

WorldFirst

1688.com

TaoWorld
GLOBAL SUPPLY CHAIN



+1,200 CNH



CNH



USD

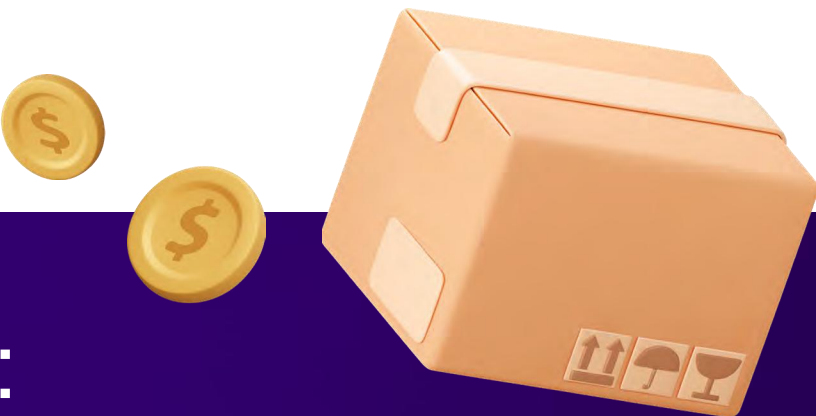
The Ultimate Guide to Sourcing on 1688.com as an International Buyer

2025 edition

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.



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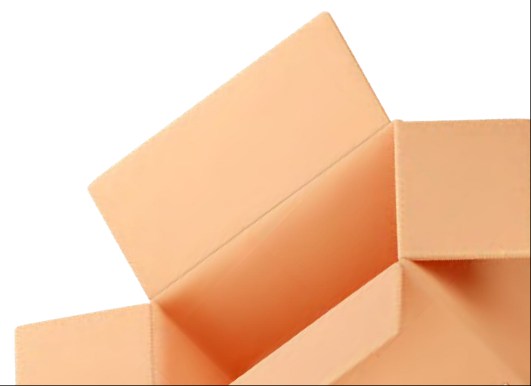
1.

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

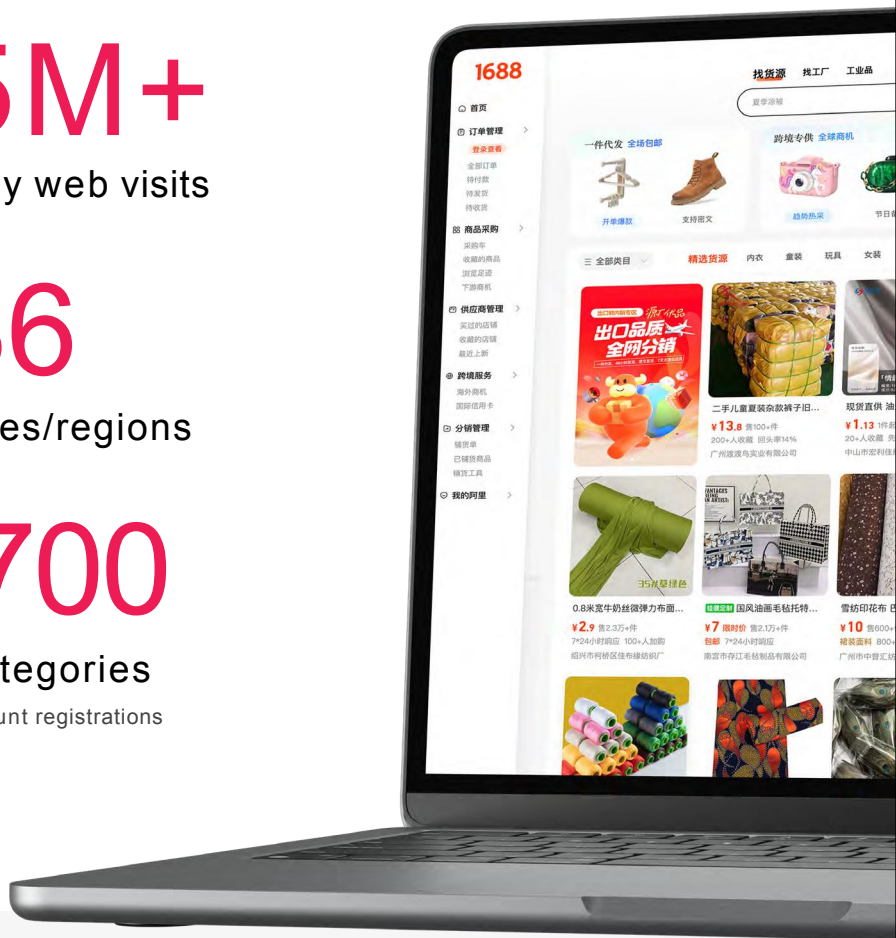
industries

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

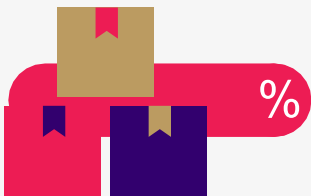
1,700

sub-categories

where account registrations are allowed

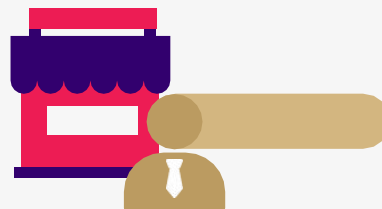


Types of sellers



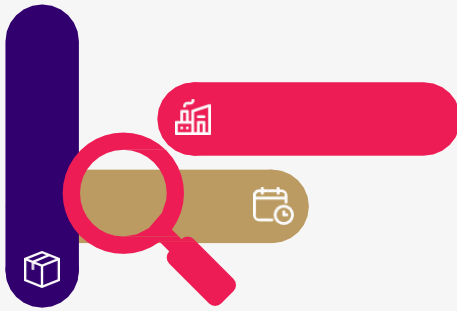
Wholesalers

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.



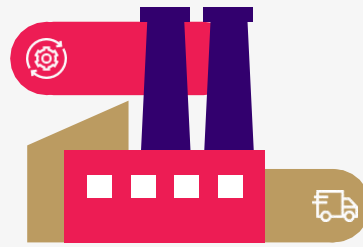
Brand owners

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

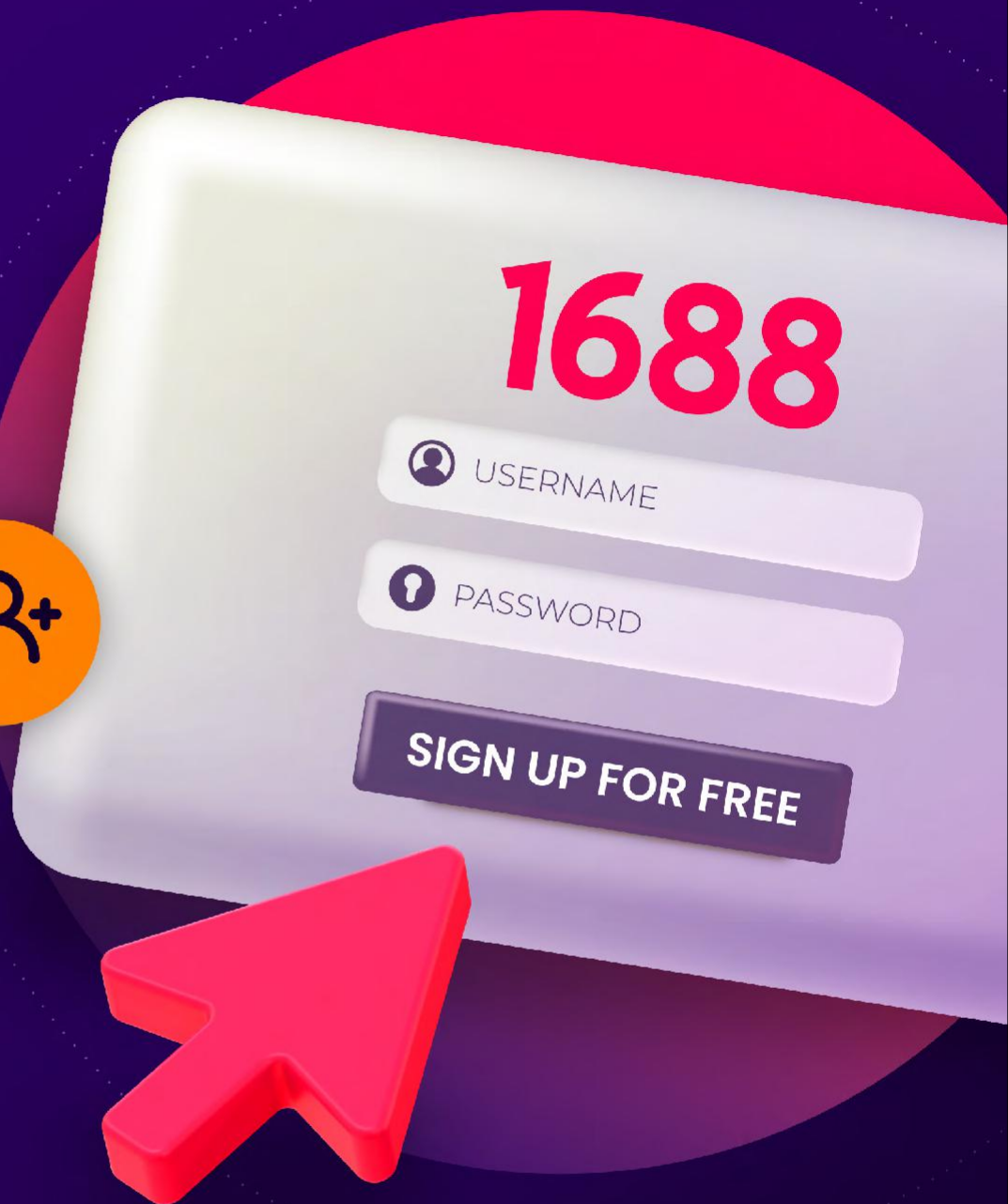
Similar to an intermediary, these merchants help buyers find a reliable supplier, negotiate the best price, assist with documentation, coordinate with the factory or perhaps oversee the production to ensure it aligns with specifications. As sourcing agents, they don't hold stock; rather, they help to 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；作为买手身份采购；

注册协议

【特别提示】您在申请注册过程中点击同意前，应当认真阅读以下协议。请您务必谨慎阅读、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、其他以粗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《阿里巴巴服务协议》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。

《阿里巴巴服务协议》
《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).

The registration form includes the following fields and labels:

- * 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 (Captcha)
- ☒ 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** (Agree and Register)

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

The verification process involves a modal window titled "验证手机号码" (Verify Mobile Number). It displays the following information:

- 提示信息: ① 校验码已发送到你的手机, 15分钟内输入有效, 请勿泄漏 (The verification code has been sent to your mobile phone, valid for 15 minutes, please do not leak it).
- 手机号码: 13957137299
- * 验证码:** 请输入校验码 (Please enter the verification code)
- 重新发送 (51秒) (Resend (51s))
- 提交** (Submit)

On the right side of the page, there is a sidebar with links for help and FAQs:

- 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).



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

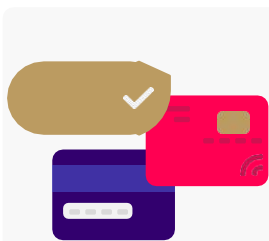


What is World Pay (跨境宝)?

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



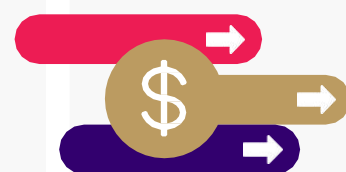
It allows international buyers to:



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

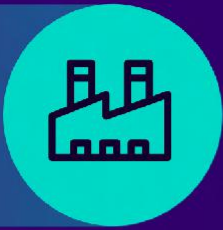
Make automated payments directly when purchasing on 1688.com.

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.

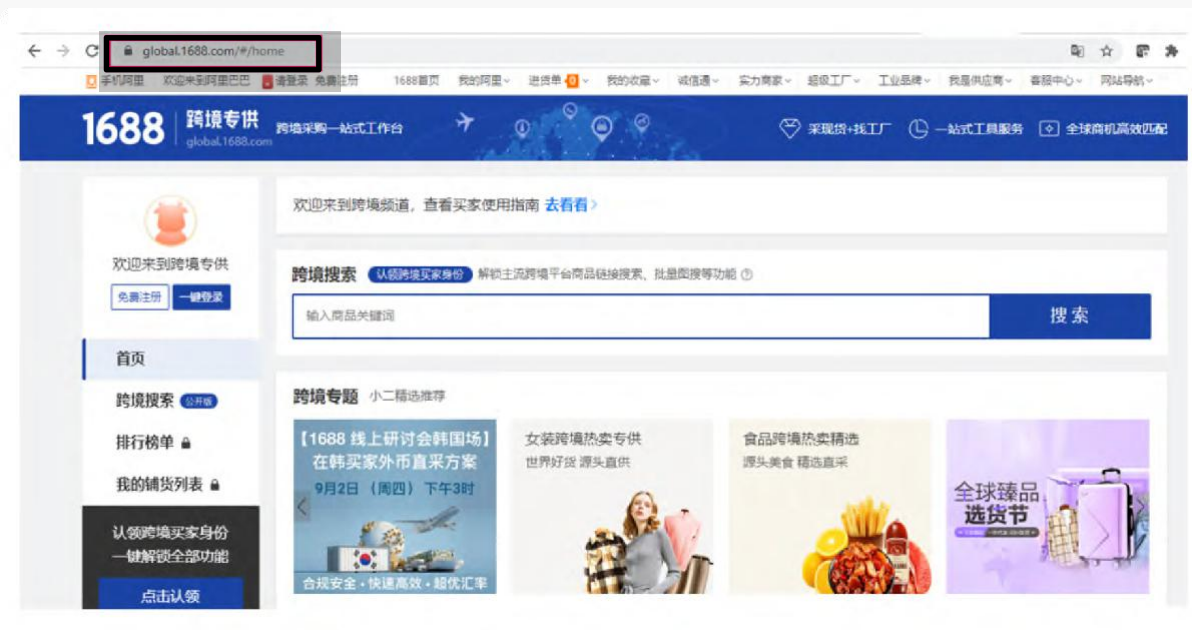
Sourcing products and finding suppliers

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

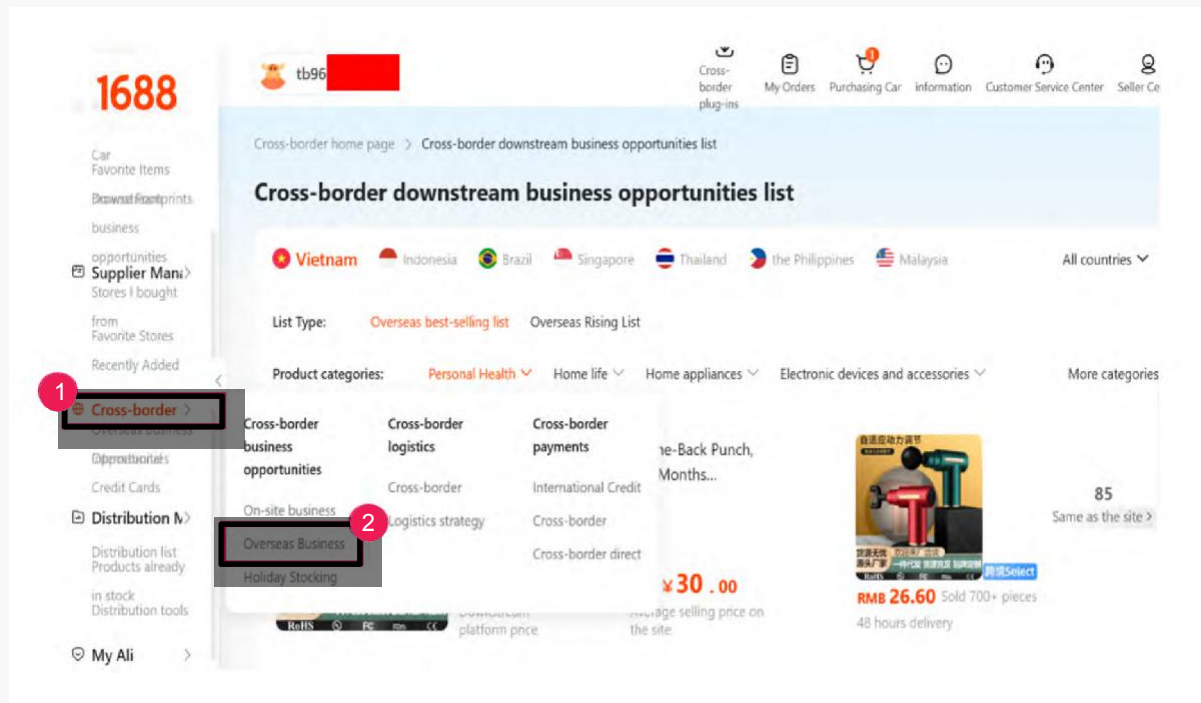


The process

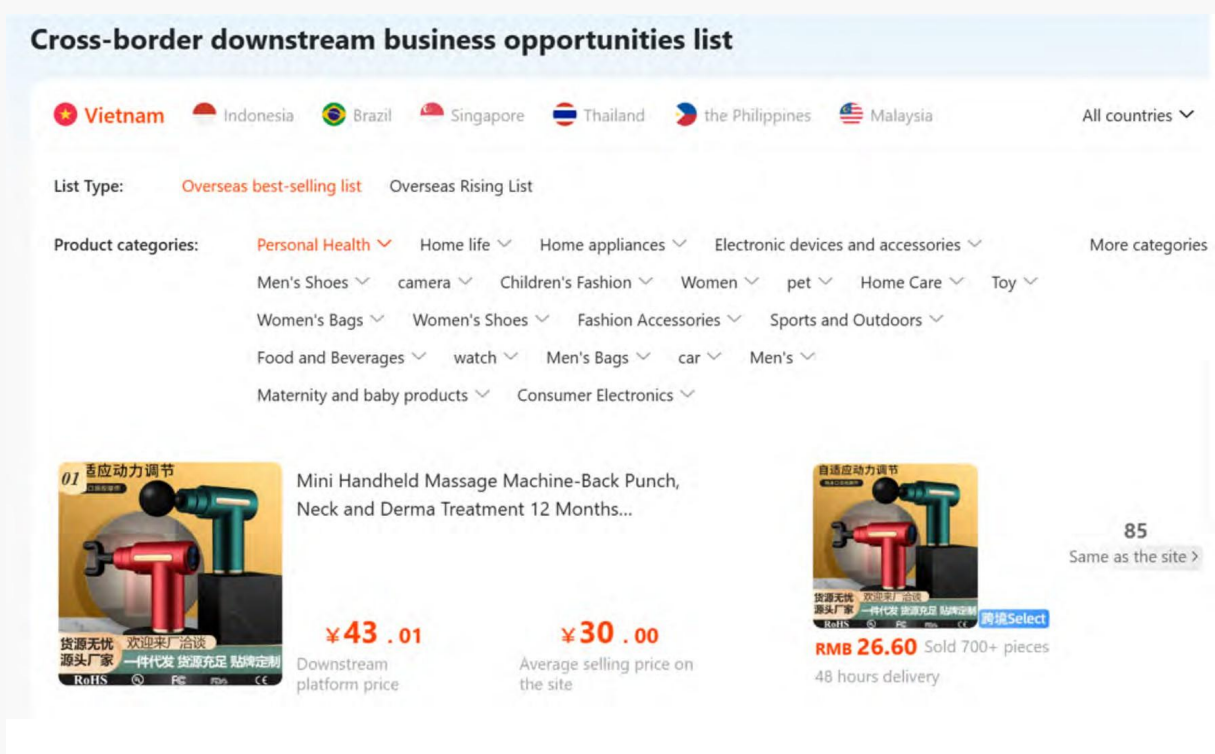
- 1 Visit global.1688.com and log in with 1688.com details
 - Only suppliers that accept foreign orders will be listed
 - Lower MOQs and trending global products available
 - Easier communication and tailored shipping options



2 Browse through popular product listings for overseas businesses

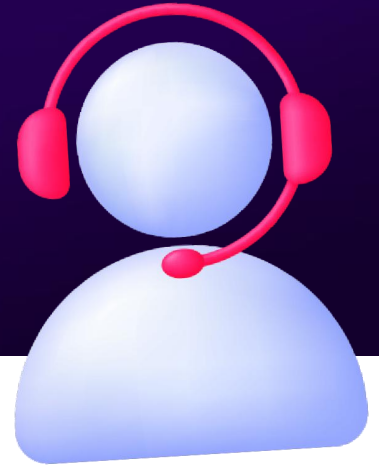


3 Use pre-existing filters to refine your search



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.



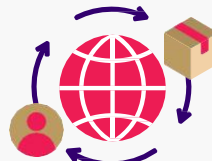
Agents help with:



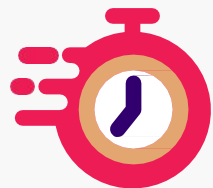
Communication



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
代发货 (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

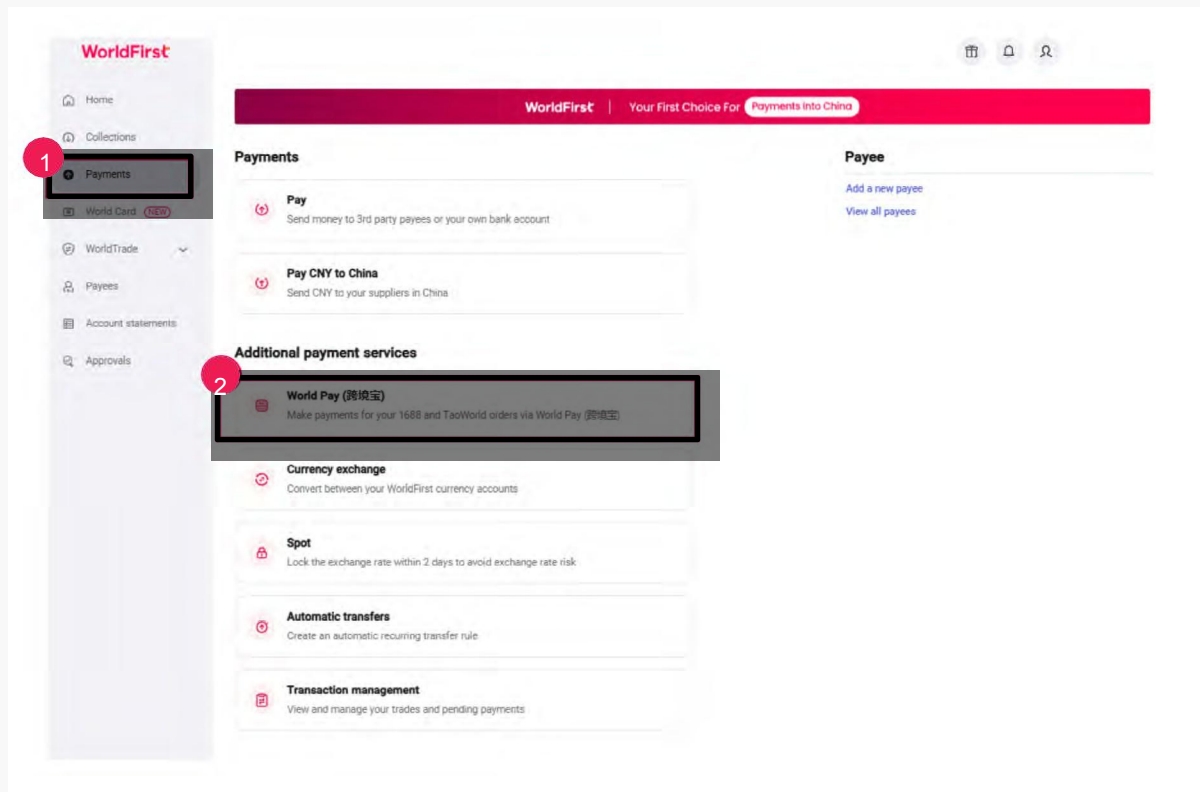
Invitation code (optional)

☐ I want to receive market insights, updates and offers.

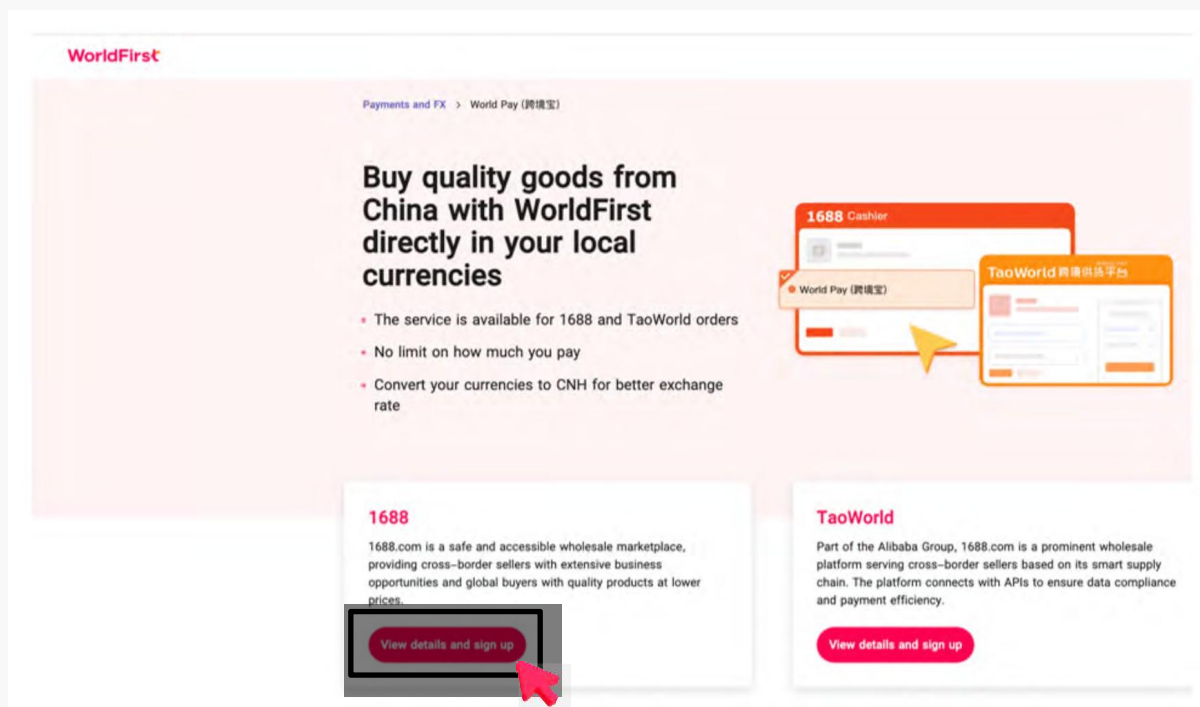
☐ By creating an account you agree to our [Terms And Conditions](#), [Privacy Policy](#). You also confirm that you are a director or owner of the business.

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


WorldFirst

Payments and FX > World Pay (跨境宝) > 1688 World Pay (跨境宝)

Pay for your 1688 orders in local currency with WorldFirst


Reduced cost without the hassle of settling CNY to your account in China

Authorise your 1688 ID




Pay for your 1688 orders with WorldFirst

Pay for your cross-border purchases with the balance in your WorldFirst account swiftly and securely




Safe payments

Anti Group service
Safe and secure




Secure and flexible

No limit on payment amounts and times
Better exchange rate with CNH
Instant payments even on holidays



Fast and hassle-free

Payment through ERP
Batch payments
Efficient purchase



Value-added benefits

Dedicated customer service
Repayment for Cheng e She
Buy Now, Pay Later

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[Terms and Conditions](#) / [Privacy Policy](#) / [Contact us](#)

**Authorise
1688.com account**

**Confirm
authorisation
agreement**

Authorise 1688.com accounts

For security purposes, personal information for your personal 1688.com account will not be displayed. Please ensure the accuracy of information entered for your authorized 1688.com account.

1688.com account

Please enter your authorized 1688.com login account

Account nickname (optional)

Please select an account

Next Cancel

You can find your 1688 ID on the homepage of 1688.com or 1688 mobile application.

[Purchase on 1688.com now >](#)



5 Agree to the terms

✓

Authorise 1688.com account

Confirm authorisation agreement

Confirm authorisation agreement

Account details

Authorised 1688.com account

1688.com account type

Private account

Allpay account

Account nickname

-

Authorised details

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

✓

☒ 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

Next

Cancel

✓

Authorise 1688.com account

Confirm authorisation agreement

Activation result

You have successfully activated World Pay (跨境宝) service

Start paying with World Pay (跨境宝) on 1688.com

Return to "Manage 1688.com accounts"

Return to World Pay (跨境宝) main page

How to make payments with World Pay (跨境宝)

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

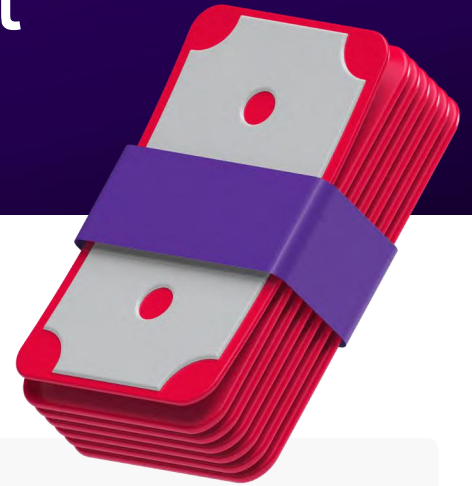
Step 3: Select 跨境宝 as your payment method on 1688.com

Step 4: Ensure your World Account has sufficient CNH balance or convert other currency balances to CNH currency account.

View World Pay (跨境宝) FAQs >

Purchase on 1688.com now >

Funding your WorldFirst account



Step-by-step process:

- 1 Create a new receiving account in your WorldFirst dashboard

The screenshot displays the WorldFirst dashboard interface. On the left is a sidebar with navigation links: Home, Collections, Payments, World Card (marked 'NEW'), WorldTrade, Payees, Account statements, Approvals, and Rewards centre. The main content area features a top banner for 'Unlimited 1.2% cashback on your business expenses.' Below this, a 'To do' section contains an 'ACTION REQUIRED' message about verifying a payment. The 'Quick Navigation' section includes a red 'Pay' button and a button labeled '+ Create new receiving acc.' which is highlighted with a black box. The 'My accounts' section shows a grid of currency balances for MXN, USD, SGD, EUR, GBP, and CNH. On the right, there are sections for 'Financial calendar', 'My Activity' (with a referral offer), 'Live rates' (listing GBP, EUR, USD, and SGD rates), and a 'WorldFirst' logo.

2 Select a currency – in this case CNH

WorldFirst

Create a Receiving Account

Please select a currency

Please select

- EUR
- GBP
- HKD
- CNH**
- CAD
- SGD

[More supported currencies](#)

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

WorldFirst

Create a Receiving Account

Please select a currency

CNH

Please select your preferred account type

[View differences of account types](#)

Single-currency

Bank location: Hong Kong, China

- ✓ Payer pays locally, faster arrival of funds
- ✓ No intermediate bank charges

Multi-currency

Bank location: Singapore

- ✓ Supports receiving 10 major currencies
- ✓ Receive funds worldwide

Give your new Receiving Account a 'nickname'

My 1688 top-up account

[This is to help you manage multiple receiving accounts, you can edit it on the Account Details page](#)

[Confirm](#) [Cancel](#)

[Preview the account you will create](#)

CNH account

Account number
**** * * * * *

Bank location: Hong Kong, China
Bank name: JP Morgan Chase Bank

Supported receiving currency

- Only CNH can be collected, funds in other currencies will be returned
- Only Hong Kong, China JP Morgan Chase Bank account(s) can be opened now

Supported collection methods

Inside Hong Kong(China), takes 0-1 days

- Domestic GIRO/ACH Transfer
- Domestic CHATS Transfer

4 Enter the amount you wish to convert

For example,
you are
converting
SGD to CNH

The screenshot displays a currency conversion interface. At the top, there are two main sections: 'Sell currency' and 'Sell amount'. The 'Sell currency' is set to SGD (Singapore Dollar) with a dropdown arrow. The 'Sell amount' is 50.00 SGD. To the right of the 'Sell amount' is a link that says 'Withdraw full balance'. Below these are several rows of information: 'Available balance: 73.23 SGD', 'Fee: 0.00 SGD', 'Amount converted: 50.00 SGD', 'Exclusive exchange rate: 1 SGD = 5.45130 CNH', and 'Discount details: No discount'. Below this is the 'Buy currency' section, which is set to CNH (Chinese Yuan) with a dropdown arrow. The 'Buy amount' is 272.56 CNH. At the bottom, there is a 'Balance' row showing 0.00 CNH. At the very bottom, there are two buttons: 'Next' and 'Back'.

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 displays a product page on 1688.com for an electric fascia gun. The product is a teal-colored device with a black handle and a large black massage head. The page includes the following details:

- Store:** Yiwu Qiushang E-commerce Co., Ltd. (Yiwu Qiushang E-commerce Co., Ltd.)
- Service:** 4.5 points, Return rate: 50.3%, evaluate: Very satisfied 80+, Very friendly cus... 70+, Fast delivery 70+
- Product Name:** Electric fascia gun mini home vibration muscle relaxation intelligent cervical massager mini massage gun wholesale
- Reviews:** 5.0 (400+ reviews), Network sales: 13,000+, Transaction
- Collection:** (305) report
- Price:** ¥20.00 1 piece
- Shipping:** Wenzhou, Zhejiang; New Territories, Hong Kong, China
- Color Options:** 720 Forest Green, 720 Space Gray, 720 Excellent Red, 720 Dark Black
- Specification:** button, 20 14810 in stock
- Buttons:** Order now, Add purchase cart, Collection (305)
- Text:** 专业级筋膜枪 更快更深更舒服, 源头工厂 CE FCC PSE RoHS 跨境·定制·一件代发

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

23H Paya Lebar Crescent, North District, New Territories, Hong Kong, China
Joan Poon +65-91509942
[Change of address >](#) [Using a temporary address >](#)

Cross-border logistics Aggregate delivery with merchants

Based on your cross-border delivery address, we recommend you a cross-border logistics route.

Merchants — Shipping Warehouse — Hong Kong

Cross-border logistics and consolidation-land transportation Safe and secure | More favorable prices
Estimated delivery time: 8 days after ordering | **Minimum shipping fee: ¥10.00** Depend on **Rookie Services** Shipping rules >


Delivery method selection

☒ Home delivery

☐ Self-collection point

Sheung Shui Shun Yan Garden Station N03 [Change pick-up point](#)
Pick-up point address: Shop 4C, G/F, Shun Yan Garden, North District, New Territories, Hong Kong SAR (Rookie)
Contact Details: 81288362 Opening hours: Monday to Friday 12:00-21:00, Saturday 12:00-21:00, Sunday 12:00-21:00, lunch break 15:00-16:00, open as usual on public holidays

Yiwu Qiu Shang E-commerce Co., Ltd. ☺

Product Information	quantity	unit price	Subtotal
 Electric fascia gun mini home vibration muscle relaxation intelligent cervical massager mini massage gun wholesale <small>Return shipping fee: 7 days no reason return 48 hours delivery Speedy refund</small>	1	¥20.00	¥20.00
Color: 720 Forest Green; Specification: Button Expected delivery on March 13			

message:

Store Details


Total Products 1 type 1 piece	¥20.00
Shipping to Mainland China	¥3.50 >
Shipping costs outside China	Unified calculation after consolidation
Seve	Return shipping fee >

Price Details

Total Products 1 type 1 piece	¥20.00
Shipping to Mainland China	¥3.50
Shipping costs outside China	Unified calculation after consolidation
Number protection	Hide the recipient's real mobile number to protect privacy
Total amount payable	¥twenty three .07

Submit Order

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

Alibaba Home  checkout counter

Order number: 2493998329583123573


Electric fascia gun mini home vibration muscle relaxation intelligent cervical massager mini massage gun wholesale

RMB 23.55

Total order amount: ¥23.50 Service fee (0.2%): ¥0.05
Please complete payment within 4 days and 23:59

Payment settlement currency: ☒ RMB ☐ foreign

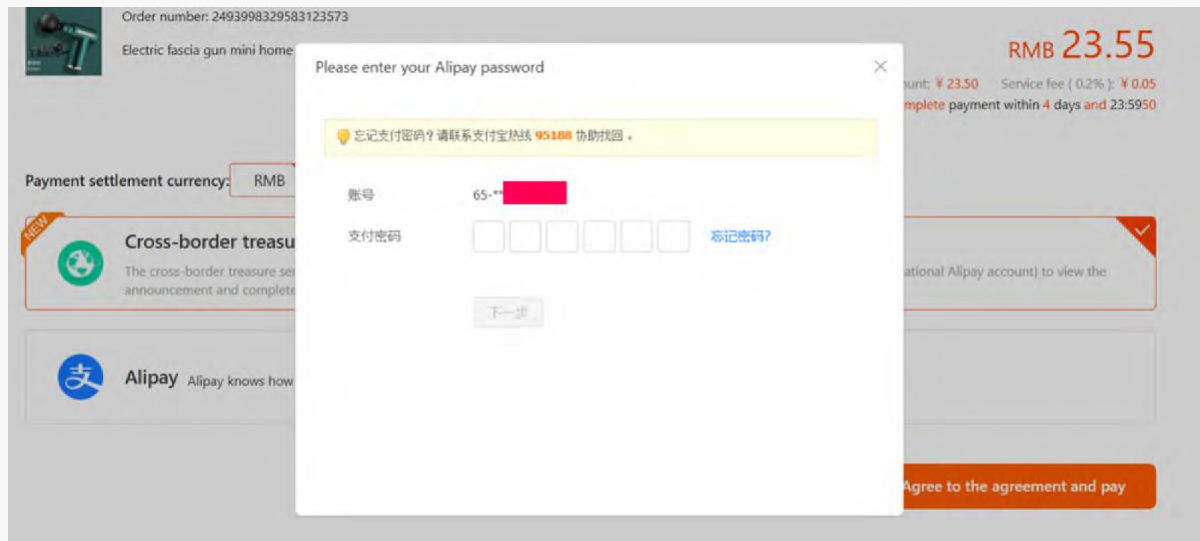
1 **Cross-border treasure** Foreign currency purchases, no worries for large amounts
The cross-border treasure service has been upgraded. If the payment fails, please log in to your cross-border treasure account (international Alipay account) to view the announcement and complete the relevant operations. If you have any questions, please call 400-976-6666.

 **Alipay** Alipay knows how to pay

I have read and agreed to the "Kuo-Guo Bao 2.0 Buyer Purchasing Service Activation Agreement"

Agree to the agreement and pay

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

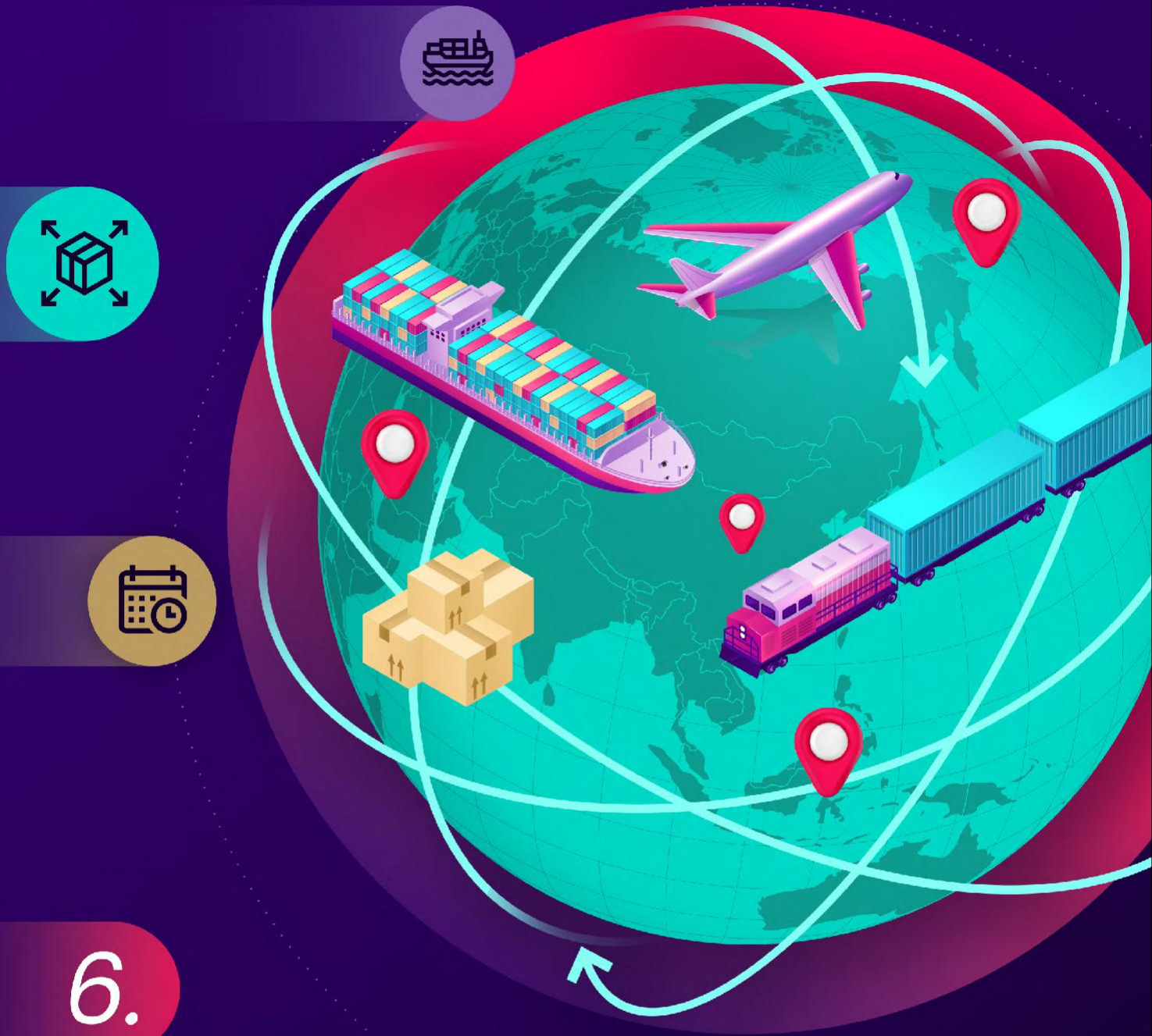


- **Pre-load your account before purchasing:** It ensures you have enough funds ready for fast checkout.
- **Double-check supplier information:** Make sure the supplier name matches your intended payee.
- **Confirm total payment amount:** Check if the seller's price includes VAT (增值税) or if it's separate.
- **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

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	Cost
Air	Small to medium-sized, urgent shipments	Higher
Sea	Large, cost-sensitive orders	Economical
Land	Shipping to Central Asia (bordering China)	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

Origin	Destination	Mode	Lead Time
China (CN) ➤ Nigeria (NG)		Air	15–29 days
		Sea	59–79 days
China (CN) ➤ Kazakhstan (KZ)		Land	7–25 days
China (CN) ➤ Kyrgyzstan (KG)		Land	10–15 days
China (CN) ➤ Tajikistan (TJK)		Land	20–30 days
China (CN) ➤ Uzbekistan (UZ)		Land	18–25 days

Keyinsight: 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.

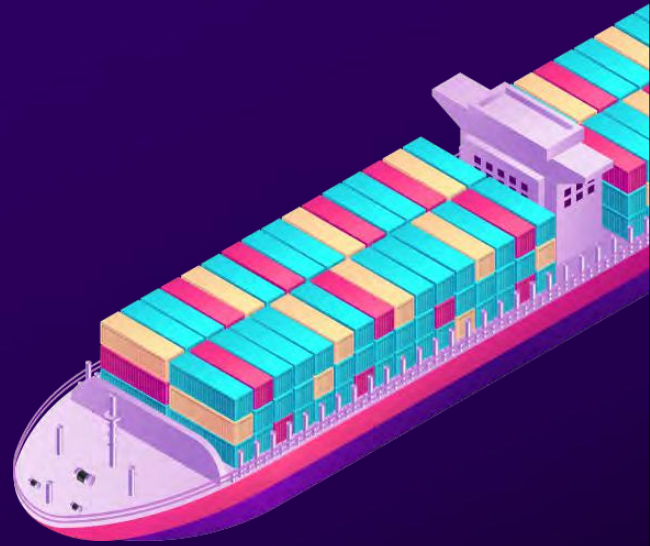
Note: *The following table highlights key points only and is not an exhaustive list of all applicable regulations.*

Destination	Key customs requirements
 Kazakhstan	<ul style="list-style-type: none"> • Commercial invoice • Certificate of origin • Bill of lading and Packing list • Import license (for restricted goods, e.g. medicine) • Conformity certificate (EAC)
 Kyrgyzstan	<ul style="list-style-type: none"> • Commercial invoice • Certificate of origin • Bill of lading and Packing list • Import license (for restricted goods, e.g. medicine) • Conformity certificate (EAC)
 Uzbekistan	<ul style="list-style-type: none"> • Commercial invoice • Certificate of origin • Bill of lading and Packing list • Import license (for restricted goods, e.g. medicine) • Conformity certificate (please refer to Uzstandart)
 Tajikistan	<ul style="list-style-type: none"> • Commercial invoice • Certificate of origin • Bill of lading and Packing list • Import license (for restricted goods, e.g. medicine) • Conformity certificate
 Turkmenistan	<ul style="list-style-type: none"> • Commercial invoice • Certificate of origin • Bill of lading and Packing list • Import license (for restricted goods, e.g. medicine) • Conformity certificate
 Nigeria	<ul style="list-style-type: none"> • Combined Certificate of Value and Origin (CCVO): include E-form "M" • Goods need destination inspection: "BA" code; Exempted goods: "CB" code • SONCAP certification for all products (except those listed in the exemption list) • Certificate of origin

Keyinsight: 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.



How third-party logistics (3PL) works



A step-by-step breakdown of how 3PL providers streamline supply chains and deliver operational efficiency.

1

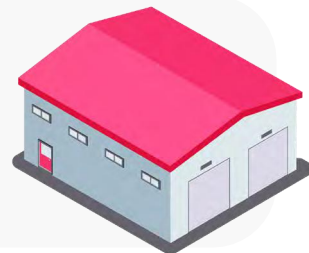
Requirements gathering

3PL providers will give a transparent end-to-end quote



2

Your supplier sends goods to 3PL providers' designated warehouse in China



3

3PL providers 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



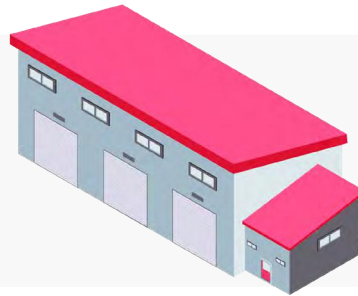
6

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





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.

How to avoid pitfalls

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



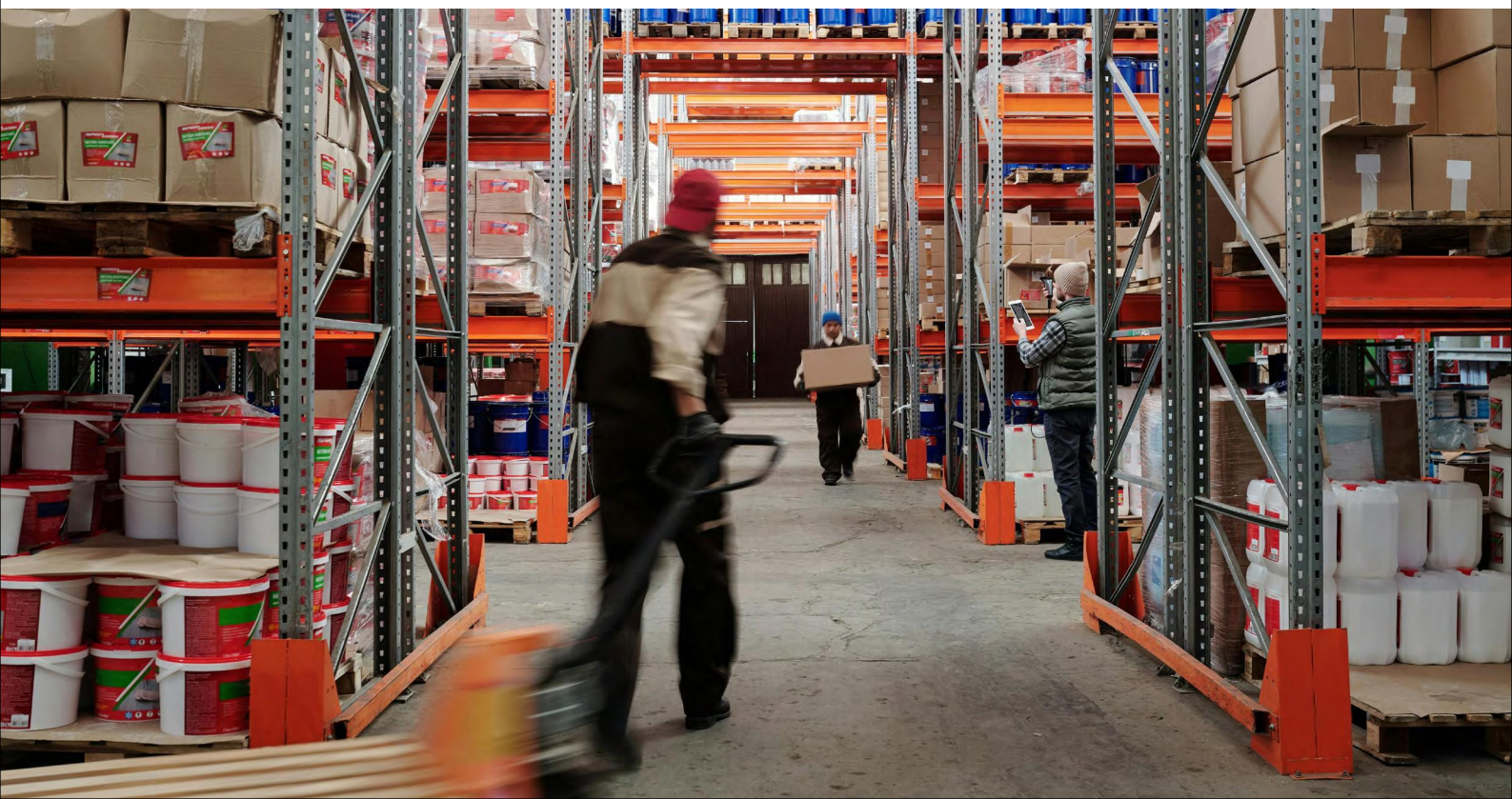
Major pitfalls and how to avoid them

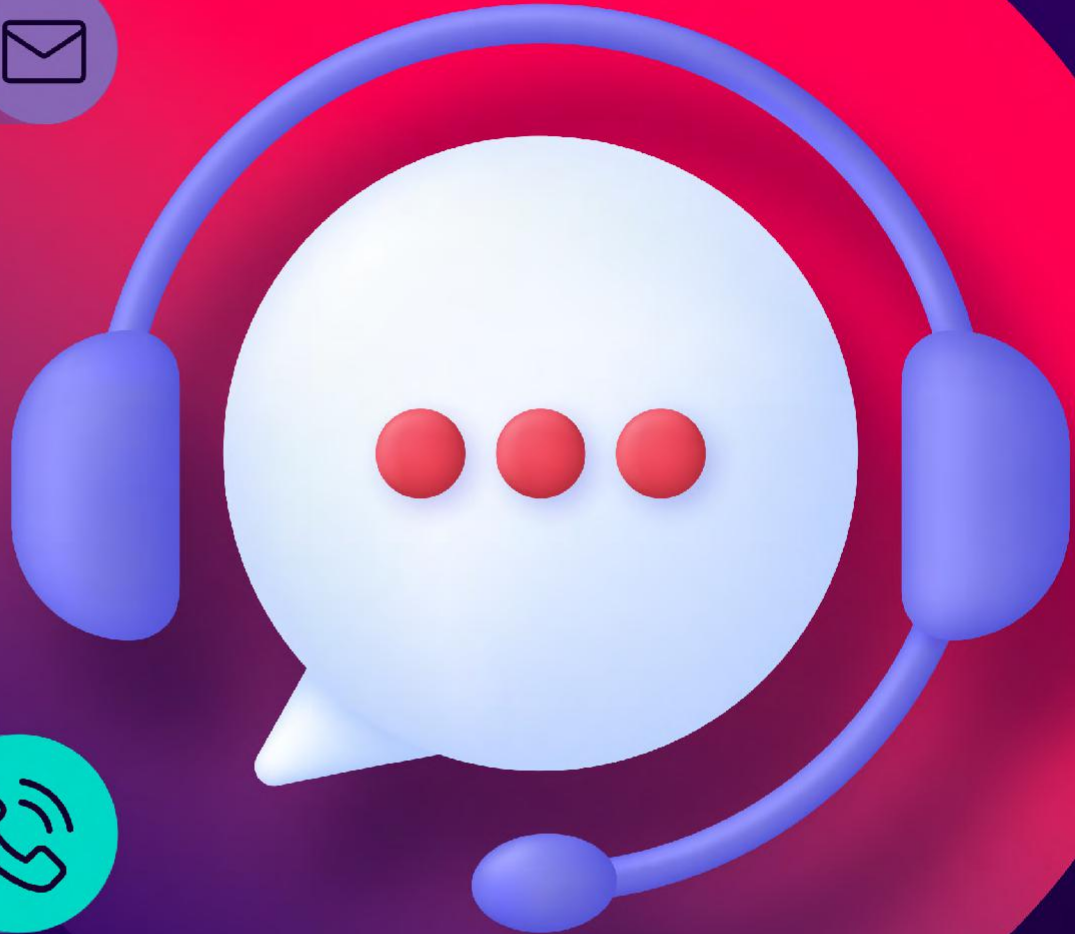
Pitfall	What to watch for	How to avoid
Dealing with unreliable suppliers	Low ratings, fake product photos, unverified businesses	Look for the 诚信通 badge – it shows the supplier is verified. Check sales volume (成交量) and order samples first.
Poor product quality	Misleading product listings or lack of quality 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



Live chat: Available on the WorldFirst website

WorldFirst

Disclaimer: This guide was produced independently by WorldFirst. These comments are the views and opinions of the author and should not be construed as advice. You should act using your own information and judgement.

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