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# Most Important B2B Marketplaces

B2B marketplaces and trade portals are gaining in popularity thanks to the surge in global trading and internet user by businesses. In this article, you will learn about the features of these websites and how it can help you expand to new markets.

B2B refers to "Business to Business". Basically, it is any transaction that is done between several companies.

B2B marketplace cater to businesses that want to expand their distribution channels to new markets, connecting importers, exporters and countries. This is done by allowing users to post buying and selling offers to the entire internet community. The search engine is the core of any B2B marketplace as it allows potential business partners to find themselves.

Alibaba.com has dominated the B2B marketplace scene for the past few years. They started with a focus on Chinese suppliers then adopted a more global approach later becoming the largest marketplace in the world. China, having been referred to as the factory to the world, also greatly benefited to the success of this website.

Tradekey.com is a newer B2B marketplace that has been aggressively pursuing the global market as well. They have succeeded in acquiring strong free and premium memberships allowing strong comparisons to its main competitor Alibaba.com. You should definitely be on the lookout for them.

Mercatrade.com has a different concept than other B2B marketplaces. It has a strong focus on the Latin American and Caribbean markets. This region is a new emergent market that is getting a lot of investment and possesses endless business opportunities for companies to expand their global sales. This region alone represents over 40 countries with 610 million people. Mercatrade.com holds a strong position where Alibaba and Tradekey have weaknesses which is the Spanish markets of Latin America. My prediction is that they will probably be bought in the near future by one of the giants in the B2B field.

You can see that B2B marketplaces and portal are indispensable tools for any company looking to increase their global sales.

Global Trade consultant Joshua Adekane specializes in helping companies on how to successfully start, build and grow their business in Latin America and the Caribbean. To instantly access his strategies, tools and resources, click here [Latin Trade](#) . For more information about this growing market, click here [Trade Latin America](#)

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