

Yiwu Buyer's Field Kit

Ten pages for your buying trip to Yiwu International Trade City: what to confirm before you fly, what to show your driver, and what to write down at every booth.

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Lance · Your local sourcing partner in Yiwu
linkyiwu.com

Before you fly

Confirm the entry route for your passport and itinerary before you pay for travel. Everything else follows from it.

Entry route	What to confirm
Visa-free entry	Whether your nationality and passport type qualify, for what purpose and how many days. Check with your Chinese embassy or consulate; arrangements for different countries do not share one expiry date.
240-hour visa-free transit	That your country is on the current list, that you hold confirmed onward travel to a <i>third</i> country or region, and that you enter through an eligible port and stay inside the permitted area. Yiwu Airport is a listed port; business visits are allowed. [S1]
Port visa at Yiwu Airport	Available since July 2026 for eligible urgent circumstances — it is not a guaranteed visa on arrival. Get guidance from the port visa authority and your inviting company before you book. [S2]
Business (M) visa	If no visa-free route fits, confirm the right visa with the Chinese mission or visa centre. Lance can issue an invitation letter; an invitation alone does not guarantee approval.

Documents & money

- ☐ Passport validity and entry conditions checked for my route
- ☐ Passport, visa or eligibility evidence, tickets and hotel address saved offline
- ☐ Alipay and WeChat Pay installed at home with a card linked; a second payment method packed
- ☐ Some RMB cash in small notes for taxis and samples
- ☐ Travel insurance and emergency contacts noted

Phone & pack

- ☐ Mobile data and SMS access arranged (payment apps send codes)
- ☐ Translation app with offline Chinese, a ride-hailing app and the Yiwu Market app (page 6)
- ☐ Product list with photos, specifications, target quantities and budget
- ☐ Plenty of business cards; an empty bag or case for samples
- ☐ Comfortable shoes, power bank, adapter for 220 V (plug types A, C, I)

Using a VPN? Switch it off before paying in Alipay or WeChat — it can trigger fraud checks.

Arrival, driver card & hotel

Plan the whole journey to your hotel or market gate, including transfers and waiting time.

Arrival point	Plan the onward journey
Shanghai airports	Transfer to the railway station named on your ticket, then high-speed train to Yiwu. Allow time for immigration, baggage and the city transfer.
Hangzhou airport	Compare the direct airport coach to Yiwu with a transfer to a Hangzhou railway station and onward train. Confirm the coach destination before you pay.
Yiwu airport / station	Taxi or ride-hailing to your hotel or a specific district and gate. Check the pickup point and destination in the app before you get in.

Check live schedules for your travel date. This edition leaves out fixed fares, bus numbers and transfer times that could make you miss a connection.

Show your driver

TO THE MARKET

请送我到
义乌国际商贸城
_____ 区 _____ 号门

Please take me to Yiwu International Trade City, District _____,
Gate _____.

TO MY HOTEL

请送我到这家酒店：

Copy the hotel's Chinese name and address by hand, or show a screenshot — most PDF readers cannot type Chinese into form fields.

Emergency: Police 110 · Ambulance 120 · Fire 119

Where to stay

Your buying focus	What to check when booking
Districts 1–3	The real walking route to your gate, not the distance to a map pin
Districts 4–5	Access to that end of the market and time to your other appointments
Mixed list / District 6	Compare door-to-gate journeys for each day of the trip

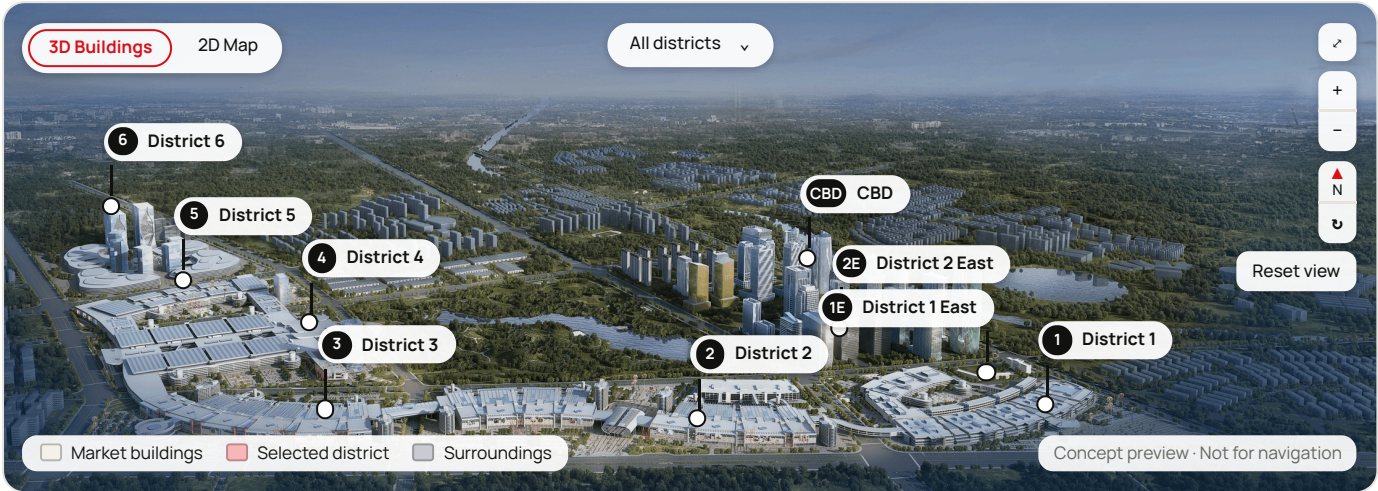
- ☐ Hotel confirms passport check-in for overseas guests [S3]
- ☐ Hotel will accept sample deliveries and hold boxes
- ☐ Chinese address and front-desk phone saved offline

Your booking

Hotel	
Phone	
Booking ref.	
Nearest district / gate	

Market map & floors

Each district is a separate building. Districts 1–3 stand in a row; 4, 5 and 6 continue north-west. Finish one building before crossing to the next.



District 1 East and District 2 East are separate extensions — keep “East” in your notes when you share a destination. Live 3D map with gates: linkyiwu.com/yiwu-market/map/

RECORD THE ADDRESS, NOT A PIN

二区 26门 三楼 11街 3单元 16989 = District 2 · Gate 26 · Floor 3 · Street 11 · Unit 3 · Booth 16989. Copy it exactly from the supplier’s sign; formats vary.

District	Floor	Main categories	District	Floor	Main categories
1	1F	Artificial flowers, toys	3	1F	Pens, paper products, eyewear
	2F	Jewelry, hair ornaments		2F	Office & school supplies, sports goods
	3F	Festive & decorative crafts, ceramics, crystal, frames		3F	Cosmetics, zippers, buttons, garment accessories
2	1F	Bags, luggage, umbrellas, packaging	4	1F	Socks
	2F	Hardware, tools, electrical, locks		2F	Daily consumables, hats, gloves
	3F	Appliances, electronics, clocks & watches		3F	Towels, yarn, neckties, lace, thread
	5F	Buyer service centre		4F	Scarves, belts, underwear

Selected categories, not a full directory. For Districts 5–6 and the East extensions, use the current market directory and your supplier’s confirmation. Check opening hours and holiday notices with the market before each visit.

Booth record sheet

One row per product. Photograph the booth sign and business card together, then write the booth number – it is the only ID you need. Print this page again as often as you like.

Booth no. district-gate-floor- no.	Product & spec	Price / unit	MOQ · pcs per carton	Lead time	Sample ✓	WeChat / notes

STRONGLY RECOMMENDED

Skip the paper: the Yiwu Market app

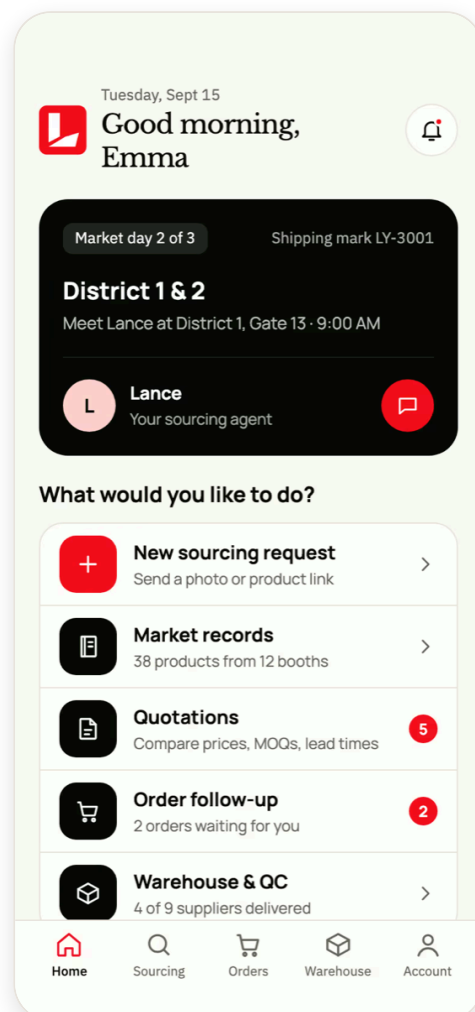
Our free iOS app does what page 5 does, faster and without the handwriting. Point your phone at the booth, talk, and the record writes itself.

- 1 Snap the booth sign.** The app reads the booth number and district from the photo – no more copying 二区 26门 三楼 11街 by hand.
- 2 Photograph the product, then just talk.** Say the price, MOQ, carton count and lead time. Voice notes are turned into text on the spot.
- 3 AI files it for you.** Photos, quotes, supplier card and booth details land in one record per supplier, sorted by district and product.
- 4 One tap to a purchase order.** Pick the records you want, export a PO, and Lance takes over supplier follow-up, inspection and shipping.

What you get in the app

Market records	Every product you captured, with photos, booth number and your notes
Quotations	Compare prices, MOQs and lead times across booths side by side
Order follow-up	See which orders are waiting for you and what Lance has confirmed
Warehouse & QC	Which suppliers have delivered, inspection results, shipping status
Your agent	Chat with your Lance sourcing agent and see the day's meeting point

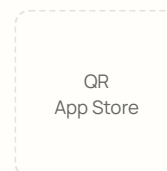
No signal inside the hall? Capture anyway – records sync when you are back online. The paper sheet on page 5 is your backup; type it into the app in the evening.



GET THE APP

Yiwu Market on the App Store

Search "Yiwu Market" or visit
linkyiwu.com/ios-app/



One account for the app and your online workspace. Free for Lance clients.

At the booth

Negotiating is expected and is not rude. What surprises first-time buyers is that price is the last thing to discuss, not the first.

THREE RULES THAT SAVE THE MOST TIME

- 1. **Arrive with a product list.** Six districts is not a place to browse.
- 2. **Ask the MOQ before the price.** Tag prices assume carton quantities, never one piece.
- 3. **Record every booth number.** It is the only way to find that supplier again.

Order of questions

- 1. Is this in stock? Lead time for my quantity?
- 2. What is the MOQ – per colour or variant? Pieces per carton?
- 3. How does the price change with quantity?
- 4. Carton size and gross weight (you need it for shipping)
- 5. Can you customise? At what quantity?
- 6. Sample price, and is it refundable against an order?
- 7. Then, and only then, negotiate

Trade something. If the price will not move, ask about MOQ, packaging, samples or timing instead. There is no universal discount – compare matching specifications from several booths.

Useful phrases

多少钱?	duō shǎo qián	How much?
起订量是多少?	qǐ dìng liàng shì duō shǎo	What is the MOQ?
一箱多少个?	yì xiāng duō shǎo gè	How many pieces per carton?
能便宜点吗?	néng pián yi diǎn ma	Can you do a better price?
交货期多久?	jiāo huò qī duō jiǔ	What is the lead time?
可以拿样品吗?	kě yǐ ná yàng pǐn ma	Can I take a sample?
可以定制吗?	kě yǐ dìng zhì ma	Can you customise it?
有现货吗?	yǒu xiàn huò ma	Is it in stock?
加个微信	jiā gè wēi xìn	Let's add each other on WeChat
我再看看	wǒ zài kàn kan	I'll look around (polite exit)

Point at the phrase – suppliers read it faster than they hear it. English is limited in most halls, so a translator or agent earns its fee on day one.

Numbers

一	二	三	四	五	六	七	八	九	十	百	千
1	2	3	4	5	6	7	8	9	10	100	1,000

Compare & confirm

Compare the same specification, quantity, packaging and currency. A low unit price on its own is not a decision.

Product / required spec / quantity			
	Supplier A	Supplier B	Supplier C
Booth no. / supplier			
Material / size / finish			
Price + currency / unit			
MOQ + pieces per carton			
Packaging / carton size			
Lead time / ready date			
Deposit / balance terms			
Preferred supplier and why			

Before you pay a deposit

- ☐ Proforma invoice with supplier's legal name, booth number and bank details
- ☐ Written specification and the approved sample it refers to
- ☐ Quantity, unit price, currency and total match the invoice
- ☐ Packaging, pieces per carton, shipping marks and label artwork agreed
- ☐ Deposit amount and the condition that releases the balance
- ☐ Ready date, and what happens if it slips
- ☐ Who inspects, against what, and the remedy if goods fail
- ☐ Delivery address, contact and order number given to the supplier

Changed bank account? Treat it as a new verification step. Confirm through a contact you have already verified before sending funds, and be cautious about paying into personal accounts.

A sample is not automatically approved for production — record the agreed version and any changes in writing. With Lance, orders from many booths are consolidated in one warehouse, inspected against your reference samples, and balances are released only after the goods pass.

Shipping & budget

Ask every forwarder to quote against the same shipment details and the same service boundaries.

Method	Confirm before comparing quotes
Sea – LCL / FCL	Origin and destination charges, delivery scope, sailing estimate, free storage time, exclusions
Air / express	Actual and chargeable weight, volumetric divisor, restricted goods, customs scope, delivery estimate
Rail / other routes	Current service availability, destination terminal, customs arrangements, final delivery

Your volume

CBM per carton = length × width × height in metres
0.60 × 0.40 × 0.35 = 0.084 CBM · 100 cartons = 8.4 CBM

Supplier	Cartons	CBM / carton	Total CBM	Gross kg

- ☐ Delivery address, shipment ID and shipping marks sent to every supplier
- ☐ Commercial invoice, packing list and transport documents agreed
- ☐ Product classification and import requirements checked with my broker

Trip budget

Cost	Estimate	Actual
Flights and intercity travel		
Hotel: nights × nightly rate		
Meals and local transport		
Interpreter / sourcing support		
Samples and sample courier		
Entry costs, data, contingency		

Landed cost = goods + origin handling + freight + insurance + destination handling + duties and taxes + testing and labels + service fees. Use one currency and note the exchange rate and date. Don't double-count costs already inside a quote.

Testing and certification for your market (toys, cosmetics, electrical, food contact) are your responsibility – agree who arranges each requirement.

Before you leave Yiwu

Close the gaps while suppliers and your local contacts are still easy to reach.

- ☐ Every shortlisted supplier has a booth photo, contact and booth number
- ☐ Quotes state specification, quantity, currency, packaging and validity
- ☐ Samples are labelled with the booth number they came from
- ☐ Specifications, payment terms and ready dates confirmed in writing
- ☐ Suppliers have the correct warehouse address and shipping marks
- ☐ One named person owns each open action and its date

Don't approve a payment or shipment just to finish the trip. Resolve the agreed release conditions first.

LANCE CAN HELP WITH
Invitation letters · market guide and translation · sourcing without visiting · order follow-up, consolidation and inspection · shipping to your door

Website	linkiyiwu.com
Plan a trip	linkiyiwu.com/plan-my-trip/
App	Yiwu Market – App Store
WhatsApp	
WeChat	

Questions buyers ask

Q Do I need an agent?

Not just to visit. Consider local support when you need translation, supplier follow-up, inspection or consolidation. Agree the scope and fees in writing.

Q What is the MOQ?

It depends on the product, stock and customisation. Ask for pieces per carton and the minimum per colour or variant.

Q How do I pay?

Ask which methods the supplier accepts and agree the payee, currency, fees and milestones. No single deposit split applies to every order.

Q How long will an order take?

Separate stock availability, sample approval, production, warehouse receipt and international transit. Get dates for each.

Q Can I buy without visiting?

Yes, with clear specifications, samples and documented inspections. Agree who talks to the supplier and who authorises changes.

Q When should I visit?

Confirm current opening and holiday notices before booking, and ask key suppliers whether they will be there on your dates.

Sources, checked 18 Sep 2026. [S1] 240-hour visa-free transit – National Immigration Administration (nia.gov.cn). [S2] Port visa guidance – National Immigration Administration; Yiwu Airport port visa service – Yiwu Municipal Government notice, 17 Jul 2026 (yw.gov.cn). [S3] Accommodation for overseas guests – Ministry of Commerce and partner agencies, 2024. This is a practical workbook by Lance, an independent sourcing company. It is not issued by or affiliated with the market operator, and it is not legal advice or a purchase contract.