



EC21 Opens Two New Agent Offices in Italy and Pakistan

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EC21.com, one of world's largest B2B marketplace for buyers and sellers, recently announced opening of two new Agent offices in Italy and Pakistan. With this, company plans to look beyond Mainland China and target SME businesses in other countries.

PR9.NET May 09, 2007 - Seoul, Korea - EC21 Inc. that operates one of the world's largest and most popular B2B marketplace www.ec21.com, last month announced opening of two new agent offices in Italy and Pakistan to support their growing network of sales operations.

The new agents will take care of local sales, support and promotion of EC21 premium services that includes their popular membership services-TradeOK and TradePRO, Online Advertisements, Top Listing, Online Credit Reports for fraud protection, World Trade Zone Magazine, and English-to-Chinese Catalog Service for the benefit of exporters, importers, manufacturers, wholesalers, and service providers.

Mr. Diego Ferrara will head the new Italy office based at Fasano BR, whereas Pakistan office, which is located in the city of Lahore, will be operated and managed by Mr. Mirza Ahmad. Both of them have extensive experience in international trade and business consulting and their strong contacts with local manufacturers, factory owners, exporters and importers will be great advantage to grow sales and brand awareness of EC21 services in both the regions.

The company's Vice President, Mr. Taesung Kim, says " New Agent offices will be a valuable addition to our growing network of sales partners and sales representatives. The experience and professionalism of their staff, combined with the strong relationships they have developed with SME suppliers in the region, make them an ideal match as EC21's partners in its plan to grow sales in Europe and South Asia."

"We expect that new Agent offices will not only help us to drive sales and visibility of EC21 services in the new region but will also allow us to respond quickly to local market needs and understand their requirements in a better way, " said Mr. Kabsik Park, head of EC21 Planning team.

During last 10 Years of successful international operations, EC21 has changed the way small and medium enterprises (SME) do business. EC21 customer base represents quality and low cost suppliers from over 220 countries and dealing in more than 1000 different product categories and sub-categories such as Shoes, Jewelry, Motorcycle, Jeans, LCD TV, Dirt bike, Auto part, Mobile Phone, MP3 player, ATV, DVD Player, Plasma TV, Scooter, Furniture, Textile, Gift items, Clock, Digital camera and many more.

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About EC21 Inc.

EC21 is the world's leading B2B marketplace that offers valuable services and marketing tools for buyers and sellers to find trade opportunities and promote their businesses online. It provides free and premium Membership services using which Buyers can locate and contact suppliers, and can post offers to buy. Sellers can easily create their own homepage to showcase products online, locate and contact global buyers, and post trade offers to sell. Some other useful tools include Product Showroom, Offer Board, Inquiry Management, Trade Alerts, buyer's bulletin board and many more for the benefit of buyers and sellers.

EC21 is headquartered in Seoul, Korea and has 8 regional sales offices throughout China alongwith sales offices in Taiwan, Turkey, Italy and Pakistan. With the trust and support of over 450,000 registered members worldwide, EC21 has today become one of the most popular business site with nearly 1.5 million Product listings and over 500,000 inquiries exchanged every month

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