



QUICK GUIDE ADD ITEM

Please use this as a general guide for adding items on Export Portal.

Adding items on Export Portal has never been easier for our sellers and manufacturers. In this guide, we will show the easy steps on how to add items to our international B2B trade platform.

First, log in to your seller or manufacturer account. Then, press on your name in the upper right corner and choose the Add Item option. Right away, a pop-up box will appear on the screen asking whether you agree with the Terms & conditions for uploading photo and video content. View the Photo and Video Content Policy by clicking on the Blue text and if you agree, tick the box. Then click "Submit".

Now you can start adding the description and other information for your item. The process consists of 5 important sections:

- Product Category
- Specifications
- Shipping Information
- Visuals
- Price and Variations

STEP 1

Product Category

Choose the product category and, if needed, the subcategory. You can use a keyword to find the category more easily. Choose very carefully the category and subcategory for your item so that buyers can easily find your product. Then click the "Next" button.

The screenshot shows the 'Add Item' process on the Export Portal. The 'Product Category' tab is active. A search bar is available to find categories by keyword. A list of categories is displayed, including: Art and Works of Art, Adults (18+), Aerospace and Defense, Aircraft, Apparel Articles and Accessories, Articles of Stone, Plaster, Asbestos, Mica, etc, ATV Four Wheelers, Bags and Luggage Bags, Base Metals and Articles of Base Metals, Beauty Supplies, Boats and Ships, and Business and Industry Services. The 'Next' button is visible at the bottom right of the pop-up.



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STEP 2

Specifications

Here, you will be asked to add all the *Required Specifications* for your item:

- give an attractive, yet relevant name to your product
- insert the year when the item was created
- insert the country where it was produced
- add tags to your item - this is crucial because it will determine the chances of your item to appear in a buyer's search for items
- add custom item specifics - it gives you the possibility to add as many types of this item as you have. Adding such varieties significantly increases buyers' interest in your product.
- choose the "Purchase options" – you can click on the Info icons to see what each of these mean

The screenshot shows the 'Add Item' process on a website. The top navigation bar includes 'Buying', 'Selling', 'Library', and 'Help'. The main header 'Add Item' is at the top, with a progress bar showing the 'Specifications' step is active. The form fields are as follows:

- Item title ***: Product name
- Item year ***: Year of production
- Country of origin ***: Select product country
- Tags ***:
 - How to add item tags:
 - Use "," or press "Enter" to separate tags.
 - 3-30 characters allowed per tag.
 - Symbols allowed: numbers, latin letters; ; and space.
 - All tags, containing other symbol types will not be considered as valid.
 - Product tags
- Add custom item specifics**:
 - How to add item specifications:
 - Fill out the Component and Specification fields with specifics.
 - Click the Add button to add the specification.

At the bottom are buttons for 'Back', 'Preview', 'Save draft', and a blue 'Next' button.

As soon as you have carefully filled in all the information, press "Next".



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STEP 3

Shipping Information

At this stage, you will be asked to add shipping details. We recommend you ensure everything is written accurately and correctly, reflecting the real numbers. A high-quality presentation of your products represents you as a reliable seller and buyers are more likely to trust you.

Required Shipping Information:

- Harmonized Tariff Schedule*
- Total Quantity in Stock
- Units per Order
- Classification of Each Unit
- Real Weight in Kg for 1 Unit
- Size, cm (LxWxH)
- Item location

Then continue to the next section.

The screenshot shows the 'Add Item' form in the Export Portal. The progress bar at the top shows the 'Shipping Information' step is active. The form contains the following fields:

- Harmonized Tariff Schedule *
- Product code
- Total Quantity in Stock *
- Total quantity
- Units per Order *
- Minimum - Maximum
- Classification of Each Unit *
- Piece(s)
- Real Weight in Kg for 1 Unit *
- Weight per unit
- Size, cm (LxWxH) *
- Length, Width, Height
- Item location *
- Use my saved address:

At the bottom, there are buttons for Back, Preview, Save draft, and Next.

*The Harmonized Tariff Schedule is the code for classifying globally traded products. It consists of 8-10 digits, the first six digits represent an Harmonized System (HS) code (the same in all countries), and the other subsequent 2-4 digits can be assigned by the countries of import to provide additional classification.

You can find the Harmonized Code for your products on: <https://hts.usitc.gov/>

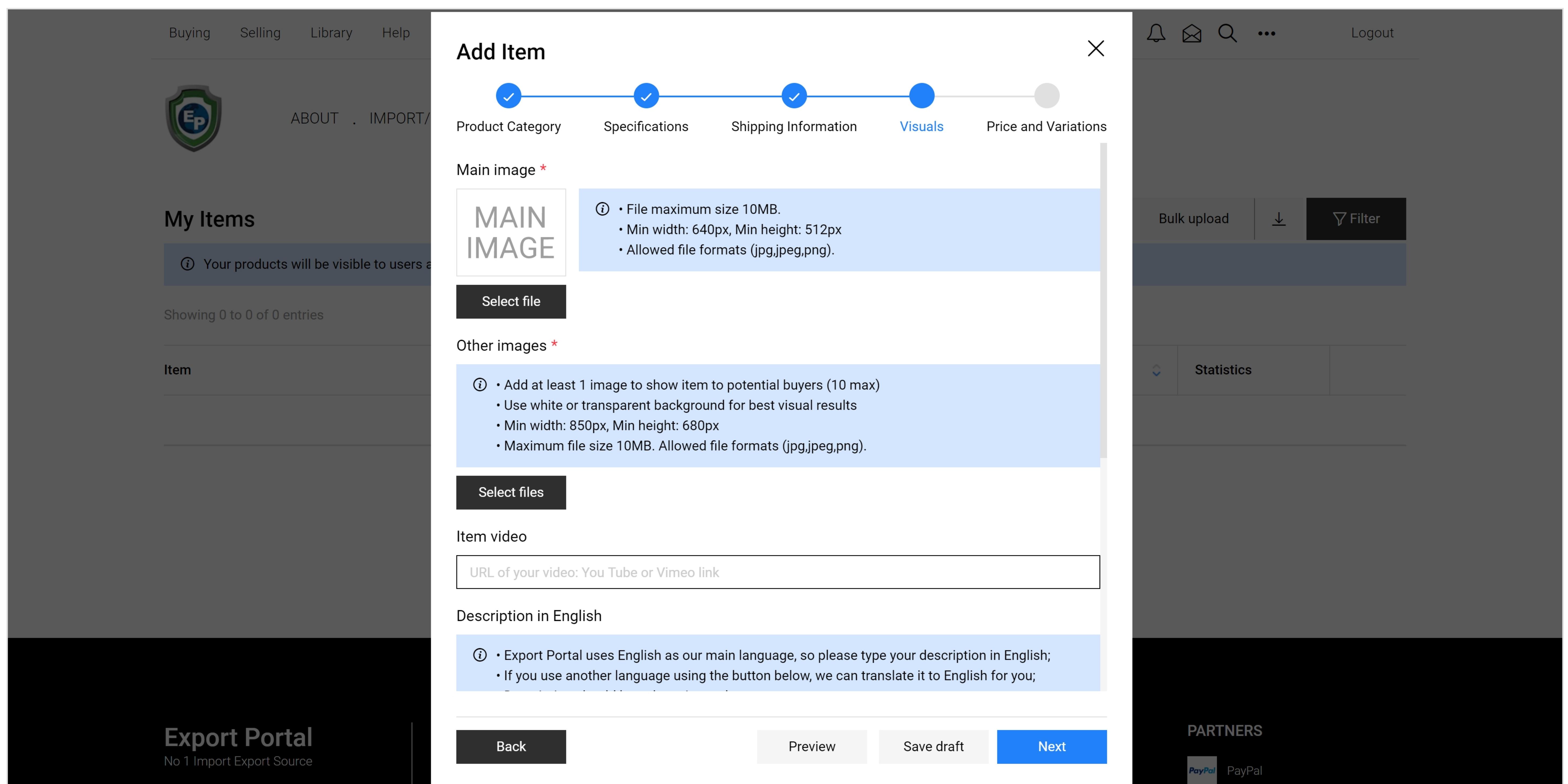


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STEP 4

Visuals

In this section, you have the possibility to add two types of Visuals: Images and Videos, and a Description of your item.



Images

You can upload images for your item to make your product more appealing. Pay close attention to the requirements for the photos and give special consideration to the quality of the uploaded pictures. We advise you to make sure the photos you take are clear enough and look attractive for buyers. The image is the first detail that will catch buyers' attention, so it is undoubtedly worth investing a bit of extra time and effort.

A great feature is that you can add more than one picture for each product. You can take photos from different angles, thus allowing the purchaser to see the item in more detail. If you have different types of the same item, you can easily add photos for each of them. This will increase your chances of being popular and successful on our platform.

Video

If you happen to also have a promotional video for your product, then do not hesitate to add the link below the pictures.



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Description

Also on this page, we encourage you to add the description for your item. Here, you can describe the product, indicating what makes it special and including key selling points. Remember: the better you describe your product, the higher are the chances that buyers will notice it.

It is preferable that the description is written in English. However, in case your written English is not that strong, Export Portal is here to help you. You can write the description in your native language and our team will translate it for you within 5 working days.

STEP 5

Price and Variations

Last comes Price and Variations where you will be asked to add the price in USD and a discount price if one is offered. Here you can also “Create variations for the items” and “Set a Price for Combination of Variations”.

Read carefully the instructions on how to add item variations and how to create combinations out of them. The price you will be adding for item variations is the final, discount price for each product in part.

The screenshot shows the 'Edit Item' page in the Export Portal. The top navigation bar includes 'Buying', 'Selling', 'Library', and 'Help'. The left sidebar has 'ABOUT', 'IMPORT/EXPORT', 'My Items', and a note about product visibility. The main content area is titled 'Edit Item' and shows the 'Price and Variations' step. It includes fields for 'Price, USD' (e.g. 10.55), 'Discount Price, USD' (e.g. 10.55), and 'Discount' (0%). Below this, there's a section for 'Create variations for the items' with instructions and a 'Variation type' input field (e.g. Color) and an 'Options' input field (e.g. Red; Green; Blue;). A note says 'Use ";" or press "Enter" to separate variations.' At the bottom are 'Back', 'Preview', 'Save draft', and a green 'Edit Item' button. The right sidebar shows 'Logout', 'Bulk upload', 'Filter', 'PARTNERS', and 'PayPal'.

SUCCESS

And there you go! You've now successfully added your item to the largest B2B marketplace. Use these tips to list your products in an attractive and efficient way on Export Portal, and promote your product to our network of international buyers today!