

## **The Launch of China-channels.com: One of the Largest Company Directories in China and Asia**

*EC Group announced the launch of its B2B online company directory, China-channels.com, with a view to connect the best qualified companies from China and Asia to the rest of the world.*

Hong Kong, China ([PRWeb](#)) March 28, 2008 -- EC Group, an IT and online community development company, announced today the official launch of its B2B online company directory at [www.china-channels.com](http://www.china-channels.com), aiming at connecting the Asian and Chinese companies to their counterparts from the rest of the world.

China-channels provides business details and contact information of more than one million companies in Hong Kong and China. Companies are divided into 5000 categories for the ease of browsing. Most of the information is accessible without login.

"In order to lower the operating costs and make efficient use of resources, many companies would like to outsource their labour-intensive services to China and Asia. However, most of them have no idea where the most suitable companies could be located," said Kenny Lam, Chief Operating Officer of EC Group. "At the same time, many companies in the Asian-Pacific Region are eligible for serving business corporations from all around the world. The problem is that they do not have any appropriate channels to publicize themselves. China-channels.com is established to serve as a platform to connect both parties."

"There are a few B2B websites, such as alibaba.com and globalsources.com, which try to connect the Chinese companies with the foreign buyers. Most of these websites, however, focus only on trading, wholesale and manufacturing companies," Kenny Lam continued. "Other than such companies which sell products, China-channels.com will also cater for industries which only provide intangible services like design, IT and marketing."

China-channels features a "rating and comment system", so that from time to time, users can differentiate the better companies from others. According to Kenny Lam, companies with more positive feedbacks will rank higher in their categories and it means more exposure and more business opportunities.

The original content of the website is in English and seven other languages, including Simplified Chinese, Japanese, French, German, Italian, Portuguese and Spanish, are available through the built-in translation function.

For additional information about this B2B website, please contact EC Group at 852-3105-1566 or visit China-Channels.com at [www.china-channels.com](http://www.china-channels.com).

Based in Hong Kong SAR, China, EC Group (<http://www.ec-computer.com>) specializes in IT and web programming, developing online community (<http://www.ec-photo.com>) and online store (<http://www.asia-product.com>), search engine optimization, search engine marketing, web analytics and web site design.

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### **Online Web 2.0 Version**

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