



 **TRADE LOGISTICS**
YOUR KEY TO INTERNATIONAL TRADE

Want to start or grow your import/export business?

Learn how from industry experts.

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Source & Sell
Products Globally



Looking for a product to import and sell? Or want to expand your current business by selling to an international market? Here's a list of the top international web trading platforms and international sourcing/selling methods that you can use to take your business global.

Using Web Trading Portals:

The first and easiest avenue to start searching for a product to sell or a place to sell your product is the global business-to-business (B2B) web portals. These web portals showcase products from suppliers situated all over the globe. These web-portals have systems in place to verify that suppliers are legitimate and to avoid fraud. Products can easily be listed on these websites for exposure to an international audience.

A number of the most popular and trusted web portals are listed below. The websites have easy search functions that can assist with searching for products per category or country. All the links in this document are hyper-linked so you can visit the website by clicking on the link or pressing control on your keyboard and clicking on the link.

Web-platforms hosting products from multiple countries

The following websites can be used to source/sell products from/to multiple countries:

<http://www.globalsources.com/>

<http://www.alibaba.com/>

<http://www.tradekey.com/>

<http://www.b-2b-marketplace.com>

<http://www.importexportplatform.com/>

<http://www.mfgtrade.com>

<http://www.toboc.com>

<http://www.ec21.com/>

<http://www.tradove.com/>

Web-platforms listing products from Asia

The following web-platform can be used to source products from Asian countries.

<http://www.asianproducts.com/>

<http://www.etradeasia.com/>

The below web-platform is a Hong Kong based service and showcases both Hong Kong and Chinese suppliers.

<http://www.hktdc.com>

The following web-platforms are showcase Chinese Suppliers

<http://www.made-in-china.com/>

<http://www.dhgate.com>

<http://www.madeinchinab2b.com/>

<http://www.ecvv.com/>

Korean suppliers can be found on the below web-platforms

www.gobizkorea.com/

<http://www.ec21.com/> (this is a global sourcing site but is strong with regards to Korean suppliers)

Below is a web-platform focused on Asian IT (information technology) suppliers

<http://www.computex.biz>

Web-platforms listing products from other specific areas

African products may be sourced on the following web-portal

<http://africa.tradeholding.com>

Attend Trade Shows:

Trade shows are a very popular way of sourcing international products or exposing your existing products to new international buyers. Trade shows follow a theme and are generally industry specific. Advantages of visiting trade shows include:

- Opportunity to view numerous products in suited to your industry at one destination at one time
- Opportunity to for buyers and sellers to meet face to face, thus establishing trust and building relationship
- Opportunity to assess quality of products before orders are placed
- Opportunity to compare products side by side to find most suitable product
- Opportunity to network with global businesses in your industry
- Exposure to the latest products and new trends in industry
- Stimulates ideas that can be implemented in a local business
- Opportunity to identify suitable potential agents, distributors for your product in foreign countries
- To test public reaction to your products.

Funding to attend trade shows

South Africa currently offers funding for South African exporters that would like to attend trade shows. Typical expenses that are covered by the funding are listed in the table below. Applications for funding need to be made at least 2 months before the trade show you desire to visit. The South African government also selects certain trade shows where they will have a national pavilion and can assist exporters with services such as business to business facilitation and market research. For more information on types of funding available to assist exporters [click here](#) or call our offices on 0861 0 TRADE (87233).

Table1: Summary of Funding Available to exporters attending trade shows:

Company Type	Details	Amount
HDI, SMME	Flights	100%, max R13 000
HDI, SMME	Subsistence Allowance	R2000 p/day, max 15 days
HDI, SMME	Transport of Samples	max R17 500 (no storage paid for)
All businesses	Exhibition Costs	100%, max R45 000

Where to find a suitable trade shows:

To find a tradeshow in your industry you may search in the below links or Google 'your industry' and 'trade show'. Below are also some websites where you can search for a trade show.

www.biztradeshows.com

<http://tradeshow.tradekey.com/>

<http://www.ecplaza.net/tradefair/>

<http://tradeshow.globalsources.com/TRADESHOW/TRADESHOW.HTM>

<http://www.made-in-china.com/info/activities-1.html>

Search methods in the local country

Local internet directories

In addition to the global online business to business web-portals listed above there are local portals that list products for a specific country only. These directories are easy to search for a product and to list a product on. An example of a local directory is Cylex. Below are Cylex directories for different countries. You can also search online search engines like Google for business directories in certain countries.

South Africa - www.cylex.co.za

United Kingdom - www.cylex-uk.co.uk

Spain - www.cylex-espana.es (this website is in spanish)

Canada - www.cylex.ca

Australia - www.cylex.com.au

Hungary - www.cylex-tudakozo.hu (this website is in Hungarian)

France - www.cylex-france.fr (this website is in French)

Italy - www.cylex.it (this website is in Italian)

USA - www.cylex-usa.com

Many countries have a local 'yellow pages' business directory. This directory can be found on Google by searching the country's name and 'yellow pages'.

Local search engines

Many countries have country specific search engines. Some of the country specific search engines are owned by Google for example Google's South African specific search engine in www.google.co.za. This search engine will search for South African based websites. You can find country specific search engines by typing the country and 'search engine' into Google. For example 'Australia search engine' gives me www.google.com.au, www.webwombat.com.au, <http://searchenginez.com.au/> etc. This method is most effective for countries whose languages you can understand. Google has a function that translates some pages but this does leave room for misunderstandings.

Local Chamber of Commerce or trade office

Each countries local chamber of commerce or department of trade and industry may be contacted for assistance in sourcing a product. Some countries are eager to grow their exports and are willing to assist. The order quantities will need to be large to stimulate interest from the chamber of commerce.

Funding for visiting or hosting potential new buyers

South Africa currently offers funding for South African exporters that would like to visit potential new international buyers or invite international buyers to visit their business. Typical expenses that are covered by the funding are listed in the table below. Applications for funding need to be made at least 2 months in advance. For more

information on types of funding available to assist exporters [click here](#) or call our offices on 0861 0 TRADE (87233).

Table 2: Summary of funding available to host potential buyers:

Company Type	Details	Amount
HDI, SMME	Flights	100%, max R13 000
All other businesses	Flights	50%, max R6500
All businesses	Subsistence allowance	R2000 p/day, max 5 days
All businesses	Car rental	R200 p/day, max 5 days

Table 3: Summary of funding available to visit potential buyers:

Company Type	Details	Amount
HDI, SMME	Flights	100%, max R13 000
All businesses	Subsistence Allowance	R2000 p/day, max 10 days
All businesses	Transport of Promotional Material	max R1000
All businesses	Marketing materials development	max R2000
All businesses	Registration of a product in a foreign market	50%, max of R100 000 per annum

Other methods to source/sell products

Global web portals that cater for small order quantities

There are occasions when one wants to import only one of a particular item. Most of the global web-portals have minimum order quantities that make this impossible. There are, however, web-portals that cater for single orders. One such web-portal is <http://www.aliexpress.com/>

AliExpress brings you quality products at wholesale prices on even the smallest orders. They Offer minimum orders as low as 1 item, secure payment, and express delivery with full tracking.

Using social media to source products

A popular sourcing method in the social media field is the use of sites such as www.linkedin.com. Linked in has a search function that can be used to locate people in certain industries/companies.

Free E-Magazines listing available products for specific an industry

Certain industries publish trade magazines that give the latest global industry news. They are a good source of new ideas, to keep oneself updated with progress in the industry, to find new products or to advertise products. One source for free industry specific e-magazines in

“Finding the ideal product or market involves a bit of hard searching, however the resources listed above make it much easier and the results make it worth all the effort.”



Need further assistance or advice?

Ask us or join our [Training Courses](#)

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