
Alibaba vs Global Sources vs Made-in-China: 10-Step Off-Platform Verification Checklist

Which of the three big China B2B platforms fits your product category, what badges actually confirm, how payment protection really works — and a 10-step verification protocol to run before you wire a deposit.

www.leelinegroup.com

Version 1.0 · Last updated: August 31, 2026

DISCLAIMER

This workbook is mechanism- and scenario-based, drawn from LeelineGroup's hands-on sourcing work in Shenzhen. It does not publish internal audit statistics or unverifiable sample percentages. Objective facts — platform scale, verification coverage, MOQ behavior — point to the platforms' own published programs and the public standards linked in the Sources sheet. Use it to structure your own verification; it is not a substitute for a licensed third-party inspection or legal advice.

1. Which Platform Fits Your Category

No platform is universally "best." Pick by product category, then verify off-platform before you pay. The table below is mechanism and qualitative judgment, not a set of unverifiable percentages.

Dimension	Alibaba	Global Sources	Made-in-China
Best-fit Categories	Consumer / private label / multi-category	Technical electronics / compliance	Equipment / industrial / machinery
Supplier Pool	Widest — but the highest trader share	Small, export-focused	Mid-size, industrial/export
Main Trust Mechanism	Gold / Verified paid membership	Pre-listing verification + HK shows	Assessed / Audited tiers
Payment Protection	Trade Assurance escrow	Usually T/T or L/C	Secured Trading
Offline / Trade Shows	—	Hong Kong physical shows	—
Small Orders	More flexible	Usually high MOQ	Mid
Repeat / Large POs	Fees eat margin	Payment terms vary by supplier	L/C friendly
Main Pitfall	High screening & audit cost	Higher price, no escrow	Weak consumer coverage

For objective figures — platform scale, MOQ ranges, verification coverage — check the platforms' own published programs (see Sources).

2. Badges Are Membership, Not Proof

A badge is usually a paid membership tier. It proves a company legally exists, not that it manufactures seriously. Read the uploaded third-party audit report body instead of the thumbnail.

Platform	Badge / Tier	You Actually Get	You Don't Get	Check In The Report
Alibaba	Gold Supplier	Company exists + history (paid)	Quality guarantee, manufacturer status	Agency / date / equipment list
Alibaba	Verified Supplier	Some include a third-party on-site audit	Not all did an on-site audit	Report body, not a thumbnail
Made-in-China	Assessed / Audited	Tiered verification; some tie to business registry	Product quality guarantee	Who assessed, when, coverage
Global Sources	Online profile	Export / compliance capability	Not necessarily on-site verified	Whether they exhibited / verification record

Confirm against the live platform page and the individual report — this table is a summary of each platform's published program.

3. Payment Protection Is Only As Good As Your Purchase Order

Alibaba has the most complete escrow, Made-in-China has Secured Trading, and Global Sources usually means T/T or L/C. But all of them only hold when your order document is measurable. Write these into the PO and the message center / escrow portal:

- ☐ 1. Material / composition with exact spec
Evidence: Denier, weight, grade, or substitution ban — never "good quality"
- ☐ 2. Measurable tolerance or minimum
Evidence: e.g. tensile strength minimum value, dimensions $\pm$ tolerance — the number the mediator can enforce
- ☐ 3. Test method referenced
Evidence: Name the standard (ISO / ASTM / INDA) and the lab that will run it
- ☐ 4. Packaging and labeling spec
Evidence: Master carton size, weight, marking, and language requirements
- ☐ 5. Incoterm and port of delivery
Evidence: Pin who carries freight, insurance and duty risk
- ☐ 6. Payment terms + beneficiary
Evidence: e.g. 30/70 split; match the payee to the verified legal entity
- ☐ 7. Inspection gate references
Evidence: AQL / ISO 2859-1 plan and the point (pre-production, 50%, pre-shipment)

Keep This Evidence Stack

- Signed purchase order + revision-controlled spec sheet
- Platform chat log / message-center thread
- Timestamped defect photos
- Third-party AQL inspection report referencing the approved spec
- Bill of Materials + golden-sample approval record

4. 10-Step Off-Platform Verification Protocol

Run this on every shortlisted supplier before you wire a deposit. Tick each box only when the evidence is on file.

- ☐ 1. Verify the legal entity name against the business license
Evidence: Match the English name to the official Chinese registration exactly
- ☐ 2. Match the bank beneficiary to the legal entity
Evidence: Never pay a personal account or mismatched name; payee must match the license
- ☐ 3. Read the third-party audit PDF
Evidence: Read the SGS / TÜV / BV body for agency, date, equipment list and QC headcount — ignore the badge
- ☐ 4. Confirm factory address and capability
Evidence: Require a live video walkthrough, or pay for an on-site audit
- ☐ 5. Approve a golden sample and lock the spec
Evidence: Revision-controlled spec sheet with measurable tolerances; never "high quality"
- ☐ 6. Run independent compliance checks
Evidence: Verify CE / RoHS / FCC in official databases (FCC ID, EU NANDO), not uploaded images
- ☐ 7. Place a pilot PO, not a full launch
Evidence: Small batch to test capacity, process and communication
- ☐ 8. Conduct a pre-shipment inspection
Evidence: Independent inspection on a written AQL / ISO 2859-1 plan before the final payment
- ☐ 9. Validate packaging, labeling, and booking docs
Evidence: Master cartons, shipping marks and paperwork flawless before handoff
- ☐ 10. Grade the first shipment
Evidence: Compare actual landed cost to the BOM; record lessons before repeat volume

5. Sources & Official Verification Programs

- **Alibaba.com — Trade Assurance and supplier verification**

Platform-published scope of buyer protection and supplier verification. (<https://www.alibaba.com/>)

- **Made-in-China.com — verified-supplier / assessment program**

Platform-published tiered assessment and business-registry linkage. (<https://www.made-in-china.com/>)

- **Global Sources — supplier verification and trade-show program**

Platform-published verification and Hong Kong trade-show program. (<https://www.globalsources.com/>)

- **ISO 2859-1 — Sampling procedures for inspection by attributes**

The AQL sampling standard used at pre-shipment inspection gates. (<https://www.iso.org/standard/39589.html>)

- **GSXT / NECIPS — official Chinese company registry**

License, Unified Social Credit Code, and business-scope checks. (<https://www.gsxt.gov.cn/>)

- **IAF CertSearch — global certificate database**

Verify management-system certificate validity, issuing body, and scope. (<https://www.iafcertsearch.org/>)

- **EU NANDO — CE conformity database**

Verify CE marking and notified-body designations for EU-bound goods. (<https://ec.europa.eu/growth/tools-databases/nando/>)

- **FCC — equipment authorization database**

Look up FCC IDs for wireless/electronic products. (<https://www.fcc.gov/oet/ea/fccid>)

Need Help Verifying a Supplier Before You Wire the Deposit?

Use this workbook to vet every shortlist, then talk to a sourcing team that runs legal-entity cross-checks, live video audits, and independent AQL inspections. We help e-commerce sellers and importers verify, inspect and ship from China with a free, transparent quote.

CONTACT US

Website www.leelinegroup.com

Email info@leelinegroup.com

Call / WhatsApp +86-13986152456

Office Room 2302, Building 1, Zhongguancun Science and Technology Building, No. 602 Sixin Avenue, Hanyang District, Wuhan City, Hubei Province

Get a free, transparent quote: <https://www.leelinegroup.com/contact/>