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Go global has become a buzz word for today's business. After globalization entering global marketplace has become very simple. Earlier transportation and communication among business parties or clients was time consuming. But today technology has brought drastic changes. It has great significance in development of business operations. Cut throat competition among various countries emerged due to technology. Global trade became easy because of technology. Nowadays businesses can make deals, buy and sell goods, enter into agreement online. Internet has vanished time and space barriers for business. They can carryout various business activities online within no time. Online trade portals acts as supporting factors for business to bridge the gap between international buyers and suppliers.

To lead the market, organizations are trying to use all types of marketing and promotional tools to reach target audience across the globe. Some options where business can search target market for their business are social networking sites like LinkedIn, twitter, face book, and other such sites. The more convenient option to find target buyers and suppliers is business to business trade portals. Here one can easily find target clients for business since international buyers and supplier's database is easily available on these sites. This is the reason why most of the businesses register on various trade portals.

Several international trade portals have emerged due to increase in number of users. These sites are very user friendly and offer great sell and buy leads online. Buyers have multiple choices in online marketplace. They can easily compare features, rates and other factors of products and purchase the best. All product details are available to buyers just at few clicks. Suppliers can display their product catalogs along with product description on trade portals. In virtual marketplace image of the product and content of description should be specific and attractive. This will help to grab the attention of visitors on the site.

Face book is also one of the cost-effective tools for online marketing. Sellers, manufacturers and distributors can upload product images and product description on this site. Interested buyers can contact you from here. For safe and secure trade online business to business portals are more convenient. Here one can study company details before getting into any agreement. B2B portals verify the company information while giving trust seal to registered members. This shows that they are authenticated buyers and sellers of that product. Businesses can use secure payment systems like PayPal and Escrow while making business deals online.

Many businesses have experience great deals through online business to business portal. This is the reason why number of users is increasing day by day. These days organizations are becoming premium member on multiple trade portals to grab more deals. The trend of online buying and selling has increased in the recent past. Most of the people do online shopping due to lack of time or to save time and energy. Nowadays people are so busy that they don't have time to visit different malls and shops for shopping. So online shopping is best option. Some trade portals offer courier or transportation services along with online shopping.

One can save travelling expenses because of online shopping. People are becoming so techno savvy that even if they want some electronic equipment, furniture, cloths or gifts for them or their beloved ones. They just log in to online trade portals shuffle few products and buy online. They are done with their shopping without spending time and money to travel from one mall to another or from one shop to other.

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Pramod Lomte is the author of this article. He has been demonstrating his writing skills by writing the articles for Business to Business market from last two years. He also has a keen interest in writing stuff for Business related topics. He has written various articles on a [Online Business to Business](#). He specialized in coverage of B2B marketing.

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