

# ***Make **Online Trade***** ***Work For Your Business***

with free online tools and services  
that can increase your sales and profits

Global B2B Marketplace

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

# **EC21**—making online trade easier *Discover how EC21.com can grow your business*

## **Find it all—on the Web's biggest B2B e-marketplace**

Web's largest B2B product database | Powerful search functions | Buyers' bulletin board | Email inquiry tools

### *Free Tools For Buyers*

#### **Save time and money with EC21's free online tools for buyers.**

##### ◆ Find what you're searching for—on the Web's biggest B2B e-marketplace

On EC21.com you'll find more products than on any other B2B trade website—which means a greater chance of finding exactly the product you want. So whatever you are sourcing, make EC21.com your first destination.

##### ◆ Quality information guaranteed

On EC21.com you'll find quality as well as quantity. We carefully screen all product descriptions and company profiles before we post them. So you can rely on complete, up-to-date results and contact information for every supplier.

##### ◆ Fast and accurate search results

Our new and improved search function returns perfectly matched results every time. You can search products, companies or offers to buy and sell. And with the Trade OK and Trade PRO logos, you can instantly identify independently verified suppliers.

##### ◆ Contact suppliers directly

When you find the products you're interested in, it's easy to contact the suppliers direct from the EC21 site. Just click the Inquiry button to send a message. And with a few clicks more, you can easily manage all your mail history.

##### ◆ Let suppliers come to you

If you don't have time to search for suppliers, let them come to you! Post an offer to buy on the EC21.com offer board and wait for the replies. With suppliers able to request automatic notification of offers to buy, you can be sure of a prompt response.



**Visit [EC21.com](http://EC21.com) to discover a world of products and global business opportunities.**

# for buyers and sellers everywhere. Grow your sales and profits!

## Five great ways to boost your sales . . . for FREE!

Company Profile | Product Showroom | Trade Alerts | Inquiry Management | Offer Board

### Free Tools For Suppliers

#### Attract overseas buyers with minimum effort and zero cost.

##### ◆ Market your company worldwide

Pitch your company to prospects around the globe on your Company Profile page. Here's your chance to inform, persuade, convince . . . and sell!

##### ◆ Display your products

However good your sales pitch is, on the Web a picture is worth a thousand words. On EC21 you can post 15 product images and descriptions on your personal, easy-to-manage webpage. And displaying your product to a global audience couldn't be easier—just upload images from your computer, add a description and you're done!

##### ◆ Never miss a sales opportunity

With our Trade Alert service, you don't need to spend time searching for buyers—let EC21 do the work! When you choose Trade Alerts, we instantly notify you by email any time a company posts an offer to buy a product in your chosen categories.

##### ◆ Easily manage trade inquiries

Using our versatile inquiry tool, you can send quotes, respond to inquiries, and keep all your trade mail at your fingertips. Its powerful management functions save you time and keep you organized.

##### ◆ Advertise direct to global buyers

No need to wait for buyers to find you—post offers to sell on our trade bulletin board, visited daily by thousands of buyers from around the world.



Making online trade work for you couldn't be easier.  
Just visit [EC21.com](http://EC21.com) and register for free as a supplier.

# Step up to our premium services and see the difference

## Full online and offline support for maximum results

EC21 Global Buyer Database | Prime Listing | Supplier Verification | Professional Webpage

### Premium Services For Suppliers

#### TRADE **OK** — A powerful suite of online sales and marketing tools.

##### ◆ Target worldwide buyers in seconds

As a Trade OK member, you'll enjoy unlimited access to EC21's database of over 500,000 buyers in more than 220 countries. Search by region and product to find full contact information of global buyers. Then use Trade OK's sophisticated contact functions to send proposals to individuals or groups.

##### ◆ Get noticed with Prime Listing

With buyers' search results often running into hundreds, it's easy get lost in the crowd. Prime Listing guarantees your company will be at or near the top of search result lists every time. Get Trade OK and get noticed!

##### ◆ Inspire confidence with the Trade OK seal of trust

The Trade OK seal of trust lets buyers know right away they can contact you with confidence. Trade OK members are verified by internationally renowned credit ratings agencies—bringing peace of mind to buyers and increased inquiries to you.

##### ◆ Create your own professional webpage

Trade OK Web tools let anyone create and manage a professional-looking website with ease. Choose from our wide range of templates, use background images, highlight products with color and text, and display an unlimited number of product images.

**Trade OK** is all you need to start making online trade work for you. And at a price of around US\$1 a day, it's also amazing value. Join today and see the result. Just visit the EC21 website and click the Trade OK logo.

#### TRADE **PRO** — All the benefits of Trade OK *plus* offline trade support.

**Trade PRO** combines all the features and benefits of Trade OK with full offline support from and promotion by EC21 trade specialists. At present, Trade PRO is available only in **China, Korea, Taiwan and Turkey**.

For full details of Trade PRO services, contact your local EC21 office.  
Addresses are listed on the back of this brochure.

# A Few Words From Our Members ...

Thousands of traders have already discovered the benefits of doing business on EC21.com.



I really did not realize that we could **get an order as a free member!** Thanks EC21.com for bringing us to the online business world!

*Christal Yin, Comm Electronic Co.*

We have received 213 inquiries from potential buyers. We closed **one deal for over US\$36,000.**

*Lewis Lin*

*XiaMen Yea-Sincere Import/Export Co.*

The **support** in terms of product and new member notification **has been very helpful.**

*Bob Goertzen, Robert L. Goertzen International*

I want to congratulate you on the improvements made on the site. In my opinion **at this moment it's the best on the Web.** Thank you!

*Vasile Filip, European Drinks Group*

**My business has increased by 67% in turnover** since launching my web page with you.

*Mark Cassidy, www.smartquads.co.uk*

Due to our high Internet exposure provided by this business portal, we can say that **our export sales increased at least 7%.**

*Jorge Cardiga.*

*Mercoexport Leathers, Brazil*

After being with EC21, **we have made one deal which amounted to USD2 million.** EC21 increased our confidence in e-business.

*Fujian Investment & Enterprise (Xiamen)*

We have used your site for a short time and have **met new customers in Canada, the USA, the UAE, and Russia** through your site.

*H D Gupta, Goldkist International*

In comparison with some other B2B websites we have found that **the EC21 website is more user friendly and intuitive.**

*NingBo Gidea Trading Co.*



EC21 is one of my favorite B2B websites for its **simple interface and powerful functions.**

*Wu Xuhui, Mianyang Fulin Precision Machining Co.*

# EC21 Global Network



## About EC21

### • EC21 Overview

**EC21 has been running a dynamic global B2B marketplace since 1997 where buyers can find their suppliers and suppliers can find their buyers easily.**

EC21 provides free tools for buyers and suppliers. Free supplier tools include Product Showroom, Offer Board, Inquiry Management and Trade Alerts. Free buyer tools include Web's largest product database, buyer's bulletin board and inquiry tools.

EC21 is also providing various overseas marketing services for paid member companies worldwide. Trade OK is a premium service including access to Global Buyers database collected by EC21, prime listing, credit profile with Trade OK seal. Trade PRO combines all the benefits of Trade OK with full offline support including Buyers Target Marketing by EC21 trade specialists. At present, Trade PRO is available only in China, Korea, Taiwan and Turkey. And EC21's global network is ever growing.

### • EC21 Statistics (as of January 2006)

- More than 7,000 new members every month
- More than 500,000 inquiries exchanged every month
- More than 900,000 different products available
- More than 1,000,000 unique visitors every month
- More than 10,000,000 pageviews every month

## Contact Information

### • Seoul / Head office

Tel: 82-2-6000-6621 Fax: 82-2-6000-5310  
EC21 Global Customer Service Center  
Rm.501, Trade Tower, World Trade Center,  
Seoul, 135-729, Korea

### • Shenzhen

Tel: 86-755-8207-0171 Fax: 86-755-8207-0237  
Sales Center Head Office in China  
Rm.13/F, Tower B, King-force Building, No.5015,  
Shennan Road East, Luohu Area, Shenzhen, China

### • Konya

Tel: 90-322-2373147 Fax: 90-322-2378395  
Hazim Ulusahin Business Center  
Part C No:P02 Selcuklu,  
Konya, Turkey

### • Tainan

Tel: 886-6-2933088 Fax: 886-6-2933090  
No.24, Jiankang 3rd St.,  
Tainan City, Taiwan