



Wholly-owned subsidiary of Ant Group

## The Guidebook for International 1688 Buyers

February 2023 version













)ther guides

## **Beginner's guide for international buyers**





# 1. How to register for an Alipay Personal Account?



Register for an Alipay Personal Account















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#### < Verification Center





Complete all your identity informat...

#### Verification Photo

Upload verification photos to improve yo...





< My Account	
Profile Homepage	
Real-name Verification	Verified >
Alipay Account	
My Namecard	
Taobao Account	
我的车辆	>
Shipping Address	>
My Invoice Title	>
邀请有礼	(紅包拿不停) >
Favorites	>



## 2. How to register for a 1688 account?

## 1688

Register for a 1688 account

### 1688.com official website





卧 企业账 白注皿



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#### ▲ If you are an international buyer (not a buyer in China), please register for personal account (个人账户注册)

0 本人账 百许皿

	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	
3	注册协议 ————————————————————————————————————	更多:
3	【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。 <u>请您务必审慎阅读、充分理解协议中相关条款内</u> 容,其中包括:	沪注册不成功; 沪可以开店吗;
	1、与您约定免除或限制责任的条款:	·人账户需要准  ?
	2、 <u>与您约定法律适用和管辖的条款:</u> 3、 <u>其他以租体下划线标识的重要条款。</u>	,能注册多个会
3	如您对协议有任何疑问,可向1688服务中心(请点击)咨询	题
1	【特别提示】 <u>您已充分理解,阿里巴巴中国站是一个商业贸易采购平台,而并非面向消费者的消费购买市场,当您按照注册</u> 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 <u>您的真实贸易需求而使用阿里巴巴服务,</u> 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。	
1	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	







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**L**企业账户注册

8 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:	
* 登录密码:	
* 密码确认:	
验证手机	$\times$
① 校验码已发送到你的手	饥,15分钟内输入有效,请勿泄漏
手机号码:	
* 校验码:	请输入校验码 重发(52 s) 请输入您的手机收到的验证码
	提交

Enter the verification number sent to your mobile phone

### Verify your 1688 account





## Verify your 1688 account with Alipay personal account



- 1. Click Alipay account management '支付宝账户管理'
- 2. Select '现在去认证' to verify your account



## Verify your 1688 account with Alipay personal account



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Once your status has been authenticated '已绑定已认证', you can start to authorise your 1688 account with WorldFirst to may 1688 payments.

■ 手机阿里	肖息 😶	1688首页	〔│我的阿里~	进货单	0 ~   我	的收藏∨│	诚信通~	□ 实力商家 >	──超级工厂~	工业品牌~	我是供应商~
1688 买家工作台	首页	交易	分销管理	采购	设置	服务	$\sim$				服务 丫
最近使用    〉	<mark>收货地址,发货地址</mark>	<mark>L,退货地</mark> J	<mark>址已统一收拢到</mark>	<b> 买家工作台</b>	的"交易-:	>交易资料	管理->收货	地址管理"菜单	,点击跳转		X
买家账号管理 へ	<mark>公告: 解绑支付宝功</mark>	的能升级中。	,暂不开放。								
账号信息	支付宝账户										
账号安全	支付宝账户										
安全中心	您	已经成功	」绑定了您的	支付宝账	户						X
支付宝账户管理	(加) (1) (1) (1) (1) (1) (1) (1) (1) (1) (1	现在可以使 比支付宝提	用支付宝账户说 现可免费,且台	进行安全交易 含规经营须升	易服务。 Ή级,点⊾	比立即开通					
买家商家认证 へ											
我的认证	账户信息										
深度认证		账户名:		查看我的账	户;更换	支付宝账户	5				
企业名称认证		状态:	已绑定 已认证								
个人实名认证		类型:	个人账户		开通	这付宝商户	「版」 😮 (	十么是支付宝商	<b>所户版</b>		
点亮工商红盾		余额:	查询 充值 提现	1							
一键绑定微博	常见问题										查看更多
一键开通钉钉	支付宝绑定规则是(	什么?				支·	初宝解绑或	或更换操作不成	功怎么办?		
	・支付宝解绑或更换》	欠数有限制	吗?			· 支	初宝账号使	明遇到问题怎	么办?		
	·网商银行融易收是化	什么?				- 89	蜴收如何使	拥?			



# 3. How to register for a WorldFirst account?

WORLDFIRST

Register for a WorldFirst account



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#### Where are you registered?

This will be the country or region where your business is registered.

#### Country or region

Please select your country or region

 $\sim$ 

Continue

### **Complete your registration with WorldFirst**



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WORLDFIRST	Have an account? Log in here
Country or region	Your Account

-----

#### Welcome to WorldFirst!

Verify your email address,	set a	secure	password	and	create
your account.					

🖂 Email	🔲 Mobile
Email	
Enter email address	Send code
Enter code	
Create your password	
Enter a password	Ŕ

I would like to receive WorldFirst promotional materials.

By creating an account you agree to our <u>Terms And Conditions</u> ,
Privacy Policy, you also confirm that you are the owner or a
Director of the business.

Create account



# 4A. Unlink your Alipay Business account from 1688.com

Alipay Business account to pay to 1688.com

#### ANT GROUP Wholly-owned subsidiary of Ant-Group 1688.com Login to your Alipay Business account 2. Next, select 'Kuajingbao' When do I need to unlink my Alipay **Business account?** Alipay GLOBAL BUSINESS 合 Home To automate your 1688 payments 欢迎您使用支付宝国际账户 Welcome to Alipay for Global Business using World Account, you will be \$ Fund Management ^ required to unlink your Alipay Withdraw **Currency Account** Transfer Topup Withdraw Business account from 1688.com. Transfer + Add Currency Conversion Available Balance Chinese Yuan Topup 143.48 CNY Available Balance 143.48 CNY 3 Transaction Statem... ^ US Dollar ⑦ Freeze Balance Total Balance Available Balance 10.74 USD Account Activity 143.48 CNY 0.00 CNY Euro Funds Movement Available Balance 0.00 EUR Historical Statement British pound sterling 88 Partners' services **Chinese Yuan-Recent Activity** Chinese Y... ∨ Kuaiingbao Bank Account Info Time Type Remarks Amount +7.97 CNY 2022-09-01 20:51:04 Collection

WORLDFIRST

## **Unlink your Alipay Business account from**

## Unlink your Alipay Business account from 1688.com



3.	dentify the 1688 account(s) you wish to unli	nk
4.	Select 'details'	

				Д <sup>18</sup> A English ∨
企 Home	Kuajingbao Streamline your business by purchasing	directly on 1688 using your Alip	ay International balance.	
S Fund Management ^ Withdraw	KuaJingBao payment guide	Buy on 1688	Get your funds ready for procurement	Currency Conversion
Transfer Conversion Topup Transaction Statem ^ Account Activity Funds Movement	<ul> <li>When purchasing on 1688, please select "担保交易" (S the transaction method and "跨境宝" (KuaJingBao) as the please make sure you have sufficient funds in your interbefore paying.</li> <li>① 担保交易 2</li> <li>② 跨境宝 沖西末期, 大臣无忧</li> </ul>	ecured Transaction) as he payment method. rnational Alipay account	Convert foreign currency funds to CNY by using KuajingBao payment. CNY Balance:143.48 CNY	our Conversion service for
Historical Statement Partners' services Kuajjagbao Bank Account Info	Authorized 1688 accounts Validate Date 2022-09-26 14:08:54	1688 ID 3 测试买家账号003	Status • Active	+ Authorize more 1688 IDs Actions Details
				< 1 > 10/page <

## Unlink your Alipay Business account from 1688.com

5. At the top right, select 'Revoke Authorisation'6. Click 'Confirm', you'll be prompted to enter your password

English Details ⑦ FAQ evoke Authorization 1688 ID 测试买家账号003 1688.com account type Private account Status Active Validate Date 2022-09-26 14:08:54 Validate Period 2036-12-31 08:00:00 Service Details You will authorize this 1688 merchant to pay for the goods by using your funds in your Alipay Business Payment method Deduct funds from the RMB account balance of Alipay Business Back

**Tip:** You might want to save your 1688 ID for later when authorising WorldFirst to make payments to 1688.com







## 4B. Authorise your 1688 account with WorldFirst



Authorise your 1688 account with WorldFirst

#### Go to 'Payments' > 'Cross-border Pay'



WORLDFIRST

### **Click 'Activate' to authorise**



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Home 〉 Funds Management 〉 Cross-border Pay (跨境宝)

Cross-border Pay (跨境宝)





#### Authorise 1688.com accounts



### Read and agree with the agreement



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$\oslash$	2	3
Authorise	Confirm	Activation result
1688.com	authorisation	
account	agreement	

#### Account details



Next

### Enter the 6 digit code send to your mobile number to securely authorise your 1688 account

⊘	2	3
Authorise	Confirm	Activation result
1688.com	authorisation	
account	agreement	
	Verification	
	A 6-digit code has been sent to	
Account details	Resend(53)	
	Change Method	
Authorised 1688.com account	Confirm	

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## And you've successfully authorised your 1688 account to WorldFirst!





You have successfully activated Cross-border Pay (KJB) service

Start paying with Cross-border Pay (跨境宝) on 1688.com

Return to Cross-border Pay (跨境宝) main page

Return to WorldFirst homepage

How to pay using Cross-border 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.





## 4C. How to top up into World Account

**Create collection accounts** 

## Login and select 'account details' on your WorldFirst dashboard





You will need to have a sufficient CNH (Offshore Chinese Yuan) balance to make a successful purchase on 1688:

- For Singapore clients, top up SGD and convert to CNH in World Account
- For International clients, top up CNH directly

#### Select 'Add a new receiving account'

#### WORLDFIRST

#### Which account would you like to receive funds?

You can use below existing receiving accounts or create a new one to receive

+ Add a new receiving account

### Select a preferred currency and give your receiving account a name





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#### WORLDFIRST

Home > All receiving accounts > Receiving account details

#### **Receiving account details**



### Select "Convert" to convert funds into CNH





# 5. How to make an order on 1688.com?



Make the order on 1688.com

Go to 1688.com









## 1688 specialized page for international buyers



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#### Visit global.1688.com/#/home to browse products for international buyers

$\leftrightarrow$ $\rightarrow$ C $$ global.1688.com/#/hom	e			🗟 🕁 💽 🖨
🖸 手机阿里 🛛 欢迎来到阿里巴巴 🥫	请登录 免费注册 1688首页 我的阿里~	进货单 🚺 🗸 我的收藏 🗸 诚信通 🗸	实力商家 ~ 超级工厂 ~ 工业品牌 ~	我是供应商 > 客服中心 > 网站导航 >
1688   跨境专供 global.1688.com	跨境采购—站式工作台	• • •	◇ 采现货+找工厂 (□) -	站式工具服务 (◇) 全球商机高效匹配
	欢迎来到跨境频道, 查看买家使用	指南去看看>		
欢迎来到跨境专供 <sup>免费注册</sup> 一键登录	跨境搜索 认领跨境买家身份 解锁主 输入商品关键词	流跨境平台商品链接搜索、批量图搜等功能	能 ⑦	
首页	L			
跨境搜索 (公开版)	跨境专题 小二精选推荐			
排行榜单 🔒	【1688 线上研讨会韩国场】	女装跨境热卖专供	食品跨境热卖精选	
我的铺货列表 🔒	在韩买家外币直采方案 9月2日(周四)下午3时	世界好货 源头直供	源头美食 精选直采	全球臻品
认领跨境买家身份 一键解锁全部功能				
点击认领	合规安全・快速高效・超优汇率			

### How to search for hot items on 1688.com











#### How to search for hot items on 1688.com



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服饰配件	作品	戦≫511) 40-90元 ∨		
+新增类目				
<b>浩区域</b> (可	多选)			
北美	南美	东南亚	中东	
澳洲	欧洲	目目沙川		
营半台 (可	多选)			
营半台(可 Amazon	多选) Shopify	Wish	ebay	
营平台(미 Amazon AliExpress	多选) Shopify Lazad	Wish la Shop	ebay ee Rakute	en
营半台(印 Amazon AliExpress Daraz	参选) Shopify Lazad Cdiscount	Wish la Shop Tokope	ee Rakute dia Etsy	en



#### 提交成功



#### How to search for hot items on 1688.com



1688   跨境专供 global.1688.com	跨境采购—站式工作台 🔶 🖓 💿 🖉 🖉 🖉 🖓 采现货+找工厂 🕒 —站式工具服务 📀 全球商机高效四	拪
	amazon hot selling  ② 捜索	
時境电商 跨境电商 查看名片>	所有类目 > 数码、电脑 > 3C数码配件 > 手机配件 > 蓝牙耳机 亚马逊 × 节日 × 通话功能 × 共1件相关产品	
首页	48小时发货 通用排序	
跨境搜索(专业版)	综合     成交额 →     上新 ◆     价格 ◆     ¥ 最低价     -     ¥ 最高价	
排行榜单		
我的铺货列表		
物流服务		
买家攻略		
跨境超级买家	X	
跨境宝		
商家入驻		
神子	2020 amazon hot selling sport stereo	



## 6. How to make payment on 1688.com?



Make payment on 1688.com using KJB solution

#### Find the products to buy





### Select '担保交易'



For international users, select 担保交易 (which means secured transaction) to pay by Cross-border Pay/



#### Choose 跨境宝 as the payment method



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### Input the Alipay personal account password



	跨境宝 外币采购, 大额无	t		
3	支付宝 支付宝知托付	请输入支付宝密码	×	
AS	<b>诚e赊 先拿货后付款免费</b> 9.8厂货节,全场支持赊账,靠	<ul> <li>忘记支付密码? 请联系支付宝热线 95188 协助找回。</li> <li>文 支付宝正在检测你的安全设置</li> <li>支付宝支付密码:</li> <li>请输入6位教会支付密码:</li> </ul>		
▣	银行转账 大额轻松付,并 收款户名:郑修明	确定		
以下支付方式暂不	可用			
	1688 采购专款 <sub>充值采</sub>			① 未开通
				去付款

#### **Complete the order!**







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🔪 Telephone **Customer Service Email Address** worldaccountsea@worldfirst.com Singapore +65 68054380 worldaccountsea@worldfirst.com Malaysia +65 68054380 Thailand +65 68054380 worldaccountsea@worldfirst.com worldaccountsea@worldfirst.com Vietnam +65 68054380 +61 2 8298 4990 | ausclientrelations@worldfirst.com Australia New Zealand +61 2 8298 4990 | ausclientrelations@worldfirst.com

Phone hours: Monday to Friday 09:00 – 17:00 local time We will reply you within 1-2 working days