

Ecer.com Accelerates Global B2B Trade with AI-Powered, Mobile-First Ecosystem

BEIJING, CHINA, CHINA, November 13, 2025 /EINPresswire.com/ -- [Ecer.com](https://www.ecer.com), a leading cross-border B2B trading marketplace, is set to redefine global trade with its ambitious "Mobile-First" and "AI Empowerment" dual-engine strategy. This plan, articulated by Ecer.com Senior Vice President Alex Chen, is focused on building a 24/7, seamless digital trade ecosystem for buyers and suppliers worldwide.

Mobile-First: Building Seamless Global Trade Scenarios

During a recent interview, Mr. Chen highlighted the central role of the mobile strategy in Ecer.com's development blueprint, stating that with the rapid advancement of the global mobile internet and profound shifts in user habits, "Mobile-First" is a necessity, not an option. Ecer.com has proactively embraced this trend, continuously increasing investment in mobile product development and user experience optimization.

"Our goal is to build a 24/7, seamless trade scenario for global buyers and Chinese suppliers," stated Alex Chen. "We have enhanced mobile-end search and matching efficiency, instant communication features, and the VR Cloud Factory Inspection management system, making international trade negotiations as convenient and efficient as daily social interactions."

AI Empowerment: Driving Precision Matching and Smart Service Upgrade

Turning to the technology sector's hottest topic, Artificial Intelligence, Mr. Chen elaborated, "AI is reshaping the operational model of B2B cross-border trade." AI technology has been deeply integrated into several critical areas at Ecer.com:

Intelligent Recommendation and Search: Utilizing advanced algorithms, the marketplace can more accurately understand the true needs of buyers, achieving [intelligent matching](#) between suppliers and products, and significantly increasing the conversion rate.

Supply Chain Optimization: AI models analyze massive trade data to predict market trends, assisting buyers in optimizing their procurement decisions.

Smart Inquiry System: Intelligent online customer service provides 7x24 hour response to global users' inquiries and common questions, freeing up human resources to focus on more complex customer needs and relationship maintenance, thereby reducing costs and improving efficiency.

Mr. Chen emphasized that Ecer.com's AI strategy is practical and business-scenario driven. Its ultimate goal is to "let technology be invisible behind the experience," ensuring users feel a simpler, smarter, and more reliable service.

Future Outlook: Mobile and AI as Dual Engines for a New Digital Trade Ecosystem

Looking ahead, Mr. Alex Chen outlined Ecer.com's vision under the deep integration of mobile strategy and AI technology. "We firmly believe that the combination of mobile internet and artificial intelligence will fundamentally change the working form of traditional international trade. Ecer.com is committed to being an industry explorer and practitioner, continually innovating and working with global business partners to step into a smarter, more efficient new era of digital trade."

About Ecer.com:

Ecer.com is a global leading mobile B2B marketplace for international trade, dedicated to providing smart foreign trade solutions for global buyers and suppliers. Utilizing cutting-edge technologies like AI and big data, Ecer.com empowers small and medium-sized enterprises (SMEs) to navigate the complexities of international trade efficiently and successfully.

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