

1688.com

TaoWorld
GLOBAL SUPPLY CHAIN



+1,200 CNH



CNH



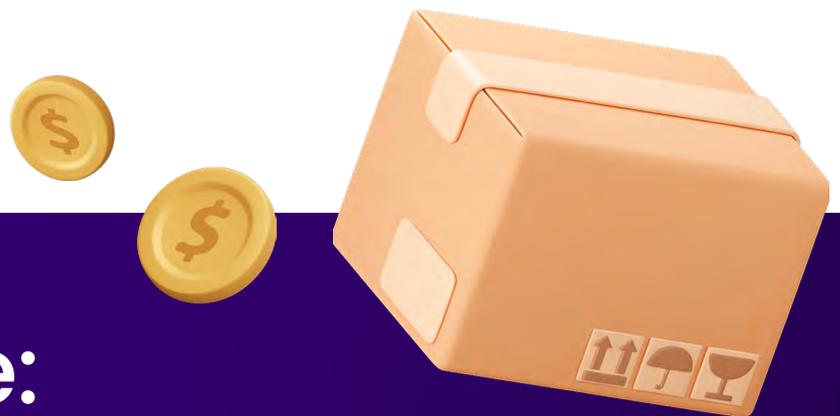
USD

The Ultimate Guide to Sourcing on 1688.com as an International Buyer

Introduction

If you're looking to source products from China, you've likely come across 1688.com. As one of China's leading B2B marketplaces, 1688.com offers access to millions of suppliers and a wide variety of product categories, making it a popular choice for businesses dealing with wholesale orders and sourcing. 1688.com caters to businesses of all sizes – including those looking to open e-commerce stores – and is a cost-effective alternative to other wholesale marketplaces.

At WorldFirst, we're proud to be 1688.com's official cross-border payment partner. We've put together this comprehensive guide to help 1688.com buyers navigate every step of the process – from product sourcing and international shipping to making secure supplier payments – with confidence.



In this guide:

Introduction	2
1. What is 1688.com?	3
2. Setting Up Your 1688.com account	7
3. Sourcing products and finding suppliers	13
4. Communicating with suppliers	19
5. Making payments with WorldFirst's World Pay	24
6. Shipping and logistics	36
7. Case study and avoiding pitfalls	43
8. Support from WorldFirst	47



1.

What is 1688.com?

As a subsidiary of Alibaba Group, 1688.com launched in 1999 with an initial focus on connecting Chinese manufacturers, factories and wholesalers with local buyers.

When compared to other sourcing platforms, 1688.com stands out for its cost-effective pricing, product versatility and flexible MOQs.

				
Business model	B2B	B2B	B2C	C2C
Product range	Wide variety, including industrial goods, consumer goods and more	Wide variety, primarily OEM products, raw materials, industrial goods and bulk consumer goods	More designs, brands and trendy styles. Mainly fashion, electronics and lifestyle products.	
Suppliers	Global suppliers	10+ million suppliers directly from factories in China	800,000 suppliers, who are brands, retailers and wholesalers from China	
Price		 *4% to 15%* lower than other B2B sourcing platforms	 *10%* lower than TaoBao for selected product categories	
Purchasing volume	Good for bulk purchases	Flexible MOQ, varies by supplier	Good for frequent bulk purchases	Good for small purchases
UX language available	Multiple languages (global)	Chinese Desktop: Chinese App: English, Chinese, Thai, Russian for selected countries	English, Chinese (20+ countries)	
Best for	Manufacturers, enterprises, distributors	Manufacturers, wholesalers, distributors, enterprises, sourcing agents	Enterprises, dropshippers, sourcing agents	Consumers, individuals



120M
registered users

35M+
monthly web visits

10M
suppliers

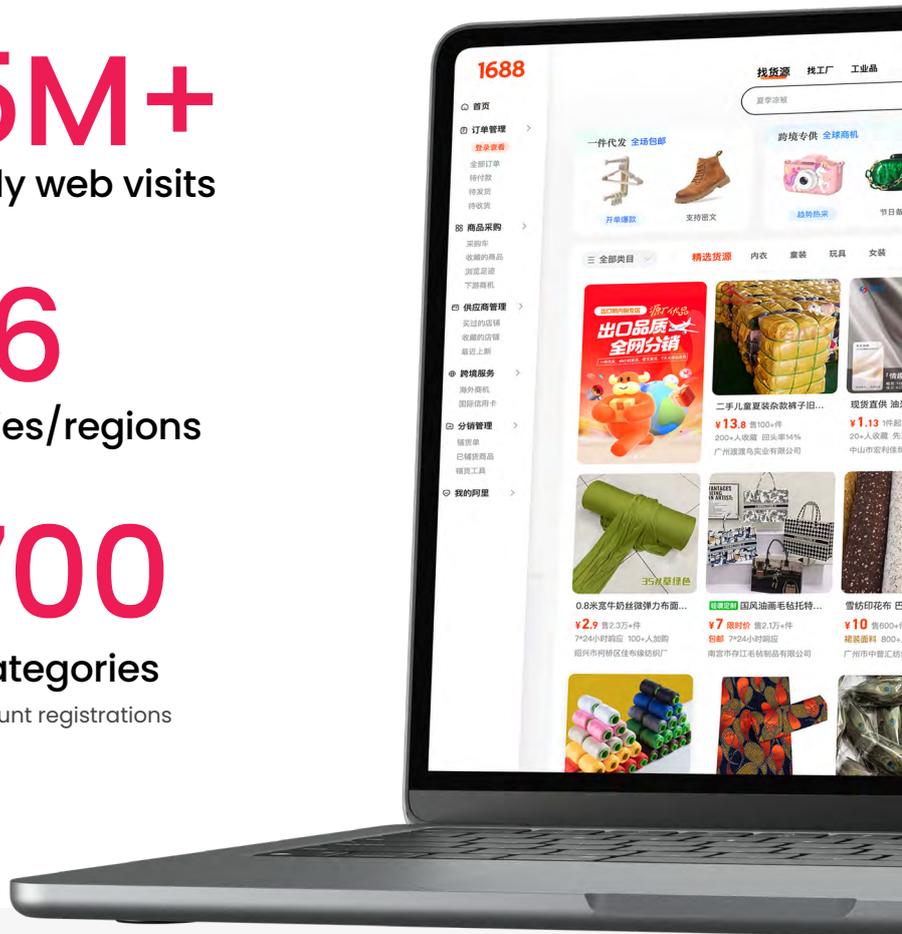
136
countries/regions

16
industries

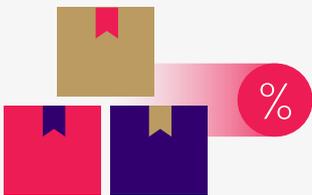
Including raw materials, industrial products, apparel, household goods, small commodities, electronics and food & beverage

1,700
sub-categories

where account registrations are allowed



Types of sellers



Wholesalers

Wholesalers make up the bulk of sellers on 1688.com. The majority have a minimum order quantity of only a few pieces, as well as a minimum spend amount. As a rule, wholesalers hold more inventory and stock than factories.



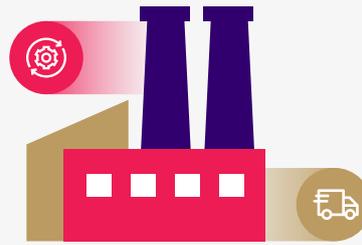
Brand owners

Brand owners are similar to wholesalers in that they offer a low minimum order quantity. However, while wholesalers will often sell white label goods, branded stores on 1688.com will operate a storefront with their brand name and logo.



Sourcing agents or virtual factories

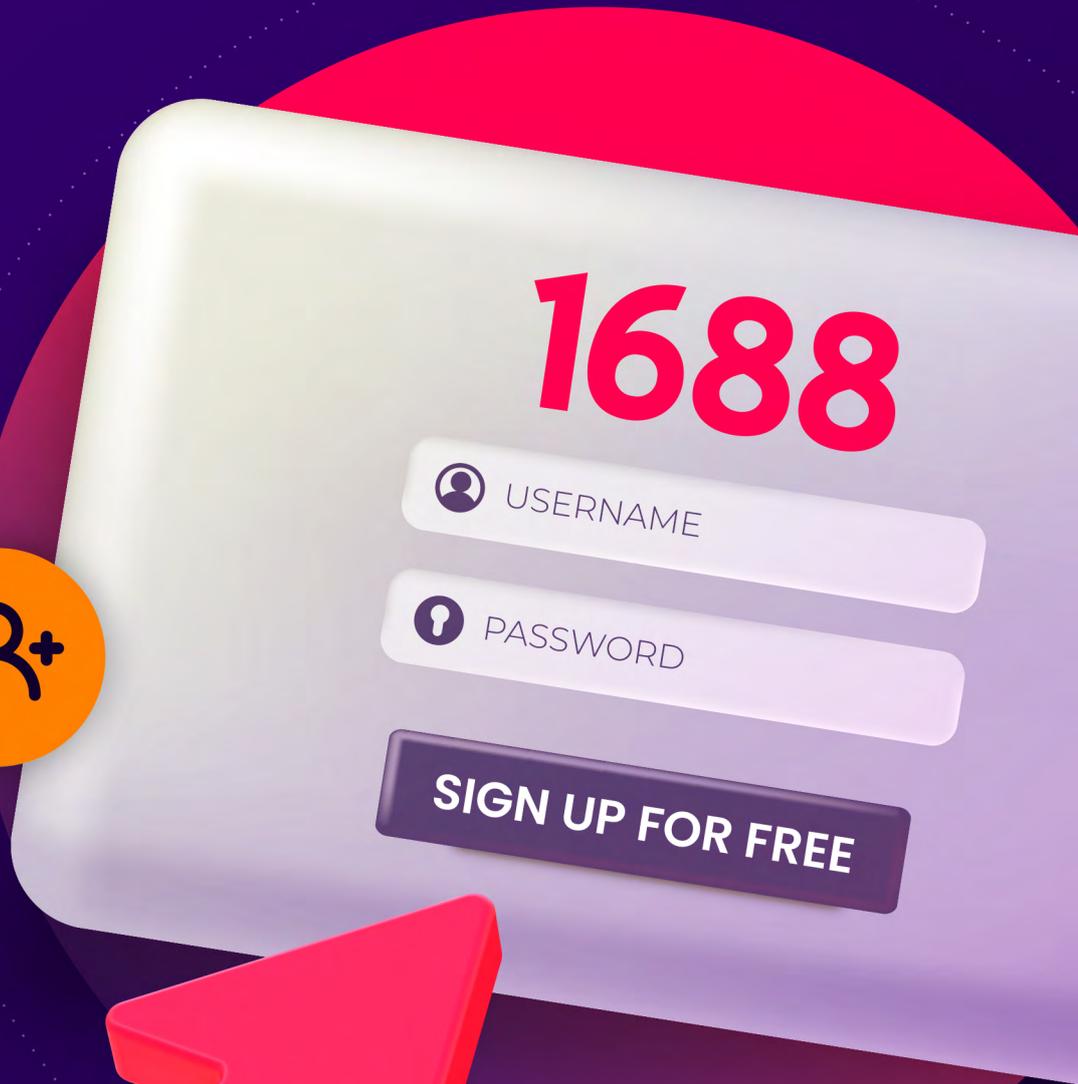
Similar to an intermediary, these merchants help buyers find a reliable supplier, negotiate the best price, assist with documentation, coordinate with the factory or perhaps oversee the production to ensure it aligns with specifications. As sourcing agents, they don't hold stock; rather, they help to secure products within the promised lead time.



Factories & manufacturers

Factories specialise in receiving production orders, with the minimum order quantity (MOQ) starting at 1,000 pieces in some cases. There's a 'Find a Factory' option in the 1688.com app, which buyers can use to filter for factories in different categories. Generally, factories don't keep inventory but make products based on orders.





2.

Setting Up Your 1688.com account

How to register for 1688.com?



There are two methods:

Method 1: Via Taobao (mobile)

- If you have a Taobao account, you can use the same login for 1688.com.
- Register through the Taobao app and link it to 1688.com automatically.

Method 2: Via 1688.com (PC)

- 1 Visit www.1688.com.
- 2 Click on the 免费注册 (Sign Up for Free) tab.

1688 账户注册

企业账户注册

个人账户注册

无企业营业执照的个人用户请注册个人账户。权益如下：做个人实名认证；作为买家身份采购；

* 会员名: 设置会员名

注册协议

【**审慎阅读**】您在申请注册流程中点击同意前，应当认真阅读以下协议。请您**务必**审慎阅读、充分理解协议中相关条款内容，其中包括：

- 1、与**您约定免除或限制责任的条款**；
- 2、与**您约定法律适用和管辖的条款**；
- 3、其他以**楷体下划线标识的重要条款**。

如您对协议有任何疑问，可向1688服务中心（请点击）咨询

【**特别提示**】您已充分理解，阿里巴巴中国站是一个**商业贸易采购平台**，而非面向消费者的**消费购买市场**。当您按照注册页面提示填写信息、阅读并同意协议且完成全部注册程序后，即表示您已充分阅读、理解并接受协议的**全部内容**，并将基于您的**真实贸易需求**而使用**阿里巴巴服务**。如您因阿里巴巴服务与阿里巴巴发生争议，应适用《阿里巴巴服务条款》处理；如您在使用阿里巴巴服务中与其他用户发生争议，依您与其他用户达成的协议处理。

阅读协议的过程中，如果您**不同意**相关协议或其中任何条款约定，您应立即**停止注册程序**。

《阿里巴巴服务条款》
《隐私政策》
《支付宝服务协议》

同意协议

3 Fill in your registration details (name, mobile number, password).

4 Click 同意并注册 (Agree and Register).

* 会员名: 设置会员名 — Member Name

* 登录密码: 设置你的登录密码 — Password

* 密码确认: 请再次输入你的登录密码 — Confirm Password

* 手机号码: 中国大陆 +86 — Country Code & Mobile Phone Number

* 验证码: >> 请按住滑块，拖动到最右边

创建网站账号的同时，我同意遵守：
《阿里巴巴服务条款》及《隐私声明》及《支付宝服务协议》

同意并注册

5 Verify your mobile number by entering the OTP sent to your phone. Enter the code and submit by clicking 提交 (Submit).

* 登录密码:

* 密码确认:

验证手机号码

① 校验码已发送到你的手机，15分钟内输入有效，请勿泄漏

手机号码: 8677137299

* 验证码: : 请输入校验码

重新发送 (51秒)

提交

会员名如何设置会更好?
会员账户注册不成功?
个人账户可以开店吗?
注册个人账户需要准备什么资料?
一个人能注册多个会员账户吗?
其它问题

Important: Foreign companies or non-local **individuals** are required to register as an individual, even if doing so on behalf of a company.

Verifying your 1688.com account

Verification is highly recommended for seamless order processing, payments and account recovery.



Steps

- 1 Click on your account name → 账户管理 (Account Management).
- 2 Under 我的认证 (My Verification), select 我要认证 (I Want to Verify) under 个人认证 (Personal Verification).

收货地址, 发货地址, 退货地址已统一到买家工作台的“交易->交易资料管理->收货地址管理”菜单, [点击跳转](#)

公告: 解绑支付宝功能升级中, 暂不开放。

支付宝账户

已成功绑定了您的支付宝账户 您现在可以使用支付宝账户进行安全交易服务。
企业支付宝提现可免费, 且合规范经营须升级, 点此立即开通

账户信息

账户名:	查看我的账户; 更换支付宝账户
状态:	已绑定 未认证 现在去认证
类型:	个人账户 什么是支付宝商户版
余额:	查询

常见问题 [查看更多](#)

- 支付宝绑定规则是什么?
- 支付宝解绑或更换操作不成功怎么办?
- 支付宝解绑或更换次数有限制吗?
- 支付宝账号使用遇到问题怎么办?
- 网商银行融易收是什么?
- 融易收如何使用?

- 3 Link your verified **Alipay personal account** to your 1688.com account.
- 4 Enter your Alipay login ID and password, then click to connect.



What is World Pay (跨境宝)?

World Pay is the **official cross-border payment solution** launched by Ant Group and 1688.com.



It allows international buyers to:



Pay 1688.com suppliers securely



Avoid account freezes caused by unverified payments



Make large payments without annual limits

How it works:

1

Add funds from your bank account into your WorldFirst account.

2

Connect your 1688.com account with your WorldFirst account.

3

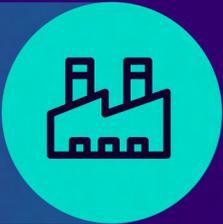
Make automated payments directly when purchasing on 1688.com.

Tip: Ensure you hold a sufficient CNH (Chinese Yuan Offshore) balance so your automatic payments are processed without interruption.



Head to Chapter 5 for the full details on linking World Pay as a payment method.





3.

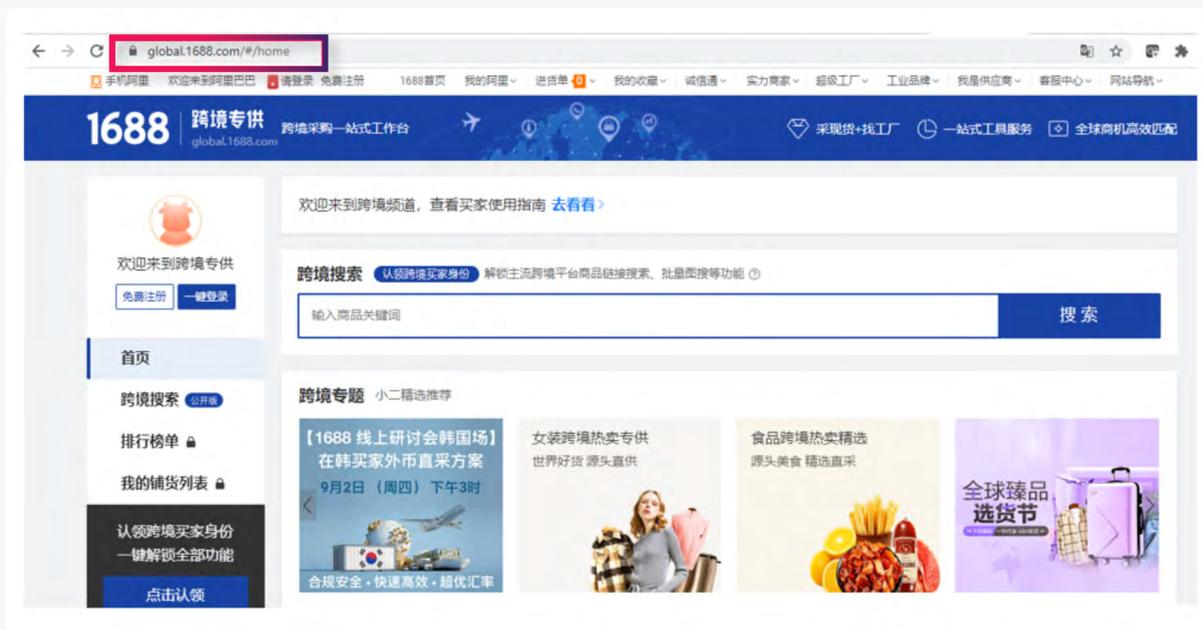
Sourcing products and finding suppliers

With 16 major industries and thousands of categories, sourcing on 1688.com delivers wide-ranging choice and a simple buying process:

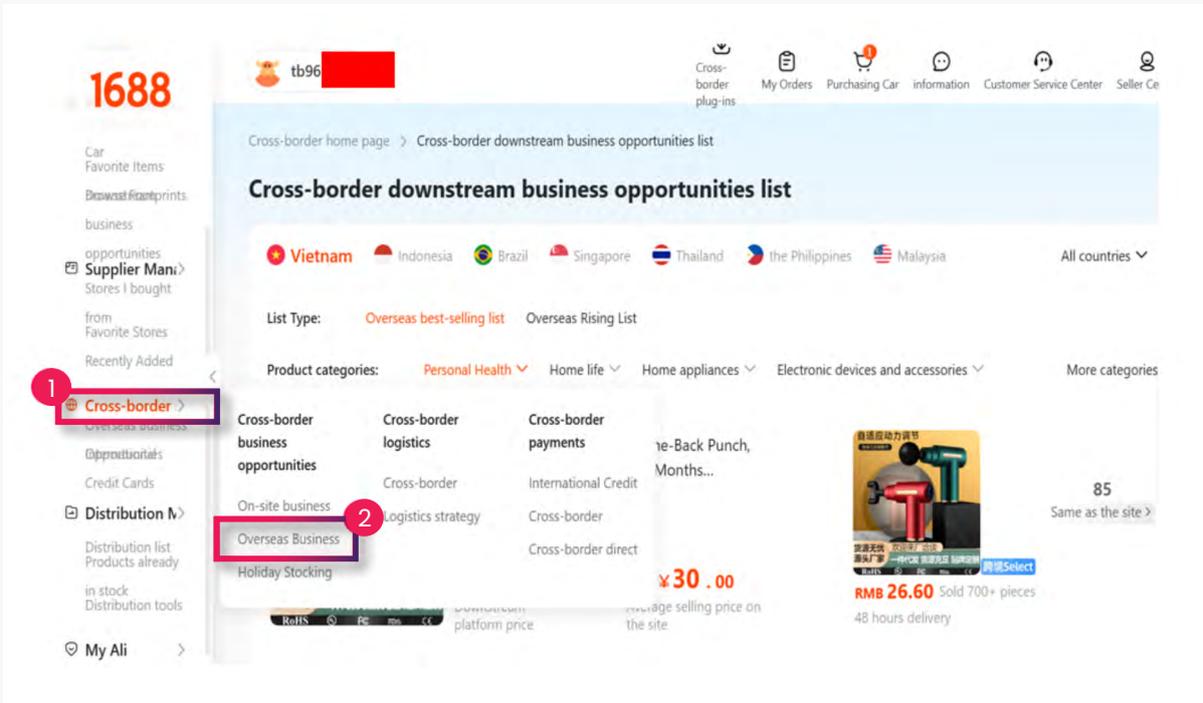


The process

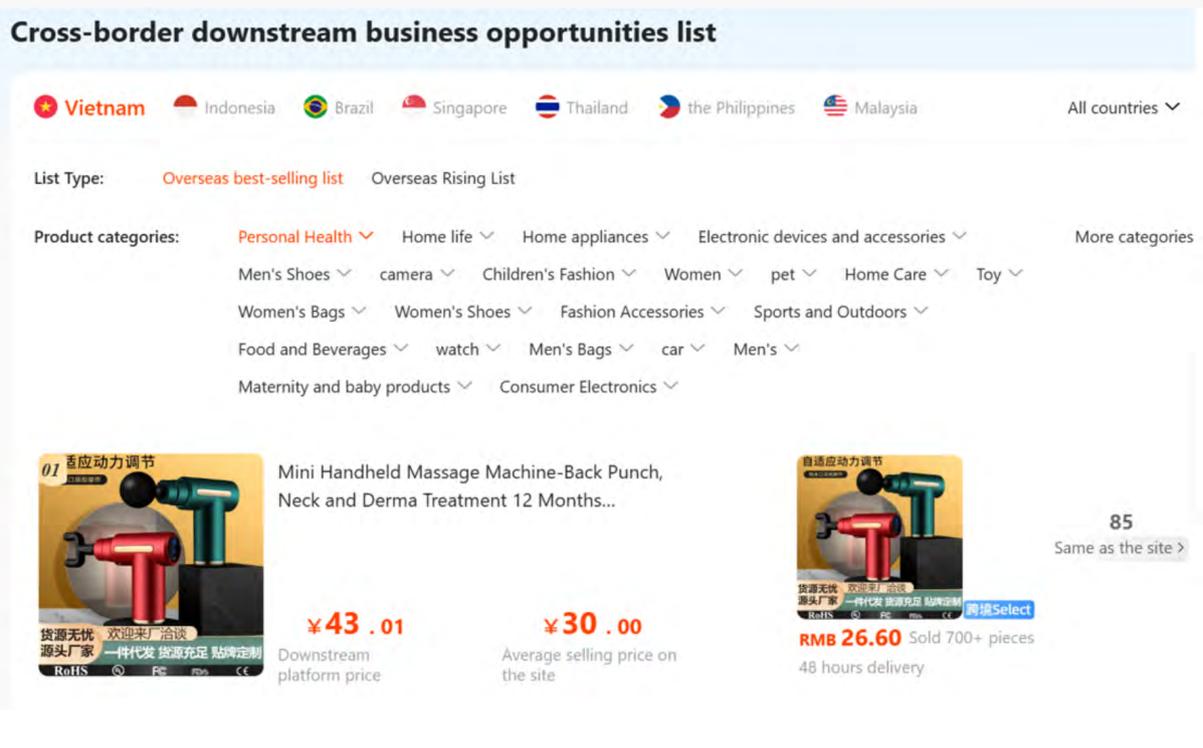
- 1 Visit global.1688.com and log in with 1688.com details
 - Only suppliers that accept foreign orders will be listed
 - Lower MOQs and trending global products available
 - Easier communication and tailored shipping options



2 Browse through popular product listings for overseas businesses

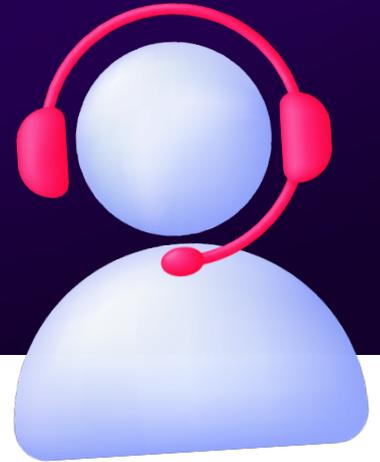


3 Use pre-existing filters to refine your search



Using a **sourcing agent** (optional)

If you're unfamiliar with cross-border trade or face language barriers, you can hire a 1688.com sourcing agent.



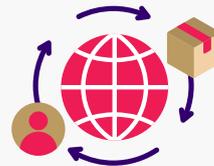
Agents help with:



Communication



Quality inspection



Shipping arrangements



Timely delivery

Example of a popular agent:



Leeline Sourcing – Offers inspections, factory audits, shipping assistance and Amazon FBA prep.

Commission charge:
Typically 1–3% of order value

Selecting a reliable supplier



When browsing 1688.com suppliers, use these filters:

Categories (商品分类)

Select relevant industries

Cross-border capabilities (跨境特色)

Look for certifications and export readiness

MOQ (起订量以下)

Set your preferred minimum order quantity

Dispatch Time (24小时发货)

Find suppliers offering same-day shipping

Trustworthiness (实力商家)

Prioritise suppliers with strong delivery and service track records

Manufacturing time:

Filter by production lead times

Location (所在地)

Choose suppliers closer to your freight forwarder

How to verify supplier reliability



Check the supplier's store page for:

- Number of years operating on 1688.com
- Response rate and return rate
- Buyer ratings and reviews
- Buyer protection offers
- Transaction history (compare with industry averages)



Sourcing Checklist

- Conduct product research/ determine which products are best sourced from China
- Select a sourcing platform
- Decide whether to source directly from a supplier or use a sourcing agent
- Select a reliable supplier
- Verify supplier reliability



Tips

- Order a sample before making a large order.
- Confirm all details (price, material, MOQ, shipping) in writing
- Save chat logs as proof for any disputes later
- Use the Google Translate extension for quick translations



4

Communicating with suppliers

On 1688.com, communication is key – most sellers primarily speak Chinese, so you need to be clear, polite and efficient. It's one of the most important but sometimes most difficult aspects of product purchasing. A sourcing agent can help with translations and requests; without one, you have to rely on digital tools and your own abilities.

Main ways to communicate:



阿里旺旺 (AliWangWang):

1688.com's official messaging app (similar to WhatsApp, but for business)



In-browser chat:

Direct pop-up chat available on desktop



WeChat:

Direct pop-up chat available on desktop

Tips

- Use **simple English** or **machine-translated Chinese** (use Google Translate or DeepL)
- Keep messages **short and clear** – avoid slang or complex sentences
- State your **request upfront**: quantity, customisation, shipping method



Examples of message templates



Example 1: Initial enquiry with a supplier

Hello, I am interested in your [Product Name].

Can you please send me the following information:

- Price for [quantity] units
- MOQ (Minimum Order Quantity)
- Available colours/sizes
- Shipping to [your country]

Thank you!

Example 2: Asking about customisation (OEM/ODM)

Hello, I would like to customise [Product Name] with my brand/logo.

Can you do OEM/ODM?

- What is the MOQ for customisation?
- What is the sample cost and lead time?

Thank you!

Negotiation Tips

You can and should negotiate – it's expected in China's business culture.



Key points to negotiate:

- **Price per unit** (especially if you're buying larger quantities)
- **Sample fees** (sometimes refundable after an order)
- **Customisation costs** (printing logos, packaging)
- **Shipping options and costs**
- **Payment terms** (partial payment or full upfront payment)

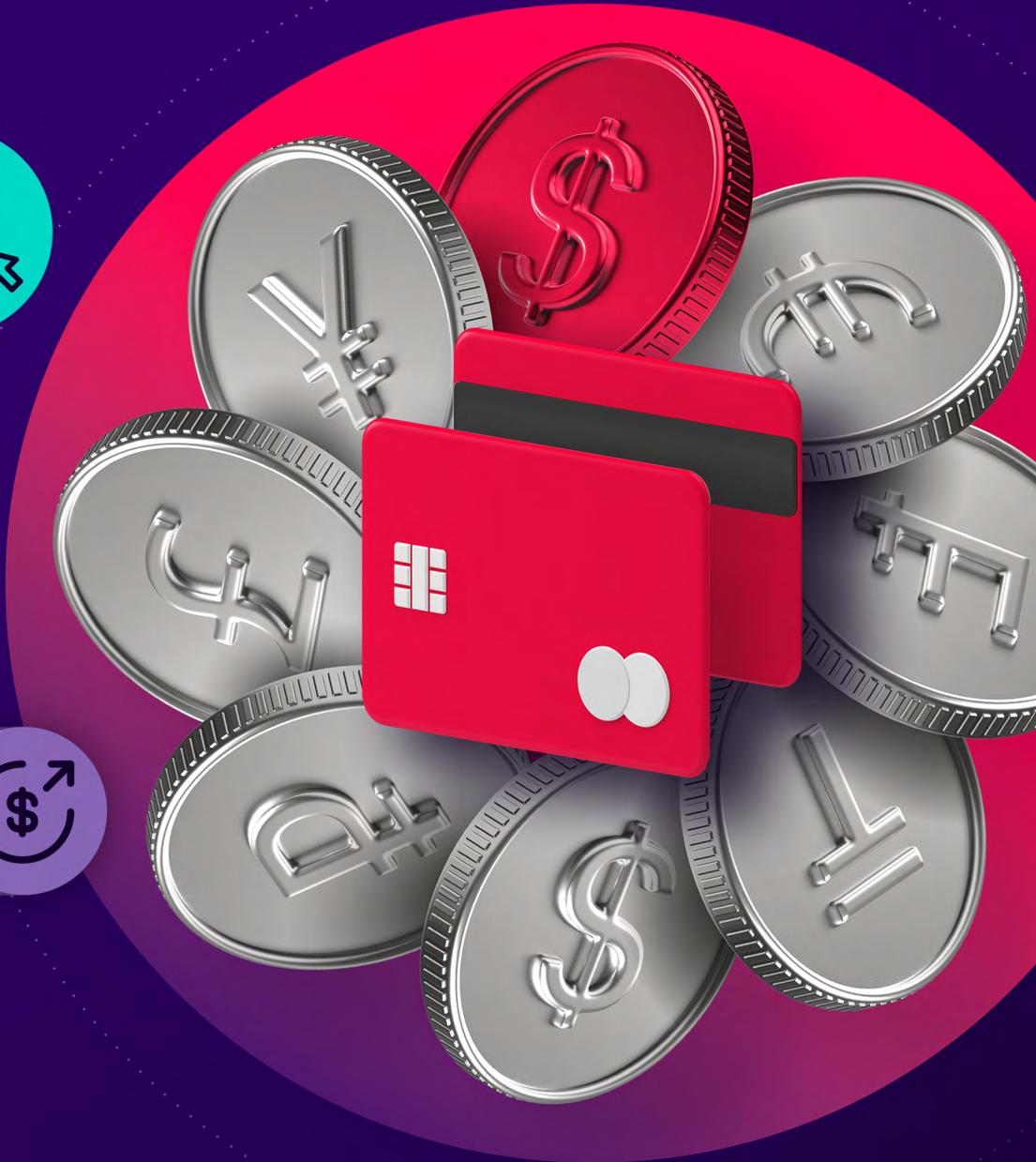
Negotiation style:

- Be polite but firm
- Build rapport ("I plan to place larger orders if the sample quality is good.")
- Always talk about **long-term cooperation** – suppliers prioritise repeat customers
- Ask for a **better price if ordering multiple products** (combining SKUs)

Glossary of important Chinese terms



Chinese Term	Meaning	Explanation
现货 (xiàn huò)	Ready stock	Immediate shipment available
定制 (dìng zhì)	Customisation	OEM orders (logo, design)
起订量 (qǐ dìng liàng)	Minimum Order Quantity (MOQ)	Lowest quantity seller will accept
批发 (pī fā)	Wholesale	Bulk buying
代发 (dài fā huò)	Dropshipping	Supplier ships direct to customer



5.

Making payments with WorldFirst's World Pay

For international buyers, there are two accepted payment methods on 1688.com – international credit or debit cards and World Pay (跨境宝) by WorldFirst. Some suppliers on 1688.com may request offline payment through PayPal or bank transfer but these may not be the cheapest or most secure methods, especially when dealing with new suppliers.

Paying on 1688.com is now easier for international buyers, thanks to WorldFirst's official integration. With 1688.com World Pay (跨境宝), you can pay suppliers directly from your WorldFirst account – faster, safer and more cost-effective than using traditional bank transfers or international cards.

Why use **WorldFirst** for 1688.com payments?

Major advantages:

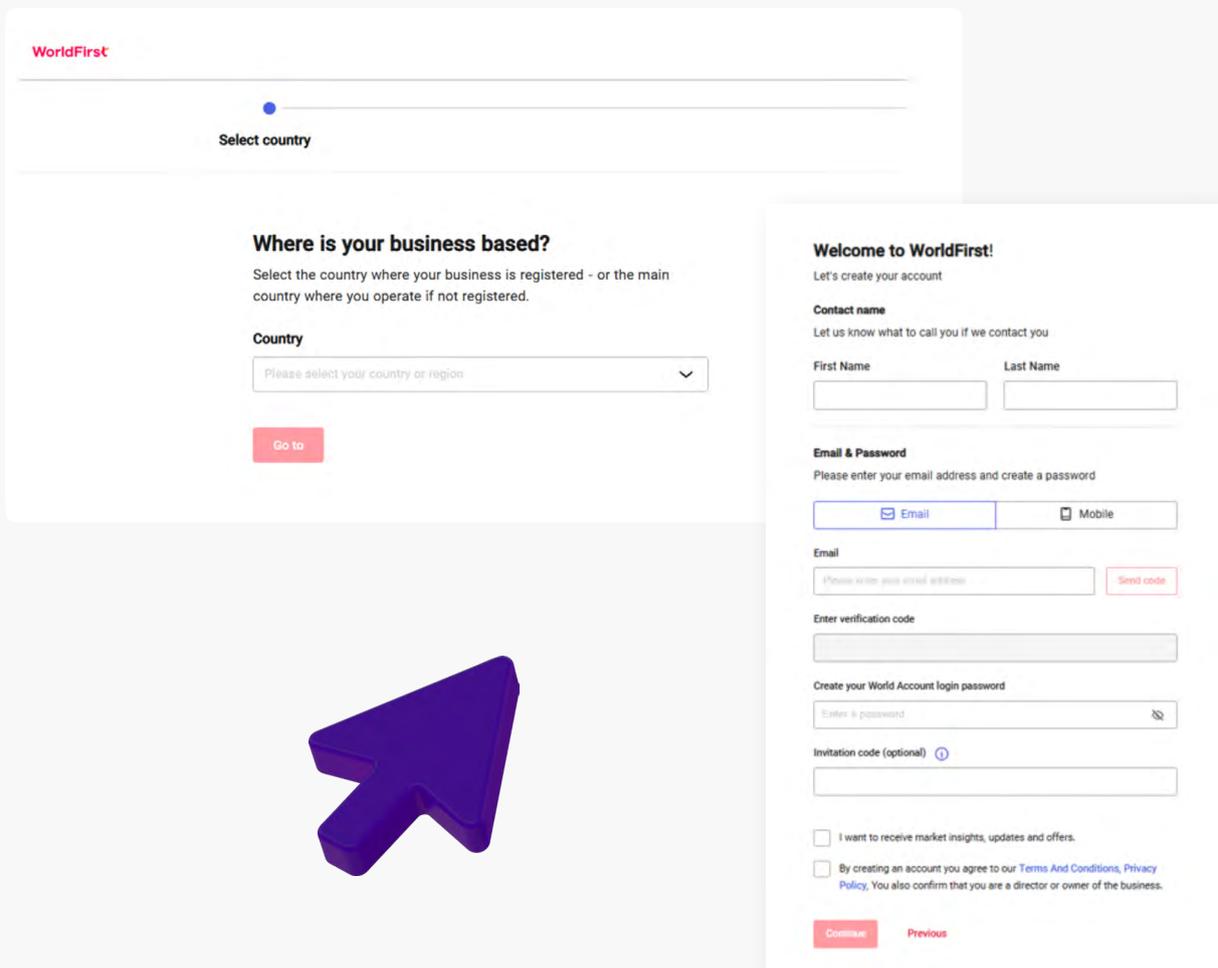
- ✓ **Official payment partner:** Seamless integration means reliable payments
- ✓ **Better rates:** WorldFirst offers competitive exchange rates when converting from your local currency
- ✓ **Multi-currency support:** You can pay in your local currency; WorldFirst handles the CNY conversion
- ✓ **Security:** Funds are held safely and 1688.com's buyer protection still applies
- ✓ **Faster payments:** Transactions are quick – often instant to 1688.com suppliers and significantly faster than traditional wire transfers
- ✓ **Professional support:** WorldFirst provides bilingual customer support for payment issues



How to link and pay via WorldFirst

Step-by-step process:

- 1 Register for a WorldFirst account if you don't already have one.



WorldFirst

Select country

Where is your business based?
Select the country where your business is registered - or the main country where you operate if not registered.

Country
Please select your country or region

Go to

Welcome to WorldFirst!
Let's create your account

Contact name
Let us know what to call you if we contact you

First Name Last Name

Email & Password
Please enter your email address and create a password

Email Mobile

Email
Please enter your email address Send code

Enter verification code

Create your World Account login password
Enter a password

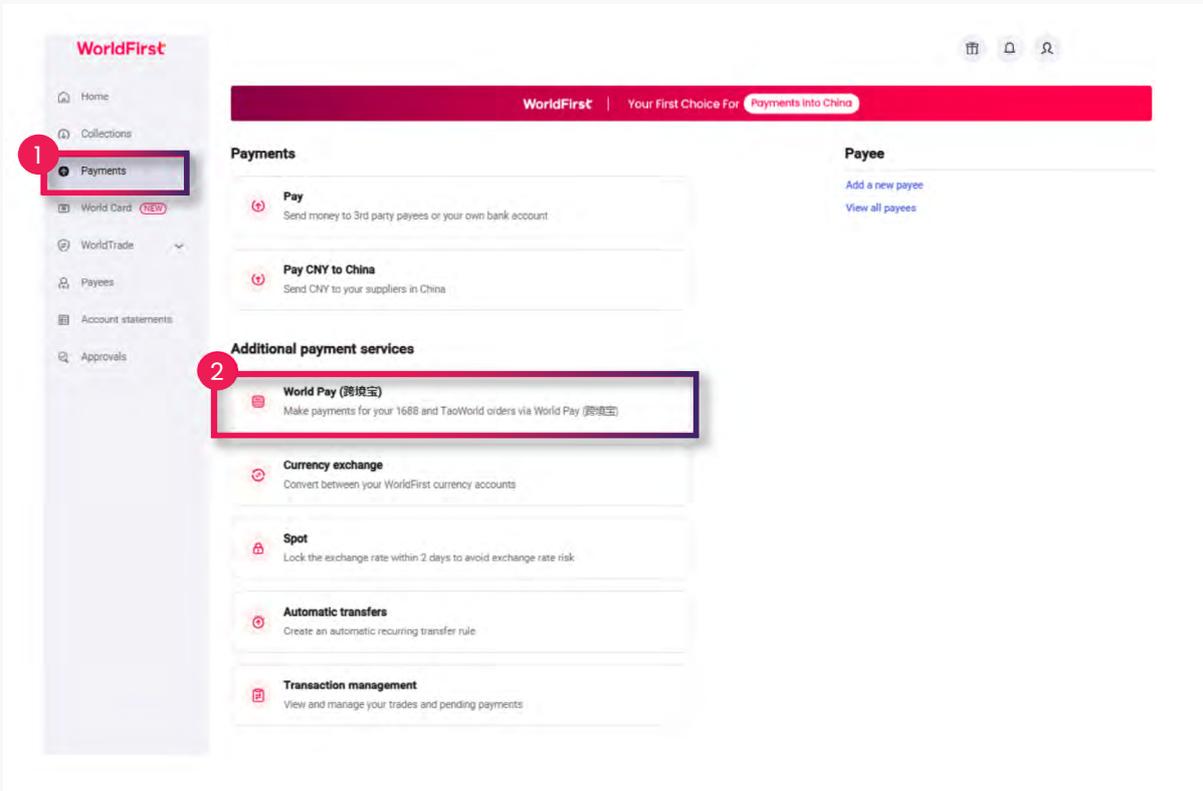
Invitation code (optional)

I want to receive market insights, updates and offers.

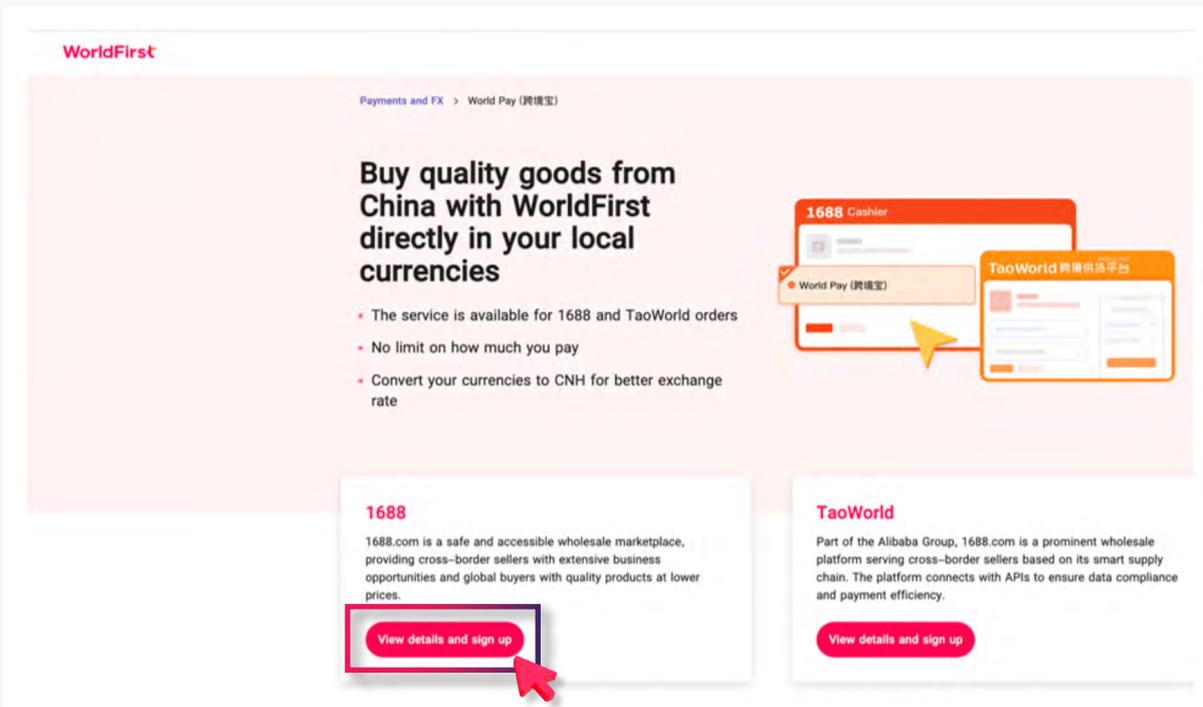
By creating an account you agree to our [Terms And Conditions, Privacy Policy](#). You also confirm that you are a director or owner of the business.

Continue Previous

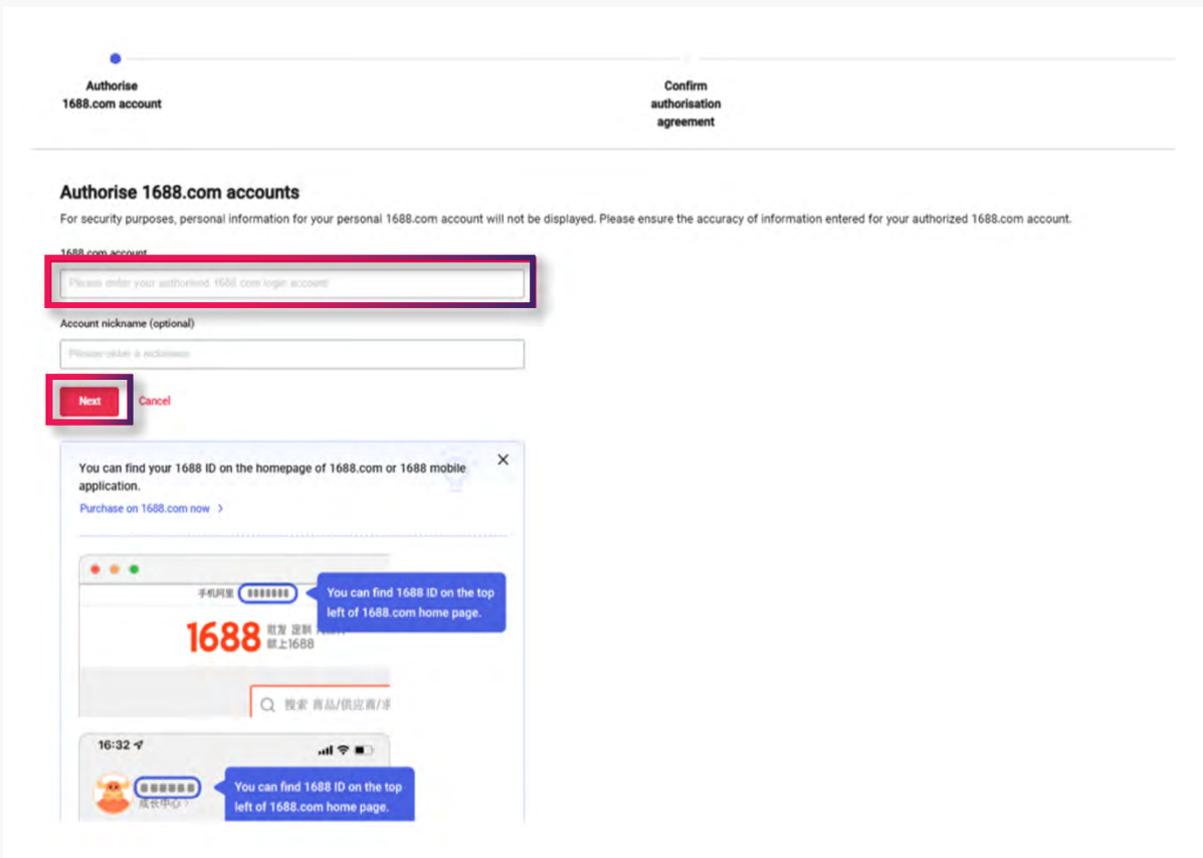
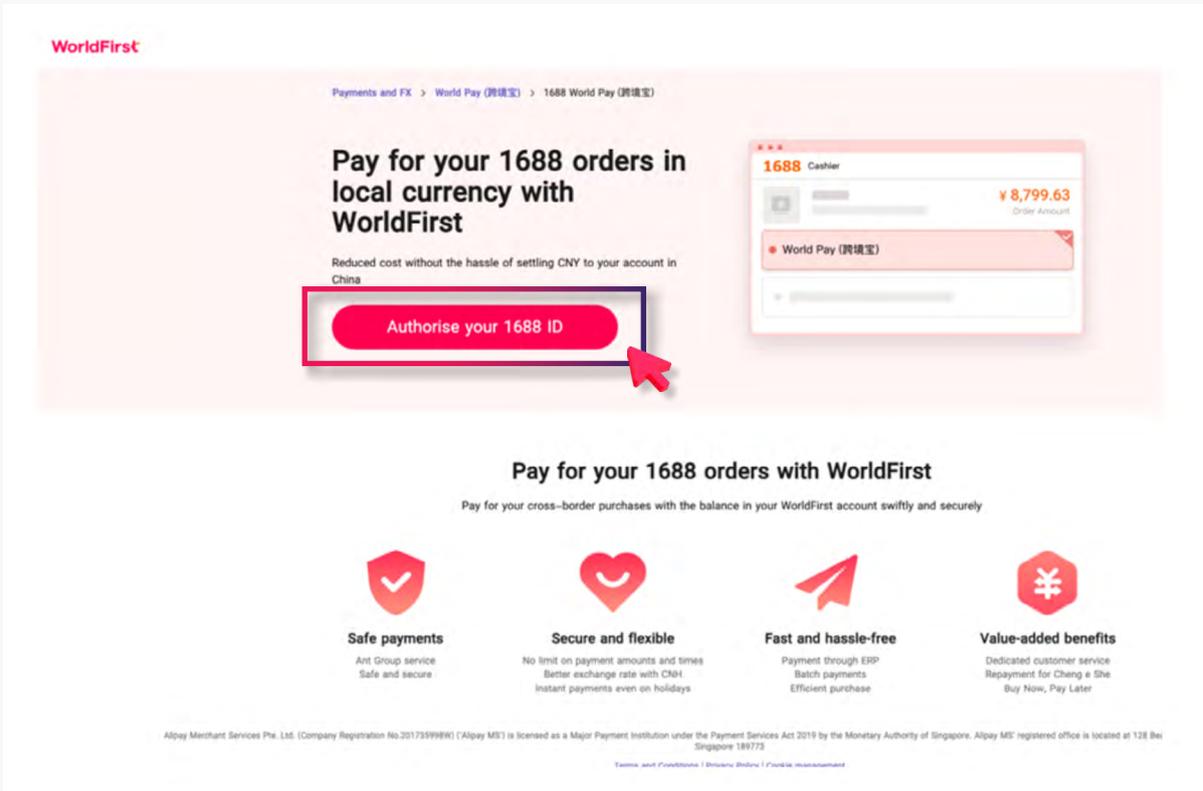
2 Go to Payments > World Pay in your WorldFirst online portal



3 Select 'View details and sign up for 1688.com'



4 Click 'Authorise your 1688.com ID' and enter ID



5 Agree to the terms

The screenshot shows a progress bar at the top with two steps: 'Authorise 1688.com account' (completed) and 'Confirm authorisation agreement' (current step). Below the progress bar, the title 'Confirm authorisation agreement' is displayed. Underneath, there is a section for 'Account details' with the following information:

- Authorised 1688.com account: [Redacted]
- 1688.com account type: Private account
- Allpay account: [Redacted]
- Account nickname: -

Below the account details, there is a section for 'Authorised details' with the text: 'By activating World Pay (跨境宝) service, you agree that the authorised 1688.com account will pay for your 1688.com orders using your WorldFirst account balance'.

At the bottom of the form, there is a checkbox that is checked, followed by the text: 'I have read and agreed to [Deduction authorisation agreement](#) and have acknowledged the transaction fee deduction rules stipulated for World Pay (跨境宝) service'. Below this text are two buttons: 'Next' (highlighted with a red box and a mouse cursor) and 'Cancel'.

The screenshot shows a progress bar at the top with three steps: 'Authorise 1688.com account' (completed), 'Confirm authorisation agreement' (completed), and 'Activation result' (current step). Below the progress bar, there is a thumbs-up icon and the text: 'You have successfully activated World Pay (跨境宝) service'. Below this text, there is a sub-heading: 'Start paying with World Pay (跨境宝) on 1688.com'. Below the sub-heading, there are two buttons: 'Return to "Manage 1688.com accounts"' and 'Return to World Pay (跨境宝) main page'.

Below the buttons, there is a section titled 'How to make payments with World Pay (跨境宝)' with the following steps:

- Step 1: Authorise a 1688.com account in your World Account
- Step 2: Visit 1688.com to place an order using your authorised 1688.com account
- Step 3: Select 跨境宝 as your payment method on 1688.com
- Step 4: Ensure your World Account has sufficient CNH balance or convert other currency balances to CNH currency account.

At the bottom of the section, there are two links: 'View World Pay (跨境宝) FAQs >' and 'Purchase on 1688.com now >'.

Funding your WorldFirst account

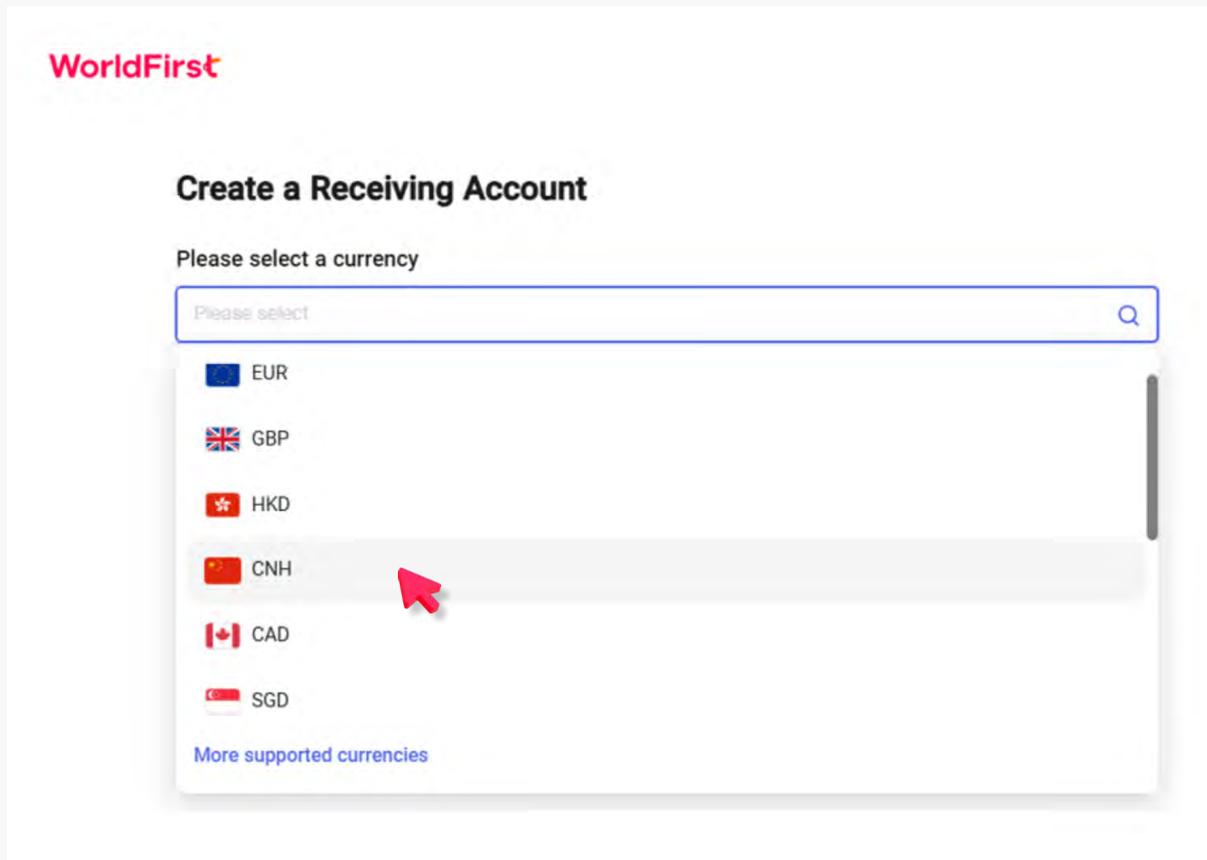


Step-by-step process:

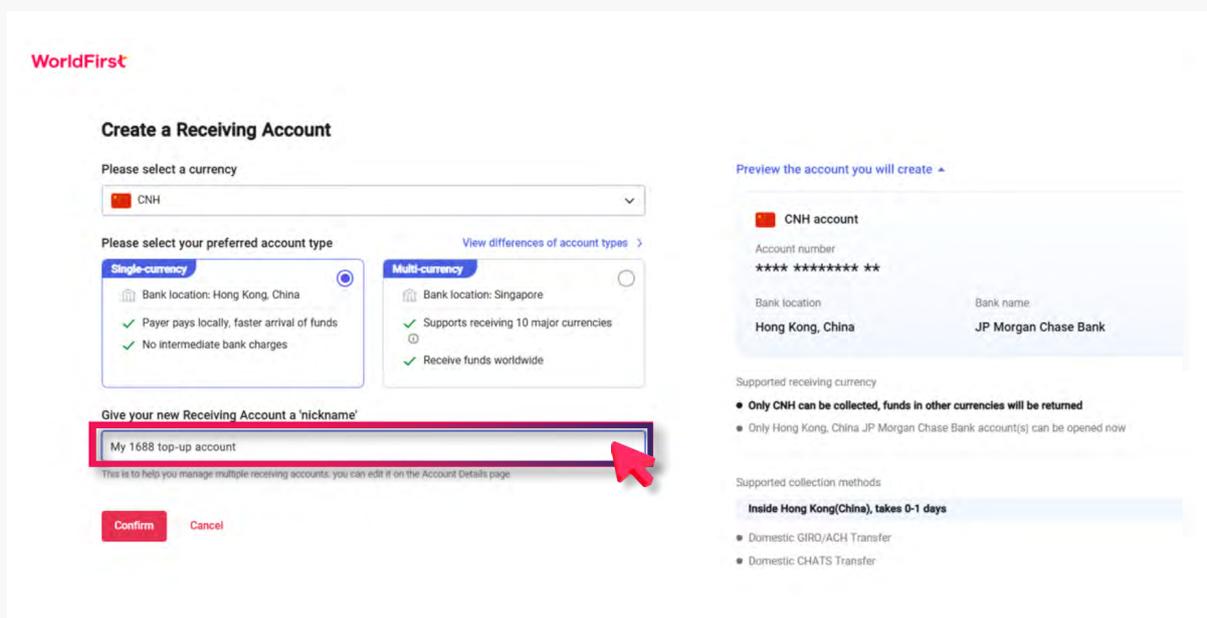
- 1 Create a new receiving account in your WorldFirst dashboard

A screenshot of the WorldFirst dashboard. The interface is clean and modern, with a purple and white color scheme. On the left, there is a navigation menu with options like Home, Collections, Payments, World Card, WorldTrade, Payees, Account statements, Approvals, and Rewards centre. The main content area features a prominent banner for 'Unlimited 1.2% cashback on your business expenses.' Below this, there's a 'To do' section with an 'ACTION REQUIRED' message. A 'Quick Navigation' section contains a red button labeled 'Pay' and a button labeled 'Create new receiving acc.' which is highlighted with a red box. The 'My accounts' section shows a grid of currency balances for MXN, USD, SGD, EUR, GBP, and CNH. On the right side, there are sections for 'Financial calendar', 'My Activity', and 'Live rates'.

2 Select a currency – in this case CNH



3 Give your receiving account a name to help you identify it



4 Enter the amount you wish to convert

For example, you are converting SGD to CNH

Sell currency	Sell amount	Withdraw full balance
SGD	50.00 SGD	
Available balance:	73.23 SGD	
Fee	0.00 SGD	
Amount converted	50.00 SGD	
Exclusive exchange rate	1 SGD = 5.45130 CNH	
Discount details	No discount	
Buy currency	Buy amount	
CNH	272.56 CNH	
Balance	0.00 CNH	

[Next](#) [Back](#)

In summary:

When you're ready to check out on 1688.com, select WorldFirst as the payment option. WorldFirst will auto-convert your funds to CNY (Chinese yuan) at competitive rates and send the payment directly to the supplier through 1688.com's escrow system – with the same protection as Alipay.



Example: Making a payment on 1688.com

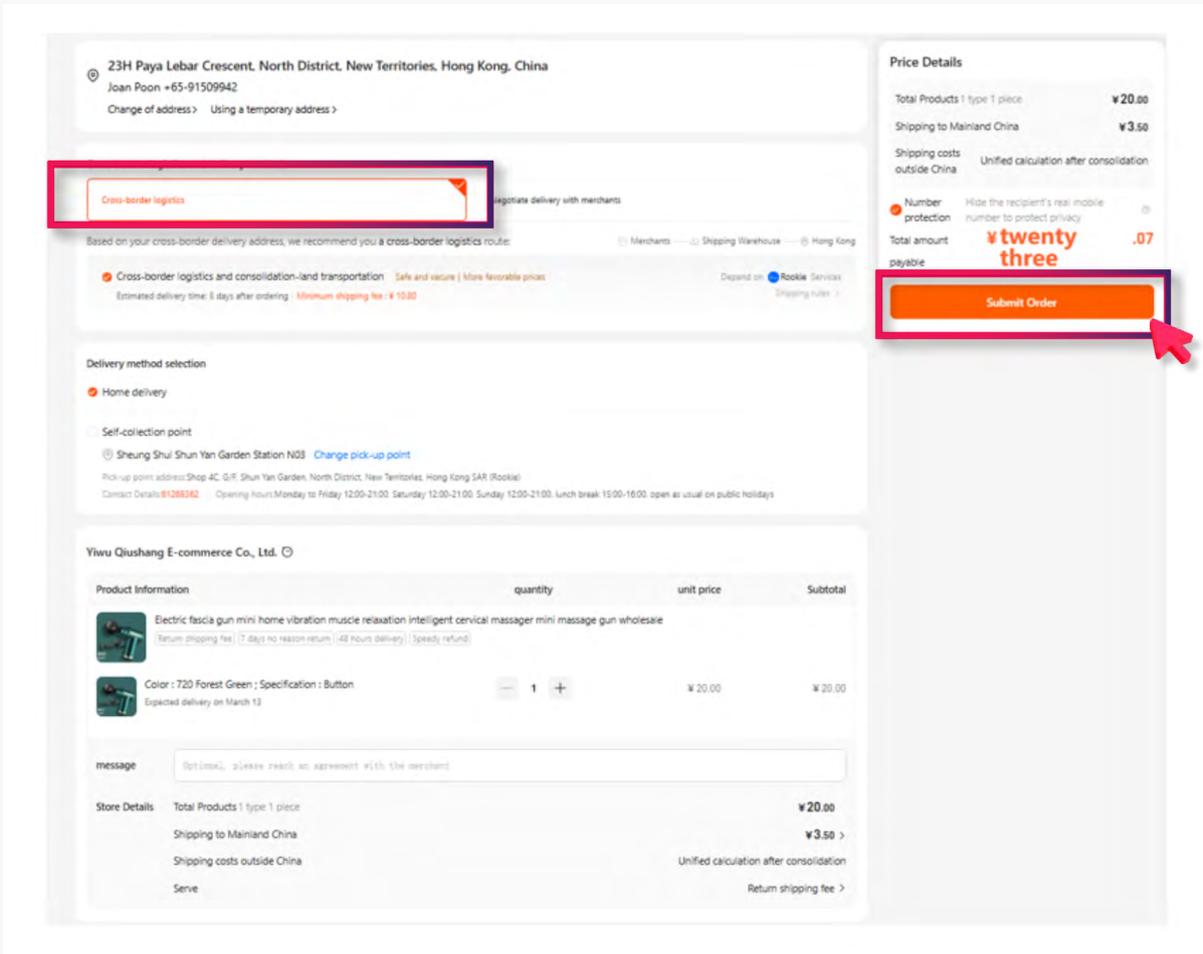


1 Select an item and the desired quantity

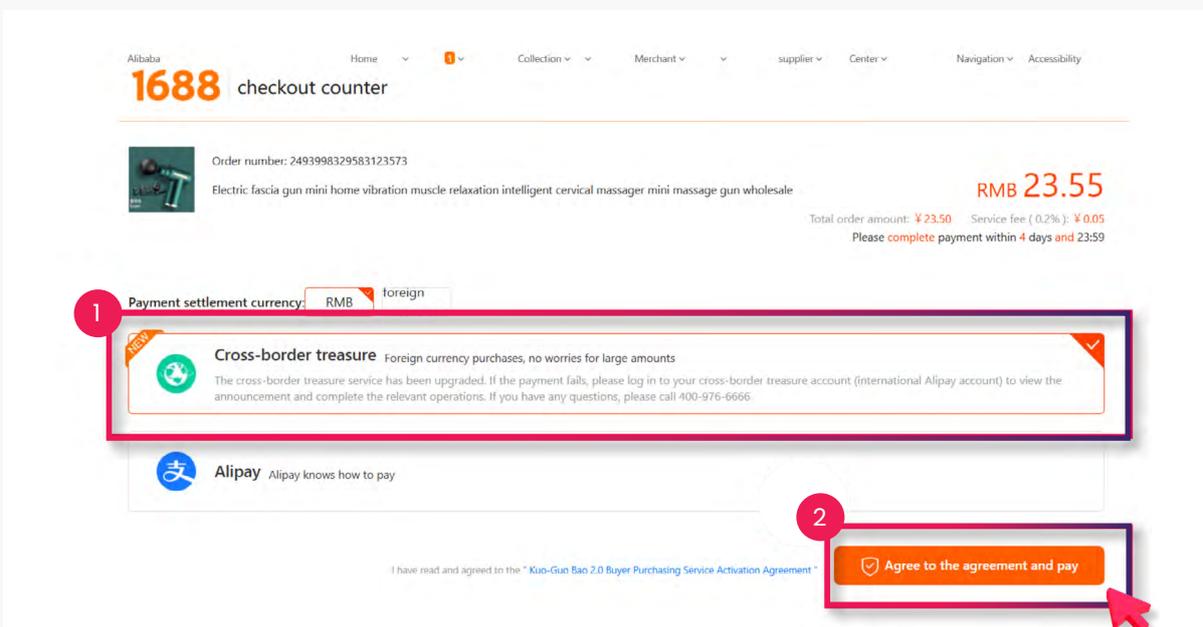
The screenshot shows a product page for an electric fascia gun. The product is a teal and black handheld device with a large black spherical head. The page includes the following elements:

- Store Information:** Yiwu Qiushang E-commerce Co... with service ratings (4.5 points, 50.3% return rate, etc.).
- Product Title:** Electric fascia gun mini home vibration muscle relaxation intelligent cervical massager mini massage gun wholesale.
- Product Image:** A large image of the fascia gun with Chinese text: "专业级筋膜枪 更快更深更舒服" (Professional grade fascia gun, faster, deeper, more comfortable).
- Specifications:** A dropdown menu for "color" with options: 720 Forest Green (selected), 720 Space Gray, 720 Excellent Red, and 720 Dark Black.
- Quantity:** A quantity selector showing "# 20 14810 in stock" and a quantity of "1" with minus and plus buttons.
- Price:** ¥20.00 per piece.
- Buttons:** "Order now" (highlighted with a red box and arrow) and "Add purchase cart".
- Additional Text:** "CE FCC PSE RoHS" and "源头工厂 跨境·定制·一件代发" (Source factory, cross-border, custom, one-piece wholesale).

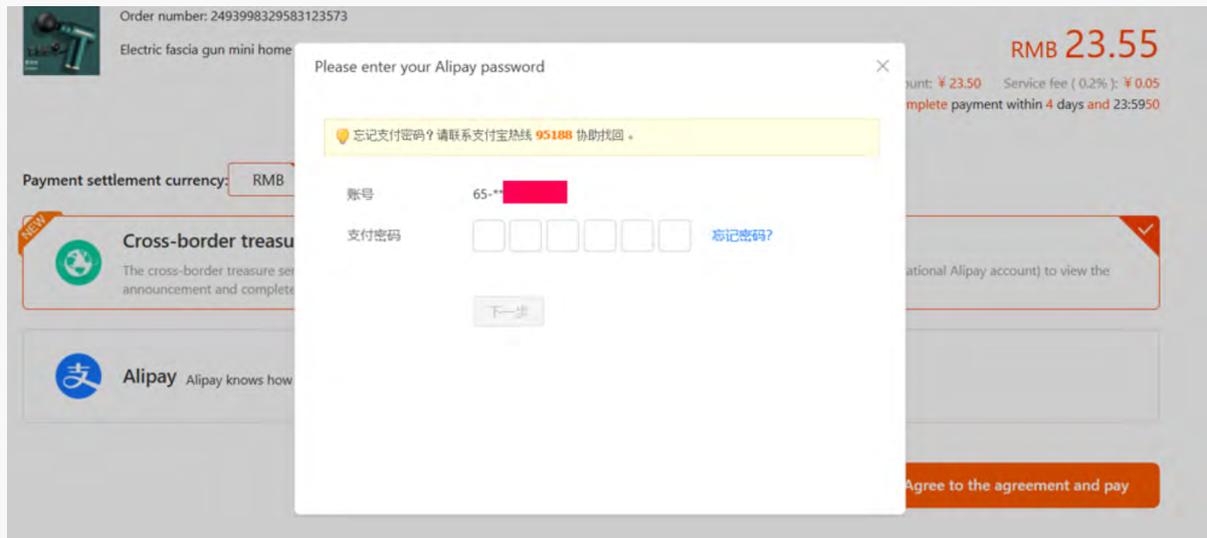
2 Select 'Cross-border logistics' and click 'Submit Order'



3 Give your receiving account a name to help you identify it



4 Enter your Alipay personal account password and enter the OTP



5 Confirmation and shipping

Once payment is received, your supplier will process your order. You'll get confirmation via 1688.com and the WorldFirst dashboard.

Tips



- **Pre-load your account before purchasing:** It ensures you have enough funds ready for fast checkout.
- **Double-check supplier information:** Make sure the supplier name matches your intended payee.
- **Confirm total payment amount:** Check if the seller's price includes VAT (增值税) or if it's separate.
- **Plan for currency movements:** If your local currency is volatile, consider converting and holding CNH in your WorldFirst account in advance.
- **Keep transaction records:** This includes screenshots, invoices and WorldFirst receipts – helpful if any disputes arise.



Payment Checklist

- Confirm product specifications and quantities
- Confirm shipping arrangements (included or separate?)
- Ensure supplier is legitimate (check ratings, past orders)
- Verify invoice or contract terms
- Check WorldFirst account balance
- Screenshot your payment confirmation



6.

Shipping and logistics

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Essential guide to cross-border B2B Logistics: From China to Southeast Asia

With Southeast Asia booming as an e-commerce hotspot, more businesses are sourcing from China to access lower prices, wider product variety and scalable manufacturing. But once the goods are ready to ship, how do you get them across borders smoothly?

Shipping from China can feel opaque – especially when you're dealing with different freight quotes, complex customs paperwork and unpredictable delivery timelines.

This guide breaks down everything you need to know to get your shipments from China to Southeast Asia.

01. Choosing the right freight mode: Air, sea, or land?

For B2B importers, selecting the most suitable freight method involves balancing cost, speed and shipment size.

Mode	Best for	Lead time <small>*calendar days</small>	Cost
Air	Small to medium-sized, urgent shipments	2–5 days	Higher
Sea	Large, cost-sensitive orders	15–30 days	Economical
Land	Shipping to Vietnam and Thailand (bordering China)	4–10 days	Mid-range

Key insight: Most importers prefer to use sea/land freight for inventory restocking and air freight for trending or perishable products requiring fast delivery.



Estimated lead times (CN - SEA)

Origin	Destination	Mode	Lead Time
China (CN) ▶ Singapore (SG)		Air	2–3 days
		Sea	15–20 days
China (CN) ▶ Malaysia (MY)		Air	2–3 days
		Sea	15–25 days
China (CN) ▶ Indonesia (ID)		Air	10–15 days
		Sea	25–30 days
China (CN) ▶ Philippines (PH)		Air	2–3 days
		Sea	18–25 days
China (CN) ▶ Thailand (TH)		Land	4–6 days
		Sea	15–25 days
China (CN) ▶ Vietnam (VN)		Land	4–10 days

Key insight: These are standard estimated timelines and may vary slightly based on the origin city in China, port congestion, customs clearance or seasonal demand. We recommend factoring in a buffer period to keep your business operations running smoothly.



02. Customs compliance: General documentation and regulatory tips

When you're moving goods across borders, proper documentation is vital. Missing or incorrect paperwork can stall your shipment at customs, trigger penalties or lead to rejection, especially in tightly regulated markets.

Note: The following table highlights key points only and is not an exhaustive list of all applicable regulations.

Destination	Key customs requirements
 <p>Singapore</p>	<ul style="list-style-type: none"> • Original commercial invoices • Required documents: Inspection certificates, certificate of origin and health/quarantine certificates <p>Note: <i>Shipping of prohibited items is strictly illegal</i></p>
 <p>Malaysia</p>	<ul style="list-style-type: none"> • Required documents: Commercial invoice, certificate of origin and bill of lading (for sea freight) • Phytosanitary certificates (for plants) • Product quality certification (for food items)
 <p>Philippines</p>	<ul style="list-style-type: none"> • English invoices (especially for food, medicinal goods, pesticides) • Disinfection certificates (for fruits, vegetables, seeds, plant materials) • Origin and inspection certificates • Proof of declared value for items over 20kg
 <p>Indonesia</p>	<ul style="list-style-type: none"> • Required documents: Commercial invoice, certificate of origin, bill of lading (for sea freight) • Veterinary or plant inspection certificates • Notarized foreign trade documentation
 <p>Thailand</p>	<ul style="list-style-type: none"> • Proof of declared value <p>Note: <i>Prohibited items include personal massagers, set-top boxes, drones and adult products</i></p>
 <p>Vietnam</p>	<ul style="list-style-type: none"> • Importer must be registered with Vietnam customs • Detailed itemised declarations and labelling on packages <p>Note: Restrictions apply to cosmetics, graphite, plant-based goods</p>

Key insight: Work with a logistics provider who understands Southeast Asia's customs clearance processes – they'll provide expert guidance, helping you minimise delays and costly compliance issues.



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One seamless journey. One less worry.

1

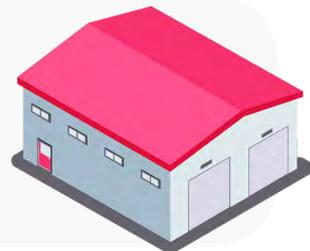
Requirements gathering

we provide a transparent end-to-end quote



2

Your supplier sends goods to our designated warehouse in China



3

We prepare all shipping documents and export labels



4

Goods undergo export customs clearance in China



5

Shipments are transported via air, sea or land

–based on your chosen freight mode



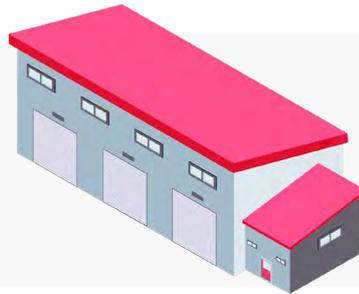
6

Import customs clearance is completed in the destination country



7

Goods are delivered to the local warehouse or fulfilment center



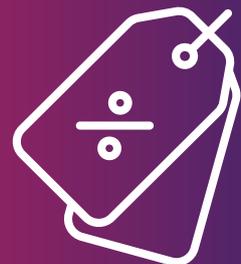
8

Final mile delivery is arranged to your designated address



FOR 5% OFF ALL QUOTATIONS

EMAIL REG-NF-SALES@NINJAVAN.CO WITH
PROMO CODE "NV1688" IN THE SUBJECT LINE.
VALID UNTIL 30 SEPTEMBER 2025.





Logistics checklist

Cross-Border Logistics Planning Checklist

Freight Mode & Shipment Planning

- Review lead time estimates for each freight mode based on your destination country.
- Identify if your goods are urgent or perishable – air freight may be the most suitable option.
- Confirm which freight modes are available for your route and shipment size, and select the appropriate mode (air, sea, or land) based on your product, budget, and timeline.
- Plan delivery schedules with buffer time to account for peak seasons, customs delays, and port congestion.

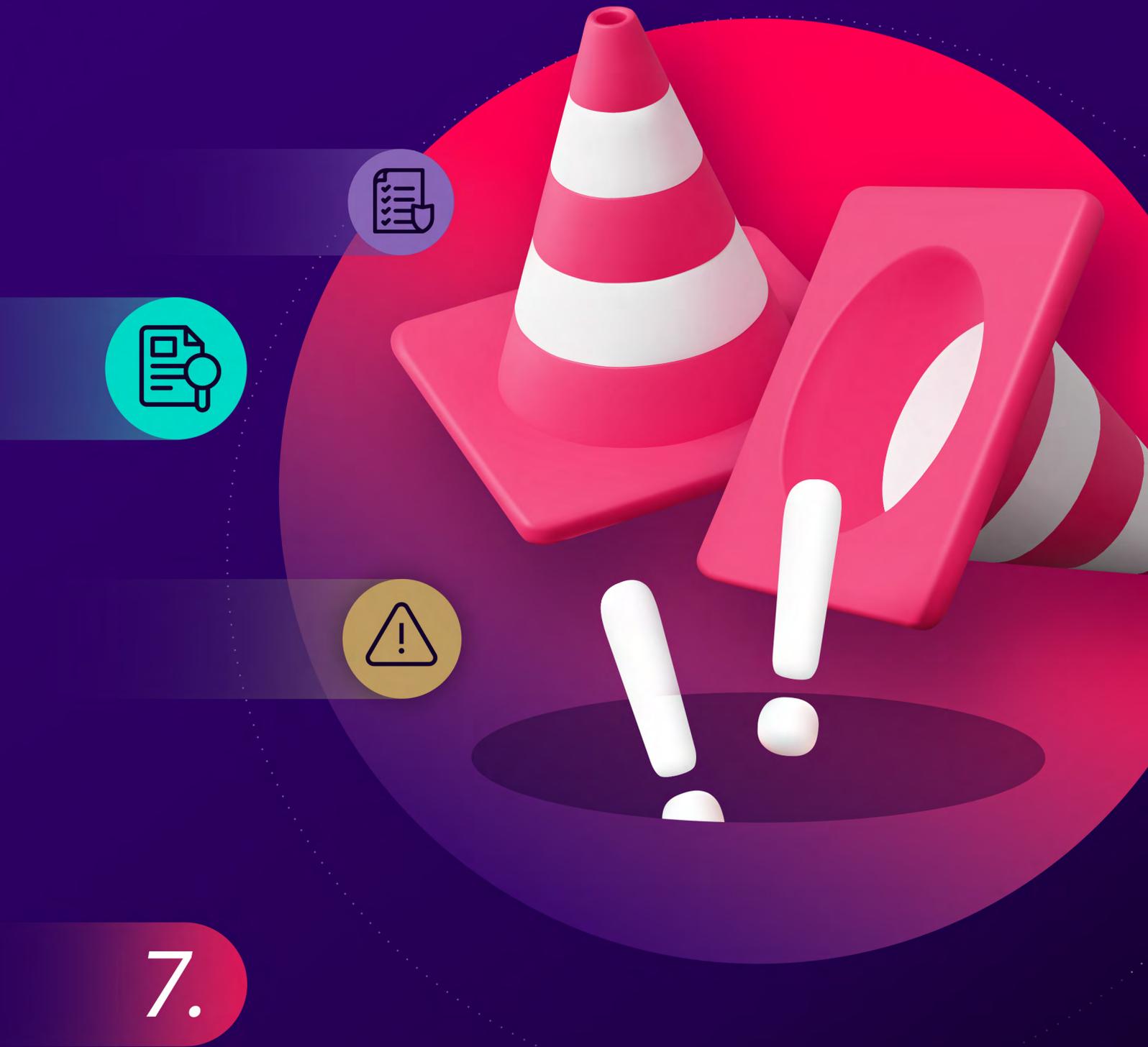
Customs & Compliance

- Research import regulations and taxes, or consult your forwarder for the latest requirements.
- Ensure all required documents and licenses for your commodity are prepared and regulations are met before shipping.

Freight Forwarder Capabilities

- Look for a logistics partner who can support your end-to-end needs, including customs clearance and last-mile delivery.
- Ask for a full cost breakdown, including duties, warehousing, and handling fees.
- Inform your forwarder of your preferred incoterms and clarify both parties' responsibilities.

Ensure they have experience handling Southeast Asian routes and are familiar with documentation nuances.



7.

Case study and avoiding pitfalls

Paying suppliers on 1688.com used to be a challenge for overseas buyers – limited to Alipay and Chinese bank accounts. Now, through WorldFirst’s official integration with 1688.com, international businesses can pay suppliers directly from their WorldFirst account at more affordable rates. For **Nook Theory**, this unlocked a faster, more transparent way to source from China. With clear FX rates and stronger supplier relationships, they’ve been able to scale with confidence.



WorldFirst made paying on 1688.com so much easier. It’s fast, transparent, and helped us build real trust with our suppliers.

— *Nook Theory*

After years of sourcing through Taobao, Nook Theory turned to 1688.com for its wide supplier network and competitive pricing. But when paying suppliers, they faced slow transfers and unpredictable exchange rates. Switching to WorldFirst gave them more control. With real-time FX rates, speedy payments and a single platform to manage their funds, they’ve built trust with their suppliers and simplified their entire sourcing workflow.

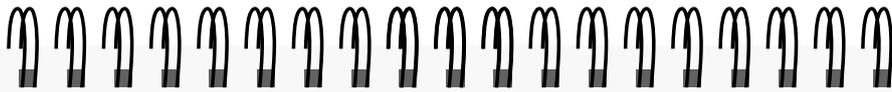
[Read their story here](#)

First-time buyers often run into avoidable issues that can cost time and money. Here's how to avoid the most common problems:



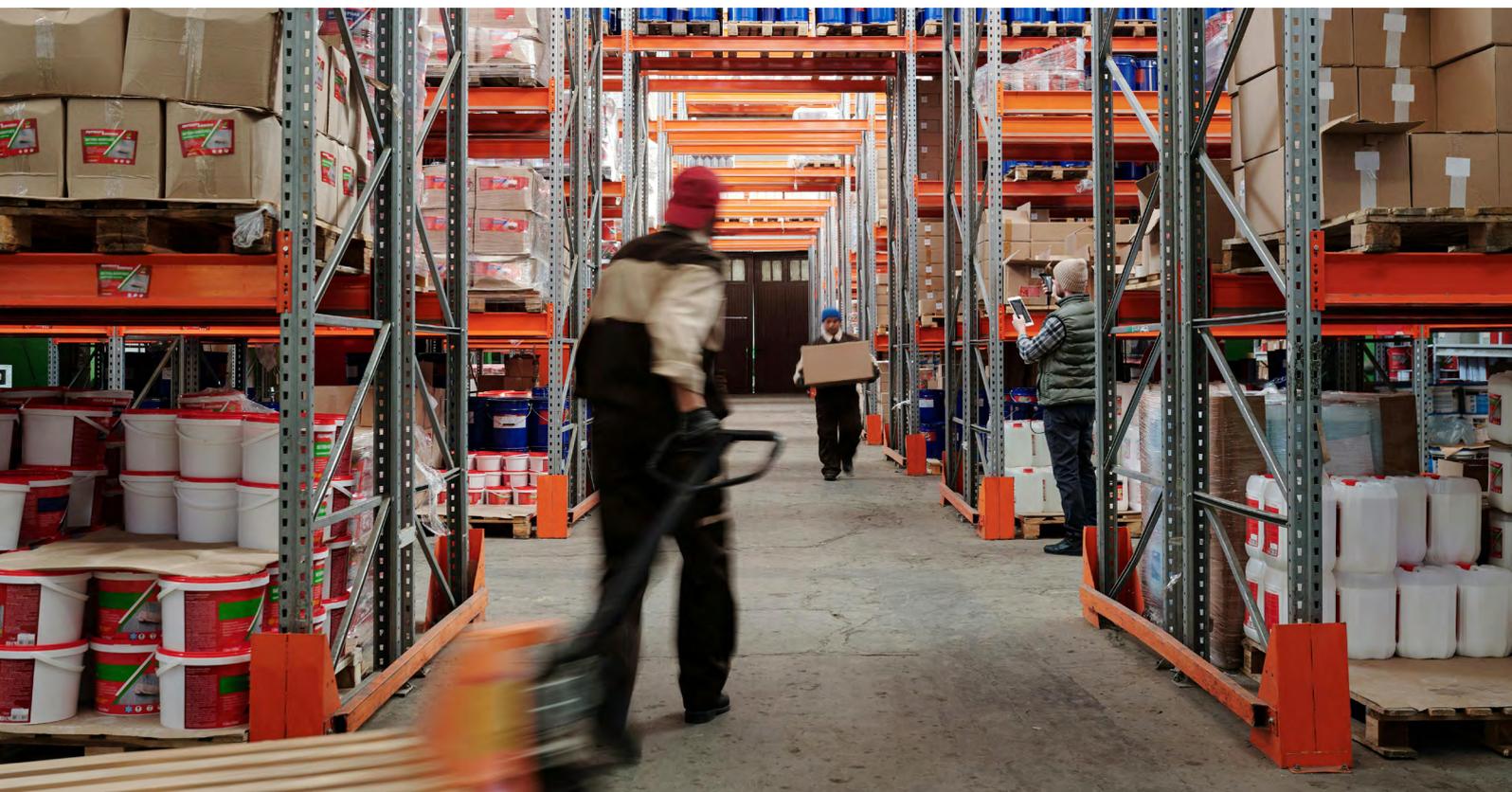
Major pitfalls and how to avoid them

Pitfall	What to watch for	How to avoid
Dealing with unreliable suppliers	Low ratings, fake product photos, unverified businesses	Look for the 诚信通 badge – it shows the supplier is verified. Check sales volume (成交量) and order samples first.
Poor product quality	Misleading product listings or lack of quality control	Always request a sample before making large orders. Confirm materials, specs, certifications.
Scams / Fraud	Suppliers asking for payment outside of 1688.com (WeChat personal account, bank wire)	Always pay via 1688.com + WorldFirst. Never pay directly to someone's personal bank account or by QR code.
Miscommunication (language barriers)	Important product details are misunderstood	Use clear, bullet-pointed messages. Confirm specs in writing. Translate carefully.
Hidden costs	Extra charges for shipping, packaging, VAT	Confirm total cost upfront (product + domestic shipping + international shipping + taxes). Get everything in writing.
Payment problems	Supplier changes price after payment	Finalise price inside the 1688.com order chat. Screenshots are your proof.



Smart sourcing checklist

- Supplier has high ratings + verified identity (诚信通认证)
- Clear, written agreement on price, quantity, lead time
- Sample order approved before mass production
- Payment only via official 1688.com checkout (use WorldFirst)
- Shipping and import costs fully confirmed
- All chat records, contracts and invoices are saved





8.

Support from WorldFirst

WorldFirst helps businesses pay suppliers, partners and platforms around the world – easily, securely and without hidden costs. As part of Ant International since 2019, we share a purpose ‘to make it easy to do business anywhere’. Our WorldFirst account supports small and medium-sized businesses with inclusive, affordable payment tools.

With a WorldFirst account, you can convert multiple currencies to pay TaoWorld and 1688.com suppliers using the World Pay solution. It’s fast, secure and designed for global trade. Need help getting started? Contact the WorldFirst team for assistance. Find out more at:

www.worldfirst.com

Having trouble linking your account or making payments?

View our detailed guide here:

[1688.com Step by step](#)



Key support contacts

1688.COM



In-app chatbot:
24/7 basic support



Customer hotline:
+86 400-800-1688
(Chinese language only)



Dispute centre: Open “After-Sale Service” ticket inside your order

WORLDFIRST



WorldFirst support email:
seaclients@service.worldfirst.com



Phone support:
+65 6805 4380



Live chat: Available on the WorldFirst website

WorldFirst

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