
China Wholesale Platform Comparison + Supplier Verification Checklist

A neutral 2026 comparison of 11 China wholesale platforms, with a practical supplier verification checklist and payment-terms template for importers.

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DISCLAIMER

This guide is based on LeelineGroup's independent platform testing and on-site audit experience. It is provided for informational purposes only and is not a substitute for professional customs advice, legal counsel, or third-party certification.

How This Guide Is Structured

This workbook is built to be used before you commit a deposit. It contains (1) an at-a-glance comparison of 11 China wholesale platforms, (2) a four-part supplier verification checklist, (3) a payment-terms template, and (4) official sources to verify each claim. Fill in every checkbox during your own verification - never skip them because a seller looks credible.

At-a-Glance Platform Comparison

Platforms 1-5 of 11

Platform	Core Focus	Best For	Key Limitation	MOQ	OEM	Export
Alibaba.com	All-purpose bulk sourcing	Fast supplier discovery, multi-category RFQs, Trade Assurance	Low verified-factory rate; many listings are trading companies	Low (flexible per supplier)	Good - verify scope per listing	Yes - international logistics support
Made-in-China.com	Export-focused B2B directory	Mid-sized orders, electronics & industrial categories, English buyers	Lighter verification than Global Sources	Medium	Good - many manufacturers list OEM/ODM	Yes - export-oriented platform
Global Sources	Curated export-ready manufacturers	High-value orders, compliance-focused manufacturing, show-verified suppliers	Higher MOQs; fewer low-volume trial options	High (often 5,000+ units)	Excellent - export-ready OEM/ODM	Yes - export-focused
1688	Domestic factory pricing	Lowest-cost bulk orders with a China-side agent or logistics	No export support; Chinese language; RMB payments	Very low (domestic)	Good - but needs an agent for export	No - domestic only
GoldSupplier	Curated industrial & manufacturing directory	Specialized machinery, heavy equipment, niche industrial goods	Smaller supplier pool; still requires independent verification	High (industrial)	Good for industrial custom work	Yes - export-focused directory

Platforms 6-10 of 11

Platform	Core Focus	Best For	Key Limitation	MOQ	OEM	Export
Yiwugo	Digital arm of the Yiwu market	Small commodities, stationery, holiday gifts, stock items	No English support; no international logistics handling	Very low	Poor - mostly off-the-shelf stock	No - buyer arranges export
DHgate	Low-MOQ wholesale + dropshipping	Product-market fit trials, low-MOQ prototype purchases	Middleman-heavy; poor long-term OEM partnership potential	Very low (1-50)	Poor	Yes - platform handles shipping
Banggood	Small-batch tech & hobbyist gadgets	Low-cost gadgets, quick tech trials, hobbyist electronics	Seller quality inconsistent; not suitable for OEM contracts	1 (consumer catalog)	None	Yes - platform handles shipping
LightInTheBox	Low-cost apparel & home goods	Dropshipping-ready basics, standard clothing, home decor	Poor customization and OEM flexibility	1 (consumer catalog)	None	Yes - platform handles shipping
Chinavasion	Cross-border tech & consumer electronics	Export-ready electronics, certified tech products	Higher MOQs, limited trial order options	Low-medium (electronics)	Poor - catalog only	Yes - export-focused

Platforms 11-11 of 11

Platform	Core Focus	Best For	Key Limitation	MOQ	OEM	Export
PapaChina	Branded promotional products & corporate gifts	Custom logo giveaways, event merchandise, promotional items	Surface customization only; no complex OEM development	Low (promotional)	Limited - screen/UV print only	Yes - platform handles shipping

Business License Checks

Verify the legal entity before any order. Cross-check every claim against an official registry such as GSXT or IAF CertSearch.

- ☐ 1. Confirm the Chinese legal name on the license matches the operating entity, signage, and contract.
Evidence: Copy of business license; name matches everywhere it appears.
- ☐ 2. Verify the 18-digit Unified Social Credit Code on the National Enterprise Credit Information Publicity System (GSXT).
Evidence: GSXT record shows the same entity; no litigation flags or abnormal status.
- ☐ 3. Check the registered scope lists manufacturing or production - if it only says sales, it is a trading company.
Evidence: Scope statement; production or manufacturing keywords present.
- ☐ 4. Confirm export rights and China Customs registration.
Evidence: Customs registration number; direct export history on record.
- ☐ 5. Cross-check the bank beneficiary name against the official company chop.
Evidence: Bank confirmation matches; no offshore shell payment instructions.
- ☐ 6. Validate ISO 9001 and product certificates on the certifier's official registry (IAF CertSearch).
Evidence: Certificate confirmed; scope covers your product category.
- ☐ 7. Run the on-site match test: framed license, warehouse signage, worker badges, and bank beneficiary all align.
Evidence: All four elements match 100% during the visit.

Live Video Audit Questions

Run these questions during a real-time walkthrough. Never accept a pre-recorded video or a showroom-only call.

- ☐ 1. "Show me the factory entrance sign first."
Evidence: Sign on camera; name matches the license.
- ☐ 2. "Walk me through the raw material warehouse and show lot labels."
Evidence: Materials traceable; lot labels clearly visible.
- ☐ 3. "Point your phone at the active quality-control station."
Evidence: QC staff and test fixtures on camera.
- ☐ 4. "Show me the work-in-process area and the current batch."
Evidence: In-process checkpoints in active use.
- ☐ 5. "Introduce a floor worker and ask how they handle a defect."
Evidence: Worker explains the process without hesitation.
- ☐ 6. "Show the calibration sticker on one active machine."
Evidence: Calibration current; no expired stickers.
- ☐ 7. "Walk to the shipping area and show the cartons for your current order."
Evidence: Packaging matches your spec; cartons marked correctly.

Floor Pattern-Deviation Checklist

Spot hidden manufacturing risks during the video audit with these visual red flags.

- ☐ 1. Mixed cartons from different suppliers or brands in one area.
Evidence: Stock segregated; no cross-contamination.
- ☐ 2. Large rework piles or scrapped goods next to the line.
Evidence: Rejects quarantined and clearly labeled.
- ☐ 3. Uncalibrated tools or missing test boards on the line.
Evidence: Calibration stickers current and readable.
- ☐ 4. Uneven stitch lines, color shade drift, or damaged packaging.
Evidence: Finished goods meet your AQL level.
- ☐ 5. Blocked aisles or fire extinguishers behind stored goods.
Evidence: Emergency exits clear; safety gear present.
- ☐ 6. Staff who cannot explain the work instruction card at their station.
Evidence: Operators describe the process confidently.
- ☐ 7. Machines idle, worn, or dusty that contradict claimed capacity.
Evidence: Equipment runs and is maintained.

Payment Terms Template

Negotiate these terms into every purchase order to protect your deposit and keep control of the shipment.

- ☐ 1. Never pay 100% upfront. Negotiate a 30/70 split: 30% to start production.
Evidence: PO states 30% deposit to begin.
- ☐ 2. Hold the 70% balance until a successful final inspection.
Evidence: Inspection report signed off before release.
- ☐ 3. Clarify DDP (Delivered Duty Paid) responsibilities in writing.
Evidence: Incoterms written into the PO; no ambiguity on duty.
- ☐ 4. Mandate three inspection gates: pre-production, 50% mark, and pre-shipment.
Evidence: Inspection reports produced at each gate.
- ☐ 5. Include delay penalties and exact material specifications in the PO.
Evidence: Signed PO with a liquidated-damages clause.
- ☐ 6. Pay through traceable channels; confirm the beneficiary matches the company chop.
Evidence: Bank confirmation matches the official entity.
- ☐ 7. Retain 5-10% of payment until the goods clear arrival inspection.
Evidence: Retention clause in the PO; released on arrival.

External Sources & References

Verify legal registration, certificates, and current U.S. tariff rules against these official sources.

National Enterprise Credit Information Publicity System (GSXT)

<https://www.gsxt.gov.cn/>

Official registry to verify a company's legal name, 18-digit Unified Social Credit Code, shareholder structure, litigation, and abnormal operating status.

IAF CertSearch - global certificate database

<https://www.iafcertsearch.org/>

Official global database to verify management-system certificate accreditation, issuing body, scope, and validity.

U.S. Customs and Border Protection (CBP)

<https://www.cbp.gov/trade/basic-import-export>

Official source for importing into the U.S., including formal entry requirements and the end of the de minimis exemption.

USTR - Section 301 Investigations

<https://ustr.gov/issue-areas/enforcement/section-301-investigations>

Official source for Section 301 tariffs on China, current rates, exclusions, and Federal Register notices.

USITC - HTS Online Reference

<https://hts.usitc.gov/>

Search current U.S. tariff schedules at the 10-digit level to confirm the duties on your product.

ISO 9001 - Quality Management

<https://www.iso.org/iso-9001-quality-management.html>

The quality management standard cited throughout the checklist.

ISO 2859-1 - Sampling procedures for inspection

<https://www.iso.org/standard/39589.html>

The AQL sampling standard used at inspection gates.

EU Commission - CE Marking

https://single-market-economy.ec.europa.eu/single-market/ce-marking_en

Requirements for selling electronics and machinery in the EU.

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Need Hands-On Help Choosing a Platform?

The comparison above is a starting point. When an order needs supplier verification, live video audits, or inspection gates on the ground in China, our sourcing team can help you shortlist and vet suppliers.

Contact our sourcing team

www.leelinegroup.com/contact/

www.leelinegroup.com - Free consultation, no obligation