

Strengthen Your Supply Chain by Keeping Alternative Sourcing Options On The Table

Even small changes in how and where you source can reduce risk, strengthen margins, and create more flexibility for the future.

01. Navigating Challenges
02. Sourcing Platforms
03. Trade Shows

Global sourcing is shifting fast, and staying competitive means staying flexible.

The most proactive sellers are already looking beyond China and exploring new manufacturing hubs in India, Turkey, Vietnam, and more. That's why we created the Sourcing Reference Guide: to make it easier to identify reliable alternatives, especially when you're already juggling rising tariffs, shipping delays, and ongoing supply chain risks.

SECTION 01

Challenges to Consider When Sourcing Outside of China

Diversifying your sourcing is important however; there is a lot to consider with costs, production time, and product availability when sourcing outside of China.

1.

Most raw materials come from China. If you need materials from there, think about how it affects your product. It could make your total manufacturing time longer.
2.

China has low labor costs, economies of scale, and streamlined production. Other countries don't have these processes down and can take months longer to produce the same goods.
3.

China manufactures a wide range of products. Other countries often focus on specific types, but China covers nearly all niches.
4.

Other countries often have longer lead times. They usually take longer to prototype and have timelines that are less predictable.
5.

It's often tough to find smaller minimum order quantities (MOQs) outside of China.
6.

Manufacturing is often more expensive in other countries.
7.

Communicating in other countries can be tough. You need to grasp cultural norms, like you did in China.
8.

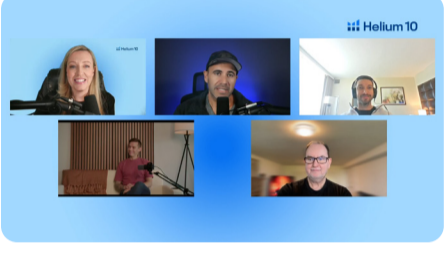
Shipping from other countries can cost more. So, contact logistics companies for quotes.



Instantly calculate how tariffs impact your costs a see how they change when you source from a different country.

[See Your Results Today](#)

Looking to expand your sourcing?
[Jump to the table below to learn what each country does best →](#)



Get real-world tips on pricing, sourcing, fulfillment, and expansion from four of the top minds in e-commerce.

[Watch the Webinar Replay](#)



All the tariff updates and what they mean for sellers in one central location.

[Stay up-to-date with our Tariff Strategy Center](#)

SECTION 02

Sourcing Platforms

There are many ways to find manufacturers across the globe. You can easily use global trade platforms. You can search on your own or work with companies who can connect you to pre-vetted manufacturers based on your needs. Many governments and trade agencies also have databases of local manufacturers. We've rounded up the most common platforms below:

- [Alibaba:](#)

Allows you easily find suppliers from the country you want. Alibaba is helpful because you can see star ratings of the factories and is a solid resource for worldwide sourcing.
- [Cosmo Sourcing:](#)

Connects sellers with manufacturers in Vietnam, Mexico, Southeast Asia, and beyond.
- [EC21:](#)

Primarily based in Korea, EC21 connects sellers with a variety of suppliers. You can easily search on their website to find what you are looking for. Remember that Chinese manufacturers and others are part of this, so adjust your search to be specific.
- [Europages:](#)

A B2B marketplace for finding Europe-based manufacturers.
- [Exporters India:](#)

A searchable sourcing directory for sellers to find India-based manufacturers.
- [FGmarket:](#)

A U.S.-based directory of wholesalers and suppliers across the country. They have several supplier categories. They mainly focus on home decor, food and confections, and flowers.
- [Global Sources:](#)

Connects sellers with manufacturers worldwide across various categories. Easily search for products or suppliers or find relevant trade shows to attend.
- [Indiamart:](#)

The largest B2B marketplace in India. You can easily search for different industries using their tool.
- [Indo Trading:](#)

Sourcing directory in Indonesia with a range of supplier categories.
- [Makers Row:](#)

This website helps you find US manufacturers as well as those from other countries. It covers fashion, apparel, accessories, and small goods.
- [MFG:](#)

A place to find US manufacturers for custom production. This includes CNC, injection molding, and more.
- [Philippine Companies:](#)

A popular business directory for finding companies based in the Philippines. This directory includes various business types, like local services. So, make sure your search is specific to your product needs.
- [Quality Trade:](#)

A global search platform and agency for sellers looking for products and manufacturers.
- [Search on Google:](#)

Use terms like "private label [your product] manufacturer USA" or "wholesale [product type] supplier USA."
- [Source from Malaysia:](#)

MaTrade is a sourcing directory run by the Malaysian government. Sellers can find Malaysian suppliers across categories easily and send inquiries to companies. MaTrade also hosts various global trade shows for sellers to connect with suppliers and manufacturers.
- [Sourcify:](#)

Find manufacturers through their pre-vetted network in India, the Philippines, and Vietnam. You will have to submit forms to get started. Sourcify also has helpful resources on manufacturing in various countries.
- [Thomas.net:](#)

is a website that can help you find U.S. manufacturers. This is mostly for industrial or commercial manufacturers.
- [Zignify:](#)

A global product sourcing agency that serves a wide array of categories. A great resource if you can outsource this process. They also set up in-person tours or sourcing trips. Plus, they can assist with quality control inspections.

SECTION 03

Trade Shows

Attend trade shows to meet manufacturers in your niche. You can get the details you need to make sure your product is made just right. It's also a great way to network and build relationships around the world.

- [Magic Show:](#)

Fashion-focused event to connect businesses, often held in Las Vegas.
- [MD&M West:](#)

B2B advanced manufacturing event that partners national & international buyers and suppliers focused in medical, critical, and advanced manufacturing.
- [The London Textile Fair:](#)

The UK's largest show for fashion fabrics, apparel accessories, print studios, vintage archives, and garment manufacturers.
- [Taiwan Trade Show:](#)

Provides international buyers the opportunity to connect with Tawaiian businesses at a variety of category-specific trade shows.
- [Texworld New York:](#)

A large sourcing event for textiles, connecting designers, buyers, and industry leaders.
- [Vertical Sourcing Meetings:](#)

Vertical Sourcing Meetings offer shows in New York and L.A. for sellers to meet with.



Learn more about sourcing in the Sourcing Strategies and Techniques module in Helium 10's FBA training course.

[Watch a Sneak Peak of Freedom Ticket](#)

Country	Manufacturing Strengths
India	Apparel, Textiles, Pharmaceuticals, petroleum, iron and steel, jewelry, electronic goods, cotton, machinery, leather, plastics, medical equipment, Diamonds, precious stones
Vietnam	Apparel, textiles, consumer goods, footwear, electronics, machinery, coffee
Mexico	Appliances, electronics, tools, machinery and transport equipment, steel, food products, petroleum, chemicals
Turkey	Textiles, apparel, shoes, food products
Indonesia	Apparel, electronics, steel, metal, machinery, industrial equipment, textiles, footwear, wooden products, plastics
Thailand	Automotive, electronics, machinery, food, wood, stone and glass, textiles, furniture
Malaysia	Electronics, medical devices, rubber, iron and steel products
Philippines	Electronics, textiles, apparel, transport equipment, copper, nickel, coconut oil, fruits
Bangladesh	Textiles, garments, leather, leather products, home textiles, pharmaceutical products, plastic, plastic products, bicycles, terry cloth, electronics
Brazil	Automotive, consumer goods, machinery, beef, poultry, coffee sugar, electronic circuits
Pakistan	Textiles, apparel, leather goods, cotton, carpets, accessories, surgical instruments
South Korea	Electronics, skincare, high-end goods, mineral fuels and oils, plastics
Taiwan	Electronics, basic metals and metal products, plastics and rubber, chemicals and machinery, semiconductors, flat panel displays computers

Sourcing Guide Curated by:

Carrie Miller

Principal Brand Evangelist | Helium 10

*This guide is for informational purposes only and does not constitute legal or customs advice. Regulations may change and vary by jurisdiction. Consult a qualified professional before acting on this information. Helium 10 and the authors assume no liability for actions taken based on this content.