

EC21.com, Global B2B major, Strengthens Sales Operations in India

EC21 Inc. that operates one of the world's largest and most popular B2B marketplace www.ec21.com for buyers and sellers is strengthening its presence in India with focus on key industry segments and special promotional plans. With this, company plans to look beyond Mainland China and target SMEs (small and medium enterprises) in other countries.

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EC21.com, the world's leading B2B marketplace for buyers and sellers is strengthening its presence in India with focus on key industry segments and special promotional plans to target big number of small and medium enterprises (SMEs) in the region. The company, which made its foray into Indian market earlier this year by opening its sales and marketing office in Coimbatore, provides online marketing services and promotional tools to buyers and sellers to find new trade opportunities and promote their businesses online.

Globally, EC21 is recognized as a pioneer in B2B e-commerce that helps SME suppliers to promote their business to the worldwide buyers, and provides an easy sourcing platform to buyers to find and reach new suppliers 24/7 through its business-to-business portal www.ec21.com. EC21 provides free and premium membership services using which suppliers can easily create their own homepage to showcase products online, locate and contact global buyers, and post trade offers to sell. Buyers can easily locate and contact suppliers, and can post offers to buy.

The opening of new Indian office was formally announced in an official function held in Coimbatore earlier this year in September. The launch event was attended by over 50 key press and media representatives along with senior Management of EC21 Inc, Korea head office that included Mr. Kim Tae Sung-Executive Vice-President, Mr. Song Young Look- Managing Director and Mr. Vivek Batra, Global Head-International Business & Strategic Alliances.

On the occasion, Mr. Taesung Kim said, ' We are pleased with the opening of our new Indian office. India is one of the fastest growing and emerging economies with an increasing demand and need for business support. Our site can greatly help Indian manufacturers, suppliers and exporters to promote their business to the worldwide buyers easily and in most cost effective ways. We have many success stories from all around the world and now we want to extend same benefits and advantages to Indian companies to grow their business', he added.

The Indian office based in Coimbatore will be headed by Mr. V.Suresh Kumar, with sales and service personnel operating directly from strategic locations around the country. The new office will serve both existing and potential new customers and now Indian customers can directly contact local sales representatives in India for any inquiries or interest in availing EC21 services.

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About EC21.com

EC21 is the world's largest B2B network of buyers and suppliers, where thousands of new buy and sell opportunities are listed every hour. EC21 provides free and premium Membership services; Keyword & Category based Top-Listing, Online Advertising, and World Trade Zone Magazine to

buyers and sellers to find new trade opportunities and promote their businesses online. Besides this, company also provides Credit Reports for both buyers and sellers to conduct due-diligence and to check which company is Real and which is a Scam. EC21 is headquartered in Seoul, Korea and has 8 regional sales offices throughout China alongwith sales offices in Taiwan, Turkey, Italy and Pakistan. During last 10 Years of successful international operations, EC21 has changed the way small and medium enterprises (SME) do business. With the trust and support of over 1 million buyers and sellers worldwide, EC21 has today become one of the most popular business site with over 3 million Product listings and buying/selling leads and over 600,000 inquiries are exchanged every month.

For more information about EC21, please visit <http://www.ec21.com>

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You can also visit www.ec21.com for more information.