	Buy Hair Conditioner	Pending	2017-03-29	<input type="button" value="Edit"/> <input type="button" value="Delete"/>
2	Buy Shampoo	Denied 	2017-03-29	<input type="button" value="Edit"/> <input type="button" value="Delete"/>
1	<a href="#">Buy Hand Lotion</a>	Approved	2017-03-29	<input type="button" value="Repost"/> <input type="button" value="Edit"/> <input type="button" value="Delete"/>

\* Click on a product to view the product detailed page.

The title of your posted Buying Leads.

- "Denied" will be appeared if you're refused to approval during the inspection.  
- "Approved" means your leads have been approved and your posted information can be found in EC21.  
- "Pending" means a stand-by mode for the inspection.

Click 'Edit' to modify your posted information and press 'Delete' if you want to delete the contents.

## 3.5 Search a Product

### 3.5.1 Search a Products

The following search result page will be displayed after entering a keyword at the search box on the Main Page and clicking the “Search” by selecting Product.

#### [List View]

Products Selling Leads Buying Leads Companies Global Buyer DB Post Your Products

atv All Categories Search Advanced Search

Category Picks : Related Searches

**Categories**

- ATV (715)
- Motorcycles (148)
- Winches (44)
- Other Motorcycle Parts (43)
- Tires (39)
- Wheels (39)

**Group Products**

All Products  
1 Product Per Company

**Search Options**

Select Certification  
 Show Premium Suppliers Search

**Subscription**

- Trade Alert  
Notify me of new atv info.
- RSS Feeds

**My Recent History**

Keywords Used  
shoes, flowers, flower, fresh fruits and vegetables, fresh fruits

**Community**

**Related Topics**

- Used and new sport bikes, ATV, dirt bikes and scooters for sale
- Information on LED Lighting Products
- Secret Tips for Safe Tradings - Watch Out companies from Indonesia, United Kingdom

**Recommended Topics**

Basics of Import-Export

- Your agent in Romania
- I can not post selling products

**Business Talk**

- can I post products like watch on this website?
- what can I do for you

**Safe Trading Basics**

**Supplier Country**

China (1402) Singapore (106) Indonesia (66) Taiwan (37) More Countries

View as (1-20 out of 470) Show : 20 40 50

**Featured Items**

**Original 2013 Raptor 700R SE ATV Quad All Brand and Models**

**Guangdong Ehongda International Trade Co., Ltd.**

[Supplier] China

Place of origin: China  
Min. Order: 1pcs

Engine Type 686cc liquid-cooled w/fan, 4-stroke; SOHC, 4 valves Bore x Stroke 102.0mm x 84.0mm Compression Ratio ...

[Related Categories : Automobiles & Motorcycles, ATV]  
[Related Keywords : quad atv 4x4atv, cheap discount wholesale atv, 4 stroke 50cc atv, off road kid atv]

[Contact Now](#)

[List your product here!](#)

**2011 Cheap Suzuki KingQuad 750AXi Kazuma ATV**

**Hong Kong Qidi International Trading Co., Limited**

[Supplier] China

Place of origin: China  
Min. Order: 1 PCS

Chassis: Brakes Front Disc brake, twin Brakes Rear Sealed oil-bathed multi-disc Colour Green, Red, Black, Yellow ...

[Related Categories : Automobiles & Motorcycles, ATV]  
[Related Keywords : Suzuki ATV, bombardier atv, arctic cat atv, powersports atv]

[Contact Now](#)

[13 Similar from this Supplier](#)

**Atv200st Cvt**

**Jut Motorcycles Manufacture Group Co., Ltd.**

[Manufacturer] China

ATV200CC CVT engine Dimension(LXWXH) (mm):1640x1100x1130 Wheelbase(mm):1100 Engine type: Single-cylinder, 4-stroke, Air-cooled, CVT Start type: Electric Power(kw/r/min):7kw/7000r/min Torque (N.m/r/min):13 N.m/6000r/min Max. Speed(km/h)>60 Min. Ground clearance (mm):150 Dead weight(kg): ...

[Related Categories : Automobiles & Motorcycles, Motorcycles]  
[Related Keywords : 200CC ATV, CVT engine]

[Contact Now](#)

[21 Similar from this Supplier](#)

**2013 Sportsman XP850 HO Pursuit Camo ATV Quad**

**Guangdong Ehongda International Trade Co., Ltd.**

[Supplier] China

Place of origin: China  
Min. Order: 1pcs

Engine Engine Type4-Stroke SOHC Twin Cylinder Displacement850cc High Output (H.O) Fuel System Electronic Fuel ...

[Related Categories : Automobiles & Motorcycles, ATV]  
[Related Keywords : atv off road, mini youth atv, discount atv, 250cc atv]

[Contact Now](#)

[11 Similar from this Supplier](#)

**The categories related to the entered keywords will be viewed.**

**Click on a country name to sort products by country.**

**Set this function for 20/40/50 products to be shown up at once.**

**Click here to view similar products from this supplier.**

## [Gallery View]

See search result as a Gallery View. You only need to change the view type by clicking this button “” on search result pages. Not only is this richer experience than the List View, it actually gives you more choices.

Products | Selling Leads | Buying Leads | Companies | Global Buyer DB | Post Your Products

atv | All Categories | Search | Advanced Search

Category Picks : **ATV**  
Related Searches : dirt bike, pocket bike, scooter, motorcycle, all terrain vehicle, go kart, More..

**Categories**  
ATV (715)  
Motorcycles (148)  
Winches (44)  
Other Motorcycle Parts (43)  
Tires (39)  
Wheels (39)

**Group Products**  
All Products  
1 Product Per Company

**Search Options**  
Select Certification  
Show Premium Suppliers  
Search

**Subscription**  
Trade Alert  
Notify me of new atv  
RSS Feeds

**My Recent History**  
Keywords Used  
atv, charger, seasoning, spicy vegetable, garlic

**Community**  
**Related Topics**

- Used and new sport bikes **ATV**, dirt bikes and scooters for sale
- Information on LED Lighting Products
- Secret Tips for Safe Tradings - Watch Out companies from

Products > atv : 1,755 Products from 468 Suppliers

**Supplier Country**  
China (1403) | Singapore (106) | Indonesia (66) | Taiwan (37) | More Countries

View as  (1-21 out of 468)



2011 Cheap Suzuki KingQuad 750AXi Kazuma **ATV**

TRADE PRO since 2005 [China]



Atv250cc

TRADE PRO since 2005 [China]



150cc (Roketa Model **ATV-98K**) Sport **ATV**

Min. Order : 1pcs

TRADE OK since 2013 [China]



SCHNEIDER Atv61hd75n4s337 **ATV61HD75N4**

TRADE OK since 2012 [China]



ATV Wheels

TRADE OK [Korea]



SPIRAL BEVEL GEAR (Beach **ATV**)

[Taiwan]

**Recent information will be selected without individual site visits and can be viewed at one place.**

### [Quick View]

It is a quick preview feature. You will find a magnifier icon right under a product picture.

If click, you can see quick information of the chosen product in a layered screen.



Quick View

2011 Cheap Suzuki KingQuad  
750AXi Kazuma AT

Min.Order : 1 PCS

TRADEPRO+ since 2008



Quick View

SCHNEIDER Atv61hd75n4s337  
ATV61HD75N4

TRADEOK since 2012 [China]



Quick View

Atv250cc



Share: [f](#) [t](#) [g+](#) [v](#) [e](#)

Atv250cc

Jut Motorcycles Manufacture Group Co.,Ltd.

China

ATV250ST CVT engine Dimension: L×W×H (mm) :  
1870×1050×1260 Wheelbase(mm) : 1130 Engine type :  
250cc, Single ...

See Details

Contact Now

Send an Inquiry to this supplier.

Quick View

ATV Wheels

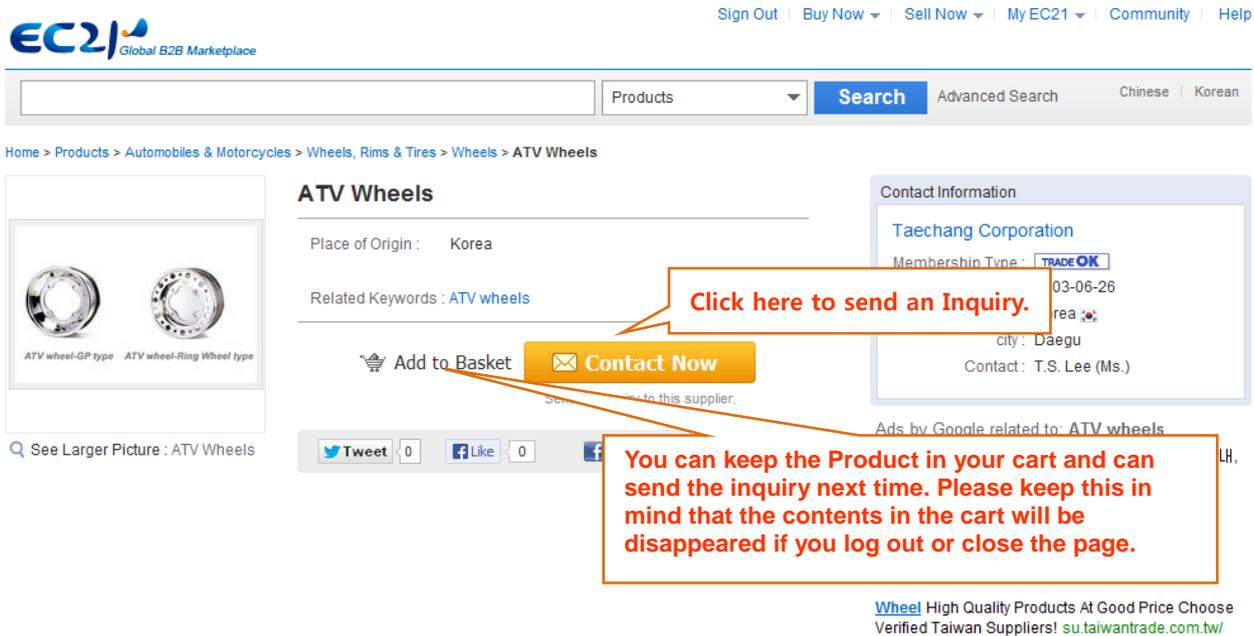
TRADEOK [Korea]

SPIRAL BEVEL GEAR (Beach  
ATV)

[Taiwan]

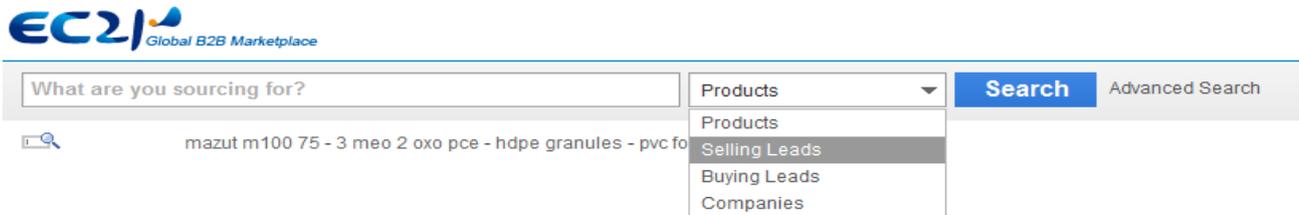
### [Product Details Page]

The detailed page viewed will be displayed by clicking Product Name from Search results Pages. The below Product details page is an example of entering a keyword 'atv' and clicking the title from the Search Result page.



### 3.5.2 Search Selling Leads

The selling information posted at Selling Leads can be found from the initial screen as follows:



- A. Enter a keyword in the Search Box.
- B. Select "Selling Leads".
- C. The search will be progressed by clicking the 'Search' button on the right.

The sequence of displaying the search result will be as follows;

1. **Products of Trade PRO members among other Premium members will be displayed on the top**
2. **Information related to Trade OK members will be searched under the Trade PRO among Premium members**
3. **Then, the most recently posted information will be displayed in preference among Free Members. Information posted by Free Members will be displayed in the following sequence – Most recently posted information and in the order of Product title matching the searched keywords**

\* Note: It is important to frequently update your posted Product information for higher listing on search results.

### 3.6 Promote your Products with diverse online advertisements

Providing top search results of Products is just one benefit premium members receive. They also receive range of beneficial diverse online advertisements specifically made for our members of Trade OK and Trade PRO. (Keyword Ad, Category Ad, Featured Ad, etc)

#### <Keyword/Category Ad on Search Result pages>

A vertical advertisement (A) viewed on the right from the search results when entering specified keywords and Top Listing (B) viewed on the top of search results.

The screenshot displays the EC21 Global B2B Marketplace search results for the keyword 'shoes'. The interface includes a search bar at the top with 'shoes' entered, and a navigation menu with options like 'Products', 'Selling Leads', 'Buying Leads', and 'Companies'. Below the search bar, there are filters for 'Supplier Country' (China, Korea, Hong Kong, Taiwan) and 'View as' options. The main content area is divided into 'Featured Items' and a list of search results. A red box labeled 'B' highlights a featured product listing for 'Sports Shoes, Basketball Shoes, Soccer Shoes, Footwear' by GuangZhou Hiptopmall Trade Co., Ltd. This listing includes a product image, a 'Contact Now' button, and details such as 'Place of origin: China' and 'Min. Order: 1pairs-www.hiptopmall.cc'. To the right of the featured items, a vertical advertisement labeled 'A' is visible, showing a collection of various shoe styles including high-heeled pumps and boots. The advertisement text reads: 'Looking for shoes? You've come to the right place. This page is your shoes one-stop source for the competitive price and quality. If you have post your Buying Leads for FREE now!'

## <Featured Products Ad on the main page>

The Products will also be published on the Featured Ad page of Main Page at [www.ec21.com](http://www.ec21.com)

The screenshot shows the EC21 Global B2B Marketplace interface. At the top, there is a search bar with the text "What are you sourcing for?" and a dropdown menu set to "Products". To the right of the search bar are buttons for "Search", "Advanced Search", and language options for "Chinese" and "Korean". Below the search bar, there is a navigation menu with categories like "Agriculture", "Apparel", "Automobiles & Motorcycles", etc. The main content area features a "Featured Products (Ad Here)" section with a grid of product images and labels: LED Light, A4 Paper, Mazut M100, Hardwood, Natural Beeswax, Wood Pellet, Fiber Cable Duct System, Fruit Tray, Hair Ceramic Iron, Machining Parts, and Valve Set. To the right of the featured products, there is a "Welcome, globalteam!" section with a "Your Membership" badge for "TRADE PRO" and a list of services for sellers and buyers. At the bottom right, there is a "Fill the Cup" campaign banner with the text "Help build a world without hunger" and "Fighting Hunger Worldwide".

Plus, EC21 supports the Products of Premium members to be most efficiently promoted through various advertisements.

## Chapter 4: Other functions contained in MyEC21 (Basic Services)

### 4.1 Subscribe to Trade Alerts

Trade Alert are a customized function to receive information you wish to have in an e-mail.

Click 'Trade alert' and select your receiving cycle from 'Frequency'. If you wish to receive every day, select Daily.

If you want to receive once a week, select Weekly.

If you want to discontinue the e-mails, select 'Un join' and press 'Submit' button.

My EC21

Basic Services

Premium Services

[View My Homepage](#) | [서비스 활용법 상세 보기](#)

---

**Basic Services**

**My Inquiries**

- Inbox
- Sent Box
- Saved Box
- Draft
- Contact List
- Block List
- Spam
- Trash

**My Homepage**

- Company Logo
- Social Networks
- Custom Domain

**My Buying Tools**

- Add a New Buying Lead
- Manage Buying Leads

**My Selling Tools**

- Add a New Selling Lead
- Manage Selling Leads

**My Products**

- Add a New Product
- Manage Products
- Manage Groups

**My Accounts**

- Company Profile
- Member Profile
- Change Password
- **Trade Alert**
- Live Chat Setting
- My Favorites
- My Advertising History
- TradeVerify Status
- Credit Report

Home > My EC21 > Basic Service > Trade Alert

## Trade Alert

With Trade Alert service, you can receive that fit within selected categories your int mail

Your Trade Alert are sent to: [tonyx@ec21.com](mailto:tonyx@ec21.com)

Frequency :  Daily  Weekly  Unsubscribe

**▶ Add Keywords**

To add keyword to Trade Alert, please enter keyword, check content type, and press Add button.

Product Keyword	Contents Type	Add
<input style="width: 90%;" type="text" value="ex)plastic toy"/>	<input type="checkbox"/> New Buying leads <input type="checkbox"/> New Selling leads <input type="checkbox"/> New Products <input type="checkbox"/> New Company	<input type="button" value="Add"/>

Maximum 10 Keywords

**▶ Your Trade Alert Preferences**

Keyword	Category	Type	Inquiry Basket
toy	<ul style="list-style-type: none"> <li>• Health &amp; Medical &gt;&gt; Sex Products &gt;&gt; Sex Toy</li> <li>• Toys &gt;&gt; Plastic Toys</li> <li>• Toys &gt;&gt; Educational Toys</li> </ul>		<input type="button" value="Edit"/> <input type="button" value="Delete"/>

The e-mail address to receive can be checked and modified.

Select your e-mail receiving cycle.

- New Buying leads
- New Selling leads
- New Products
- New Company

If you enter the keyword and press 'Add', the related categories automatically matched to your keyword will be shown here.

If you select the keyword with TOY and check all four items in Contents Type, all newly posted Buying Leads, Selling Leads, Product Info and Company Info fallen into TOY will be sent out in Trade Alert e-mail format.

E.g. If you enter the keyword with TOY and select Contents Type as New Buying Leads, information related to toys among newly posted Buying Leads will be e-mailed to you.

## 4.2 Add to 'My Favorite'

If you click the 'My Favorite' placed on the bottom of EC21 pages after logging in, The page will be added into your Favorites folder of your desktop.



The screenshot shows the 'My Favorites' page in the EC21 user interface. The page is titled 'My Favorites' and includes a breadcrumb trail: Home > My EC21 > Basic Service > My Favorites. A text box explains that users can find products or buyers of interest and save them to their favorites by clicking the 'My EC21' button from the 'Share' buttons at the bottom of the page. Below the text, it states 'Total 1 My Favorites' and provides a 'Delete' button. A table lists the saved favorite:

<input type="checkbox"/>	Subject	Created Date
<input type="checkbox"/>	EC21, Global B2B Marketplace	2016-07-21

## 4.3 View "My Advertising History"

Various advertisement history, including your banner advertisement published at EC21, are stored in MyEC21 > Basic Services > [My Advertising History](#). You can check your ad application process.

The screenshot shows the 'My Advertising History' page in the EC21 user interface. The page is titled 'My Advertising History' and includes a breadcrumb trail: Home > My EC21 > Basic Service > My Advertising History. Below the title, there is a table with columns 'ad Type' and 'My Statu' (likely Status). The table shows two entries: 'Keyword Search List Banner' and 'Keyword Search List Top Listing', both with '1 valid 0 Expired' status. Below the table, there is a dropdown menu for 'Advertisement Requested'. Another table below shows details for the advertisements, including 'Types', 'Memo', 'Image', 'Period', 'Price (\$)', and 'My Status'.

Types	Memo	Image	Period	Price (\$)	My Status
Keyword Search List Banner		<a href="#">View Image</a>	2016-06-14 ~ 2017-06-15	0	Posted
Keyword Search List Top Listing		<a href="#">View Image [Change]</a>	2016-05-24 ~ 2017-05-24	0	Posted

At the bottom right, there is a link: [Advertise my products now!](#)

## 4.4 Check “TradeVerify” status

“TradeVerify” is an Authentication & Verification service provided to verify your company information and credit by the A&V Third parties (General credit evaluation will be based on investigation against other companies, however, TradeVerify is to verify your company information and credit.)

“TradeVerify” services will help you to enhance your creditability when pursuing business with new and unknown business entities.

1. Does your company legally exist?

With a verification related to legal existence of the business entities and applicant information, you can gain confidence from your buyers.

2. Generate a “TradeVerify” mark

A “TradeVerify” mark will be generated on your website, once the mark is generated, it will help the buyers to trust and pursue business with your company.

3. Reflect to search ranking

Your mark will be reflected to the search rank within the search result page of EC21.  
(However, the class of Premium members will not be changed.)

4. A&V Seal

. You can build up stronger credibility with A&V(Authentication & Verification)Seal granted by a third party.

Every EC21 member can apply for TradeVerify. In addition, a free TradeVerify service will be provided for Premium members once a year (Trade OK/PRO).

Sign Out | Buy Now ▾ | Sell Now ▾ | My EC21 ▾ | Community | Help

My EC21 | Basic Services | Premium Services | View My Homepage | 서비스 활용법 상세보기

Basic Services

My Inquiries

- Inbox
- Sent Box
- Saved Box
- Draft
- Contact List
- Block List
- Spam
- Trash

Home > My EC21 > Basic Service > TradeVerify Status

### TradeVerify

▶ TradeVerify Order History

Order Date	Order Status	A&V Result	Start Date	Expiry Date
2013/05/08	Completed	Positive	2013/05/08	2014/05/09

A "TradeVerify" mark (✓) will be indicated as follows from the search results.

<Results page of product or company searched> - TradeVerify mark is registered



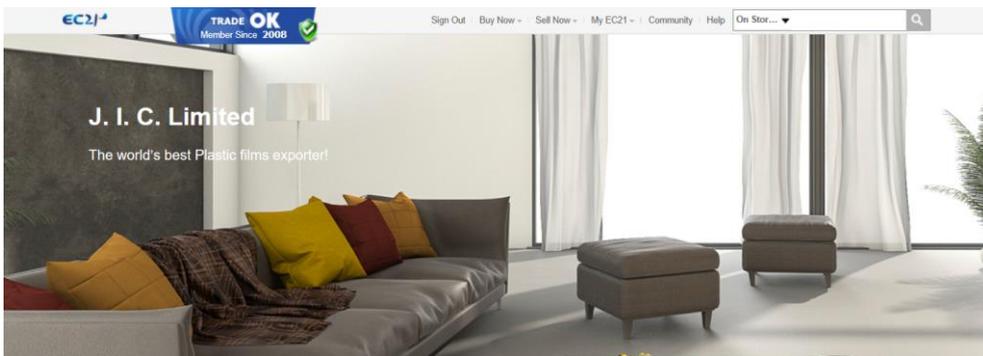
**Solar Charger for Cell Phone SMC-001**

1. Lithium polymer battery 1450mAh/3.7V 2. Shell: ABS+PC material 3. Solar panel: 5.5V/75mA 4. Adapter: AC/DC 5.0V 500mA 5. Output: USB 5.5V/500mA 6. Variety using: mobile phone,digital camera, ipod,iphone, psp,MP3,MP4 etc. 7. Certification:CE,RoHS Main accessories: 1. HL101 module x1 2. ...

[ Related Categories : Energy, Solar Energy Products, Solar Chargers ]  
 [ Related Keywords : solar mobile charger, solar charger, solar panel, cell phone charger ]

Sunworld Tech Corp.  
 [Manufacturer]  
 China  
 TRADE PRO since 2012 ✓  
 Contact Now

<My Homepage>



<Top ranking search results>

Decorative Window Films  
 Manufacturer  
 ✓

Decorative Window Films (Clear, Green, Brown)  
 Manufacturer  
 ✓

<A&V seal is registered at the My homepage>

Authenticated and Verified by  
 Global  
 SINO TRUST  
 EC21

For further details of Trade Verify, please refer to the following pages:

<http://kr.ec21.com/khtml/ec/service/tradeverify.html>

## Chapter 5: How to Install and use “Skype LiveChat”

It is now possible to chat with buyers and suppliers faster than ever!

Skype has more than six hundred million users. You can use skype to communicate with buyers/sellers in real-time. Using either your facebook ID or Window Live messenger account you can easily register for an account.

You can also send text messages directly from Skype. It's quick, simple and especially great value for texting abroad.

### How to Install

#### For Message Recipient

For Message Sender- Senders can chat with EC21 members instantly by clicking the "Skype Chat" button.-If don't have Skype messenger installed in your PC, click here to download Skype.

It's quick and easy to use!

- [1] **Go to MyEC21** > Basic Services > Live Chat Setting and click "Download Skype" button to start Live Chat. (Skip this if already a Skype user.)



[2]**Sign in to Skype** with your Skype Name & password.

\* You can also sign-in with your Microsoft account or Facebook account.

\* You may need to install the latest version of Skype to sign-in with your MS or Facebook account.



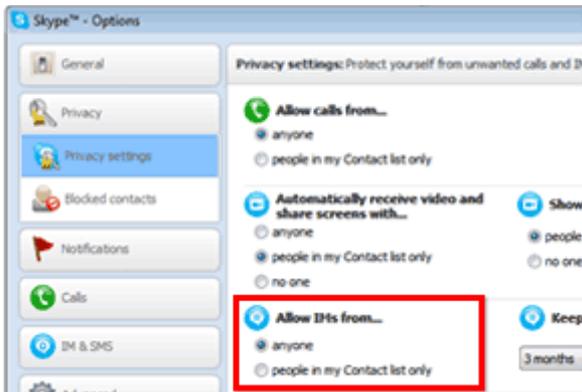
- [3] Connect Live Chat - Get a Live Chat button code

Enter Your "Skype Name" below exactly to show your presence and receive messages.

Forgotten your Skype Name? Not to worry, it's easy to [look up](#). If you registered using your Microsoft or Facebook account, you can [look up your Skype Name](#) in two simple steps.

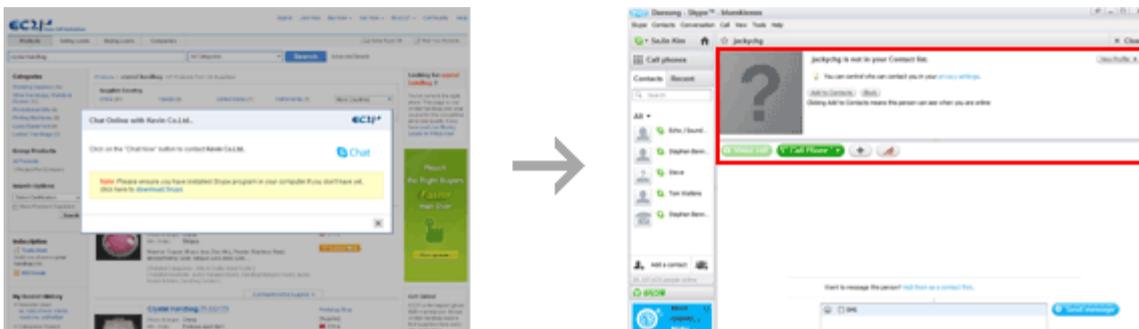
- [4] Updating your Skype privacy settings

Skype buttons let people easily contact you, wherever they are. However, since they are unlikely to be in your Contacts list, you will need to allow Skype to receive calls and instant messages from anyone.



### For Message Sender

- Senders can chat with EC21 members instantly by clicking the "Skype Chat" button.
  - If don't have Skype messenger installed in your PC, [click here to download Skype](#).
- It's quick and easy to use!

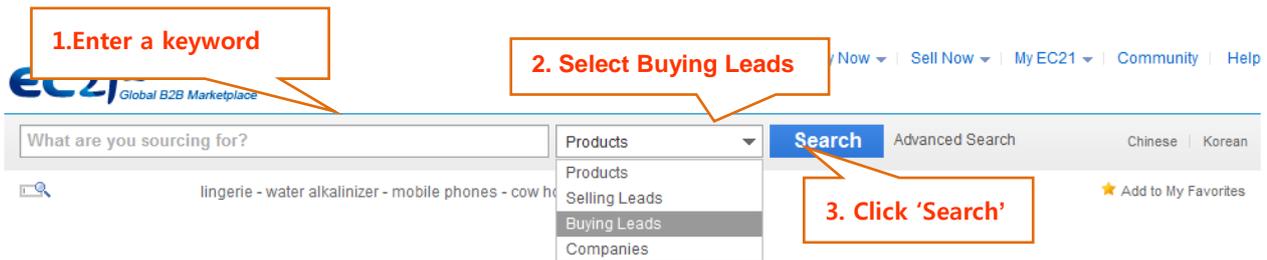


## Chapter 6: How to search for buyers

There are two ways in searching buyers.

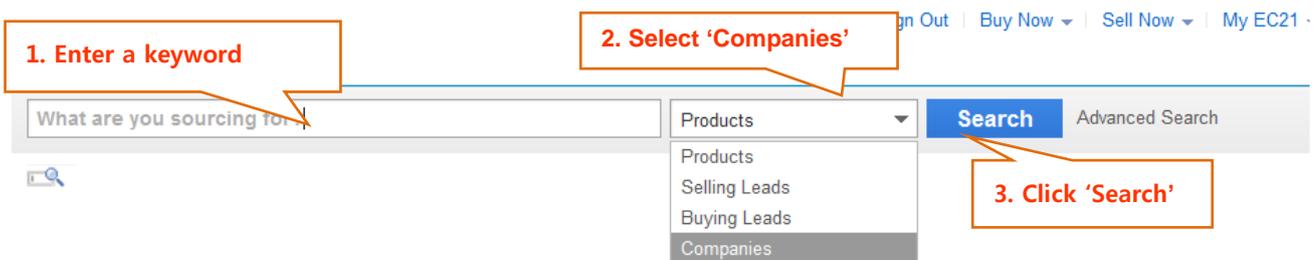
### 6.1 Searching from Buying Leads

- 1) Enter a keyword of a buying item in the search box.
- 2) Select 'Buying Leads' (Buying Leads are buying offers registered by buyers) and click 'search' button on the right.



### 6.2 Searching from Companies

- 1) Enter a keyword in the Search Box and select 'Companies'.
- 2) Click 'Search Companies'.
- 3) Buyers will be searched when you select 'Select Business Type' to 'Buying Office' from the search results page.



## [Search Options]

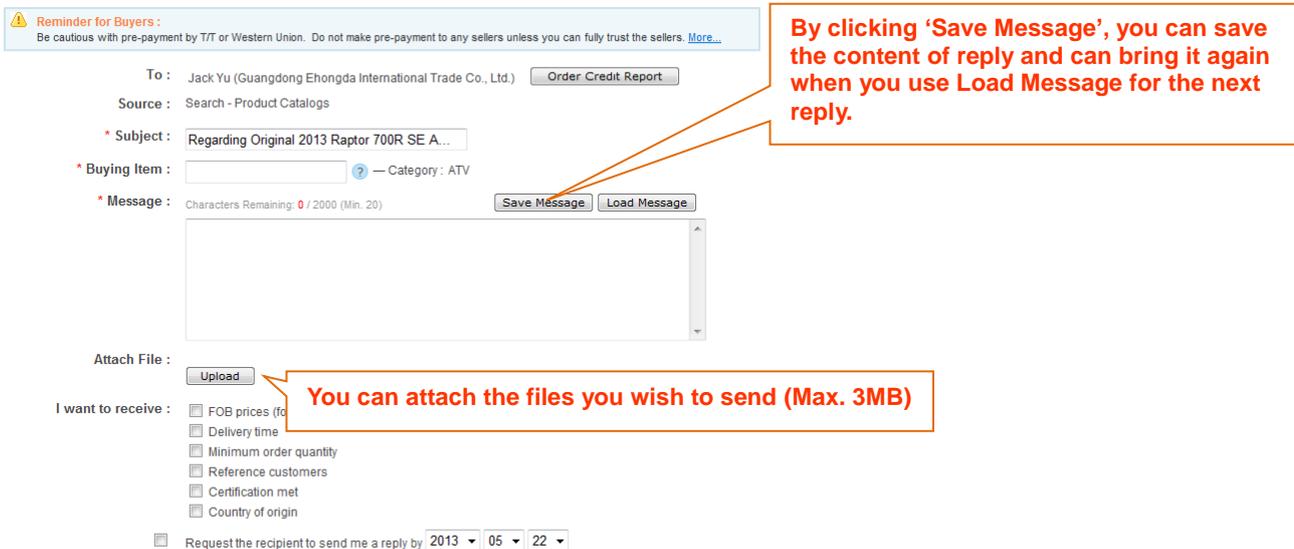
You can filter Buying Leads by posted dates. If you select 'Last 10 days', buying offers posted within 10 days will be listed up.

The screenshot shows a web interface for buying leads. On the left, there are navigation menus for 'Categories' (ATV, Motorcycles, etc.) and 'Buyer Country' (United States, China, etc.). A 'Search Options' dropdown menu is highlighted with a pink box, showing options like 'Select Date', 'Show All', 'Last 2 days', 'Last 3 days', 'Last 5 days', 'Last 7 days', 'Last 10 days', and 'Last 20 days'. The main content area displays a list of buying leads. The first lead is titled 'Buy Honda ATV / Utv 420 To 500cc 4 Wd' from the Netherlands, dated 3 May, 2013. The second lead is 'Buy ATV 150cc GY6 CVT Full Auto, Dual A-Arms EPA, CARB' from Canada, dated 26 Apr, 2013. The third lead is 'Buy 2011-2013 NEW NAME BRAND- ATV, DIRT BIKES, Motorcycles' from the United States, dated 2 Apr, 2013. Each lead includes a brief description, the buyer's name, and a 'Contact Now' button. A red callout box points to the 'Contact Now' button of the first lead with the text 'Send an inquiry directly to a buyer.'

※ **Note: Free members can send inquiries seven (7) days after the registration of a Buying Leads. (Premium members can send inquiries immediately to new Buying Leads.)**

## 6.3 How to write and send inquiries

If you click  button from the search page, the below screen will open allowing you to write inquiries.



The screenshot shows an inquiry form with the following fields and buttons:

- Reminder for Buyers:** Be cautious with pre-payment by T/T or Western Union. Do not make pre-payment to any sellers unless you can fully trust the sellers. [More...](#)
- To:** Jack Yu (Guangdong Ehongda International Trade Co., Ltd.)
- Source:** Search - Product Catalogs
- Subject:**
- Buying Item:**
- Message:** Characters Remaining: 0 / 2000 (Min. 20)
- Attach File:**
- I want to receive:**
  - FOB prices (fo
  - Delivery time
  - Minimum order quantity
  - Reference customers
  - Certification met
  - Country of origin
- Request the recipient to send me a reply by

Two callout boxes provide additional instructions:

- By clicking 'Save Message', you can save the content of reply and can bring it again when you use Load Message for the next reply.
- You can attach the files you wish to send (Max. 3MB)

\* If you logged in and wrote an inquiry, all exchanging records of inquires will be kept in **My EC21 > My Inquiry**. However, if you do not log in and write and send an inquiry, relevant records will not be kept and you may have difficulties in managing your inquires in the future.

\* When you upload an image, **maximum size will be 3MB** and only jpg and gif files can be uploaded. The file names should be in English small letters and numbers. **The file names containing special symbols or in other languages** will not be uploaded.

\* Inquiries sent after logging in can be immediately forwarded, however, without log-in, a certain amount of time may be required until it arrives to the other party due to the inspection time.

## 6.4 Managing Inquires (My Inquiries)

All exchanged inquires can be checked and managed from My EC21 > Basic Services > My Inquiries

### 1) Trade Inquiry Center

All inquiries received will be stored in Trade Inquiry Center. If the other party send you an inquiry by viewing your company info, product info and leads info, the source will be indicated of which information was viewed to send an inquiry.

Inquiry ID	Partner	Subject	Source	Status	Last Updated
IQ46021500	de04104472	Regarding Infant Formula - Cow &Gate, Fr...	Infant Formula - Cow &Gate, Friso, Aptamil, Nutritio...	On going	2017-03-27
IQ46021502	de04104472	Regarding Infant Formula - Cow &Gate, Fr...	Infant Formula - Cow &Gate, Friso, Aptamil, Nutritio...	On going	2017-03-27
IQ46020752	us04105797	Looking for Poultry	Smart Matching	On going	2017-03-26
IQ46020690	in04050467	Looking for Aluminium Extrusion Scrap 6063	Smart Matching	On going	2017-03-26
IQ46020381	fgpack	COCOA POWDER	Company Directory	On going	2017-03-26
IQ46020174	bd93837100	Regarding Aluminium Ubc Scraps, Aluminu...	Aluminium Ubc Scraps, Aluminium Alloy Wheel Sca...	On going	2017-03-26
IQ46018980	cn04105722	Looking for Baby Food	Smart Matching	On going	2017-03-25
IQ46017582	so04106004	Re: Infant Formula - Cow &Gate, Friso, Aptam...	Infant Formula - Cow &Gate, Friso, Aptamil, Nutritio...	On going	2017-03-25
IQ46017555	so04106004	Re: Infant Formula - Cow &Gate, Friso, Aptam...	Infant Formula - Cow &Gate, Friso, Aptamil, Nutritio...	On going	2017-03-25
IQ46016775	in04105446	Looking for Compressor Scrap	Smart Matching	On going	2017-03-24

Source classification: Product Catalog – When the buyer sent an inquiry by searching product  
 Company Directory –When the buyer sent an inquiry by searching Company  
 Trade Leads –When the buyer sent an inquiry by viewing Trade Leads registered by the seller  
 Replied Inquiry –When the buyer sent a reply to the inquiry sent by the seller  
 Smart Matching – When the EC21 suggest the potential buyers to member.

The detailed page indicated will be displayed by clicking a title on your Inbox page.  
 If you wish to reply after reading an e-mail, you can write a reply by pressing Reply button.

## 2) Saved Box

After checking an inquiry received in the Inbox, you can for transferred a selected message to the Saved Box if you click 'Move to Saved Box'. The inquiry stored in Saved Box will be permanently kept, therefore, if you want to keep the message for long time, please move to this place.

**Click 'Delete' to eliminate a message.**

**The message will be returned to the original location by clicking 'Restore'.**

**The date that the inquiry was exchanged**

**The source that the inquiry was sent or received**

Inquiry ID	Partner	Subject	Source	Status	Last Updated
IQ45826866	7091	product inquiry	(PETIT FANCY)Hellow Animal	On going	2017-01-18
IQ45800413	82824242	Looking for zh823 file bag	Smart Matching	On going	2017-01-10
IQ45790907	pk04090144	Looking for TPU FILM	Smart Matching	On going	2017-01-07
IQ45781900	cn04089406	Looking for PPF	Smart Match	On going	2017-01-04

### 3) Contact List

If you check the received inquiry from Trade Inquiry Center and press 'Add to Contact List', your inquiry will be saved in Contact List.

The screenshot shows the EC21 Global B2B Marketplace interface. At the top, there are navigation links: Sign Out, Buy Now, Sell Now, My EC21, Community, and Help. Below the navigation bar, there's a breadcrumb trail: Regarding (SHIELD) Shield Standard Soft ...

On the left, an email from Mr. Bruj (k4leo.e@gmail.com) is displayed. The email content includes: "Pis email our purchase manager for specs & quantity of product and further questions. Email: k4leo.e@gmail.com", "Thanks", "Regards", "Buhaj Manager, Tel: 00961 9 791375", and a request: "Please send me FOB prices (for minimum order)".

On the right, an "Order Proposal" form is shown. A callout box with an orange border points to the "Add to Contact List" button, containing the text: "Click 'Add to Contact List' if you want to keep this contact information separately." The form includes fields for Product (SHIELD) Shield Standard Soft Acrylic Color 250ml (Single 48color) / 500ml (Single 48color), Quantity (0), Measure Unit (ex:Kg, ton, pair..), and Unit Price (US \$ 0). It also has shipping options like Preferred Shipping Method, Preferred Trade Terms (FOB), and Expected Date of shipping.

### 4) Block List

If you press 'Block' button from the Trade Inquiry Center, that information will be saved in the 'Block List'

If you wish to add to your Black List, enter either an e-mail address or member ID in the following blank and click 'Block' button.

The screenshot shows the "Block List" interface. At the top, there's a "Block List" header with instructions: "You will not get messages from follow" and "You can add a new company to Block". Below this is an "Unblock" button and a table of blocked entries.

The table has columns for "Blocked" (checkbox) and "Description". One entry is shown: "MEMBER ID" with the value "in04071552".

A callout box with an orange border points to the "MEMBER ID" field, containing the text: "The sender's email address will be indicated in Partner's ID if the sender of an inquiry is not a member of EC21. If the sender is a member of EC21, EC21 ID will be indicated for the sender."

Below the table is a "1" indicator. Underneath is the "Add New Block" section with a note: "Note : Once you block a sender, you will not receive messages from him/her any more, and all messages from this sender will be permanently deleted." It includes radio buttons for "E-mail Address", "Member ID", and "Country". The "Country" field has a dropdown menu with the text "Please Select Country". At the bottom, there are "Block" and "Reset" buttons.

\* Both e-mail address and member ID blocks individual members contained in the Black List, however, 'Country' has a function to block entire inquiries coming from a specified country. If you select 'Country' and set countries to block, all inquiries incoming from the set countries will be blocked and special caution is required to set 'Country'.

## 5) Trash

Information which 'Delete' has been used on, from Trade Inquiry Center will be all transferred to Trash Folder. The messages kept in Trash Folder will be automatically deleted every three month.

[Home](#) > [My EC21](#) > [Basic Service](#) > [Trash](#)

### Trash

• Trash Can contains unwanted messages. It is automatically emptied every 90 days.

<input type="checkbox"/>	File	From/To	Subject	Source	Date
No Data.					

Page 1 of 1 **1**

Trash Can  Subject

## Chapter 7: Search buyers and manage inquires (an exclusive service for Trade OK/Trade PRO members only)

Now you will see how to search buyers by utilizing the buyer DB of Premium members through MENU contained in Premium Services of My EC21.

### 7.1 Searching Buyers: Search buyer information for Premium members and send inquires

Are you looking for more information about your potential buyers? If you are, please use Search Buyers Menu. This service will provide buyers information from more than 60 sources, collected from exhibitions over years. Every month, approximately 1,000 buyers' data is updated and invalid information is being constantly filtered through regular validation activities.

**Premium Services** [Home](#) > [My EC21](#) > [Premium Service](#) > [Search Buyers](#)

### Search Buyers

You can search for buyers and send inquiries to them in Worldwide Buyers, and you can group the buyers that you have searched for.

All Categories   
All Countries   Excluded Selected Country

**Agriculture**  
[Agricultural & Gardening Tools](#)  
[Agricultural Greenhouses](#)  
[Agricultural Growing Media](#)  
[Agricultural Product Stock](#)  
[More](#)

**Apparel**  
[Apparel Design Services](#)  
[Apparel Machinery](#)  
[Apparel Machinery Parts](#)  
[Apparel Stock](#)  
[More](#)

**Automobiles & Motorcycles**  
[ATV](#)  
[Auto Electrical System](#)  
[Auto Electronics](#)  
[Auto Engine](#)  
[More](#)

**Business Services**  
[Advertising](#)  
[Agency Services](#)  
[Assurance Services](#)  
[Auditing](#)

**Chemicals**  
[Adhesives & Sealants](#)  
[Adsorbents](#)  
[Agrochemicals & Pesticides](#)  
[Aldehydes & Ketones](#)

**Computer Hardware & Software**  
[Blank Disks](#)  
[Card Readers](#)  
[Computer Cables](#)  
[Computer Cases](#)

## < Search Buyers >

If you enter a keyword of buyers in the search box located in Search Buyers page and press 'Search' button, the buyers matched with your keywords will be found. E.g. In case of searching 'yarn' (2,783 buyers in total)

## < Send an inquiry to the buyer >

If you send an inquiry to the buyer after searching information, search the buyer by using keywords or categories and press 'Send Inquiry' after selecting a buyer to send a message.

[Home](#) > [My EC21](#) > [Premium Service](#) > [Search Buyers](#)

## Search Buyers

You can search for buyers and send inquiries to them in Worldwide Buyers, and you can group the buyers that you have searched for.

All Categories   
All Countries   Excluded Selected Country

for yarn : 2,783 Buyers

[Browse by Category](#)

Select All

You've sent 0 inquiries of 80 max per day, 0 inquiries of 800 max per month. (1~15 of 2,783)

**BUYPOWER, SL** Spain   
Keyword : flame retardant filament yarn, spun yarn, filament yarn, DTY PTY, Azulene night cream  
Category : Textiles & Leather Products > Fiber  
Contact Name : ELYMAR ESTEVEZ

**Nountex Factory** Egypt   
Keyword : polyester metallic yarn, dyed nylon, metallic yarn, thread  
Category : Apparel > Sewing Supplies  
Contact Name : Khaled Nounou

**Kapur traders** India   
Keyword : filament yarn, viscose rayon, yarn, knitting  
Category : Textiles & Leather Products > Yarn  
Contact Name : Rajat kapur

**Madhuram Fincap Pvt. Ltd.** India   
Keyword : Polyester yarn, yarn  
Category : Textiles & Leather Products > Yarn  
Contact Name : Shubham Agarwal

The following page is used to send an inquiry and will be displayed by pressing 'Send Inquiry'.

Enter your detailed message in English as accurate as possible in this page and then send it to a buyer. The buyers will receive numerous emails from sellers; therefore, an insincere business proposal will not attract buyers' attention.

### Send Your Business Proposal EC21

- You can send your business proposal to this global buyer with up to 10 product catalogs.  
- \* Required fields

**Business Proposal** [ Load from Saved Data ]

* Selected Buyer(s)	Total 0 buyer selected.
* Subject	<input type="text"/>
* Message (No HTML tags)	<div style="border: 1px solid #ccc; height: 100px;"></div>
* Attach Product Catalog(s)	<div style="border: 1px solid #ccc; padding: 5px;"><input type="button" value="Add"/> <input type="button" value="Cancel"/></div> <p><small>* To add, at least one or more of your products must be already registered on MyEC21.</small></p>

### Add Your Product Catalog EC21

Select up to 15 products from the following list:

<input type="checkbox"/>	Product Name	Date Posted
<input type="checkbox"/>	Test	2017/03/29
<input type="checkbox"/>	test2kevin	2017/03/29
<input type="checkbox"/>	Test 2016	2017/03/29
<input type="checkbox"/>	Disney Handmade Moana Heart Necklace	2017/03/30

Page 1 of 1 1

When you press 'Add', the list of registered products utilizing Basic Service Menu > My product functions, will be displayed. If you select one of them, the product description will be attached and sent together with your business proposal.

If you haven't registered any products in the My product Menu contained in Basic Service, you won't be able to send a business proposal.

In this regard, please register your product information by clicking Basic Service > My product > Add a new product Menu, even though it may seem tedious. Finally, check your information and press 'Send' button to complete your email.

The number of inquiries that you can send as a Trade OK and Trade PRO members will be as follows.

	Trade OK	Trade PRO
Per Day (Max.) (24 Hrs.)	<b>20 inquires</b>	<b>60 inquires</b>
Per Month (Max.) (30 Days)	<b>300 inquires</b>	<b>600 inquires</b>

- The maximum number of inquires that you can send as a **Trade OK members is 20** and the number of inquiries to send in a month will be 300 in total.
- The maximum number of inquires that you can send as a **Trade PRO members are 60** and the number of inquires to send in a month will be 600 in total.

\* If you send the business proposal to the same buyer for several times, we recommend you to modify the contents in some form, every time you send the proposal to attract your buyer's attention. Also, there's a limited number of proposal you can forward. Therefore, the best way to increase your business chances will be depending on how you find the buyers most suitable for your product features

The screenshot shows a web browser window titled "Send Your Business Proposal - Windows Internet Explorer" with the URL "http://www.ec21.com/global/premium/ProposalSend.jsp".

Instructions at the top:
 

- You can send your business proposal to this global buyer with up to 10 product catalogs.
- \* Required fields

**Business Proposal** section:
 

- \* Selected Buyer(s): Total 1 buyer selected.
- \* Subject: [Text input field]
- \* Message (No HTML tags): [Large text area] **Enter the contents of your business proposal**
- \* Attach Product Catalog(s): [List area with Add/Del buttons] **Attach the product catalogue to send together**

**My Information** section:
 

- \* Company Name: EC21 Inc.
- \* Contact Point: Johan
- \* Address: #501, Trade Tower, Samsung-dong, Kangnam-gu
- Postal Code: 318500
- \* Country: Korea
- \* Tel: 82-2-6000-6621
- Fax: 82-2-6000-6702
- Mobile Phone: [Text input field]
- \* Email: care@ec21.com
- Web Address: [Text input field]

Save above information?  Yes  No

Buttons: Preview, Send E-mail, Cancel

## **Business Proposal Sample: How to Write Business Proposal**

Dear Sir/Madam,

Your name has been given by EC21.com as a reliable importers of Korean Silk Fabrics.

We are, therefore, writing you with a keen desire to have a business relationship.

In introducing ourselves to you we are pleased to state that we have been engaged in shipping Silk Fabrics of all descriptions all over the world, enjoying a good reputation for a good many years. Because of our excellent organization of conducting export businesses and close connections with the best sources of supply, we may state that should you favorably consider our proposal and favor us with inquiries for your specific requirements we are in a position to supply you with AI goods at competitive prices.

We are sending you separately a copy of our complete catalog in which we trust you will find some that would suit for your trade.

In regard to the terms of business, we make it our customs to trade on a Banker's Irrevocable Letter of Credit, under which we draw a draft at site. If you would care to deal with us on this basis, we shall be pleased to give you further details of business.

For any information respecting our standing and reputation, we are permitted to refer you to The Bank of Korea, Seoul.

We look forward to your early and favorable reply.

Yours very truly,

Tom

## 7.2 Managing My Buyers

Buyers who you have discovered through 'Search Buyers,' can easily be managed by creating Groups based on different features. The following is an example saving buyers' information by creating different Groups based on products.

My EC21 | Basic Services | Premium Services | View My Homepage

Home > My EC21 > Premium Service > Manage My Buyers

### Manage My Buyers

You can group the buyers from the list of buyers you have searched for.

[Add Group](#) | You can create up to 200 Buyer Groups and add up to 2000 buyers.

Group Name	Buyers in Group	Date	Action
<a href="#">USA</a>	8	2015/02/02	<a href="#">Edit</a> <a href="#">Delete</a>
<a href="#">India</a>	1	2015/09/10	<a href="#">Edit</a> <a href="#">Delete</a>
<a href="#">New Shoes</a>	31	2016/06/07	<a href="#">Edit</a> <a href="#">Delete</a>

Page 1 of 1 **1**

If you press [Add to My Buyer](#) button after searching buyers from 'Search Buyers' in No. 1 the buyer will be added to that group. You can manage your buyers in the Manage My Buyers page.

If you check in the box and press 'Add to My Buyer' after searching your buyers, the pop-up screen will be displayed. You can create a new Buyers Group from that screen or can save in the existing Group.

You can register up to 200 Groups and the members of both Trade OK and PRO can save up to 2,000 buyers in total.

## 7.3 Managing Circular Letters: Register and manage your business proposals

Did you find it troublesome to write a business proposal every time you send an inquiry to multiple buyers? Here's the function we offer you to easily send inquiries through a 'Keep Loading' function after prewriting and saving your business proposal.

**My EC21** Basic Services Premium Services View My Homepage

Home > My EC21 > Premium Service > Manage Circular Letters

### Manage Circular Letters

Add Delete Max. limit 100

<input type="checkbox"/>	Subject	Date
<input type="checkbox"/>	Battery Thermal Management Company	2016/06/07
<input type="checkbox"/>	A proprietary liquid-cooling & heating system	2016/05/26
<input type="checkbox"/>	Trim Form System	2016/05/11
<input type="checkbox"/>	Laser Application System	2016/04/27
<input type="checkbox"/>	Test Handler	2016/02/24
<input type="checkbox"/>	TEST	2015/10/23
<input type="checkbox"/>	Inspection System	2015/10/23
<input type="checkbox"/>	Sorting System	2015/10/15
<input type="checkbox"/>	Others	2015/10/15
<input type="checkbox"/>	EC21	2015/10/09

Page 1 of 4 1 2 3 4 Next

The following screen will be displayed when you click 'Manage Circular Letter' and press 'Add' button.

Please fill in the format of your business proposal in order to send it to buyers. Remember, your information should always be specified and accurate as much as possible.

### Manage Circular Letters > Insert Business Proposal

**Business Proposal**

* Subject	<input type="text"/>
* Message (No HTML tags)	<input type="text"/>
* Attach Product Catalog(s)	<input type="button" value="Add"/> <input type="button" value="Del"/> <input type="text"/>

The 'Title' of your business proposal which you just have registered will be displayed in the 'Circular Letter List' when you complete your registration.

**An example of poor business proposal that is unlikely to gain buyer's confidence.**

Business Proposal	
* Subject	Hello
* Message (No HTML tags)	Hi, I can supply everything.  Contact me test@test.com. Bye!
* Attach Product Catalog(s)	<input type="button" value="Add"/> <input type="button" value="Del"/>  

**An example of good business proposal that is likely to gain buyer's confidence**

Dear Sir/Madam,

Your name has been given by EC21.com as one of the reliable importers of Korean Silk Fabrics. We are, therefore, writing you with a keen desire to have a business connection with you.

In introducing ourselves to you we are pleased to comment that we have been engaged in shipping Silk Fabrics of all descriptions to all over the world enjoying a good reputation for a good many years. Because of our excellent organization for conducting export business and close connections with the best sources of supply, we may state that should you favorably consider our proposal and favor us with inquiries for your specific requirements we are in a position to supply you with AI goods at competitive prices.

We are sending you separately a copy of our complete catalog in which we trust you will find some that would suit for your trade.

In regard to the terms of business, we make it our customs to trade on a Banker's Irrevocable Letter of Credit, under which we draw a draft at sight. If you would care to deal with us on this basis, we shall be pleased to give you further details of business.

For any information respecting our standing and reputation, we are permitted to refer you to The Bank of Korea, Seoul.

We look forward to your early and favorable reply.

Yours very truly,

If your business proposal provides insufficient amount of information or contains email address in the message, it may be automatically transferred to the Spam Folder inside the Inquiry Box of the buyer due to the computer system. The business proposal should be accurately written in details. You can register up to 100 business proposals.

## 7.4 Buyer Contact List: Save buyers' information

All inquiries you send after searching buyers through 'Search Buyers' will be saved here. You can check buyer's information and your business proposals through 'Buyer Contact List'. Your data will remain here only for 6 months.

### Premium Services

#### My Homepage

- Customize Storefront
- Change URL
- Social Networks
- Version Setting

#### My Buyer Marketing

- Search Buyers
- Manage My Buyers
- Manage Circular Letters
- Buyer Contact List**
- Special Circular Letters **PRO**
- Verified Inquiries

#### My Biz Statistics

- Traffic Stats
- Industry Trends **PRO**

#### My Private Showroom

- Manage Private Showroom **PRO**
- Manage Private Products **PRO**
- My Contact List **PRO**

Home > My EC21 > Premium Service > Buyer Contact List

## Buyer Contact List

Here you can manage the contact list of worldwide buyers to whom you have sent inquiries via EC21.com  
- Your messages will be saved for 6 months only. Please save any important information to your computer.

Delete

60 available/day, 600 available/month

<input type="checkbox"/>	NO.	Buyer name	Country	Subject	Date	Mail Status
<input type="checkbox"/>	2555	SALEH M. AL-HAKBANI EST.,	Saudi Arabia	We are a flange manufacturer in South Korea.	2017-04-06	Requested
<input type="checkbox"/>	2554	Rainer Wendland Elektro Grosshandel f. Schifffahrt	Germany	We are a flange manufacturer in South Korea.	2017-04-06	Requested
<input type="checkbox"/>	2553	MIDSTEEL PIPELINE LIMITED	United Kingdom	We are a flange manufacturer in South Korea.	2017-04-06	Requested
<input type="checkbox"/>	2552	Plainsman Manufacturing	Canada	We are a flange manufacturer in South Korea.	2017-04-06	Requested
<input type="checkbox"/>	2551	SENIOR FLEXONICS CANADA LIMITED	Canada	We are a flange manufacturer in South Korea.	2017-04-06	Requested
<input type="checkbox"/>	2550	Engineering & Maintenance Solutions	Australia	We are a flange manufacturer in South Korea.	2017-04-06	Requested

## 7.5 Customized Storefront: How to design your storefront

Customizable storefronts are a service that all the Trade OK and Trade PRO members can utilize by selecting from either the skin collection templates, or through a customization wizard which allows you to directly design every aspect of your storefront.

You can also add content or change the layout of your Main Page.

This option can be found at “My EC21 > Premium Service > My Homepage > Customize Storefront “

**My EC21** Basic Services Premium Services View My Homepage 서비스 활용법 상세보기

Home > My EC21 > Premium Service > Customize Storefront

### Premium Services

- My Homepage**
  - Customize Storefront
  - Change URL
  - Social Networks
  - Version Setting
- My Buyer Marketing**
  - Search Buyers
  - Manage My Buyers
  - Manage Circular Letters
  - Buyer Contact List
  - Special Circular Letters PRO
  - Verified Inquiries
- My Biz Statistics**
  - Traffic Stats
  - Industry Trends PRO
- My Private Showroom**
  - Manage Private Showroom PRO
  - Manage Private Products PRO
  - My Contact List PRO

[Go to Basic Services](#)

## Customize Storefront

Here you can customize your Storefront by selecting among skin collection or design yourself from beginning to the end. Also you can add content or change layout of your Main Page.

**My Storefront**  
<http://gsbcwoojinind.en.ec21.com/>  
[Go to EC21 Customize Storefront](#)

### Add Content

Add content such as Rolling Banner, Top 5 Products, HTML, Images, Videos, Product set, etc. on Main Page.

**EC21 Customize Storefront**

**Add Contents**

**Main Page Contents**

**Main Products**  
Main Products will be automatically displayed when you press on their name product on My EC21.  Added to Main Page

**Top 5 Products**  
You can select top 5 products to include Top 5 Products.  Added to Main Page

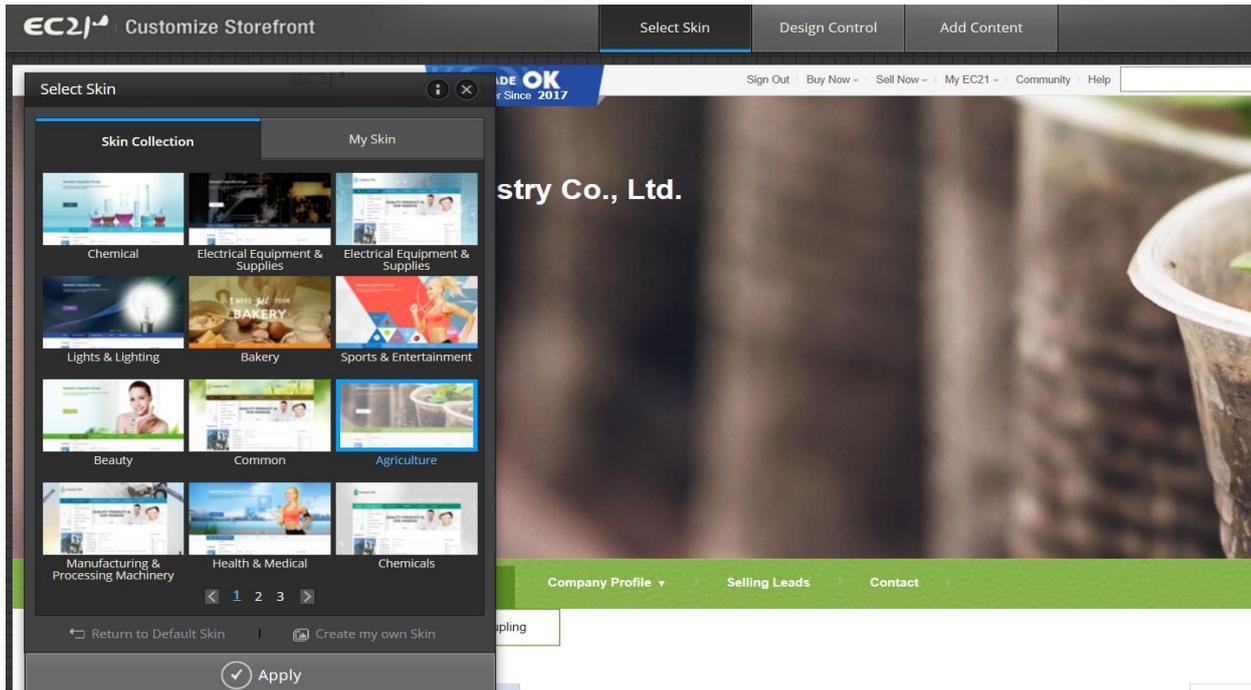
**Rolling Banner**  
You can create a rolling banner ads to better promote your business and products.

**Customized Content**  
You can create a content yourself such as image, video or products set, etc.

**Downloadable Contents**  
Let buyers download your products from internet or your product set. You can manage the contents.

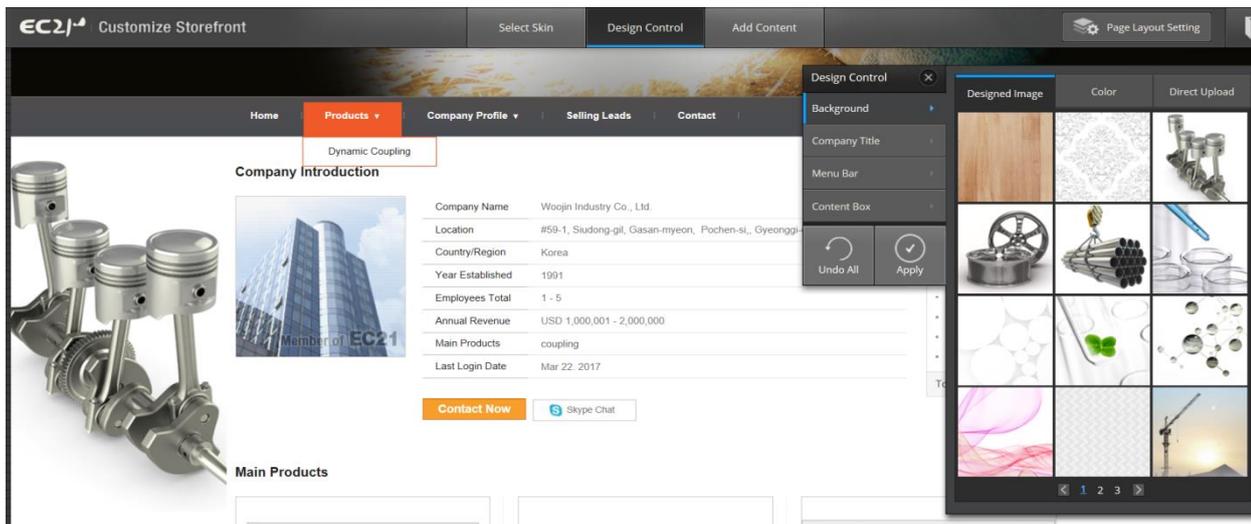
Click the “Go to EC21 Customize Storefront”

## 7.5.1 Select Skin



Skin Collection offers you a total skin package. You simply just click once for changing your Storefront Skin. My Skin is where your saved skins from Design Control are stored. You can also select your own saved skin as your Storefront skin.

## 7.5.2 Design Control



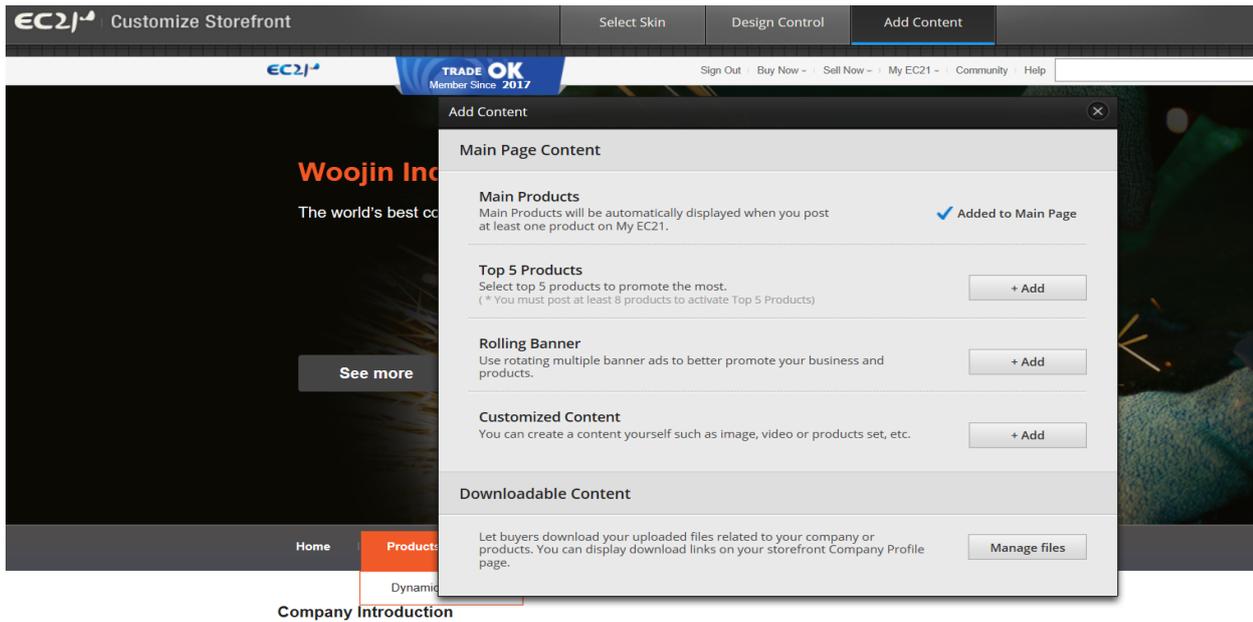
You can select other colors or even upload a photo to be the background of the title and menu bar areas, through accessing the EC21 Design Control menu.

There are four key options which control your Storefront design.

1. Background Area – Here you can add an image or change the color.
2. Company Title Area – In this area you can add your company or promotional product information to your background banner.
3. Menu Bar Area – Which allows you to change the menu bar to a designed image/color/ or your own image (990x50).
4. Contents Box Area – Where you can change the color of content boxes.

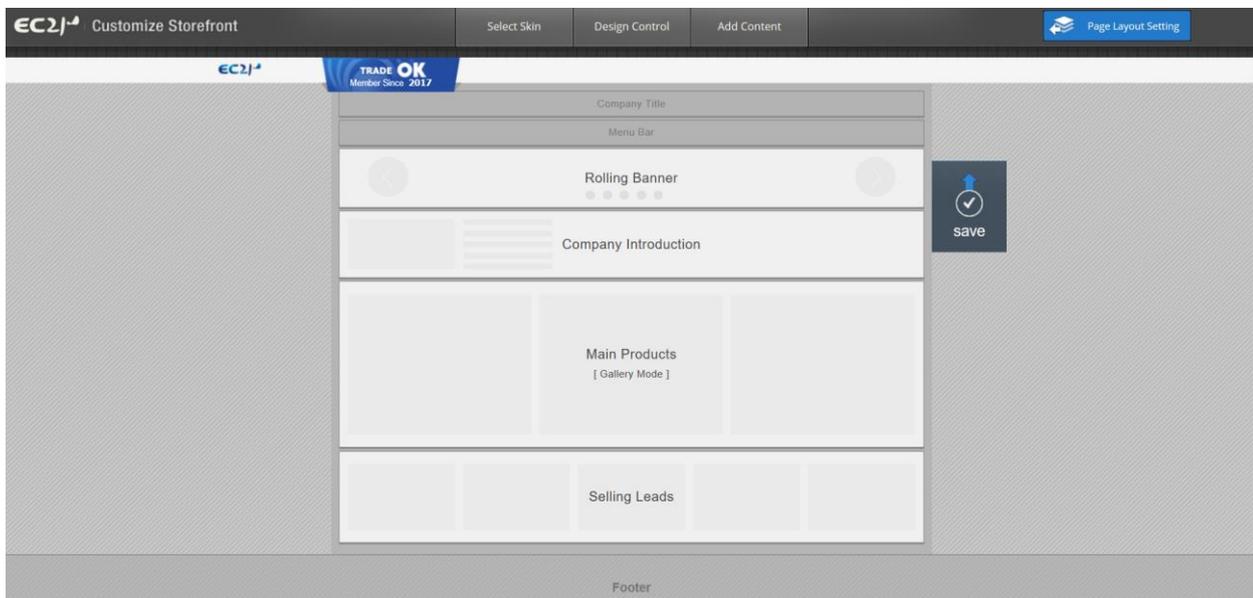
Once you have finished all the design changes, please click the Apply button to save. You also can always select 'Undo All' if you don't like the new version that you have created.

### 7.5.3 Add Content



You can add a variety of main page content to your main page, such as main products, top 5 products, a rolling banner or even customized content. Also you can post downloadable content relating to your company or products. Displaying download links on your storefront Company Profile page is also an available option through the customization menu.

### 7.5.4 Page Layout Setting



The page layout can be rearranged by dragging and also deleting unnecessary sections. Modifications can be made to the Main Products section relating to the three types of category modes previously chosen.

## Chapter 8: Special Services (exclusive services for Trade PRO members)

### 8.1 My Private Showroom: Make a showroom and send product information only to a selected buyers.

'Private Showroom' provides a function to send product information to a limited number of targeted buyers when you do not wish to show your valuable information to everyone. This function is especially useful when you want to present new products to the specified buyers.

Click "Create Private Showroom" from "Manage Private Showroom" and enter the name and description of Showroom.

#### 8.1.1 Manage Private Showroom

#### Create Private Showroom

<b>* Showroom name</b>	Brand New Mobile Phone (2-20 characters)
<b>* Showroom description</b>	Dear Buyer,  We'd like to introduce our brand new mobile phone to you.  Please refer to the detailed information and contact us for any inquiry.  Best Regards (167 / 2000 characters max )

### 8.1.2 Manage Private products

Register the products at Showroom by moving to 'Manage Private products; Menu. The page to enter product Information will be displayed when you click "Post new product". Register your product name, description and image in a sequence.

#### Manage Private Products

You are authorized to post 100 Private products.  
Now you have 0 private product(s).

Showroom/Product	Product	Display	Action
New Mobile Phone	0	Yes	<a href="#">Post a new product</a>

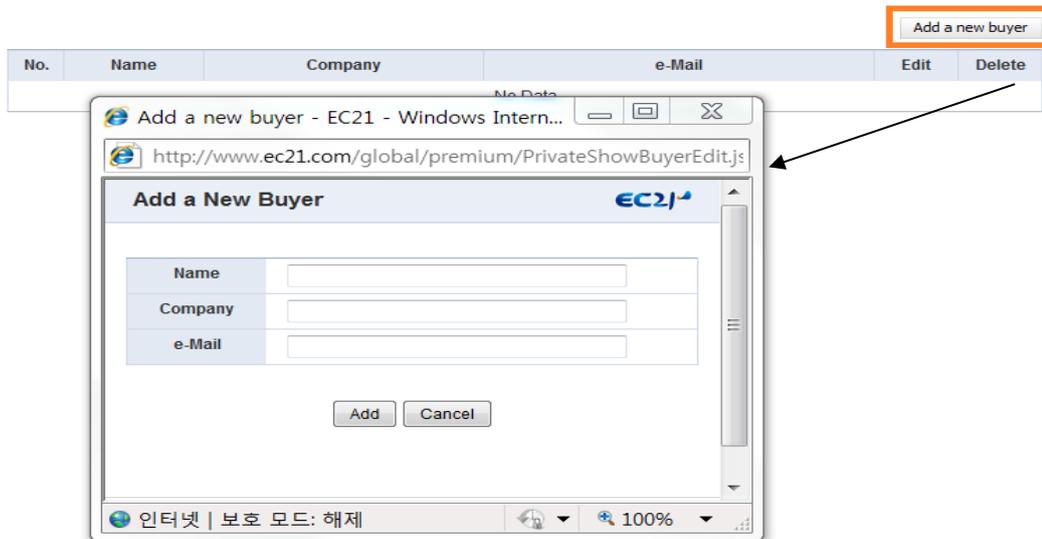
### 8.1.3 My Contact List

Enter the contact information of targeted buyers to receive product Information of Showroom in "My Contact List".

Enter the name, company name and email address of the buyers to receive this information by pressing 'Add a new buyer'".

[Home](#) > [My EC21](#) > [Premium Service](#) > [My Contact List](#)

#### My Contact List



Return to the "Manage Private Showroom" menu again and click "Send to Buyer" to forward product Information contained in the Showroom to applicable buyers.

## Manage Private Showroom

You are authorized to create **10** private showrooms.  
Now you have **1** private showroom(s).

Create Private Showroom

Showroom/Product	Product	Display	Action			
New Mobile Phone	0	Yes	Send to Buyer	View	Edit	Delete

A pop-up screen will be displayed when you click "Send to Buyer". Recheck the name of buyers and press 'Send' button to forward the Showroom to target buyers.

## 8.2 Traffic Stats

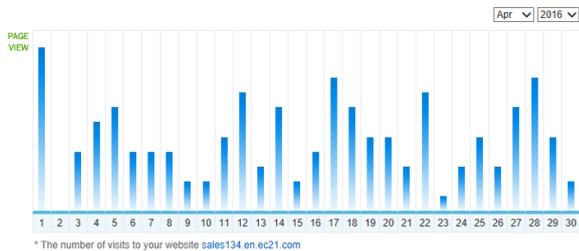
Check which of your products have the biggest impression!

Trade PRO members can see Traffic Statistics and Industry Trends in My EC21. It provides members with insights of marketing strategy at the same time.

### Traffic Stats

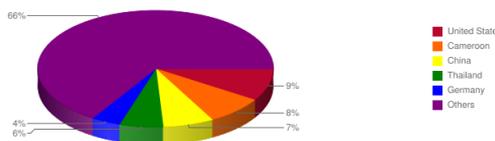
Page Views	Inquiries
Daily   Weekly   Monthly	

#### Page Views



Total	Yesterday	Highest	Lowest
2665	2	38	1

#### Page Views by Country



\* The percentage of page views on your website.

#### Product Customer Clicks

[Post New](#)

No.	Product	Posted Date	Total
1	Nembutals-Pentobarbitals-Sodium	2015-07-19	98
2	Acne Lasers Nail Fungus Lasers Skin Cooling Lasers ...	2015-09-07	62
3	Juvederm and Other Dermal Fillers	2015-07-20	58
4	Filorga NCTF 135 NCTF 135HA_Juvederm_Stylage	2015-07-20	56
5	Juvederm Ultra 2 (XC) Juvederm Ultra 3 (PLUS XC) J ...	2015-09-07	52

\* Total number of clicks to view your Products. (Top 5)

#### Selling Lead Customer Clicks

[Post New](#)

No.	Product	Posted Date	Total
No Data.			

\* Total number of clicks to view your Selling Leads. (Top 5)

### 8.3 Credit Reports

If you're a Trade PRO member, you can apply free credit report services of the trade partnered company 3 times during the membership year.

[Home](#) > [My EC21](#) > [Basic Service](#) > [Credit Report](#)

## Credit Report

- Verify overseas buyers by using EC21's Credit Report, which is available in conjunction with the world's leading credit reporting specialists, GlobalCIS. (This service may be unavailable for some countries.)
- Credit Report will help you confirm whether a company is legitimate or not. Please allow 5-10 working days to complete the investigation. Please note that the completed Credit Report will be delivered to your email address. [[View Sample](#)]
- Please [click here](#) for more information on Credit Reports.
- Please [contact us](#) for any further questions.



#### Reminder For Trade PRO Premium Membership

- Trade PRO Members can request up to 3 issues of Credit Reports(Quick-Rate only) for free of charge during the Membership period.
- Ordering more than 3 issues of Credit Reports(Quick-Rate) will require extra fee for excess charge.

You have requested the following credit reports.

NO.	Company	Country	Date	Result
1	<a href="#">cti sales</a>	United States	2013-02-20	Completed

Page 1 of 1 **1**

[Request Credit Report](#)

So far, we have taken a close look at the services and features provided by EC21 English website ([www.ec21.com](http://www.ec21.com))

Using the variety of EC21 services, we always wish you great success and continuous prosperity!

Thank you.

EC21.com Service Team