

# EC21 Makes The World Trade Easier



"Reach the Right Buyers with EC21!"

- 1. About EC21
- 2. What is EC21.com?
- 3. EC21 Statistics
- 4. EC21 Member Testimonials
- 5. Services For Suppliers
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- 7. Other Useful Services
- 8. Premium Membership





Established: 18 April 2000

Employees: 130

**Address: 5F, Trade Tower, World Trade Center** 

159-1 Samsung-Dong, Gangnam-Gu,

Seoul, Korea

Websites: www.ec21.com / kr.ec21.com / cn.ec21.com



#### **About EC21.com**

EC21.com is one of the world's largest online B2B marketplaces, connecting millions of suppliers and buyers worldwide. Since 1997, EC21.com has been facilitating global trade opportunities for small- and medium-sized enterprises. Today EC21.com has over one million member companies, three million products, one million buyers in its database, and 3.5 million monthly visitors.

#### **Company Overview**

EC21.com started in 1997 as an online trade board of the Korea International Trade Association (KITA). In 2000, EC21 Inc. was spun off from KITA. Since then, EC21 has provided local small-and-medium-sized export companies with a comprehensive range of trade support services and global business opportunities.

EC21, the largest overseas marketing company for SMEs in Korea, offers a range of marketing services such as global market research, on/offline overseas marketing, trade education programs and overseas cooperation. The company also operates the EU Gateway Programme, a business cooperation program funded and managed by the European Union (EU).

In particular EC21's online marketing expertise make it a leader in search engine optimization (SEO), search engine advertisements, and social media marketing.

EC21.com marketplace facilitates global trade for export/import companies of all sizes and nations. Since its premium services launched in 2004, EC21 has supported premium members through its offices and agencies in China, India, Russia and Malaysia.

#### **Specialties & Business Fields**

- Global Buyer Sourcing
- Global B2B Marketplace
- Online Marketing including SMM (Social Media Marketing), SEM (Search Engine Marketing), SEO (Search Engine Optimization)
- International Market Research
- Trade Consulting & Education
- Overseas Trade Missions
- Website Development & Hosting



2010	Established sales network in Qingdao, China (September)
2009	Established a partner service, PIERS Trade Profiles, providing US import & export information (Jan.)
2008	<ul> <li>Established sales network in Vietnam (November)</li> <li>Established exclusive sales network in Korea in partnership with EUROPAGES, the European B2B</li> <li>Selected by European Union as Korea partner for EU Gateway Programme* (October)</li> <li>* The programme funded and managed by European Union to support EU companies in developing business cooperation with Korean companies</li> </ul>
2007	<ul> <li>Qualified as Google Overseas Advertisement Sales Partner in Korea (July)</li> <li>Established sales networks in India (July), Italy (March) and Pakistan (April)</li> </ul>
2006	Launched Credit Report, Authentication & Verification Service in cooperation with Global CIS (Feb.)
2005	Established sales networks in Turkey and Taiwan (May)
2004	<ul> <li>Established sales networks in Shanghai, Shenzhen, Xiamen and Ningbo, China (December)</li> <li>Launched Premium Membership service, Trade OK and PRO (April)</li> </ul>
2001	• EC21 launched e-Trade Pioneer* Service in cooperation with MeetWorldTrade, a US-based B2B company (September)  * e-Trade Pioneer: an early model of the current EC21 Premium membership service
2000	EC21 Inc. spun off from KITA (April)
1997	EC21.com established by Korea International Trade Association(KITA) (October)



2016	<ul> <li>Established sales network in India, Turkey, Cameroon (October ~ December)</li> <li>New Inquiry System with Escrow support launched (November)</li> <li>Partnership with Payoneer to Provide Escrow Payment Service (August)</li> <li>Awarded contract by the European Commission to operate EU Gateway to Korea.(www.eu-gatrway.eu) (February)</li> </ul>
2015	<ul> <li>EC21 Global Buyer Directory Upgraded (November)</li> <li>EC21 Storefront (Company Homepage) launched (August)</li> </ul>
2014	EC21 Mobile App launched on Google Play (July)
2013	<ul> <li>Established sales network in Berlin, Germany (November)</li> <li>EC21 New Messenger Service Launched (June)</li> <li>EC21 Website Renewed (April)</li> <li>Media Partnership with COEX (February)</li> </ul>
2012	<ul> <li>Established sales network in Brazil (July)</li> <li>Established sales network in Beijing, China (August)</li> </ul>
2011	<ul> <li>Established sales network in Moscow, Russia (January)</li> <li>Established sales network in Bangladesh (January)</li> <li>Corporate partnership with the UN World Food Programme</li> </ul>











### EC21 Inc.

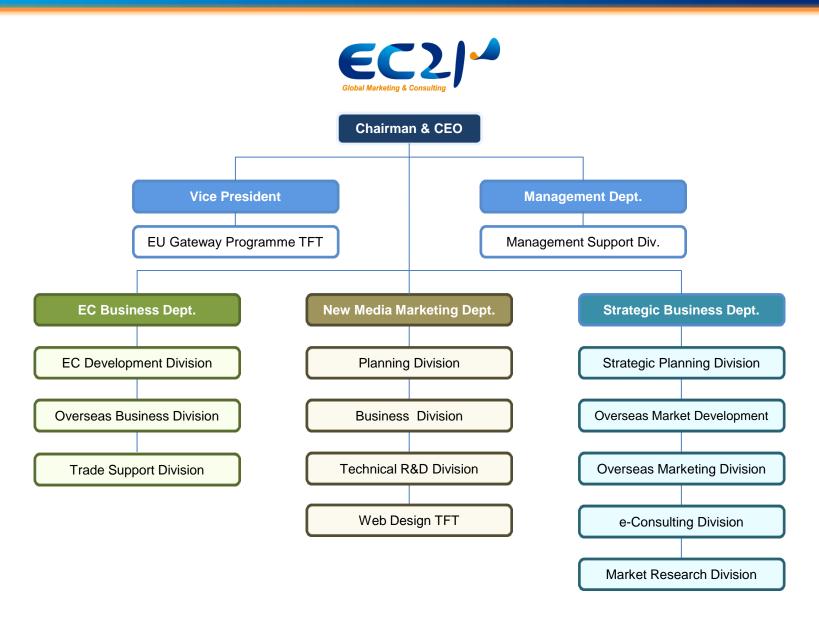
5F, World Trade Tower, 159-1 Samseong-dong, Gangnam-gu, Seoul, Korea





www.GlassSteelAndStone.com







**Operational and Logistic Unit Korea** 



Small & medium Business Corporation

Strategic Partner with Governmental Offices for Korean SMEs



















## Global

### **Sales Networks**

Korea (1)

**China (11)** 

Turkey (1)

Vietnam (1)

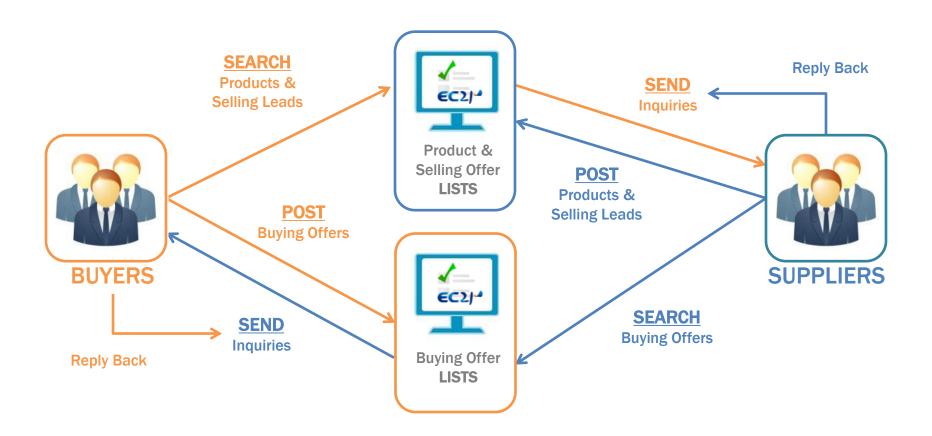
India (1)

Germany (1)

Cameroon (1)



We are one of the largest online B2B trade platform connecting millions of suppliers and buyers worldwide.



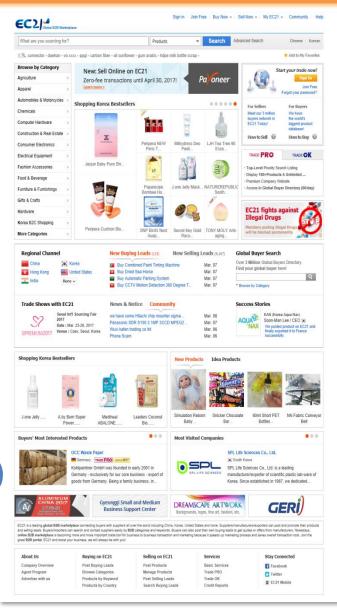
Over **2,200,000** 

From 237 countries

over **500,000**Inquiry Exchanges per month

over **10,000,000** 

Site Page Views per month



Over **7,000,000** 

**Member Product Catalogs** 

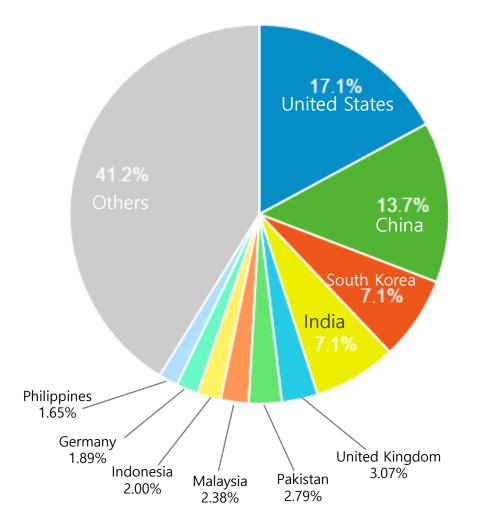
Over **12,000,000** 

Product Listings, Buying & Selling Leads

Over **2,500,000** 

**Global Buyer Database** 

### **TOP 20 Site visitors breakdown by country**



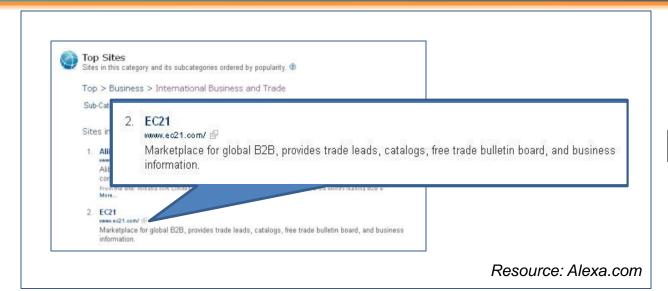


### **Global Visitors**

\* Others: Canada, Vietnam, Thailand, UAE, Australia, Singapore, Hong Kong, France, Turkey, Nigeria etc.

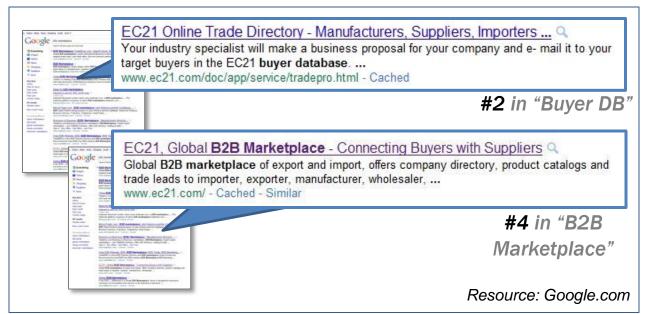
Resource: Google Analytics 2017







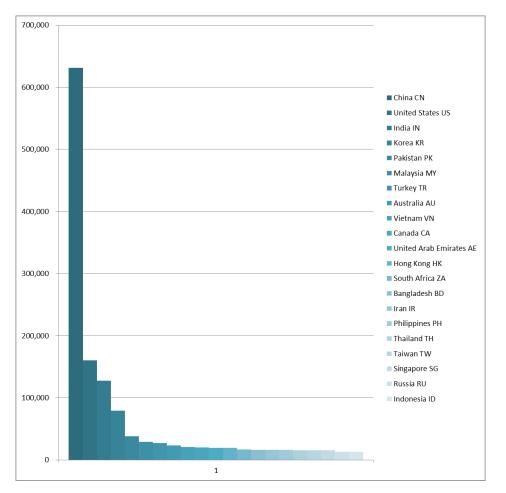
No.2 Alexa Ranking
in
International Business & Trade





No.2 Google
Keyword Search
in
"buyer DB" and
No. 4 in "B2B marketplace"

# TOP 20 Members Statistics by Country



Rank	Region	Members
1	China	631,101
2	United States	160,349
3	India	127,313
4	Korea	79,511
5	Pakistan	37,995
6	Malaysia	29,217
7	Turkey	26,909
8	Australia	23,525
9	Vietnam	20,816
10	Canada	20,078
11	UAE	19,634
12	Hong Kong	19,242
13	South Africa	16,889
14	Bangladesh	16,207
15	Iran	16,081
16	Philippines	16,024
17	Thailand	15,635
18	Taiwan	15,467
19	Singapore	15,453
20	Russia	12,897
-	Others	193,639



**Spirit Guitar Company, LLC** 

Mr. Bill Parker, VP Procurement TRADE PRO

"Hello everyone, I would like to share my story on EC21. We have been affiliated with EC21 for over 15 years. Our company has been able to find suitable vendors of acceptable reputation with no issues and after sale problems. If I had to rate EC21 as a marketplace, it would score AAA+++. In my opinion, if someone doesn't use EC21 they are going to find themselves in loose loose situation...."

### **Vietnam Agrotech Company Limited**

Mr. David, Director TRADE PRO

"We have been merged between two State-owned companies VIKYNO CO., LTD (Established in 1967) and VINAPPRO CO., LTD (Established in 1968) under The Ministry of Industry and Trade of Vietnam.

There have been approximately 100 inquiries sent to us globally on a monthly basis throughout nearly 1 year. Some of customers have visited the company and our factories and totally satisfied with product qualities, styles as well as prices.





**Bemax Enterprisese Co.** 

Mr. Jim Wu, Sales Manager TRADEOK

"We mainly supply cubic zircon, ruby, synthetic, sapphire, natural stone, crystal. They are sold in USA, UK, Korea, India, Japan, Thailand, Germany and more.

We have been using EC21 Trade OK for 2 years, and have received a lot of inquiries. Through EC21, our business could have been increased fast. EC21 makes me feel confident when I do my business. I really appreciate EC21.com to help us trade with overseas buyers. I recommend EC21 to other companies who want to penetrate overseas market.



# **Services For Suppliers**





Get a Company Homepage

By creating your Company Profile



**Display Products**Display your Products

in Product Catalog



Target Marketing

Get exclusive exposure by advertising your products



**Suppliers** 



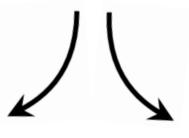
Display Selling Leads

Display your Selling Leads in Selling Leads Catalog



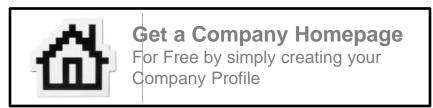
Access Global Buyer DB

providing over 1 Million global buyer database (For Premium Members)

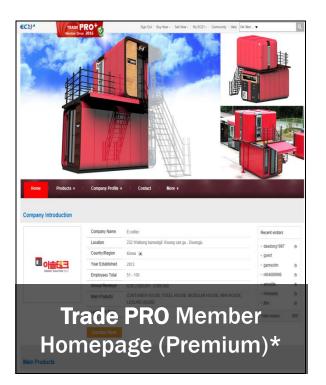


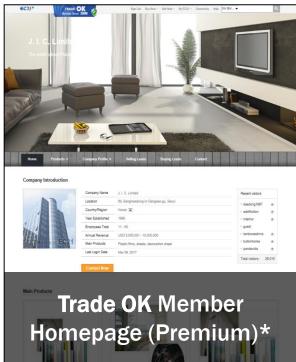


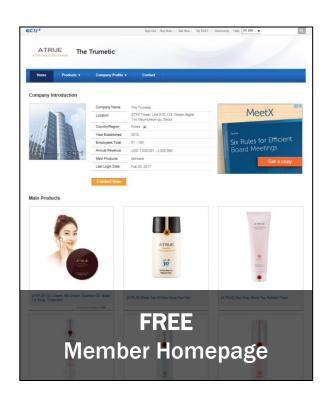
Send Selling Offer & Receive Buying Offer



We offer a number of homepage styles and more special options available for Premium Members.







\*Site Style Editor Available For Premium Members (More customized editing options)





### **Target Marketing**

Get exclusive exposure by advertising your products on your designated spots

We offer a number of advertising programs for Suppliers to build brand awareness, promote Products.





↑ Featured Listing & Banners on Search Result Pages

And MORE!



Access Global Buyer DB providing over 1 Million global buyer database (For Premium Members)

Over 2 Million Global Buyer Database available for Premium Suppliers.



EC2/Global E	Sign Ot 28 Marketplace
Global Buyer D	irectory
camera	All Categories
ome > Global Buyer I	irectory > Search: camera
	6314 Global Buyers found for camera
☐ ☐ Contact No	+ Add to My Buyers
Ads by Google relate	to: camera
G global.gmarket	Gmarkré Global Canon camera - All brands, all kinds are here Register now & Get morthly coupon't Guarantee low price, safe shipping to KOR. Today's Best Deal Electronics 最新KPOP等線 今日經濟特別 经验证 Hottest K-Pop Albums
thermofisher.com	Color Rad hard camera World's only solid state Color and B&W radiation hardened camera.  hinnery Ltd.
_	,
- Keyword	multilayer mirror, X-ray monochromator, multilayer, X-ray, ECG wi12ch, Laptors, G machines, Engines, pump, Machines, Inntiting machine, X-Ray machines, Press ma ECG machines, LCD Computer monitor, LCD monitor, Scaree monitor, CCTY Comconters accessoriese, Computer Monitor, Machinery— <u>xii Ason. Roof</u> life forming machine, direly migranchine, platic infliring machine, affecting machine, glatic infliring machine, glatic infliring machine, gratery machines, platic machines, p
Keyword     Category	machines, Engines, pump, Machines, knitting machine, X-Ray machines, Press ma ECG machines, LCD Computer monitor, LCD monitor, Screen monitor, CCTV Cam Computers accessorices, Computer Monitor, Machineray, all tem. Roof tile forming
,	machine, Engines, pump, Machines, kritting machine, X-Ray machines, Press me ECG machines, LCD Computer monitor, LCD monitor, Screen monitor, CCTV Cam Computers accessorices, Computer Monitor, Machinery—all tam. Roof tile forming machine, drilling machine, plate drilling machine, gantry type drilling machine, machine.
- Category	machines, Engines, pump, Machines, kimiling machine X-Ray machines, Press me ECG machines, LCD Computer monitor, LCD monitor, Screen monitor, CCTV Cam Computers accessorices, Computer Monitor, Machinery—4, 42 no. Royd 16 forming machine, drilling machine, plate drilling machine, garrily type drilling machine. The Manufacturing & Processing Machinery > Apparel Machinery
Catlegory     Contact Name     View Details	machines, Engines, pump, Machines, Intilling machine X-Ray machines, Press me ECO machines, ECO Computer motino LCO monitor, Serven monitor, COTV Com- Computers accessories, Computer Monitor, Machinery—at Izea, Boof life forming machine, drilling machine, plate drilling machine, gantry type drilling machine, mach Manufacturing & Processing Machinery > Apparel Machinery Md. Kamal
Catlegory     Contact Name     View Details	machines, Engines, pump, Machines, kimling machine X-Ray machines, Press me ECG machines, LOC Computer monter, LOC monitor, Screen monitor, COTY Cam Computers accessorices, Computer Monitor, Machinery—states. Roof to forming machine, drilling machine, plate drilling machine, gainly type drilling machine, machine, drilling machine, plate drilling machine, partly type drilling machine; machine, machine, drilling machine; mac
Calegory     Contact Name     View Details	machines, Engines, pump, Machines, kinding machine X-Ray machines, Press me EGG machines, CD Computer Month. CUI monitor, Server monitor, COTV Computer Secessorices, Computer Monitor, Machinesy— <u>A Barn. Roof lite forming machine</u> , driling machine, plate drilling machine, gainly type driling machine; machines, machine, drilling machines, machinesy:  Manufacturing & Processing Machinery > Apparel Machinery  Md. Kamal  Add to My Buyers  A.R.L. Lebanon machines

- 1. Search by keyword or categories,
- 2. Select your interested Buyers, and
- 3. Send individual or group inquiries.

	Send Your Business Proposal			
	You can send your business proposal to this global buyer with up to 10 product catalogs.  * Required fields  Business Proposal			
П	* Selected Buyer(s)	Total 15 buyer selected.		
>	* Subject			
	* Message (No HTML tags)			
	* Attach Product Catalog(s)	Add Del		



**Display Suppliers' Products** & Selling Leads

Suppliers may display their items in both **Products & Selling Leads section on EC21.** 





\*Product **Search Lists** 



**Selling Lead Search Lists** 

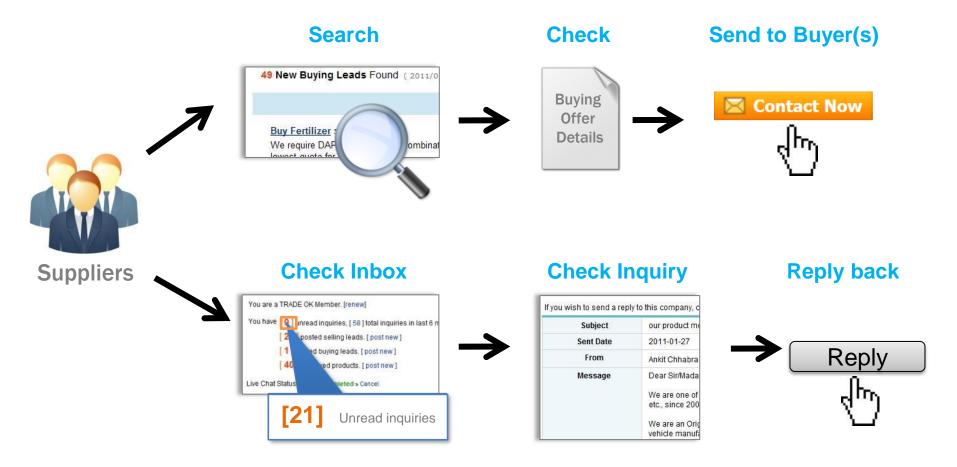
\*Default Search Option





Send Selling Offer to Buyers & Receive Buying Offer from Buyers

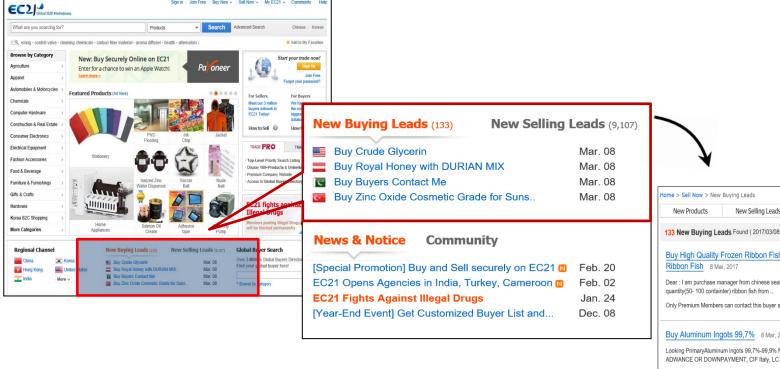
Search Buying Leads and send your individual or group inquiries to them, and check your received inquiries later.

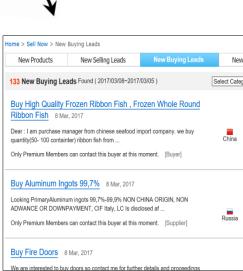




Send Selling Offer to Buyers & Receive Buying Offer from Buyers

Check newly posted Products, Selling and Buying Leads in real-time everyday.







# **Services For Buyers**





**Get a Company Homepage** 

By simply creating your Company Profile



#### **Product Search**

Search Products posted by Suppliers by keyword or category search



Post Buying Lead(s)

Post Buying Offer(s) directly and get direct responses from Suppliers



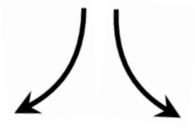
### Selling Lead Search

Search Selling Leads posted by Suppliers by keyword or category search





Send Buying Offer & Receive Selling Offer



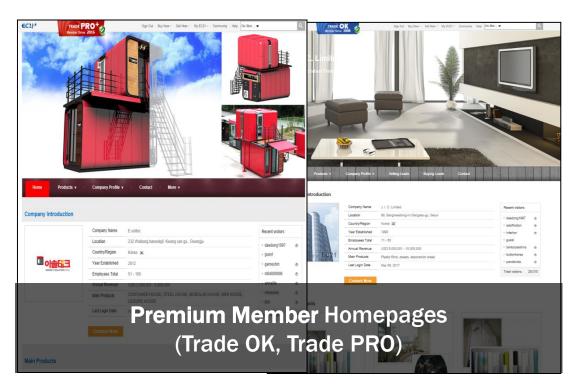


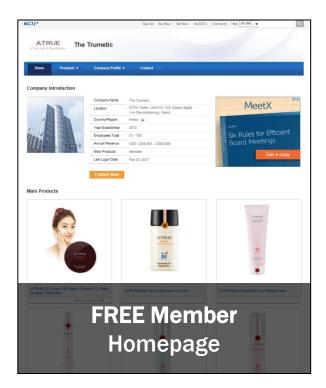
**Supplier Search** 

Search Suppliers by keyword or category search



We offer a number of homepage styles and more special options available for Premium Members.





\*Site Style Editor Available For Premium Members (More customized editing options)



### Post Buying Lead(s)

Post Buying Offer(s) directly and get direct responses from Suppliers

Post Buying Lead(s) if you cannot find the products you want to source on EC21.com

* Subject	Buy
	- Please follow general capitalization rule, ex) Buy 125cc Dirt Bike
Keywords	
	- Each keyword should not be more than 4 words. ex) mobile phone, cell phone, cellular phone
* Category	Choose ①
* Duration	Select Duration ▼ 2011-02-05
Image	Upload Delete -JPG or GIF only. Max 300kb
* Details	
	Current ( 0 / 2000). Min. 100 characters. No HTML, please. Do not enter y
My Contact Preference	Current ( 0 / 2000), Min. 100 characters.  No HTML, please. Do not enter y  Only Trade OK & Trade PRO members (only premium members) may contact me.

Most Suppliers tend not to post their entire inventory online, so make Suppliers find what you want and let the right Suppliers come to you.



Your new Buying Lead(s) will be noticeable on EC21 homepage.



Send Buying Offers to Suppliers & Receive Selling Offers from Suppliers

Search Products & Selling Leads posted by Suppliers and send your inquiries to interested Suppliers.





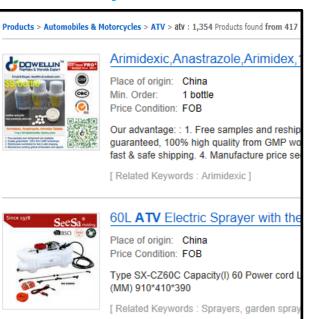
# Product, Selling Lead and Company Search

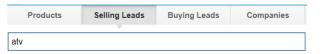
by keyword or category search

Search Products, Selling Leads posted by Suppliers and Company Profiles by keyword or category search options.

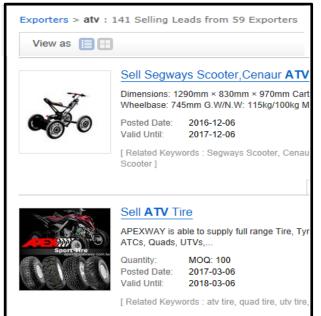


### **Product Keyword search: atv**



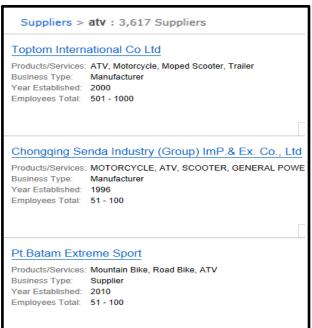


### Selling Lead search: atv





### Company search: atv





# **Other Useful Services**



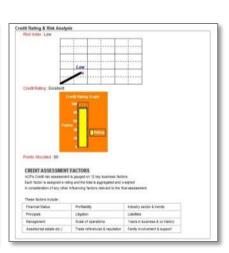


# **EC21** Offers a Credit Report Service, Authentication & Verification Service For EC21 Members









Our Credit Report Service makes you check & verify the most current credit-related information (financial & legal status, financial summary, shareholders, company information and more) before making deals with your clients



EC21 Offers a <u>TradeVerify</u> Service, authentication & verification service provided by EC21 or 3<sup>rd</sup> parties for EC21 members to verify their credit, business and legal information about business entities.

### What Are The Benefits?



**Build Trust on Your Company Homepage** 

You can display A&V seal and TradeVerify mark on your homepage to show buyers that your company is legally authenticated and verified.



**Priority Listing on Search Result Pages** 

EC21 Members with TradeVerify logo have a priority listing privilege on search result pages.

### What Are The Benefits? (Cont'd)



Get Noticed with the TradeVerify Logo

Make your business stand out with the prestige gradeVerify logo.

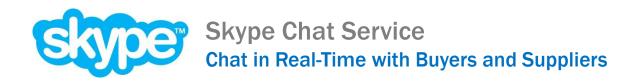
Your company will be highlighted with the logo in search results.

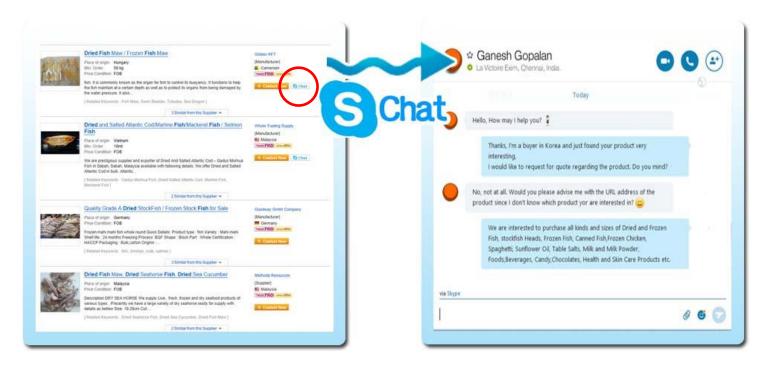


### **Communicate With Our Social Networks**







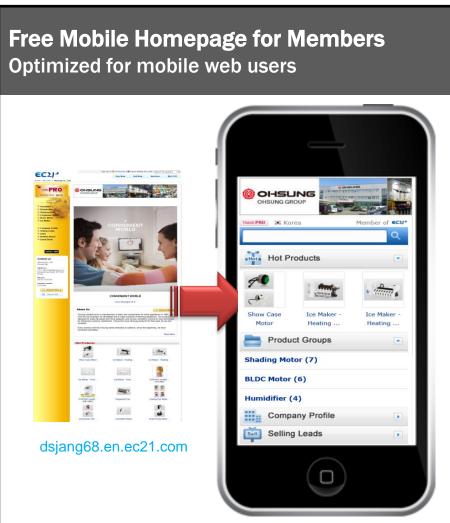


Click on 'S Chat' button on Search Result Pages

**Chat in real-time** 

### **EC21** Mobile Services







# **Premium Membership**



# Membership Benefits

## **FREE**

Basic Free Membership
For All Visitors

#### PREMIUM MEMBERSHIF



More Inquiries than Free Members

- → 2<sup>nd</sup> Tier Priority Search Listing
- → Access Global Buyer DB
- → Get TradeVerify For Free<sup>1)</sup>

Flexible & Cost-Effective Your Business Starter Kit

#### PREMIUM MEMBERSHIP



More Inquiries than Trade OK Members

- → 1st Tier Priority Search Listing
- → Access Global Buyer DB
- → Get TradeVerify For Free<sup>1)</sup>
- → Get Credit Reports For Free<sup>2)</sup>
- → Get Free Advertising Package<sup>3)</sup>

The Most Powerful Way to Maximize Your Exposure

- 1) Premium members may apply TradeVerify, authentication and verification service by third-party security service providers, one-time for FREE (Valued at US\$ 150).
- 2) Trade PRO members receive 3 FREE Advertising Package (valued at US\$1,000) to maximize their product exposure on EC21.com for up to 2 months.
- 3) Trade PRO members may apply for the Credit Report (Biz-Check) to check whether the buyer is legitimate or not for up to 4 times for FREE(valued at US\$ 316).

		PREMIUM MEMBERSHIP	
Features	FREE Member	TRADE OK  Member Since 2017	TRADE PRO Member Since 2017
Get listed on Higher search result pages by rank <sup>1)</sup>	3rd Ranked	2nd Ranked	1st Ranked
Display Products (Max.)	15	50	100
Display Selling Leads (Max.)	20	200	Unlimited
Send inquiries to Buying Leads per day	20	40	60
Access to the latest Buying Leads	After 7 Days	Real Time	Real Time
Access to 2 Million Global Buyer Database	*	<b>✓</b>	<b>~</b>
Create a Premium Company Website	*	₩	₩
Get Free TradeVerify Service by EC21	*	❤	₩
Get Free Credit Report Service by A&V	*	*	Up to 3 times
Get Free Advertising Packages	*	*	<b>~</b>
Get Free additional marketing services <sup>2)</sup>	*	<b>~</b>	<b>~</b>

### **FREE** Membership

**Basic Membership** 

# FREE Member Key Features

- ✓ Get a Free Company Homepage
- ✓ Post 15 Products and 20 Selling Leads
- ✓ Receive Daily or Weekly Trade Alert Service via email
- ✓ Chat with EC21 members with skype in Real-Time!

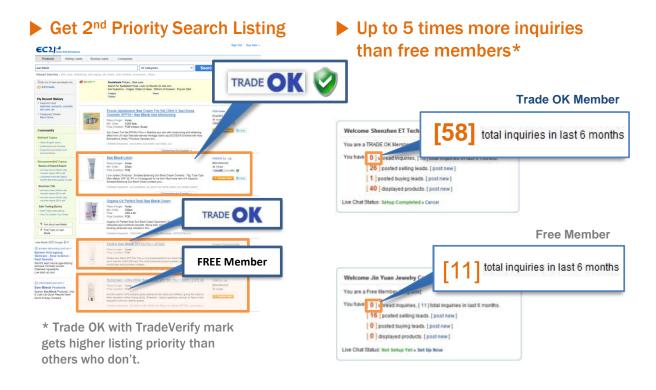
### As a Free Member, You get:



## TRADE **OK** Membership

# **Trade OK**Key Features

- √ 5x MORE Inquiries than Free members
- ✓ 2nd TIER Priority Search Listing Higher than Free Members
- ✓ Access Global Buyer DB UNLIMITED ACCESS OVER 1 Mil. Buyer DB
- ✓ FREE TradeVerify service offer (One-Time)



► TradeVerify - Verified mark are appeared on the followings:



No.1-305 of WanTong Ros e Garden, YanDang W.R

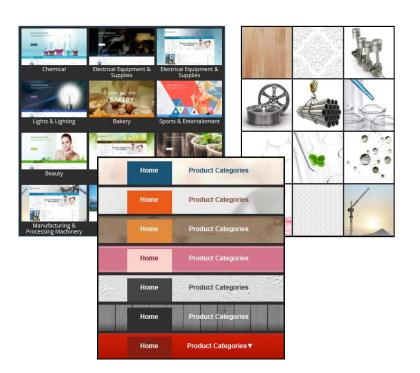
## TRADE **OK** Membership



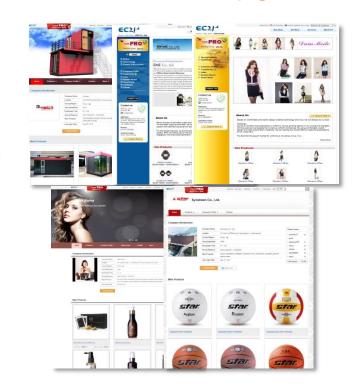
### **Premium Company Homepage**

All Trade OK members may create a professional-looking company homepage within EC21.com with our Site Style Editor offering over 60 design templates.

### ► SiteStyle Editor Available For Member Homepage



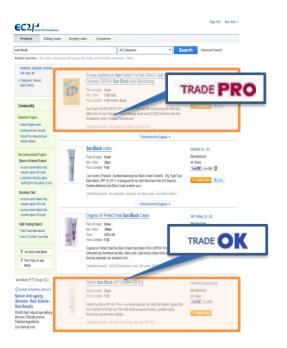
### ► Premium Member Homepages



### TRADE PRO Membership

# **Trade PRO**Key Features

- √ 30x MORE Inquiries than Free members
- ✓ TOP-LEVEL Priority Search Listing (Higher than Trade OK, Free Members)
- ✓ FREE Advertising Package 3 different advertisement layouts (USD 1,000 Value)
- ✓ FREE Credit Service Package TradeVerify + Credit Reports (USD 308 Value)
- ▶ TOP-LEVEL Priority Search Listing



▶ Up to 30 times more inquiries than free members\*





# TRADE PRO Membership



### Free Advertising Package (US\$ 1,000 Value)

Trade PRO members receive 3 FREE Advertising Package (valued at US\$1,000) to maximize their product exposure on EC21.com for up to 2 months.







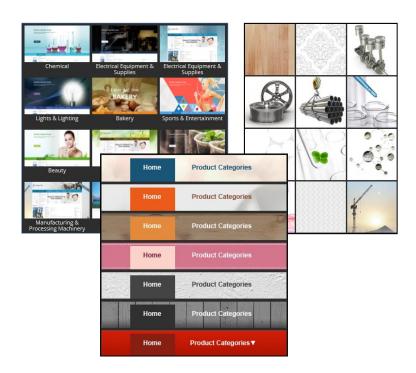
### TRADE PRO Membership



#### **Premium Company Website**

All Trade PRO members may create a professional-looking company homepage within EC21.com with our Site Style Editor offering over 60 design templates.

### ► SiteStyle Editor Available For Member Homepage



### **▶** Product Inquiry Statistics Available





EC21 Makes The World Trade Easier

# Thank YOU!

" Reach the Right Buyers with EC21 !"

EC21

www.ec21.com