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Online B2B marketplaces have become increasingly popular thanks to the removal of country barriers with globalization.

B2B signifies all transaction or communication between two companies such as manufacturers, wholesalers and distributors. Furthermore, an B2B marketplace is a website that is used by importers and exporters to find potential business partners. This can be done by posting buying and selling leads that is available to all users using the internet thanks to search engines. Most of the features are free but you have access to more powerful tools once you upgrade to premium memberships. The price will depend on the portal.

Most Used B2B Portals

Alibaba.com has become the largest B2B trade portal in the world after just ten years in the market. They started by focusing on the Chinese market but soon saw much opportunities by going global. China, the largest manufacturing country in the world, has greatly benefited alibaba.com's success.

Tradekey.com is a newer B2B Portal that has aggressively pursued the international market. They have successfully taken the global market share of companies.

Mercatrade.com is another newcomer to the B2B Portal category. Their strategy focuses on the Latin American and Caribbean markets which is a weakness that other b2b trade portals have. You will find unique trade leads that you will not find on other marketplaces. Their design is also very different as they have adapted a more minimalistic and better navigability. This is a great advantage as most of the websites are full of banners flashing everywhere which can be stressful for users.

As you can see, B2B trade portals and marketplaces have become a necessary tool for any serious business looking to expand and increase their sales in new markets.

Ariel Dess specializes in helping companies successfully do business with Latin America. To access to his valuable resources, tips and links, click here [wholesale distributors](#)

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