

WorldFirst

1688.com

TaoWorld  
GLOBAL SUPPLY CHAIN



+1,200 CNH



CNH



USD

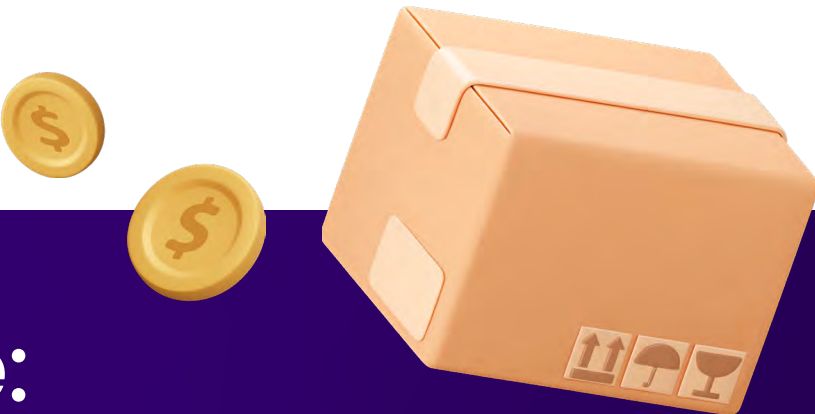
# The Ultimate Guide to Sourcing on 1688.com as an International Buyer

2025 SEA 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

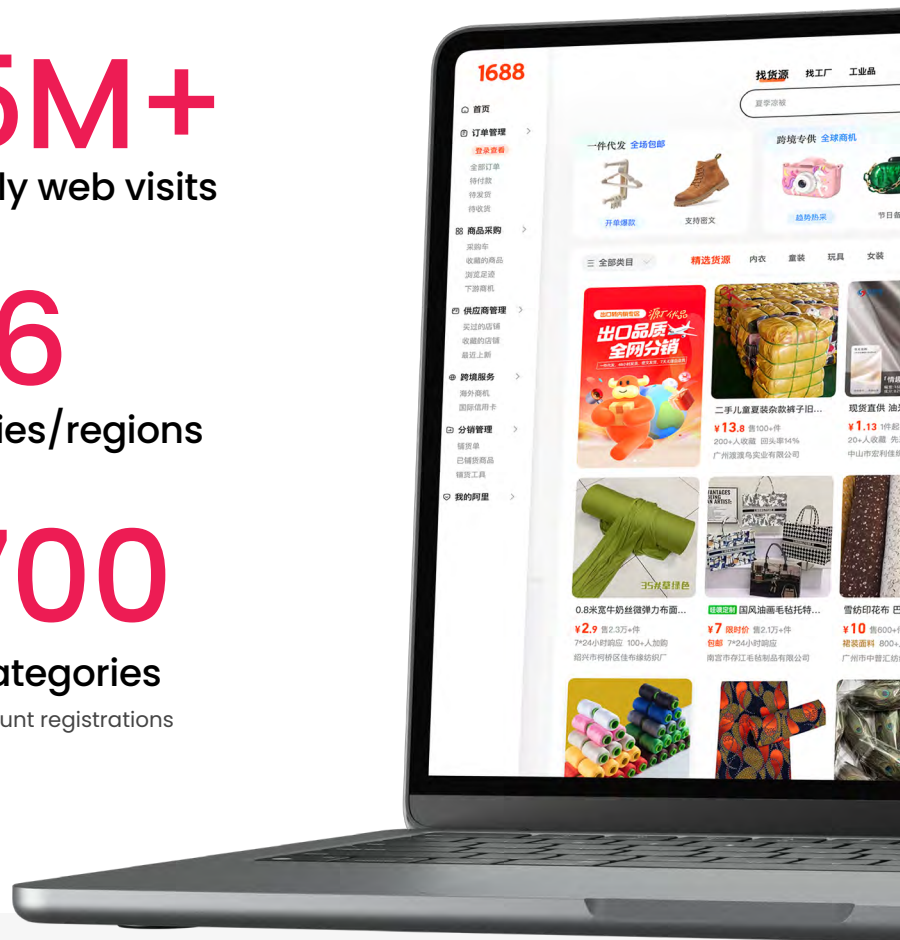
**136**  
countries/regions

**16**  
industries

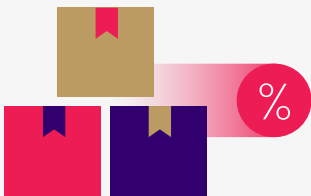
Including raw materials,  
industrial products, apparel,  
household goods, small  
commodities, electronics  
and food & beverage

**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.



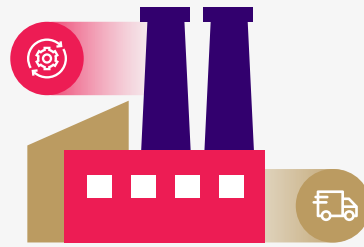
### Brand owners

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](http://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).

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)

Below the form, there is a checkbox with a red checkmark icon and the text: 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》. Below this is a red button labeled 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 mobile number verification form includes the following fields and labels:

- \* 登录密码: .....
- \* 密码确认: .....
- 验证手机号码 (Verify Mobile Number)
- ① 校验码已发送到你的手机, 15分钟内输入有效, 请勿泄漏 (Verification code has been sent to your mobile phone, valid for 15 minutes, please do not leak it)
- 手机号码: 8657137299
- \* 验证码: : 请输入校验码 (Verification code: Please enter the verification code)
- 重新发送 (51秒) (Resend (51 seconds))
- 提交 (Submit)

On the right side of the form, there is a sidebar with links: 会员名如何设置会更好? (How to set the member name better?), 会员账户注册不成功? (Member account registration failed?), 个人账户可以开店吗? (Can a personal account open a store?), 注册个人账户需要准备什么资料? (What materials are needed to register a personal account?), 一个人能注册多个会员账户吗? (Can one person register multiple member accounts?), and 其它问题 (Other questions).

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

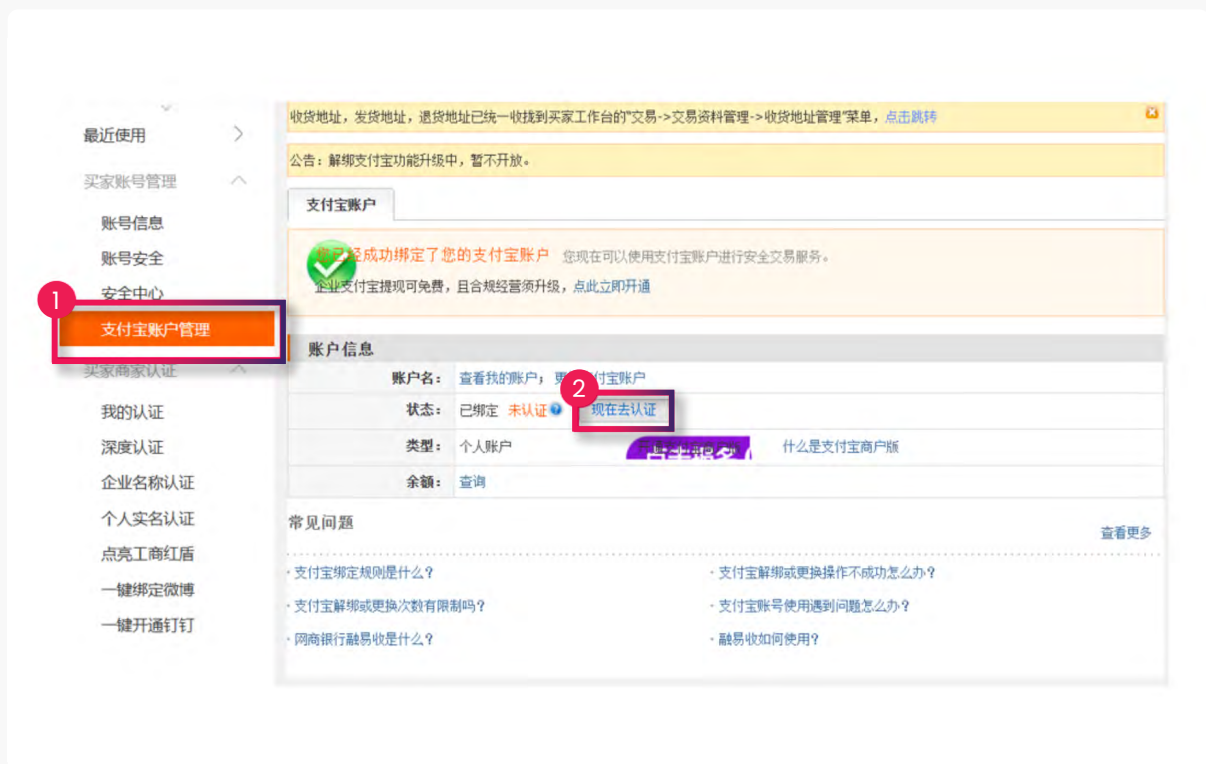
# Verifying your 1688.com account

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.



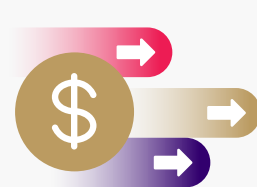
It allows international buyers to:



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.

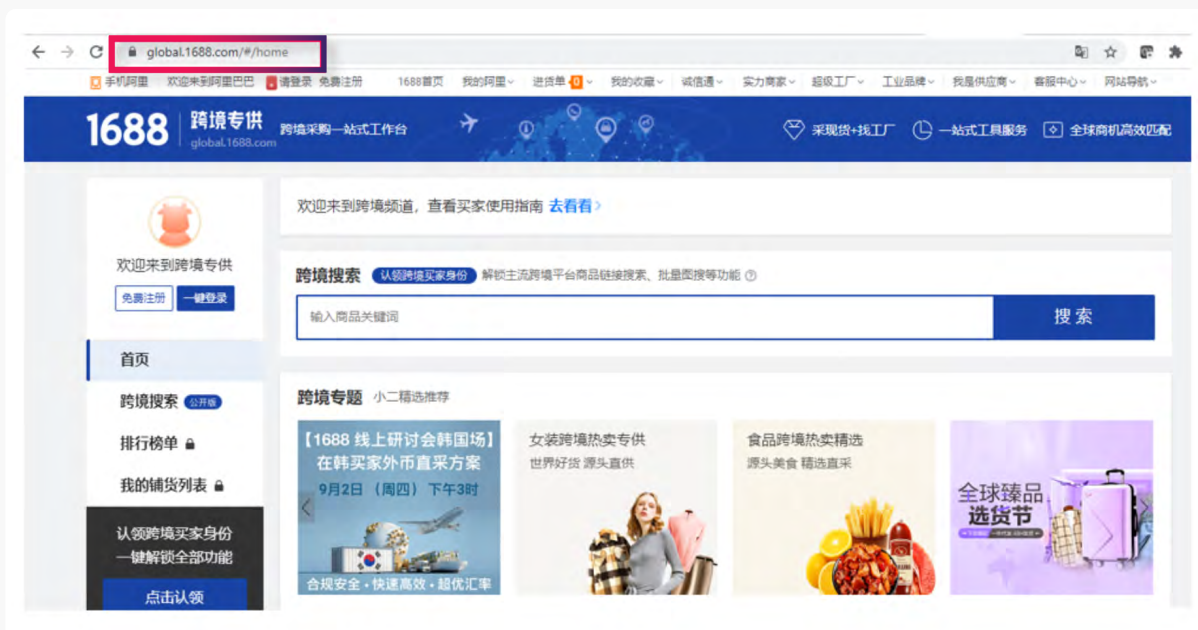
# Sourcing products and finding suppliers

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

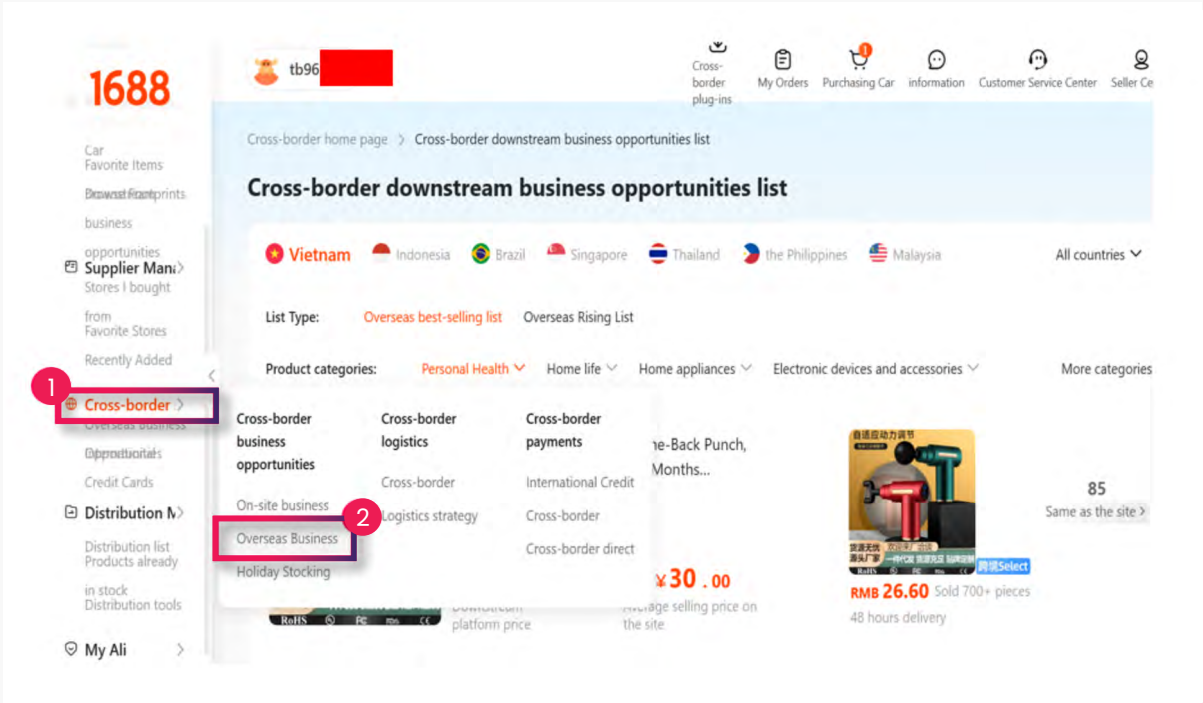


## The process

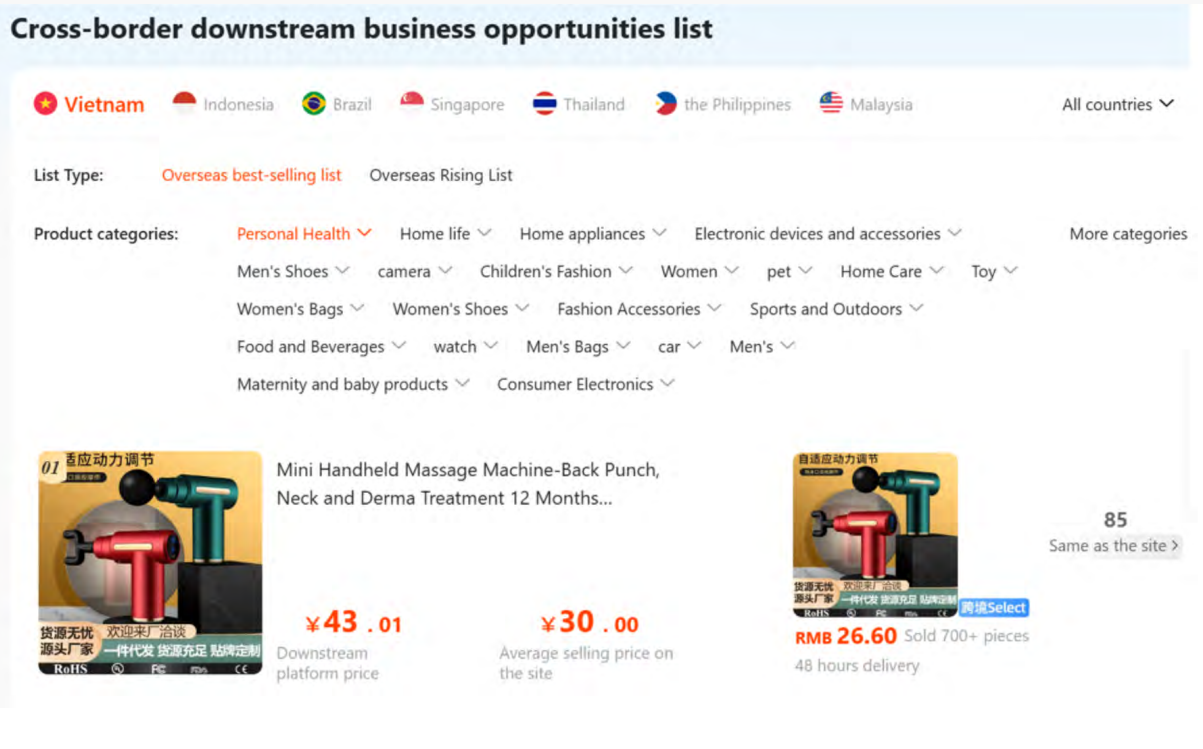
- 1 Visit [global.1688.com](https://global.1688.com) and log in with 1688.com details
  - Only suppliers that accept foreign orders will be listed
  - Lower MOQs and trending global products available
  - Easier communication and tailored shipping options



2 Browse through popular product listings for overseas businesses



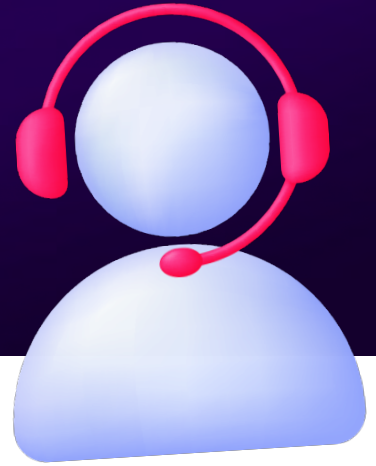
3 Use pre-existing filters to refine your search





# 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.



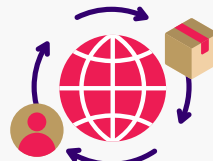
## Agents help with:



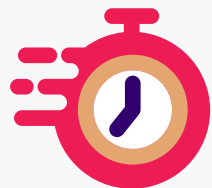
Communication



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

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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

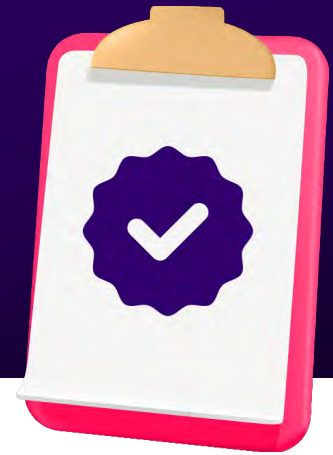
Manufacturing time:

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

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## 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.

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# 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

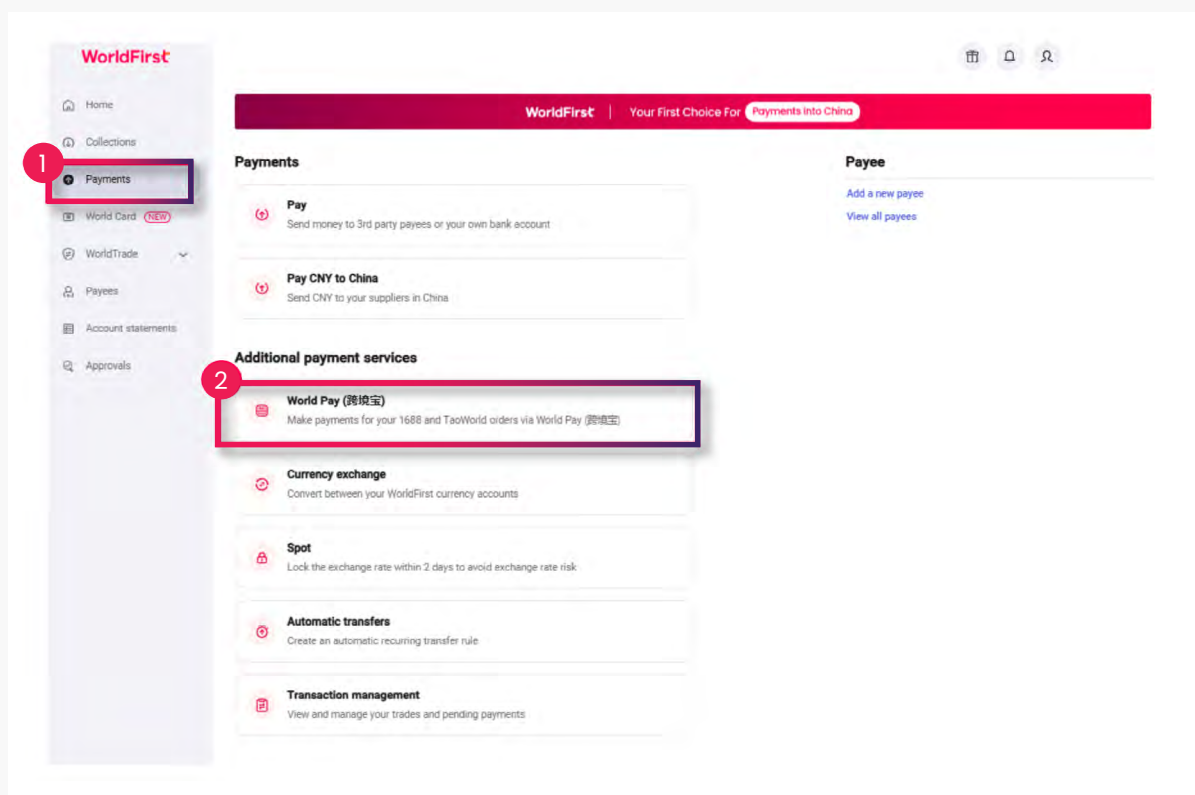
**Invitation code (optional)**

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

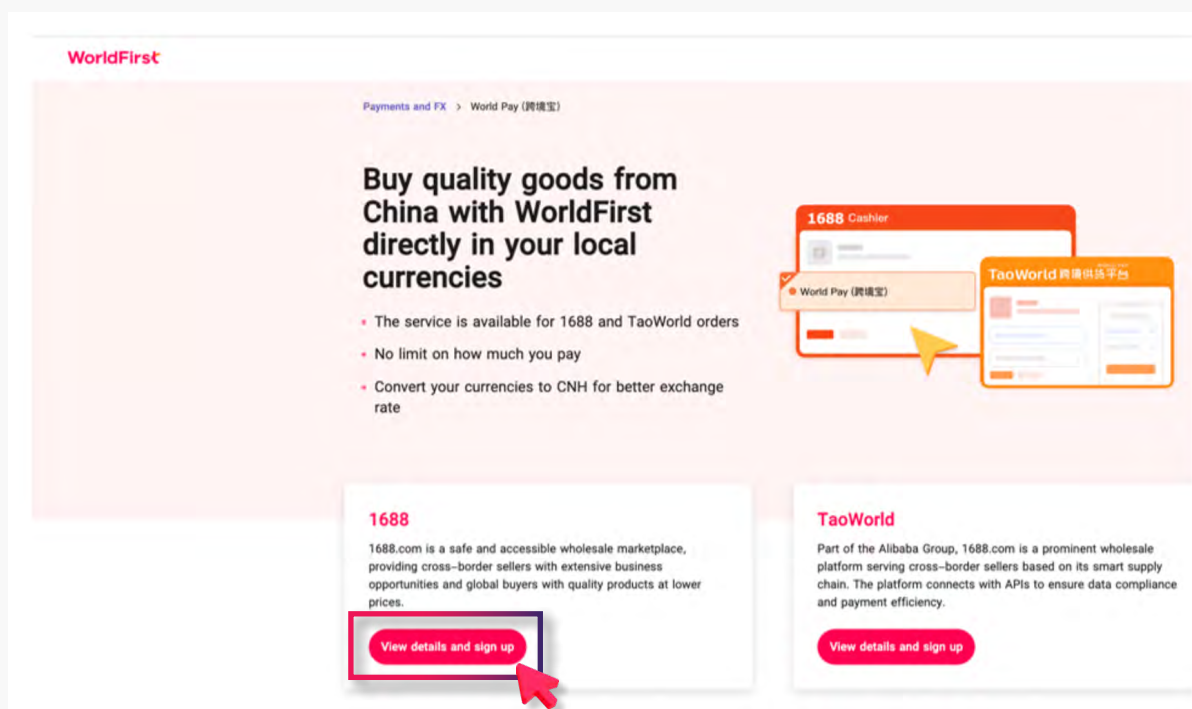
☐ By creating an account you agree to our [Terms And Conditions](#), [Privacy Policy](#). You also confirm that you are a director or owner of the business.

**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](#) / [Feedback](#)

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 enter a nickname

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 menu with options: Home, Collections, Payments, World Card (highlighted), 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 is a 'To do' section with an 'ACTION REQUIRED' message about verifying a payment. The 'Quick Navigation' section contains a red 'Pay' button and a button labeled '+ Create new receiving acc.' which is highlighted with a red box. The 'My accounts' section shows a grid of currency cards for MXN, USD, SGD, EUR, GBP, and CNH, each displaying available and pending balances. On the right, there are sections for 'Financial calendar', 'My Activity' (including a referral link), '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

**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

[View differences of account types](#)

Give your new Receiving Account a 'nickname'

My 1688 top-up account

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

This is to help you manage multiple receiving accounts; you can edit it on the Account Details page

[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' dropdown is set to 'SGD' with a Singapore flag icon. The 'Sell amount' input field contains '50.00 SGD'. To the right of the 'Sell amount' field is a link that says 'Withdraw full balance'. Below these, a summary of the transaction is shown: 'Available balance: 73.23 SGD', 'Fee: 0.00 SGD', 'Amount converted: 50.00 SGD', and 'Exclusive exchange rate: 1 SGD = 5.45130 CNH'. A 'Discount details' section shows 'No discount'. The 'Buy currency' dropdown is set to 'CNH' with a Chinese flag icon. The 'Buy amount' input field shows '272.56 CNH'. At the bottom, a 'Balance' section shows '0.00 CNH'. At the very bottom, there are two buttons: 'Next' (in red) and 'Back' (in light red).

Field	Value
Sell currency	SGD
Sell amount	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	CNH
Buy amount	272.56 CNH
Balance	0.00 CNH

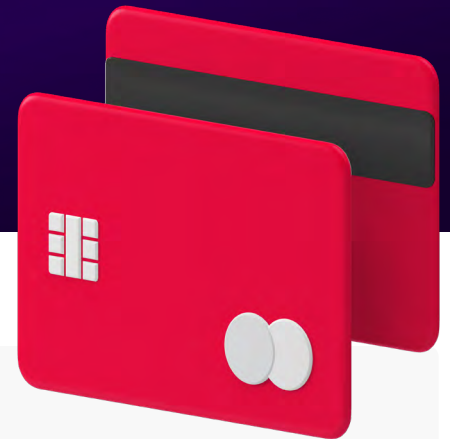
#### In summary:

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

**Yiwu Qiushang E-commerce Co., Ltd.** Service: 4.5 points Return rate: 50.3% evaluate: Very satisfied80+ Very friendly cus...70+ Fast delivery70+

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

★★★★★ 5.0 (400+ reviews) Network sales 13,000+ Transaction ☆ Collection (305) report

**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**

**wholesale** Send

¥20.00 1 piece

Serve: Return shipping fee · 7 days no reason return · Late delivery must be compensated · Speedy refund

Shipping: Wenzhou, Zhejiang New Territories, Hong Kong, China

This product is not currently available for purchase in the current country/region

color

720 Forest Green 720 Space Gray 720 Excellent Red 720 Dark Black

Specification

button # 20 14810 in stock - 1 +

1 item selected Product amount: ¥20.00 The freight is subject to the following single page display

**Order now** Add purchase cart ☆ Collection (305)



## 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** (highlighted with a red box)

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

**Cross-border logistics and consolidation-land transportation** Safe and secure | More favorable prices  
Estimated delivery time: 6 days after ordering | **Minimum shipping fee: ¥10.00**

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: 17 days no reason return -48 hours delivery   Speedy refund)</small>	1	¥20.00	¥20.00
Color: 720 Forest Green; Specification: Button <small>Expected delivery on March 13</small>			

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
Service	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	<b>¥twenty three .07</b>

**Submit Order** (highlighted with a red box and arrow)

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

Alibaba Home 1688 checkout counter

Order number: 2493998329583123573  
Electric fascia gun mini home vibration muscle relaxation intelligent cervical massager mini massage gun wholesale

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

**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** (highlighted with a red box and arrow)

#### 4 Enter your Alipay personal account password and enter the OTP

The screenshot shows the Alipay payment interface. A modal window titled "Please enter your Alipay password" is displayed over the payment page. The modal contains a yellow banner with the text "忘记支付密码? 请联系支付宝热线 95188 协助找回。" (Forgot payment password? Please contact Alipay hotline 95188 for assistance). Below the banner, there are input fields for the account number (账号) and the payment password (支付密码). The account number is partially masked with a red box. The payment password field consists of six empty boxes. To the right of the password field is a link "忘记密码?" (Forgot password?). Below the password field is a button labeled "下一步" (Next step). The background of the payment page shows the order details: "Order number: 2493998329583123573", "Electric fascia gun mini home", "Payment settlement currency: RMB", "RMB 23.55", "Amount: ¥ 23.50", "Service fee (0.2%): ¥ 0.05", and "Complete payment within 4 days and 23:59:50". There is also a button "Agree to the agreement and pay" at the bottom right.

#### 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

Content in collaboration with

**ninjafreight**

powered by  ninjavan

# 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
<b>Air</b>	Small to medium-sized, urgent shipments	2–5 days	Higher
<b>Sea</b>	Large, cost-sensitive orders	15–30 days	Economical
<b>Land</b>	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.

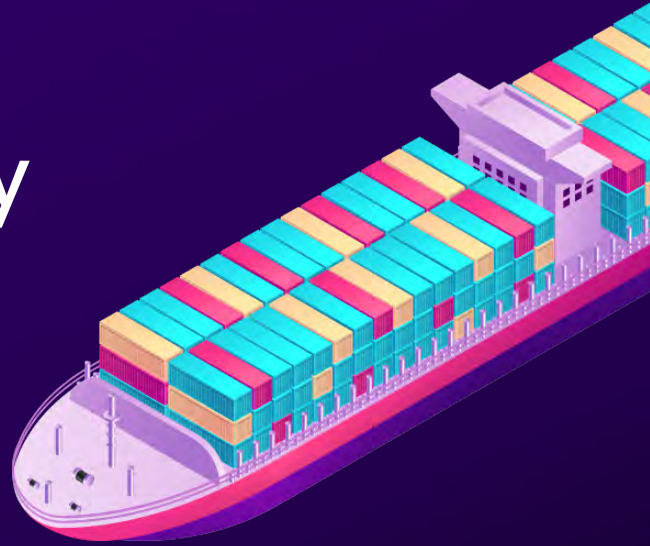
Destination	Key customs requirements
 <b>Singapore</b>	<ul style="list-style-type: none"><li>• Original commercial invoices</li><li>• Required documents: Inspection certificates, certificate of origin and health/quarantine certificates</li></ul> <p>Note: <i>Shipping of prohibited items is strictly illegal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



# End-to-end shipping, enabled by ninjafreight

powered by  ninjavan



*One seamless journey. One less worry.*

1

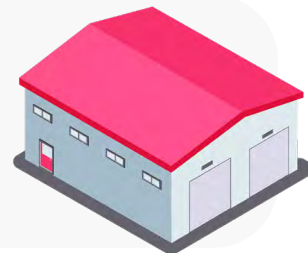
## Requirements gathering

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



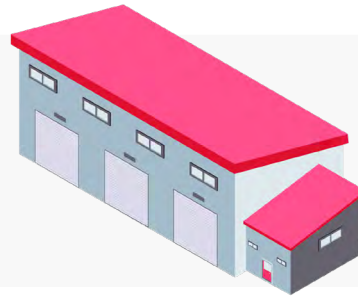
6

**Import customs clearance is completed in the destination country**



7

**Goods are delivered to the local warehouse or fulfilment center**



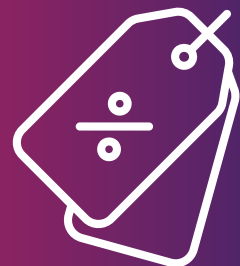
8

**Final mile delivery is arranged to your designated address**



**FOR 5% OFF ALL QUOTATIONS**

EMAIL [REG-NF-SALES@NINJAVAN.CO](mailto: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.



# 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

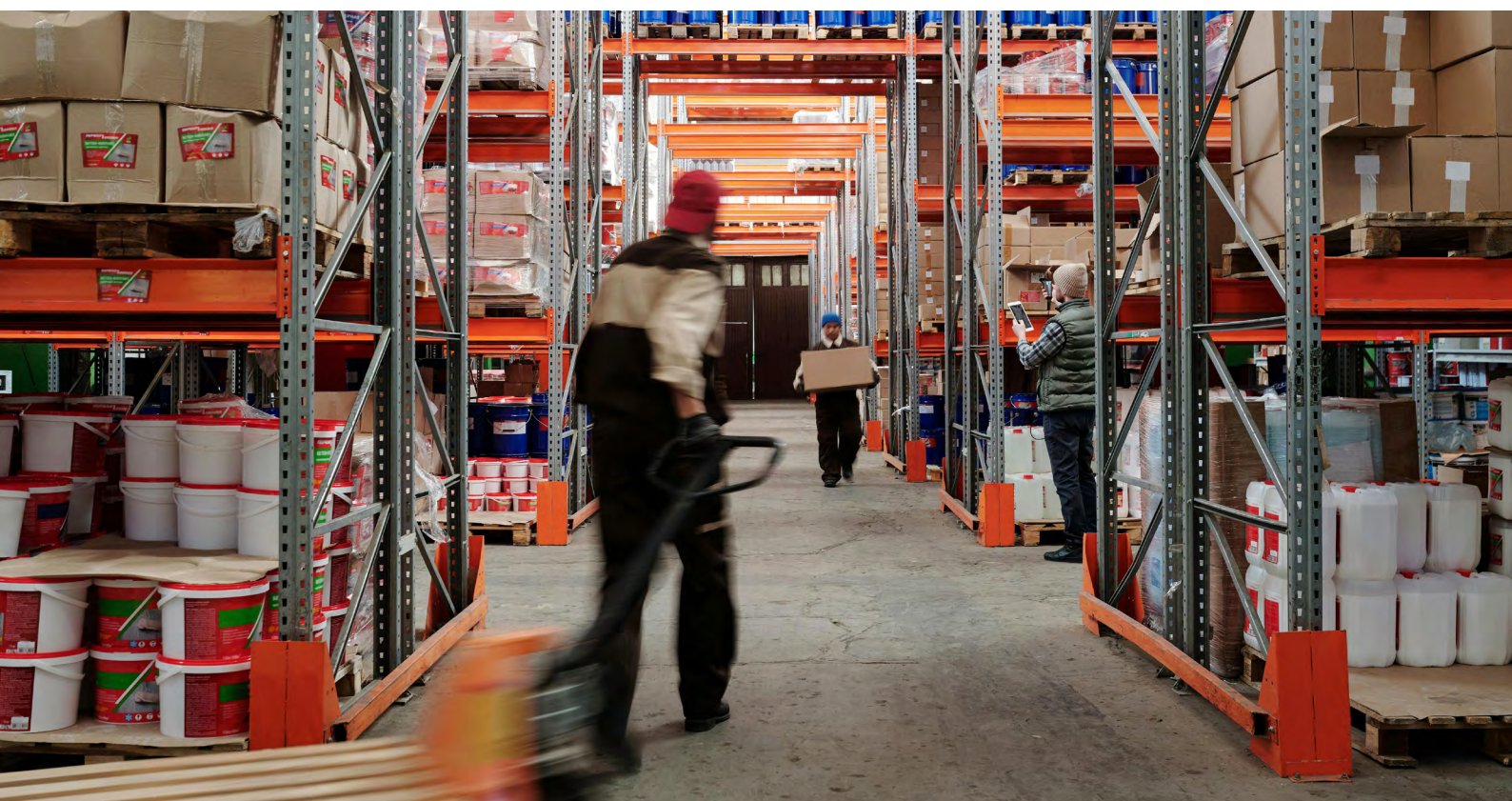
Pitfall	What to watch for	How to avoid
<b>Dealing with unreliable suppliers</b>	Low ratings, fake product photos, unverified businesses	Look for the 诚信通 badge – it shows the supplier is verified. Check sales volume (成交量) and order samples first.
<b>Poor product quality</b>	Misleading product listings or lack of quality control	Always request a sample before making large orders. Confirm materials, specs, certifications.
<b>Scams / Fraud</b>	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.
<b>Miscommunication (language barriers)</b>	Important product details are misunderstood	Use clear, bullet-pointed messages. Confirm specs in writing. Translate carefully.
<b>Hidden costs</b>	Extra charges for shipping, packaging, VAT	Confirm total cost upfront (product + domestic shipping + international shipping + taxes). Get everything in writing.
<b>Payment problems</b>	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](http://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](mailto:seaclients@service.worldfirst.com)



**Phone support:**  
+65 6805 4380



**Live chat:** Available on the WorldFirst website

# WorldFirst

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