



# EC21.com

EC21 Makes The World Trade Easier

**EC21**  
Global Marketing & Consulting

# Contents

## About EC21

01

Brief Company Introduction  
Company History  
Specialties & Business Fields  
International & Domestic  
Cooperation

02

## What is EC21.com?

EC21.com Statistics  
EC21.com specialty

## Services For Members

03

Service for Sellers  
Service for Buyers

04

## Premium Membership

EC21.com Statistics  
EC21.com specialty



An aerial photograph of a city skyline, featuring several prominent skyscrapers. A large, semi-transparent blue geometric shape, composed of overlapping triangles, is centered over the image. The text and list are overlaid on this shape.

01

# About EC21

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- Brief Company Introduction
- Company History
- Specialties & Business Fields
- International & Domestic Cooperation

# Overseas Marketing Success, EC21

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. Through its leading technology and expertise in international trade, it has achieved international recognition and trust in the global business community.



## Established

18 April 2000

## CEO

Young look, Song

## Employees

69 (2021. 05)

## Websites

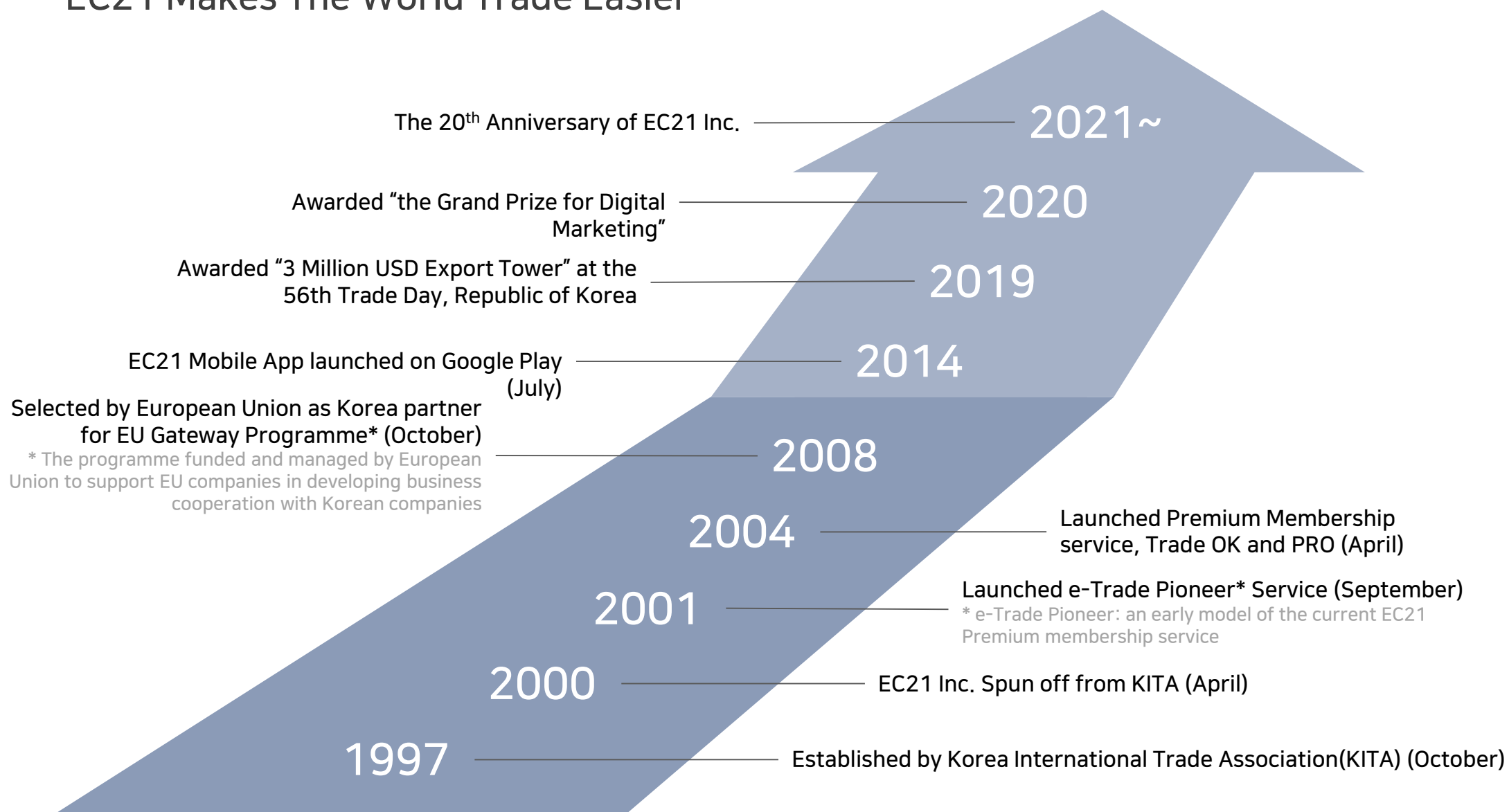
[www.ec21.com](http://www.ec21.com) / [kr.ec21.com](http://kr.ec21.com) / [china.ec21.com](http://china.ec21.com)

## Address(Head Office)

5F, Trade Tower, World Trade Center 159-1  
Samsung-Dong, Gangnam-Gu, Seoul, Korea

# Company History

"EC21 Makes The World Trade Easier"





# Specialties & Business Fields

## Online Marketing

- No.2 Keyword Search in "B2B marketplace" on Google
- B2B e-Marketplace "EC21.com"
- SMM(Social Media Marketing)
- SEM(Search Engine Marketing)
- SEO(Search Engine Optimization)



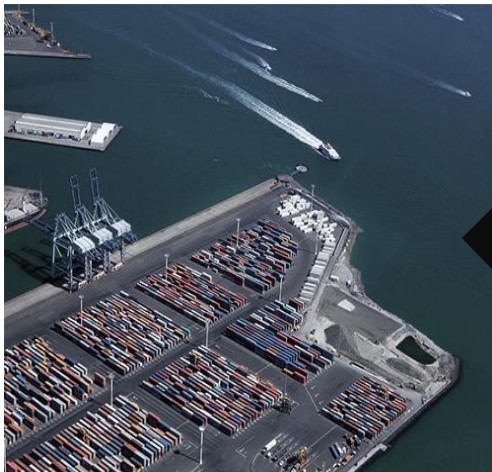
## Offline Marketing

- Strategic Area Total Marketing
- International Market Research
- Exhibition Marketing Agency
- Pre/Post Exhibition Marketing
- Publication of Product brochure
- EU Gateway Programme



## Trade Consulting

- Certified trading company
- Global Trade Manager Training (For 17 Colleges)

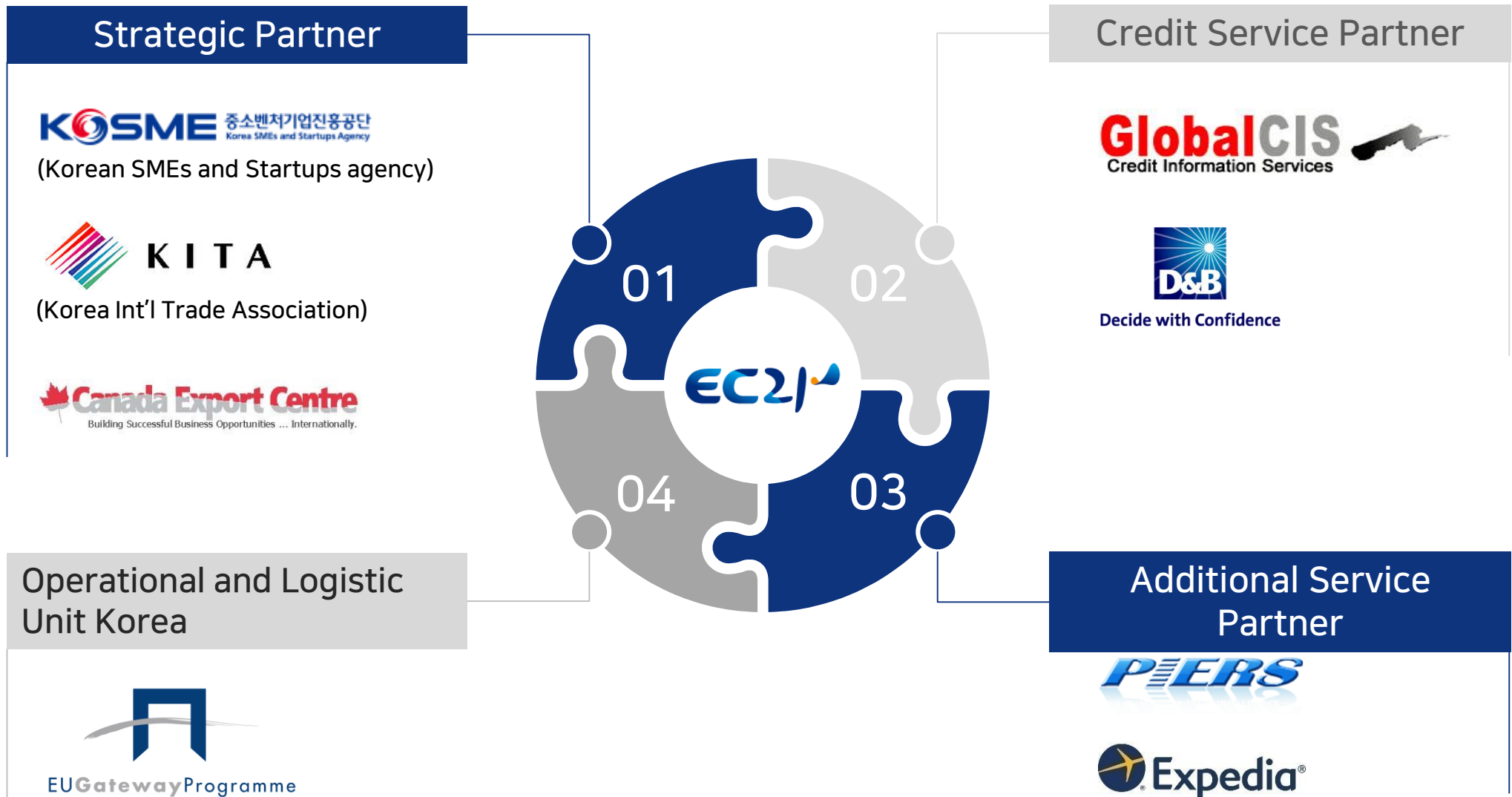


## Global Networks

- Pioneering new overseas markets
- Exhibition Agency
- Inviting overseas buyers
- Operating 14 offices in 5 countries
- Over 100 countries Global Networks around the world



# International & Domestic Cooperation



An aerial photograph of a dense urban skyline, featuring numerous skyscrapers and high-rise buildings. A large, semi-transparent blue geometric shape, resembling a stylized diamond or a series of overlapping triangles, is centered over the image. The text and list are overlaid on this blue shape.

02

## What is EC21.com?

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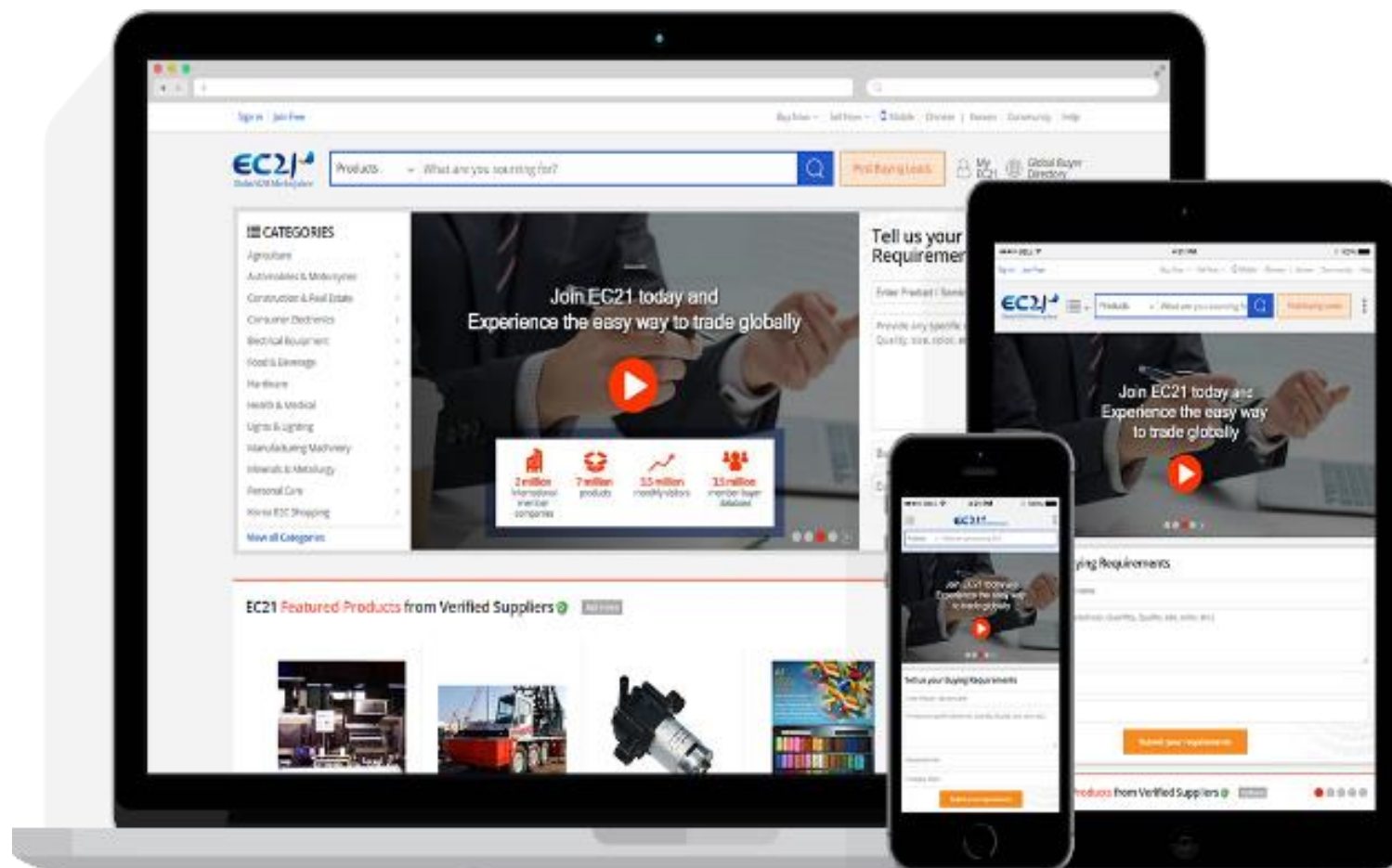
- EC21.com Statistics
- EC21.com Specialty



# EC21.com

## ◆ No.1 Online B2B Marketplace

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



# EC21.com Statistics

## ◆ EC21.com Status



Launched

1997



Members

2.5M



Distribution of countries

237



Buying & Selling Leads

12M



Products

7M



Inquiry Exchanges  
(per month)

500K



Page Views  
(per month)

8M



Buyer DB

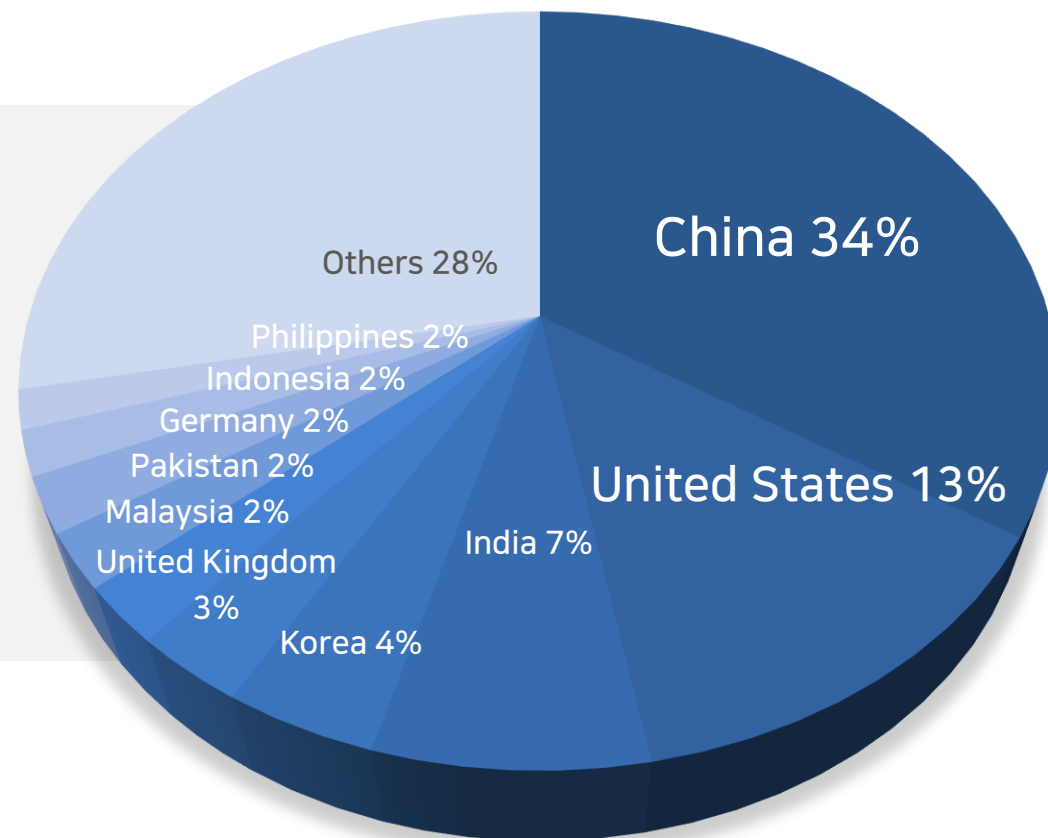
2.5M

# EC21.com Statistics

## ◆ TOP 10 Countries - Members Statistics by Country

EC21 has 2.3 million members registered from various countries, not only limited to some specific countries.

- ✓ High recognition abroad
- ✓ Branches/Overseas Networks in Multiple Countries
- ✓ Optimize for popular search engines such as Google/Yahoo



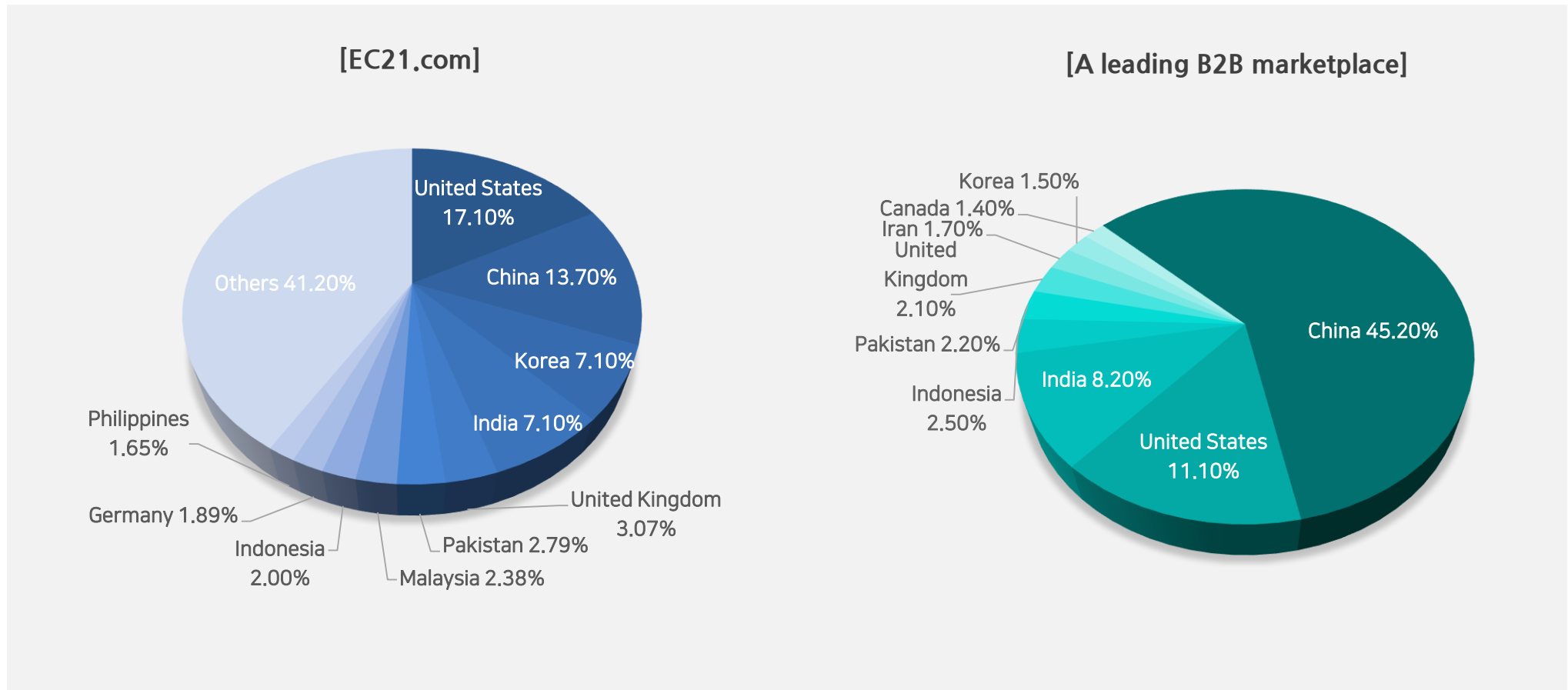
Updated March, 2022



# EC21.com Statistics

## ◆ Visitor Distribution by Country

About 93% of EC21.com visitors are visiting in order to find competitive products in various countries such as the United States, China, India, and the United Kingdom etc.



# EC21.com Statistics

## ◆ Optimized for search engines

70% of new visitors access EC21.com through major overseas search engines.

\*85% of them access through search keywords on Google.



EC21, Global B2B Marketplace - Connecting Buyers with Suppliers

Global B2B marketplace of export and import, offers company directory, product catalogs and trade leads to importer, exporter, manufacturer, wholesaler, ...

[www.ec21.com/](http://www.ec21.com/) - Cached - Similar

*#2 - key word "B2B Marketplace"*



EC21 Online Trade Directory - Manufacturers, Suppliers, Importers ...

Your industry specialist will make a business proposal for your company and e-mail it to your target buyers in the EC21 buyer database. ...

[www.ec21.com/doc/app/service/tradepro.html](http://www.ec21.com/doc/app/service/tradepro.html) - Cached

*#2 - key word "buyer DB"*

*Resource: Google.com*



# No.2

In Keyword Searches

*"B2B marketplace",*

*"buyer DB"*

Site Page  
Views

= Over 8,000,000 per month

# EC21.com specialty

## ◆ Differentiated Global Buyer Directory

Providing over 2.5 Million global buyer database and it diversely distributed by countries and product categories.  
(For Premium Members)

1. Access Global Buyer Directory

**2.5M**

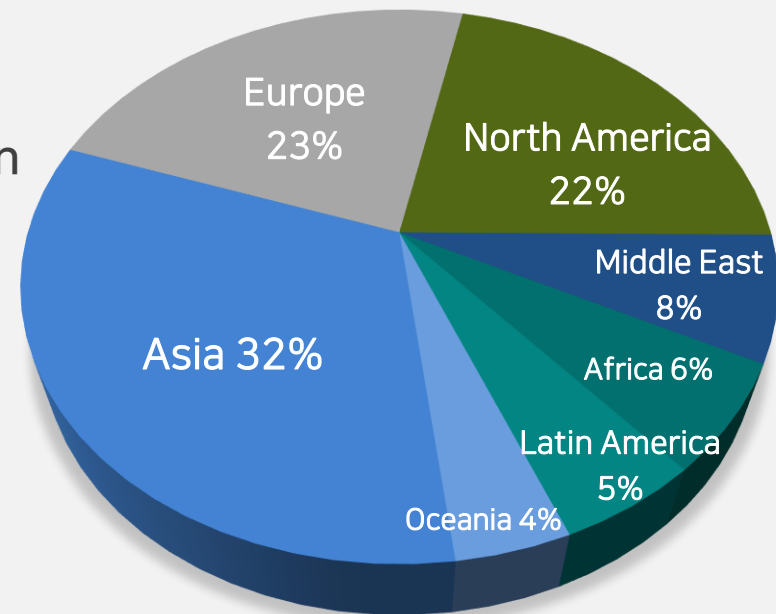
2. High data validity through regular inspection

**Over 80%**

3. Buyer Information from various sources

**Overseas exhibitions,  
trade organizations,  
and partners etc.**

[Distribution of Buyer by Regions]

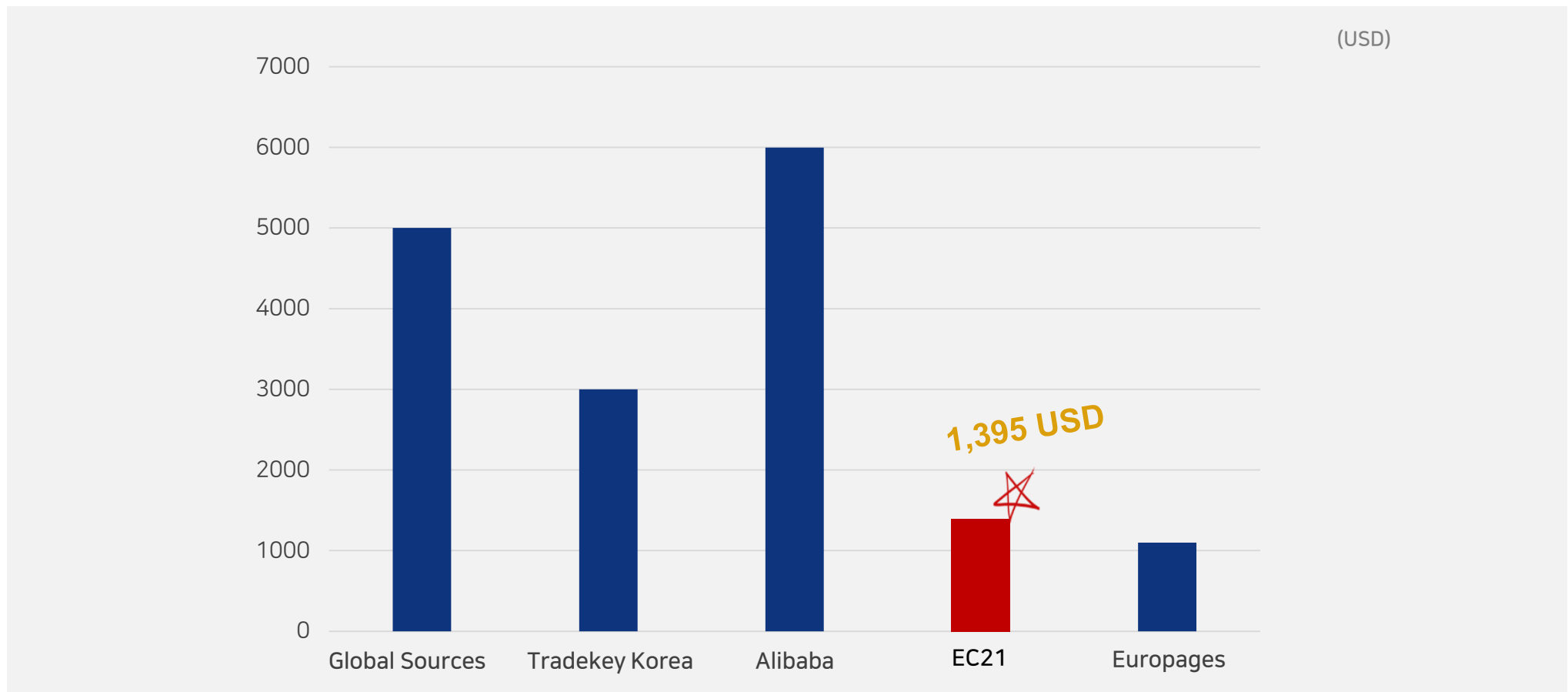




# EC21.com specialty

## ◆ Competitive price compared to other Market place

Get high efficiency at a competitive price compared to other global B2B Market place.



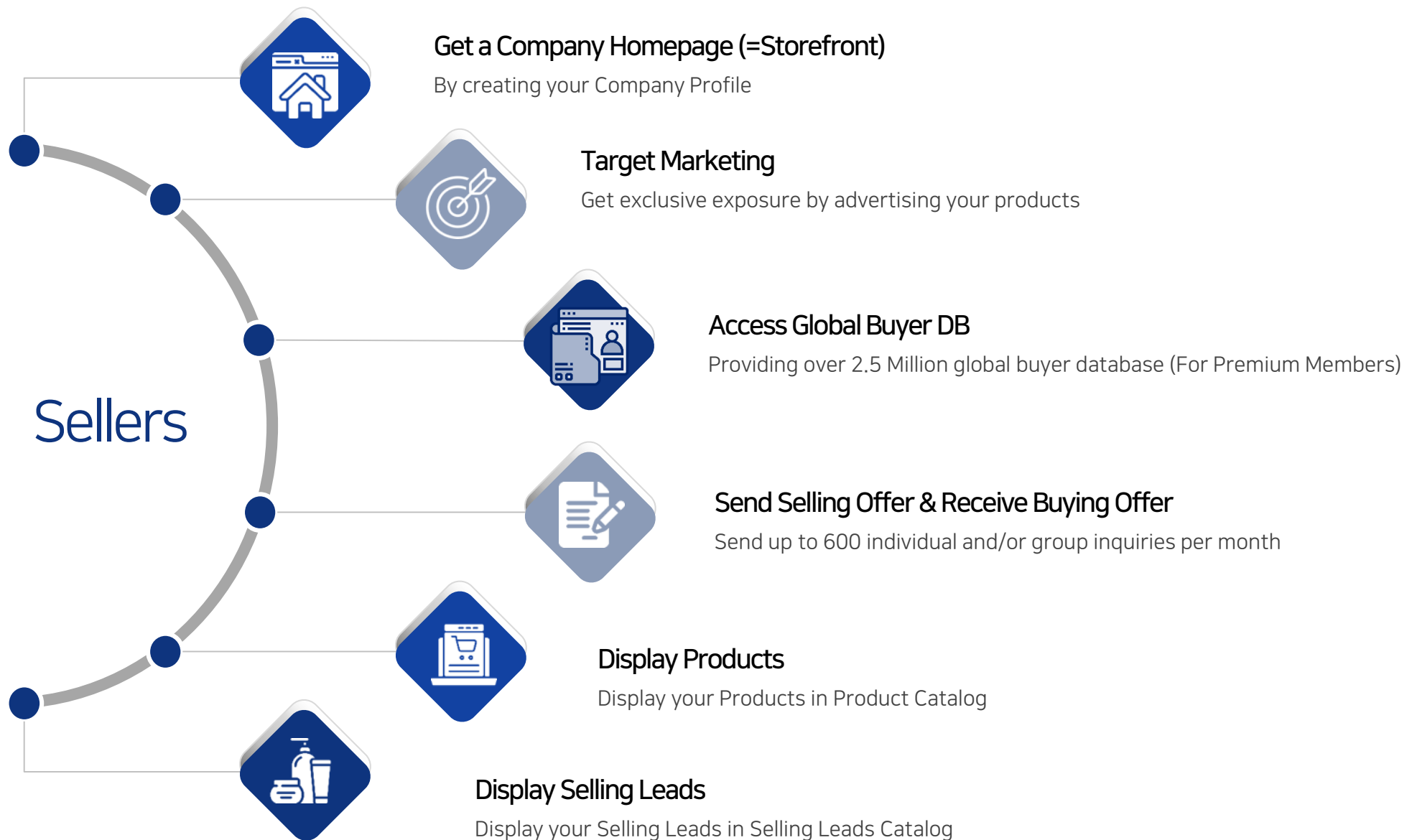
An aerial photograph of a dense urban skyline, featuring numerous high-rise buildings and skyscrapers. A large, semi-transparent blue geometric shape, resembling a stylized diamond or a large 'X' formed by two triangles, is overlaid on the image. The shape is centered and covers a significant portion of the frame. The text and list are positioned within the central, lighter blue area of this shape.

03

## Services For Members

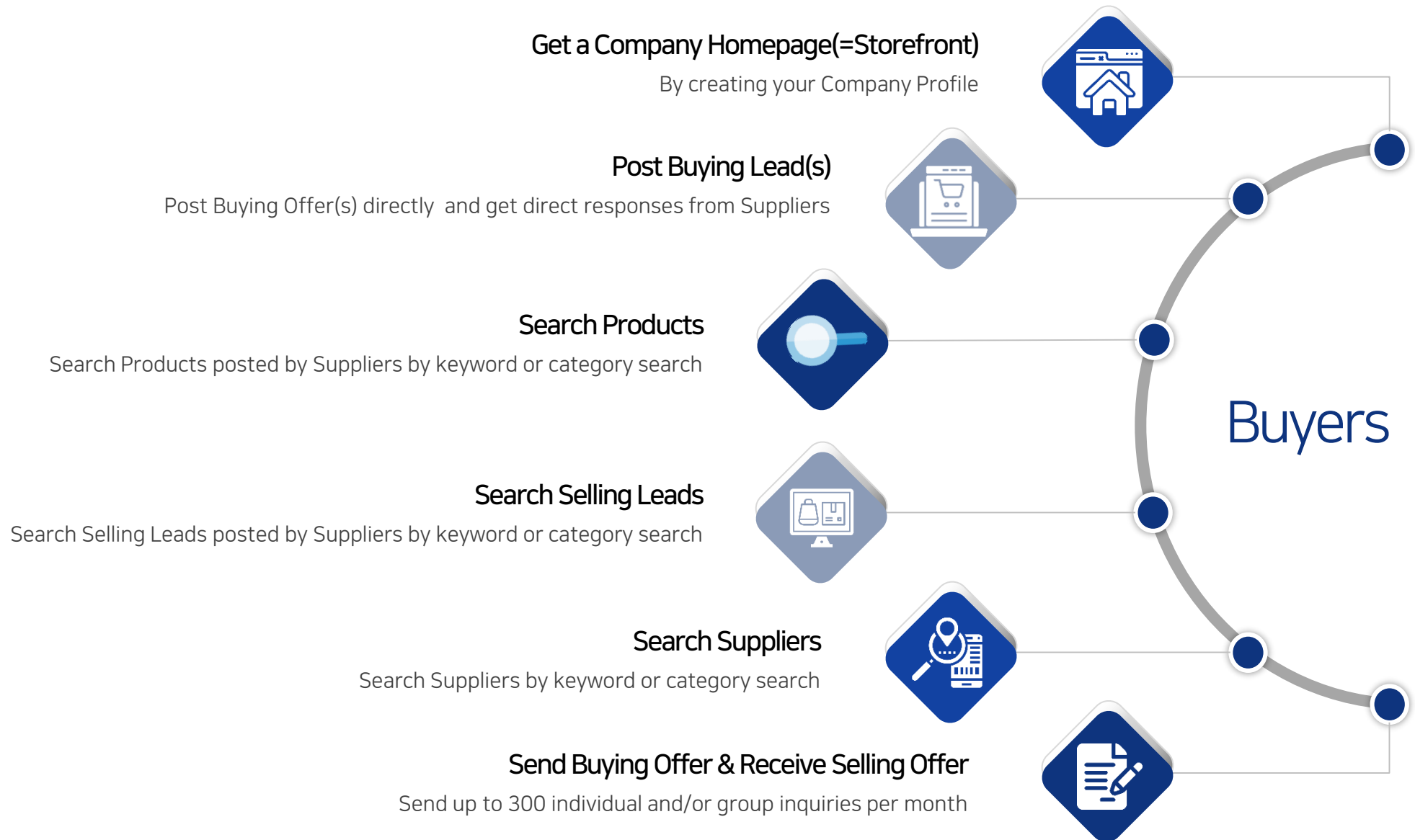
- Service for Sellers
- Service for Buyers

# Services For Sellers





# Services For Buyers



An aerial photograph of a dense urban skyline, featuring numerous skyscrapers and high-rise buildings. A large, semi-transparent blue geometric shape, resembling a stylized diamond or a large 'X' formed by two triangles, is overlaid on the image. The shape is centered and covers most of the frame. The text and list are positioned within the central area of this shape.

04

## Membership Benefits

- Membership Comparison
- Premium Membership
- Premium Membership(Only for TRADE PRO)

# Membership Comparison



- 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 may apply for the Credit Report (Quick-Check) to check whether the buyer is legitimate or not for up to 3 **times for FREE (valued at US\$ 300)**.



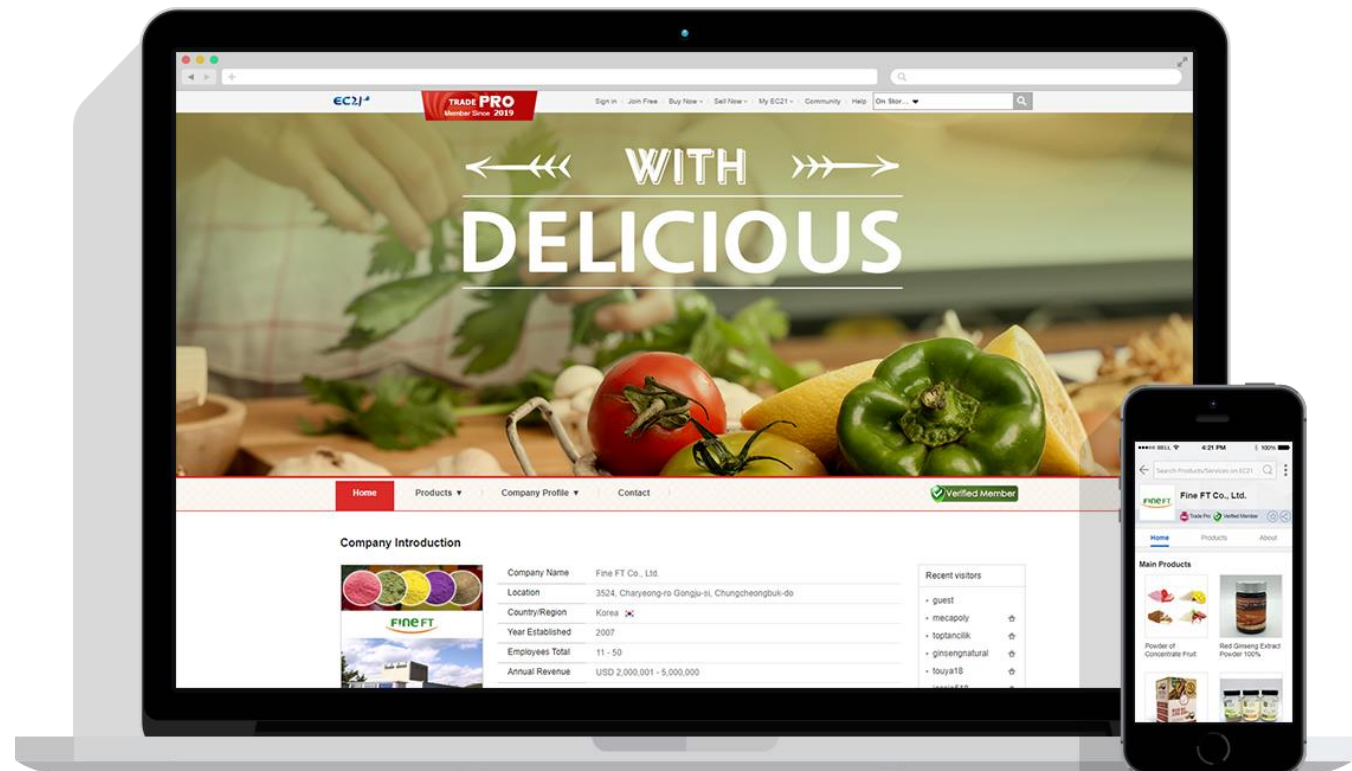
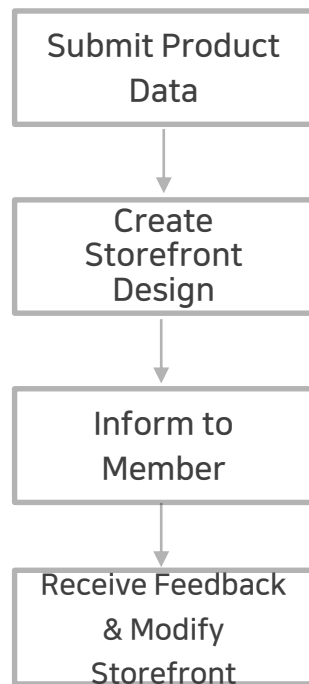
# Premium Membership



## ◆ Premium Company Website

All Premium members can make website look professional by creating premium website with site style editor and web-design toolkit offering over 60 design templates.

### ► Steps to create storefront

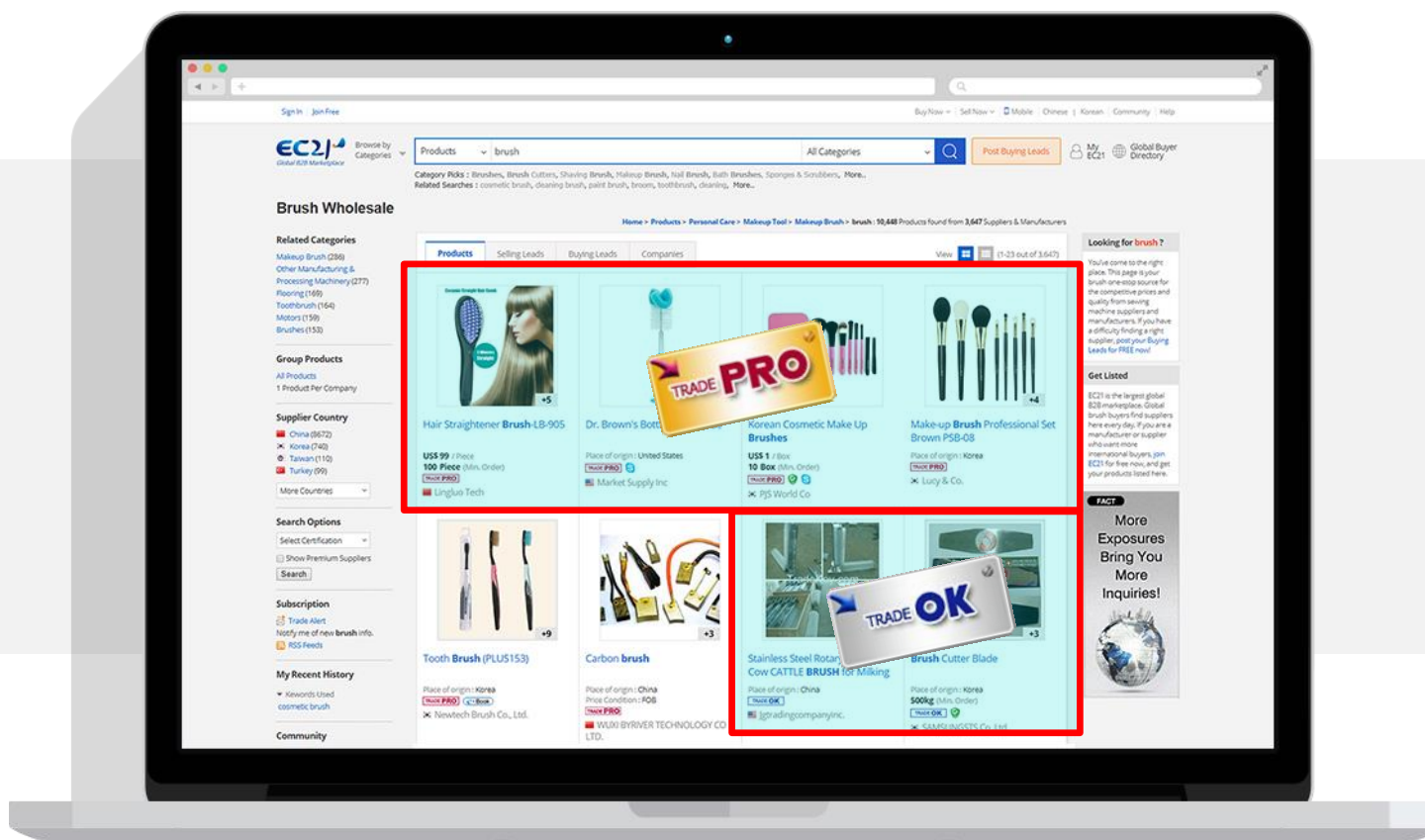


# Premium Membership



## ◆ Top Level Priority Search Listing

- In the search listing of buyers, premium member information(Company&Products) is displayed at the top
  - Priority of search listing by membership level : **Trade PRO** > **Trade OK** > FREE Member
- ※ Based on the research conducted by EC21.com, first 2 pages of the search results were viewed by over 82% buyers.  
**TRADE PRO member's products are exposed priority and receive more inquiries from buyers.**



# Premium Membership



## ◆ Access Global Buyer Directory

Exclusive access to 2.5 million global buyers DB classified into 5,300 items, Premium members are provided buyer search by item and Group Inquiries to Business proposals

### Search Buyers(Global Buyer Directory)

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

The screenshot shows the 'Search Buyers' interface. It features a search bar at the top. Below it, there are two dropdown menus: 'All Countries' and 'All Categories'. The 'All Countries' dropdown is open, showing a list of countries including Afghanistan, Albania, Algeria, American Samoa, Andorra, Angola, Anguilla, Antarctica, Antigua and Barbuda, Argentina, Armenia, Aruba, Australia, Austria, Azerbaijan, B.I.O.T., Bahamas, Bahrain, and Bangladesh. The 'All Categories' dropdown is also open, showing a list of categories including Agriculture, Apparel, Automobiles & Motorcycles, Business Services, Chemicals, Computer Hardware & Software, Construction & Real Estate, Consumer Electronics, Electrical Equipment & Supplies, Electronic Components & Supplies, Energy, Environment, Excess Inventory, Fashion Accessories, Food & Beverage, Furniture & Furnishings, General Industrial Equipment, and General Mechanical Components. A red box highlights the dropdown menus and the list of categories.

### Send Your Business Proposal

- 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 1 buyer selected.

\* Subject

\* Message  
(No HTML tags)

\* Attach Product  
Catalog(s)

Add Del

\* To add, at least one or more of your products must be already registered on MyEC21.

#### Access credit by Membership type

Company Name	Carry racing	Country / Region	Australia
Address		E-mail	
Phone		Contact Name	
Sourcing Keywords	125CC ATV, 110CC ATV, JAPANESE ATV, 125CC JAPANESE STYLE ATV		
Sourcing Category	Automobiles & Motorcycles > ATV		
Data Source	This Buyer has sent a Buying Request Through EC21.com		
<a href="#">Contact Now</a>		<a href="#">+ Add to My Buyers</a>	
		<a href="#">List</a>	

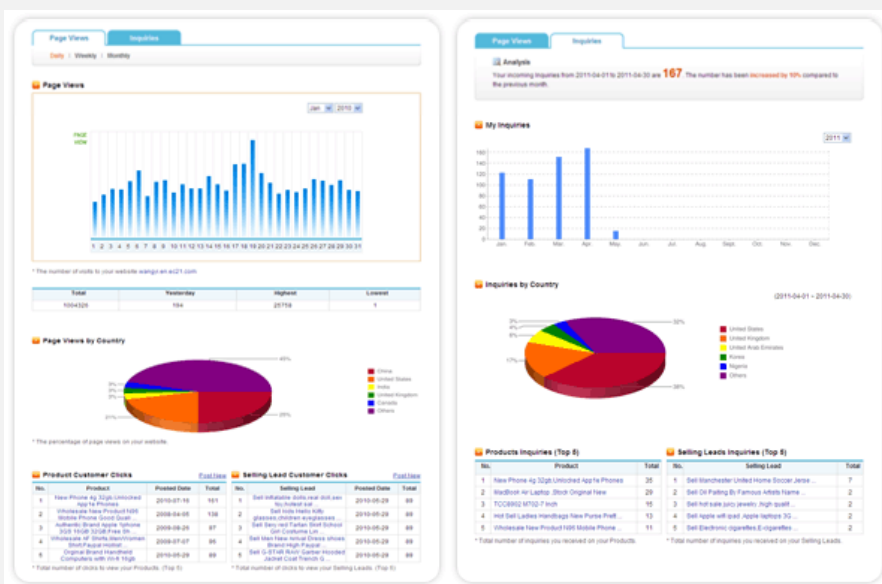
# Premium Membership



## ◆ Business Statistics

### Traffic Stats

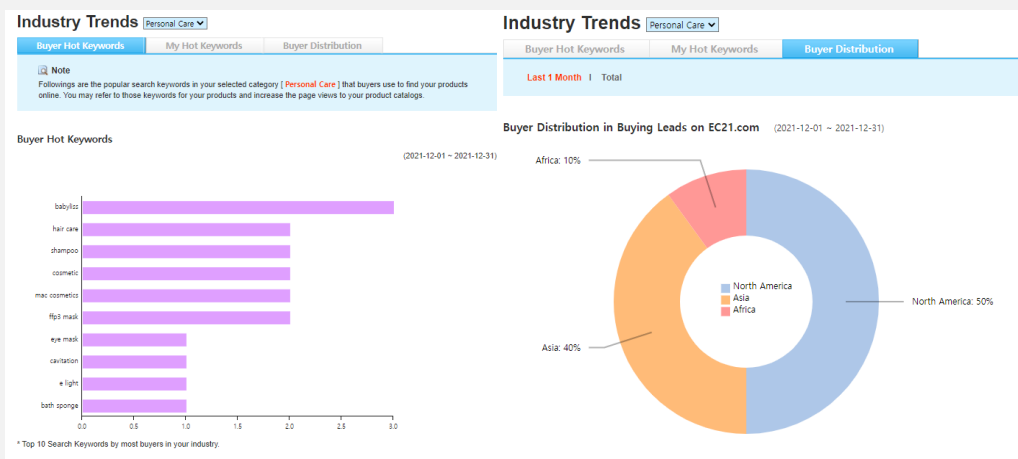
Check which your products have received maximum impressions! Premium member can view Company Website Page Views, Product Click Views, Popular Products and more.



### Industry Trends(only for TRADE PRO)



Check which buyers use to find your products online. And you learn what keywords buyers type in the search engine to find your products.





# Premium Membership



## ◆ What are the Benefits of Applying TradeVerify?


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

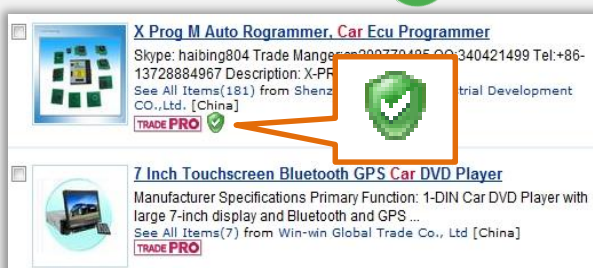
### Build Trust on Your Company Homepage

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




### Prime Listing

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



### Highlight with the TradeVerify mark

Make your business stand out with the pre-tige  logo.

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



# Premium Membership (Optional)



## ◆ Circular Letter Design

- If you provide an official circular letter (Business proposal in doc or ppt file format, A4 1~2 pages) to us, EC21 web designers will convert the document into a professional circular letter of html format.
- Simply copy & paste the designed circular letter into your e-mail, and send them to your potential buyers.



Official Circular Letter

Dear Sir/Madam,  
This is a circular letter to inform you about our products and services. We are a company that specializes in providing high-quality candles and scented oils. Our products are made from natural materials and are available in a variety of scents and colors. We are currently looking for potential buyers and distributors in your area. If you are interested, please contact us at [email address].

Yours faithfully,  
[Signature]

For more information, please visit our website at [website address].

Thank you for your interest in our products and services.

Best regards,  
[Signature]

Company Name: [Company Name]

Contact Information: [Contact Information]

Address: [Address]

Phone: [Phone Number]

Email: [Email Address]

Website: [Website Address]

Facebook: [Facebook Page]

Instagram: [Instagram Page]

Twitter: [Twitter Page]

LinkedIn: [LinkedIn Page]

YouTube: [YouTube Channel]

Google+: [Google+ Page]

Pinterest: [Pinterest Page]

Nextdoor: [Nextdoor Page]

Angie's List: [Angie's List Page]

HomeAdvisor: [HomeAdvisor Page]

Thumbtack: [Thumbtack Page]

TaskRabbit: [TaskRabbit Page]



Official Circular Letter

Dear Sir/Madam,  
This is a circular letter to inform you about our products and services. We are a company that specializes in providing high-quality candles and scented oils. Our products are made from natural materials and are available in a variety of scents and colors. We are currently looking for potential buyers and distributors in your area. If you are interested, please contact us at [email address].

Yours faithfully,  
[Signature]

For more information, please visit our website at [website address].

Thank you for your interest in our products and services.

Best regards,  
[Signature]

Company Name: [Company Name]

Contact Information: [Contact Information]

Address: [Address]

Phone: [Phone Number]

Email: [Email Address]

Website: [Website Address]

Facebook: [Facebook Page]

Instagram: [Instagram Page]

Twitter: [Twitter Page]

LinkedIn: [LinkedIn Page]

YouTube: [YouTube Channel]

Google+: [Google+ Page]

Pinterest: [Pinterest Page]

Nextdoor: [Nextdoor Page]

Angie's List: [Angie's List Page]

HomeAdvisor: [HomeAdvisor Page]

Thumbtack: [Thumbtack Page]

TaskRabbit: [TaskRabbit Page]

Company Name: [Company Name]



Official Circular Letter

Dear Sir/Madam,  
This is a circular letter to inform you about our products and services. We are a company that specializes in providing high-quality chocolate and confectionery. Our products are made from natural materials and are available in a variety of flavors and colors. We are currently looking for potential buyers and distributors in your area. If you are interested, please contact us at [email address].

Yours faithfully,  
[Signature]

For more information, please visit our website at [website address].

Thank you for your interest in our products and services.

Best regards,  
[Signature]

Company Name: [Company Name]

Contact Information: [Contact Information]

Address: [Address]

Phone: [Phone Number]

Email: [Email Address]

Website: [Website Address]

Facebook: [Facebook Page]

Instagram: [Instagram Page]

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HomeAdvisor: [HomeAdvisor Page]

Thumbtack: [Thumbtack Page]

TaskRabbit: [TaskRabbit Page]



Official Circular Letter

Dear Sir/Madam,  
This is a circular letter to inform you about our products and services. We are a company that specializes in providing high-quality coffee and tea. Our products are made from natural materials and are available in a variety of flavors and colors. We are currently looking for potential buyers and distributors in your area. If you are interested, please contact us at [email address].

Yours faithfully,  
[Signature]

For more information, please visit our website at [website address].

Thank you for your interest in our products and services.

Best regards,  
[Signature]

Company Name: [Company Name]

Contact Information: [Contact Information]

Address: [Address]

Phone: [Phone Number]

Email: [Email Address]

Website: [Website Address]

Facebook: [Facebook Page]

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TaskRabbit: [TaskRabbit Page]

Company Name: [Company Name]



Official Circular Letter

Dear Sir/Madam,  
This is a circular letter to inform you about our products and services. We are a company that specializes in providing high-quality coffee and tea. Our products are made from natural materials and are available in a variety of flavors and colors. We are currently looking for potential buyers and distributors in your area. If you are interested, please contact us at [email address].

Yours faithfully,  
[Signature]

For more information, please visit our website at [website address].

Thank you for your interest in our products and services.

Best regards,  
[Signature]

Company Name: [Company Name]

Contact Information: [Contact Information]

Address: [Address]

Phone: [Phone Number]

Email: [Email Address]

Website: [Website Address]

Facebook: [Facebook Page]

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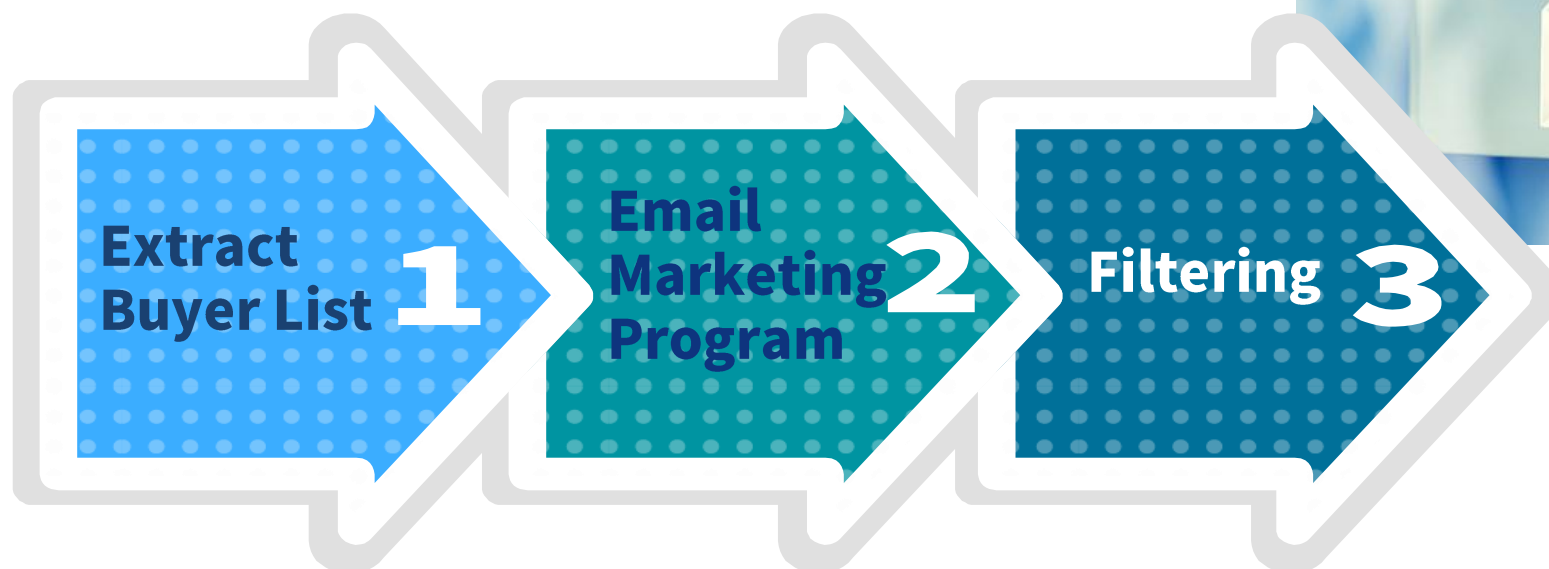
Company Name: [Company Name]

# Premium Membership (Optional)



## ◆ Automatic sending of Business proposals

- EC21 sends out business proposals (circular letters) of each Premium members after selecting potential buyers by keywords, categories and their target countries.



### Extract Buyer List **1**

- Search Potential Buyer List by product keywords

### Email Marketing **2**

- Send Circular Letter to 2,000~7,000 buyers / 2 months terms

### Filtering **3**

- Filtering Spam message
- Forward Genuine Inquiry from buyer

# Premium Membership (Optional)



## ◆ Delivery response from buyers

**Genuine inquiries filtered by a trade expert will be sent to you by email**

[ 서비스 기간 : 2011-09-27 ~ 2012-09-27 ]      바이어이메일 :      [Inquiry Forward 작성](#)      [인쇄](#)

<input type="checkbox"/>	번호	업체명	File	국가	E-Mail	접수일	관리
<input type="checkbox"/>	5	Derickmerchandise		Malaysia	derickerwan@yahoo.com	2011-11-09	<a href="#">2011-11-09</a>
<input type="checkbox"/>	4	KPS Enterprise, Inc.		United States	tnchris2002@yahoo.com	2011-11-07	<a href="#">2011-11-07</a>
<input type="checkbox"/>	3	METAFLEX/WOODPECKER					
<input type="checkbox"/>	2	SAP InterSupply					
<input type="checkbox"/>	1	Johnsean International					

Date: 2011. 11. 21

[인콰이어리 회신\(reply\) 절차 변경 내용보기](#)

안녕하세요. ㈜EC21입니다.

하기 태국 바이어로 부터 메일이 왔습니다. Cool Zero 제품에 관심이 있는데 현재 일본산과 중국산 스텝모터를 유통하고 있다고 합니다. 진성바이어로 판단되면 구매를 하고 싶습니다. 지원이 필요하시면 연락주시구여..

Message

Subject      RE: Sell introduction of stepper Motor

Dear Hyun-jung Lee:

Thank you for your E-mail, as a matter of fact, I am looking for new product to be sell in Thailand, currently we are the distributor for Panasonic Servo and distributor for microstep driver and stepper motor from China, but your product interest me especially for the ?Cool Zero? stepper and Servo. but before we go on, I would like to know the following information before my

<Sample>



# Premium Membership (Only for TRADE PRO)



## ◆ Featured Products on Main page

**Trade PRO** members receive Advertising to maximize their product exposure on EC21.com for up to 2 months.

### Featured Products

EC21.com Main Page Header and Categories:

- Products: What are you sourcing for?
- Post Buying Leads
- My EC21
- Global Buyer Directory

**CATEGORIES**

- Agriculture
- Automobiles & Motorcycles
- Construction & Real Estate
- Consumer Electronics
- Electrical Equipment
- Food & Beverage
- Hardware
- Health & Medical
- Lights & Lighting
- Manufacturing Machinery
- Minerals & Metallurgy
- Personal Care
- Korea B2C Shopping
- View all Categories

**Global New Standard**

Meet the excellent products in each field of Beauty, Food, Digital, Living, Quarantine made in Korea

[View More](#)

**Tell us your Buying Requirements**

Enter Product / Service name

Provide any specific details (ex. Quantity, Quality, size, color, etc.)

Business E-mail

Company Name

[Submit your requirements](#)

EC21 Featured Products from Verified Suppliers

Air Vacuum Mat	Solar LED Street Light	Heat Transfer Vinyls	Refrigerated and Heating Circulators	Car Air Purifier & Energy Saver
Wireless Digital Stethoscope	Construction Machinery	Used Car	Fishing Hook	Customization Oil Filter Paper

#### EC21 Featured Products from Verified Suppliers



Air Vacuum Mat



Solar LED Street Light



Heat Transfer Vinyls



Refrigerated and Heating Circulators



Car Air Purifier & Energy Saver



Wireless Digital Stethoscope



Construction Machinery



Used Car



Fishing Hook



Customization Oil Filter Paper

Global Buyer Directory

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

# Premium Membership (Only for TRADE PRO)



## ◆ Free Credit Report Service

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.

- Only for Applicants among for 3 times a year

**Global CIS**  
Credit Information Services

The leading supplier of global credit

**Quick-Rate Report**

In response to your Order placed, the following report has been produced:

**ZEN-TEK ELECTRONICS LTD**

Date: 7 Oct, 2009

Global Identifier	: P0342938	Risk Index : Low
Country	: Taiwan	Credit Rating : Excellent
Company Name	: ZEN-TEK ELECTRONICS LTD	
Name in Local Language	: 測試股份有限公司	
Trading As	: ZEN ZEN TEK TEK ZEN	Points Allocated : 89
Previous Company Names	: ZEN-TEK LTD	
Legal Form	: Private Company with Limited Liability	
Operational Status of Business	: Normal.	
License Number	: 12345678	
Date of Registration	: 12 July, 1991	
Issuing Authority	: Ministry of Economic Affairs (MOEA)	
Registered Legal Address	: 7F1, 43 Nanking East Rd Section 2 Chungshan Dist Taipei City 104	
Operational Address	: 7F1, 43 Nanking East Rd Section 2 Chungshan Dist Taipei City 104	
Tel	: [+886] 2-26511515	
Fax	: [+886] 2-26511717	
Email	: fastape@zen-tek.com	
Website	: www.zen-tek.com	
Primary Business Activity	: Manufacturer	
Key Industry	: Electronic Products & Components	
Employees	: 500	
Capital	: US\$ 3,981,337	
Ownership	: Dr. Louis Ming-li Chen	
Management	: Mr. Bruce Wang - Chairman Ms. Angel Mei-ling Wang - CEO Mr. Ah-ming Tseng - Managing Director	



Provide a snap-shot profile on approximately 3.5 million companies within 4-7 working days.

The snap-shot is intended to be a one-page summary of key pieces of information, relating to the overall structure of a business.

### [ Contents of Credit Report ]

#### Basic



- Authenticity of the company
- Contact information
- Capital and number of employees
- Key executive information
- Main items etc.

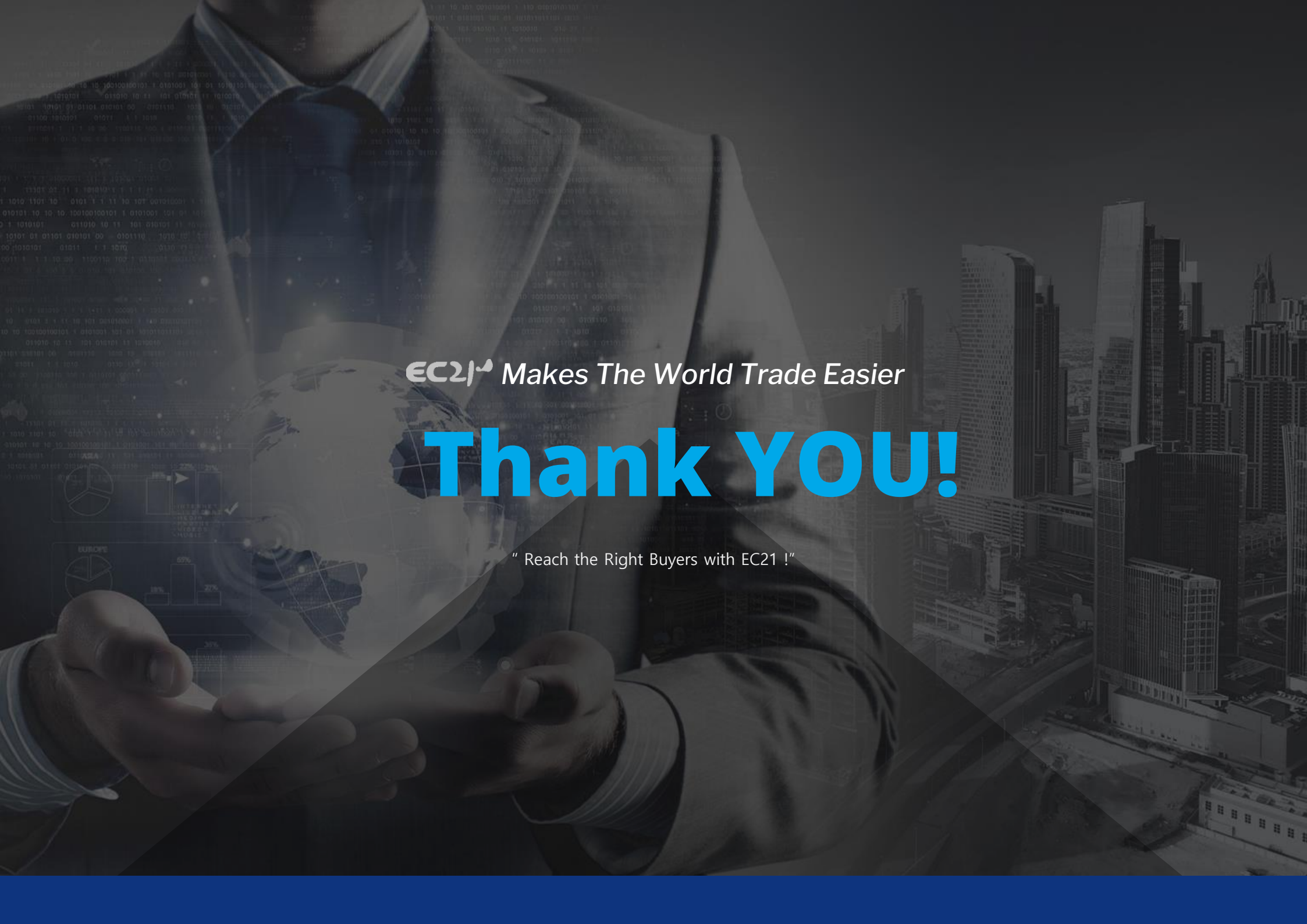
#### Additional

- Company Risk Index
- Credit Rating
- Financial Statements etc.

※ Quick Rate ~~US\$300~~ → Free (TRADE PRO)

# Membership Comparison

Features	FREE Member	PREMIUM MEMBERSHIP	
			
Get listed on Higher search result pages by rank <sup>1)</sup>	3rd Ranked	2nd Ranked	1st Ranked
Display Products (Max.)	15	200	500
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 2.5 Million Global Buyer Database	✗	✓	✓
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	✗	✗	✓
Get Free additional marketing services <sup>2)</sup>	✗	✓	✓



**EC21** *Makes The World Trade Easier*

**Thank YOU!**

*" Reach the Right Buyers with EC21 !"*