

# Tabi Powers AI Agents in Cross-Border Commerce Through Collaborations with Hoobuy and OOPBUY

Enabling AI-driven execution across global e-commerce platforms to transform product discovery and purchasing decisions



**Singapore, Singapore May 7, 2026 ([Issuewire.com](https://www.Issuewire.com))** - Tabi is the Modular Layer for Consumer AI.

It provides infrastructure for AI Agents to operate across real-world consumer systems, enabling AI to move beyond recommendation into execution.

Cross-border commerce is one of the most complex and fragmented areas of consumer behavior.

Users navigate multiple platforms, languages, pricing structures, and logistics systems to discover and purchase products globally.

While AI has improved product discovery, it remains largely limited to recommendation systems.

Tabi introduces a new approach.

Through collaborations with cross-border commerce platforms such as Hoobuy and OOPBUY, Tabi demonstrates how AI Agents can operate directly within real-world e-commerce environments.

In these environments, AI Agents can:

- analyze product demand across regions
- normalize and translate product information
- compare listings across multiple platforms

- assist users in real-time decision-making
- optimize purchasing actions based on context

Instead of static recommendation engines, these systems function as adaptive AI Agents that continuously learn from user behavior and market signals.

Hoobuy and OOPBUY represent real-world cross-border shopping scenarios where users actively engage in global consumption.

By operating within these environments, AI Agents built on Tabi are able to move beyond assisting users toward executing meaningful actions within consumer systems.

Tabi's modular infrastructure enables these agents to function across platforms without requiring each ecosystem to rebuild its own AI execution layer.

This transforms cross-border commerce from a fragmented process into a structured AI-driven system.

AI is no longer limited to helping users decide.

With Tabi, AI becomes part of the transaction flow itself.

Learn more about Tabi:  
<https://www.tabichain.com/>

## Media Contact

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