



EBEM GLOBAL (Easy Buy Express MultiService)

Founder & CEO: Armstrong Praise Kakulu

Tagline: Making Global Trade Easy, Direct, and Profitable

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1. Company Definition:

EBEM GLOBAL is a trade, e-commerce, and market-access company built to bridge the gap between China and Africa, with Nigeria as its primary hub. We simplify global sourcing, importation, and distribution by combining verified manufacturers, smart logistics, AI-powered tools, and trusted trade networks into one structured system.

In simple terms, **EBEM GLOBAL** helps individuals and businesses buy, sell, and scale globally without confusion, fraud, or unnecessary stress.

2. Who We Are

We are a next-generation global commerce company operating at the intersection of

International trade (China–Africa)

E-commerce & dropshipping

Wholesale and bulk sourcing

RMB/ NGN Exchange

Logistics coordination

AI-powered business solutions

EBEM GLOBAL exists to serve retailers, wholesalers, entrepreneurs, SMEs, and institutions that want reliable access to global products, especially from China, while operating safely within Africa.



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3. What We Stand For

EBEM GLOBAL stands for:

Trust over hype

Structure over shortcuts

Long-term partnerships over one-off deals

Access and empowerment for African businesses

We believe global trade should be transparent, verifiable, and accessible, not reserved for a few insiders.

4. Our Mission

To simplify global trade and e-commerce for Africa by building a trusted ecosystem that connects verified manufacturers, smart logistics, and modern technology enabling businesses to scale confidently across borders.

5. Our Core Values

1. Integrity – We operate with honesty, verification, and accountability.
2. Trust & Transparency – Clear pricing, real suppliers, real processes.
3. Innovation – Leveraging AI and smart systems to improve trade efficiency.
4. Growth Partnership – We grow with our clients and partners.
5. Service Excellence – Every transaction is treated as a long-term relationship.
6. Community Impact – Empowering African entrepreneurs and businesses.

6. Company Structure

EBEM GLOBAL operates under a multi-division structure designed for scale and clarity.

6.1 Executive & Strategy

Founder & CEO

Business Strategy & Partnerships



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Legal & Compliance Advisory

6.2 EBEM Global Trade Network (EGTN)

A structured trade community connecting:

Verified Chinese manufacturers African importers, wholesalers, and distributors

Includes:

Verified Manufacturers Group (China)

Verified Importers & Buyers Network (Africa)

RMB Exchange Group

6.3 China Market Division

This division manages EBEM's direct access to the China market.

Functions:

Manufacturer verification

Factory & supplier sourcing

Price negotiation & MOQ management

RMB Exchange

Product inspection coordination

China-side communication and representation

6.4 E-commerce Division

Dropshipping operations

Wholesale listings

Product catalog management

Development of the EBEM Marketplace (Nigeria-focused, Taobao-style model)



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6.5 Logistics & Fulfillment Department

Sea cargo coordination
Air cargo coordination
CBM & weight-based shipping advisory
Customs and clearing support (via partners)
Last-mile delivery coordination in Nigeria

6.6 AI & Digital Solutions Department

AI tools for product research
AI-powered image product search
Business automation systems
Sales, marketing, and customer support AI workflows

6.7 Sales, Marketing & Community

Brand communication
Content and education
WhatsApp & social commerce sales
Partner onboarding and training

7. Product Focus

EBEM GLOBAL focuses on high-demand, fast-moving, and scalable products, including:

Consumer electronics & gadgets
Mobile accessories
Home & Office Decors



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Smart devices & AI tools

Fashion Items (Cloths & Shoes)

Tech-driven lifestyle products

Selected industrial and commercial goods (on demand)

8. Our Services For Individuals & SMEs

Product sourcing from China

Dropshipping setup and support

Importation guidance

Verified supplier access

For Businesses & Wholesalers

Bulk sourcing & wholesale supply

Direct factory connections

Price negotiation and MOQ structuring

Logistics coordination

For Manufacturers

Access to African markets

Verified manufacturer listing

Trade promotion and visibility

Buyer matching

Technology & AI Services

AI-powered product research



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Image-based product search

E-commerce automation tools

Business productivity solutions

9. Why Choose EBEM GLOBAL

Verified manufacturers only – reduced risk and fraud

End-to-end support – from sourcing to delivery

China–Africa specialization – not generic global trade

AI-powered efficiency – smarter decisions, faster execution

Community-driven network – trust built through structure

Founder-led vision – hands-on leadership, not abstraction

EBEM GLOBAL is not just a service provider; we are a trade partner and growth enabler.

10. Head Office & Operations

Head Office: Nigeria

Primary Market Focus: Nigeria & Africa

International Operations: China (sourcing & manufacturer network)

EBEM GLOBAL operates through digital-first systems, supported by on-ground partners and representatives in both Africa and China.

At **EBEM GLOBAL**, we are building more than a business—we are building infrastructure for trust in global trade. Our vision is clear: to make buying, selling, and scaling across borders simple, safe, and profitable for African businesses.



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