Global Selling with Amazon

Growing your business internationally has never been easier

amazon
Amazon Global Selling is a team within Amazon focused on helping you sell your products globally. We designed this manual to help you make informed decisions about entering the global marketplace with Amazon.
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Global Selling with Amazon

Introduction

E-commerce has revolutionized the world of retail, opening new channels and opportunities for retailers of all sizes. In the past, opportunities for many small to medium businesses ended at the borders of their own country, and international trade was only for large multinational corporations. Today, the global marketplace provides opportunities for companies of all sizes.

You can take advantage of the phenomenal growth in Internet sales by expanding globally with Amazon. Today’s consumers are all over the world, technologically savvy, and they enjoy shopping online to purchase a wide variety of products. We have marketplaces around the world—United States, Germany, United Kingdom, France, Italy, Spain, Canada, China, and Japan—and the services and tools to help guide you through the global selling process. Every day we’re looking at opportunities to launch into new marketplaces, so your business can expand as we do.

The prospect of selling internationally can be intimidating, especially with the presumed time and monetary investment needed to expand. International expansion can begin with testing your products in new marketplaces through exports or getting your product in front of new international customer by selling on Amazon in a new marketplace. The opportunity for international success is there, and Amazon can work with you to help you succeed.

This manual provides a starting point for global selling with Amazon. It’s an overview of some important things you need to know as you expand your business internationally with Amazon. Here are just some of the topics you will find in this manual:

- The Opportunity in Global Selling with Amazon
- Steps to Deciding to Sell Globally with Amazon
- Global Selling Solutions from Amazon
- How to Start Selling Globally on Amazon
- Some Specific Marketplace Information

The Global Selling Manual does not replace your subject matter experts, such as tax, legal, and other service advisors. Neither this document nor any other materials or information provided by Amazon is or are intended or considered tax or legal advice. It provides you general information and directs you to tools, so you can have a knowledgeable discussion with your respective advisors. With this added resource, you will be able to make informed decisions about global selling with Amazon. In other words, your goal is to build a house. This manual wouldn’t make you an architect, but it would enable you to talk to your architect about the type and the features of a house that you would like him to design.

While we address many important questions, you should seek additional counsel for guidance specific to your business before making the decision to sell globally.

Marga Trias is founder and CEO of Clicktime, a Barcelona-based online seller of wristwatches. She launched Clicktime in 2006 and now offers 50 brands of wristwatches and 16 of branded jewels with about 1,500 different styles of watches. She first connected with Amazon in 2010, and sales on Amazon now account for more than half of Clicktime’s total sales.

Look for this box to get helpful hints as well as feedback from sellers who have expanded their business globally with Amazon.
The Opportunity in Global Selling with Amazon

The opportunity for reaching potential buyers in the global marketplace is tremendous. Today, many sellers limit their customer base to their home country due to the challenges of selling internationally. Globally, hundreds of millions of shoppers use the internet to make retail purchases, and Amazon offers the tools and resources to help sellers reach these potential customers and significantly expand their customer base.

Amazon can support your global selling business

We realize that selling globally can seem complex and daunting, so Amazon is constantly working to make it easier for you. Selling on Amazon is a relatively low investment, and we’ve developed tools and services to help you sell your products and fulfill your customer orders as well as reports and processes to help you run your business.

In a few steps you can start listing and selling your products on any one of our websites in the United States, Germany, United Kingdom, France, Italy, Spain, Canada, and Japan. To that end, we offer various tools and services to help you sell your product, including product listing tools and the Amazon European Marketplaces Account. Amazon European Marketplaces Account is a seller account that is available to sellers who are interested in selling in European Marketplaces. The account makes it easy to access all of the seller’s European marketplaces through one portal.

We help you get your products in front of new international customers and help you with this whether you fulfill yourselves or use Amazon to fulfill your customer orders. If you choose to use Fulfillment by Amazon (FBA) services, we have fulfillment centers in countries where we have websites and provide various services to make the most of them, thus making it easier to meet your customers’ needs. We’ve made selling globally easier, so you can focus on what you do best—expanding your business and offering new products.

You can start selling internationally in a number of ways. You might test selling globally by exporting your products directly from your home marketplace, or you might sell your products on Amazon marketplaces outside your home country. Either way, you can reach customers wherever they are located to get your products in front of new international customer base, and help increase your sales.

Perhaps you’re still asking yourself why you would want to expand your business globally with Amazon. How can global selling with Amazon actually help your business?

- Do you have “stagnant” or seasonal inventory that you don’t know what to do with after the season has passed? You can extend your selling season by selling abroad where the product may find a new audience.
- Has your business slowed because local demand is stagnant? On the other hand, maybe it is still going strong, and you want to continue the growth. By selling into another marketplace, you expose a new customer base to your products. Expanding globally early could give you the edge over the competition.

Sylvain Desprez, founder of French merchant Moereshop, admits that his business is years ahead of where it would otherwise be thanks to Fulfillment by Amazon. He is now selling successfully across Europe.

“Sales are up and we have access to an excellent customer base on Amazon in the UK and Germany,” he says.
We support you by supplying the necessary reports to run your business and a Seller Central portal, which provides helpful tools and information, such as at-a-glance order status, messages from buyers, and seller coaching tips. In addition, Amazon has established relationships with service providers such as freight forwarders and customs brokers, making it easier to ship your inventory.

This is just an introduction to what we have to offer sellers on Amazon. In the Global Selling Solutions from Amazon section, we’ll tell you more about these tools and services, and tell you how they support your global-selling business. First, however, we would like to discuss some key considerations to selling your products in the global marketplace.

“For a seller on Amazon, the platform is very well built up and communication is very easy via e-mail or phone. Amazon’s processes are well defined. The fact that Amazon is always doing webinars to teach sellers about how to do things gives us the possibility of improving our knowledge. Actually, I’m very happy with Amazon.”

- Marga Trias, Clicktime
Key Considerations to Selling Globally

If you are selling your products domestically, you’ve likely addressed key considerations like where to sell your product, the demand for your product, your competition, and the relevant regulations. Once you have an idea of what you’re going to sell, you’ll need to make some decisions about your business such as whether there are tax implications, and how to fulfill your customers’ orders and provide customer support. Selling globally is the same: you’ll need to research the global marketplace you’re considering:

• Where in the global marketplaces should I sell my products?
• Is there a demand for my product in another marketplace?
• What regulations, standards, and legal requirements should I be aware of?
• What type of products can I sell on Amazon?
• What taxes will I be required to collect and to pay?
• How will I fulfill my customers’ orders?
• How will I support customer questions in other marketplaces?

Where in the global marketplaces should I sell my products?

Now that you’ve decided to expand your business beyond your home marketplace, you need to decide in what countries you want to start selling. Amazon has marketplaces in nine top ecommerce countries, eight of which are currently available to foreign sellers. We are continuing to add countries to help you grow your international business. You should select the marketplace that is most appropriate for your product line and that you have the resources to support—and that fits into your strategic goals.

Here are a few things to consider:

• Is your product appropriate for one of the countries that Amazon already operates in? For example, MP3 players operating on 110–220 V that use two-prong electrical chargers may not be appropriate for the EU, but could be appropriate for Japan. You also need to ensure that you comply with all laws in that country.

• Do you have the resources to support customer service for your products in the local language and to localize listing content? For example, a US seller with English-speaking staff may not be positioned to start selling in Germany. Canada or the UK would be a better starting point to leverage existing resources before expanding into other countries.

Ravi Karia from Universal Textiles based in Leicester UK took the family business online.

“Amazon has enabled us to easily expand our business into new countries and grow our UK business through the economic crisis. They offer an excellent low-cost and low-risk model allowing small businesses like ourselves to reach new customers all around the world. Within 18 months from launching our products on Amazon’s international websites, 30 per cent of our annual turnover is now from non-UK sales. Signing up as a seller has been one of the best decisions we have made as a company.”
Is there a demand for my product in another marketplace?

Now that you have some idea of where you want to sell your products, research the type of products that are in demand on that marketplace, your competition, and product pricing. Researching a foreign marketplace is similar to researching your home marketplace, but there are few additional considerations, such as cultural, climate, and language differences. Your research can be as simple as spending time carefully looking at similar products on Amazon or as in-depth as hiring an outside consultant to conduct research for you.

Look for Demands in the Marketplace

Perhaps your product sells well in your home marketplace, and you’re curious whether it would appeal to consumers in another marketplace. Research the marketplace where you want to sell your products. Is there a demand for the items you want to sell? Is there a lack of products like yours, or a lack of products in the price range you can offer?

You may also want to verify that the product would be appropriate for your target marketplace. For example, the feather beds you successfully sell in the UK would probably not sell well in the US because the standard mattress sizes are different. You might need to modify your product or reposition your marketing, copy, packaging, and digital assets to better meet the needs of your target consumers. Consider researching the marketplace’s customs, traditions, and demographics such as average age and income to help determine your product’s appropriateness.

Check Out Your Competition

Consider the prices, selection and other factors that influence customer buying decisions in each marketplace that you sell and consider how potential competitors are addressing these criteria. You may be able to use this information to plan compelling and competitive offers.

Study your competitors’ best-selling products in the categories where you want to sell your products, and look at the products that are similar to yours. Of those products, do customers appear to be buying based on price or brand? Do the best-selling products ship for free or for reduced rates? Do your competitors offer specialized delivery or installation services?

Develop Competitive Pricing

As you determine the price points for your products, you should compare your price position with similar items that are already selling on the marketplace where you want to sell your products and also consider your purchase price and inbound shipping costs (for shipping the product directly to you or for shipping the product to an Amazon fulfillment center), including taxes and duties. For example, heavier items may be too expensive to ship from one country to another and might be better candidates for selling through the FBA service in your target country.

What regulations, standards, and legal certification requirements should I be aware of?

Each country has legal and industry requirements concerning sales of products to consumers. In your home marketplace, there are probably laws that pertain to intellectual property rights, product safety, environmental, and other applicable requirements. The same is true for all other marketplaces. Do your research, and understand your responsibilities. Some things to consider:

• Customs
• Taxation
• Intellectual Property Rights
• Parallel Importation
• Export Controls
• Markings and Labels
• Environmental, Health & Safety
• Product Compliance
• Etc.

For more information, please see the Marketplace specific information, later in the manual. We currently have information on the EU, but we are working to include country-specific information for additional marketplaces in future updates to this manual.
What type of products can I sell on Amazon?

Our mission is simple: offering Earth’s biggest selection! You can create offers in most categories available on Amazon, but to ensure customers are able to buy with confidence, you’ll need permission to sell some products. For a list of available categories, please refer to the Amazon Services page on our website. See the list of links in Setting up your account on page 10. For products in a category that requires permission from Amazon, there is a process to request approval.

Some products, however, just cannot be sold on Amazon or other websites.

What taxes will I be required to collect and to pay?

Taxes and levies vary greatly from country to country, so make sure you do your research and consult your tax advisor for guidance. When you sell on Amazon or use FBA services, you may be obligated to determine whether and where any taxes apply and to report and pay taxes to the appropriate tax authority.

Taxation

Be aware of any indirect tax (for example, sales tax, VAT, GST) and excise tax and customs duties requirements before you list your products on Amazon. You may be liable for those taxes and may be required to pay them to the tax authorities. In some geographies, such as EU member states, the selling price displayed on Amazon needs to include any applicable tax.

If you are selling your products on Amazon.com and shipping them to the US, Amazon offers a tax collection service that will help you collect the correct sales taxes. Currently, this service only exists in the US, but check back with us to see if the service becomes available for other countries.

If you are selling your products on Amazon and shipping them to the EU or within the EU, please see Taxation in the EU on page 18 for more detailed information about VAT.

How will I support customer questions in other marketplaces?

Language differences affect how you conduct your business at several points along the way.

When you list your products on an Amazon marketplace, you must provide product information for each item listing in the appropriate language for that marketplace. There is some translation help available on Amazon. In Seller Central, you can use a listings tool that searches the Amazon catalogue to see if your product is already listed in the desired language. If a detail page for your product is not already available on Amazon, then you will need to translate the listing yourself. There are independent translation services available, if you don’t know someone who speaks the language. In any event, you are responsible for ensuring that your listings in all marketplaces meet our standards.

In addition to translating your product listings into the appropriate language for the selected marketplace, Amazon has some further communication requirements:

**Tip** Time zone differences may cause delays in response to customer inquiries. It’s important to respond quickly as delays can be perceived by the customer as a negative experience.

- You should support customer questions sent via e-mail in the language of the marketplace in which you are selling. You are not required to offer phone support, but if you do so, it must be in the marketplace’s language as well.
- When you are interacting with Amazon Customer Service or Seller Support, you should be able to communicate in English or in the marketplace’s language.
- Product documentation, such as manuals, should be in the marketplace’s language. There might be additional documents your customer may request, and they need to be supplied in the marketplace’s language.

How will I fulfill my customers’ orders?

You can choose to fulfill your customers’ orders by packing and shipping them yourself or you can choose to sign up for Fulfillment by Amazon and leave the picking, packing, and shipping to the experts. You just have to send their inventory to an Amazon fulfillment center.
Fulfilling Your Orders Globally

Amazon works to make it easier for you to start and run your business globally. We continue to add new tools and services with that goal in mind. After you start receiving orders, fulfilling those orders can be the biggest challenge. Amazon offers solutions that can help you whether you fulfill orders yourself or choose to have Amazon fulfill them for you.

Fulfilling orders on your own

If you want to fulfill your own orders, and you decide to ship orders to another country, you should be aware of the relevant customs requirements. You can choose to use a private carrier, or you can mail packages through the postal system. Whichever carrier you select, contact them to find out shipping costs, as well as any size, weight or other restrictions.

The orders you ship to another country may be subject to import taxes, customs duties, and fees charged by the destination country.

Even if you do your own packing and shipping, Amazon is there to help you fulfill your orders. We provide you with tools and services to help streamline your business and to provide your buyers with a positive experience:

- **Seller Central portal**: The Seller Central portal provides access to the tools you need to manage your orders. You can see at a glance such information as how many orders you have to ship, feedback rating, and payments summary. The Amazon Selling Coach provides information that can help you best manage your inventory and increase your sales.

- **Shipping services and labels**: In some marketplaces, you can buy shipping and print labels for your orders right from the Manage Orders page in Seller Central. You can choose the type of service based on the speed, cost, and carrier’s service details. You can provide details about exactly what you are including in the shipment so that the shipping you purchase is accurate. Then you can print the shipping label for the package. (Availability for this service depends on your home marketplace and it may not be available for international orders.)

- **Buyer order communications**: Amazon takes care of buyer order details, such as confirming shipment with the buyer after you confirm to Amazon that you have shipped the order, collecting payment from the buyer, and crediting your account.

- **Reports**: Amazon provides several reports for you to view and download. You can use these reports to keep track of such things as unshipped orders or inventory status.

- **A-to-Z Guarantee**: In the rare event that a buyer requests reimbursement because an order never arrived or was different from what they expected, the A-to-Z Guarantee program facilitates communication between you and the buyer to help make things right. The program helps increase customer satisfaction.

Julius Oliveti, director of UK electronics and PC accessory firm Gizmo-Deals:

“Fulfilment by Amazon is the only way I know of allowing a one man company to sell in multiple countries and turnover in excess of £1 million a year. If I was to take this idea to Dragons’ Den, they would bite my hand off to invest.”
Fulfilling orders by using Fulfillment by Amazon

If you've determined you can sell your product in a given marketplace, but prefer not to fulfill customers' orders yourself, we can do it for you. Sign up for Fulfillment by Amazon (FBA), and Amazon will pick, pack, and ship inventory on your behalf. We also provide customer service and take care of returns handling for the orders we ship for you. When Amazon fulfills your orders, you can relax and devote the time you save to building your business even further. FBA can also help your online sales increase, by providing greater visibility to your products and offering fast shipping to your Amazon customers, a highly attractive benefit. In addition, all of your FBA orders are backed by Amazon's world-class customer service to answer customers' questions about their orders.

Amazon currently offers FBA services to sellers in China, France, Germany, Italy, Japan, the United Kingdom (UK), and the United States (US). Sellers who sign up for Fulfillment by Amazon receive many benefits:

- In a recent survey (Q1 2012), 89% of US sellers surveyed reported a unit sales increase since joining FBA, and the majority of sellers reported a sales increase of 20% or more.
- FBA is scalable with your business’ growth and ideal to handle peaks at certain busy times of the year. FBA can accept a single unit or thousands of units. You decide how many items you send through FBA at any given time.
- Faster shipping times—currently most seller shipping times are listed anywhere from 7–21 days. When you sign up for FBA in US, EU, or Japan; your products are eligible for FREE Super Saver Shipping, Amazon Prime, and other expedited shipping options—all accompanied by the Amazon delivery promise. You can reduce your shipping time to 2 days for most Amazon Prime orders and 3 to 5 days for most non-Prime Orders.
- Being able to reach our most loyal customer base in US, EU and Japan; the Prime shoppers, is a major advantage. Many Prime customers will filter products based on their eligibility for Prime, and so may not even see your products if they are not in FBA.
- Reduce shipping costs—since your inventory may be able to be stored in the country in which you are selling, we may be able to ship your order from our fulfillment centers at a lower cost than you would be able to ship products directly from your current location.
- Customers can combine FBA orders with those from Amazon in one cost saving order.
- Many customers will place a last minute order for an FBA item during the holiday season, and trust that the item will arrive on time with Amazon’s expedited guaranteed shipping.
- Amazon’s world-class customer service is included as part of the FBA service for orders placed on Amazon, helping maintain high levels of customer satisfaction. The customer service support is provided in the local language of the marketplace where you are selling your products.
- Gift-wrap option is available for FBA orders in US, EU and Japan.
- FBA helps to give you a competitive edge with increased visibility of your products. Your FBA listings in US, EU, Japan and China assume in many cases $0.00 for shipment and are sorted accordingly on the Amazon offer listing page.

1Shipping intra-Japan is at no charge to the customer so Free Super Saver Shipping is not applicable in Japan.
Other fulfillment services and features

There are many other ways that Amazon can help you sell globally, no matter your needs.

Multi-Channel Fulfillment

You can take advantage of Amazon’s advanced order fulfillment expertise by using FBA’s Multi-Channel Fulfillment feature to fulfill orders that come from sales channels other than Amazon, including your own website, other third party platforms, and even catalog or in-store sales:

• Be flexible with order fulfillment. You can choose to have Amazon fulfill all or part of your orders using your stock in Amazon’s fulfillment centers, or you can choose to fulfill the orders yourself using stock you have on hand.
• Tell us where and how to ship an order when it comes in by submitting an order fulfillment request, and we’ll pick, pack, and ship the items.
• Select between delivery speeds. Available delivery speeds vary depending on origin country and destination country. For example, in the US you can select from Standard Delivery (1-day processing and 3–5 business days shipping), Two-Day Delivery, or Next-Day Delivery for domestic shipments. Your packing slips contain your business name and can include a customized message to the customer.
• Work directly with your customers to handle customer service and returns handling.
• Within Europe, take advantage of Amazon’s EU Export for Multichannel option to ship your orders from your stock in one of Amazon’s European Fulfillment centers to customers throughout the EU.

FBA Export

When you sign up for FBA Export on Amazon in EU, and US you can export eligible products to supported countries. The number of export countries varies by marketplace and some restrictions may apply by product. There are no fees to sign up for FBA Export. In addition, for a fee you can use FBA Export to fulfill your multi-channel media orders for books, music, DVD, and videos.

FBA removes the added cost of customer returns—sellers that provide an International Returns Address must reimburse customers for return shipping.

European Fulfillment Network

For order fulfillment in the EU, if you have signed up for FBA and have a European Marketplace account, you can take advantage of the European Fulfillment Network (EFN) service. When you sign up for EFN, you can ship your inventory to one fulfillment center located in your home marketplace, and Amazon ships your products throughout the EU to your customers who order on one or more of Amazon’s other European marketplaces. And you can manage this from a Unified Seller Account providing you with a full overview of your European Amazon business.

For more information about optional services in the EU, see Selling in the European Union on page 16. Note that EFN services may currently not be available in some EU countries.

Anton Weber, Business Development Manager, Captain Play Ltd in Germany quoted sales of some of his products increased more than 4 fold when he started to use FBA and added.

“We are more likely to grow faster with Amazon than through any other online platform. FBA provides us with the logistic backbone and is the tool for our long term economic growth far outside the borders of Germany.”
How to Start Selling Globally on Amazon

To start selling globally with Amazon, you need to:

• Set up your account.
• List your products.
• Send your inventory to an Amazon fulfillment center if you’re using Amazon to fulfill your customer orders.

Setting up your account

When you set up your Amazon selling account, you will need to provide some important information. To set up your account, go to the Seller Services page for your selected marketplace and open an account:

• US—http://www.amazonservices.com
  Questions: http://www.amazonservices.com/content/sellers-contact-amazon.htm/
• UK—http://services.amazon.co.uk
  Questions: http://services.amazon.co.uk/standards/contact-us/
• France—http://services.amazon.fr
  Questions: http://services.amazon.fr/standards/contactez-nous/
• Germany—http://services.amazon.de
  Questions: http://services.amazon.de/service/kontaktieren-sie-uns/
• Italy—http://services.amazon.it
  Questions: http://services.amazon.it/s/contattaci/
• Spain—http://services.amazon.es
  Questions: http://services.amazon.es/standards/contactanos/
• Japan—http://www.amazonservices.jp
  Questions: http://www.amazonservices.jp/contactus/contact-us-eng.html
• China—http://kaidian.amazon.cn
  Questions: http://kaidian.amazon.cn/s/contact-us/

Except in the EU, if you want to sell in more than one marketplace, you need to set up an account in each marketplace.

Once you’ve opened an account, you’ll need to provide your legal business name, tax IDs, and other important information.

Enter Your Business Display Name and Legal Name

Your Business Display Name is the name that appears to customers on Amazon sites in the places where it says Ships from and Sold by. This name also appears in e-mail communications to buyers that Amazon generates on your behalf. You can always change your Business Display Name if you change the name under which you are doing business.

What about working with a half-dozen different Amazon organizations across Europe and North America? “It’s fine. Fortunately, Amazon in Europe has an integrated platform, so we can manage things for all of the countries, and it’s very easy. And then we have the platforms for Amazon in the US and in Canada. All of the platforms are quite easy and user-friendly.”

- Marga Trias, Clicktime

Your Legal Name is the name of the person or entity that owns your business. If you are a registered company, it is important to use the exact name (and address for a European Marketplaces Account) under which you are registered.

If you are signing up for a European Marketplaces Account, you also need to select a Legal Business Designation. This designation indicates whether the account you are operating the account as an individual seller or as a business organization (SARL, Ltd., GmbH, etc). Consult your legal advisor about your legal business designation.

Enter Tax ID or VAT Registration number

In your selected marketplaces, enter your tax ID or VAT registration number as applicable. Note that you can use a different tax ID for each marketplace.

If you are a company established in the EU, Switzerland or Liechtenstein and signing up for a European Marketplaces Account or for Fulfillment by Amazon in the EU, enter a valid VAT registration number if you have one. If you are a company established in the EU and you have not entered a valid VAT registration number, Amazon will have to charge VAT on any Selling on Amazon or FBA fees. If you are a company established in Luxembourg, Amazon will have to charge you VAT on any service fees, including FBA.
Provide Bank Account and Credit Card Information

Amazon pays the proceeds of your sales to your bank account by electronic transfer, so before you can receive payments, you must provide bank account information. The marketplace where you are setting up your account may have specific requirements about where your bank account should be located. For example, if you are setting up a seller account on Amazon.com, Amazon.co.uk, Amazon.fr, or Amazon.de, your bank account can be located in the US, the UK or in any country in the Eurozone. For seller accounts on Amazon.es or Amazon.it, your bank account must be located in any country in the Eurozone. Refer to the Bank Account Information in Seller Central Help for information about where your bank account should be located.

The required bank account information (for example, the bank routing number and the account number) is also different for many countries, so refer to the Bank Account Information in Seller Central Help for the specific information that is required for the country where you have your account.

It is important to enter your bank account information as soon as possible since there is a mandatory 14-day waiting period before Amazon can disperse any funds to you. After the waiting period, Amazon will disperse your sales funds to your bank account once every 14 days.

You are also required to enter a credit card number. When you create your account, Amazon charges your monthly seller fees to this credit card. Your credit card may be charged if in subsequent months your balance at settlement time is not sufficient to cover these fees.

Set Up State Sales Tax Collection Services (US)

In the US, you can set up tax collection services for state sales taxes with Amazon. After setting up your account in Seller Central, you can set up tax collection services by clicking the Settings tab and then selecting Tax Settings. The tax collection service collects sales and use taxes for you based on the settings you supply to Amazon. In most other countries, you are responsible for collecting taxes and issuing VAT valid invoices if required by law, so you need to include taxes as a component of your pricing if you are required to do so.

There may be federal tax requirements that apply to you as well. See Taxes in the US on page 27 for more information.

Sell in Additional Marketplaces (EU)

When you sign up to sell in one EU marketplace, you are automatically set up on Amazon to sell on our other EU marketplaces. On the top left of your screen in your Seller Central Account [?], you can use the dropdown menu to access each of the other countries to add marketplaces.

If you sign up for a European Marketplaces Account, you can also individually edit information that appears on the other marketplaces. For example, you can establish a different e-mail address for customer service in each marketplace.

Sign Up For Fulfillment by Amazon

When you are ready, you can sign up for Fulfillment by Amazon by going to http://www.amazonservices.com/content/fulfillment-by-amazon.htm/

If you want to sign up for FBA for a different Amazon site, you can switch to the site by clicking Country in the upper right corner and selecting the desired country. When the site opens, select Fulfillment by Amazon from the Services dropdown menu.

- Click the “Add FBA to your Account” button if you have an existing Seller account.
- Click the “Register for FBA Today” button if you are new to selling on Amazon.

Follow the instructions online to complete the enrollment process.

We remit payment in the currency of the bank account location.

A credit card can be from any country, but it must be internationally billable.
Listing your products

Listing your products on Amazon is simple. Using the product listing tools Amazon provides, you just need to follow a few steps.

Prepare Product Information

The Prepare Your Product Information page in Seller Central’s Help pages provides the information you need to prepare your product listings. Product listing requirements may be different depending on the marketplace, so be sure to refer to the guidelines in Seller Central Help. Following are the components of a listing:

- Product ID—a global identification number such as a UPC, EAN, or ISBN number.
- Product title—a concise description of the product.
- Bullet points and product description—bullet points briefly list the top product features and catch the buyer’s interest. The product description provides detailed information about the product.
- Product images—clear photographs of the product that show as much detail as possible. Images should be at least 500x500 pixels in size, although 1000x1000 pixels in size is recommended when you want your product to be viewed in detail. Some categories may have different image size requirements, so refer to the guidelines in Seller Central.
- Search terms—key words that someone looking for your product might enter in the Search field. You can provide several search terms.

Translate Your Product Listings

If required, you need to translate your listings into another language. Many product listings are already translated into other languages. Use the listings tool in Seller Central to search the Amazon catalog to see if your product is already listed in the desired language. If not, you will need to translate the listing yourself.

Choose a Listing Tool and List Your Products

- If you have a small inventory (less than 100 products), it may be easier to use the Add a Product listings tool and list each product one at a time.
- If you have a large inventory (more than 100 products), it may be easier to create an inventory file and load the inventory all at once.

You can find help for using either method in Seller Central at the Choose a Listing Tool.

Sending your inventory to Amazon fulfillment centers

To start the process, you create listings for each of the products you want to have fulfilled by Amazon and assign each product a unique Merchant SKU. See “Listing your products” for how to create listings.

When you have created all your listings and have a unique Merchant SKU for each product, use the Shipment Workflow to create a shipment in your Seller Central account. When the shipment is created, the system provides important information:

- The fulfillment center(s) where you need to ship your products
- An FBA Shipment ID
- A Reference ID number

If your inventory is already in the same country as the fulfillment center, you simply need to arrange to have it shipped to the fulfillment center, using the carrier of your choice. When you create a shipment in your Seller account, you will be instructed where to ship your inventory. Make sure that you read and understand the FBA Manual in Seller Central Help as it provides detailed answers to your questions about using FBA and about shipping inventory.
If your inventory is located in a different country than the fulfillment center, you need to export your products from the source country and import them into the destination country. Here is an overview of the process:
1. Create listings in Seller Central.
2. Prepare a commercial invoice.
3. Ship the products from the factory or warehouse to the port.
4. Clear the products through customs for export.
5. Load products onto a carrier for transport to destination port.
6. Ship products to destination port and offload them.
7. Clear the products through customs for import.
8. Load products onto carrier for transport to fulfillment center.

What you need to know for importing and exporting inventory
You may have the time and the expertise to handle some or all of these steps yourself, but it is often much easier to hire a logistics provider such as a customs broker or a freight forwarder to handle all of the export and import process for you. They have the expertise and the time to make sure your inventory moves from one place to another in a timely and secure manner. If you do decide to use the services of a logistics provider, the best practice is to contact them as soon as you sign up for the FBA service. The process for signing the necessary paperwork can take some time, and you do not want the process to delay getting your products into customers’ hands. When you do engage the services of a customs broker or a freight forwarder to assist you in moving your inventory from one country to another, you must engage them directly. You must also directly make the arrangements as to the appropriate importer or exporter of record. Amazon cannot act in that capacity or make these arrangements for you.

Before you engage a freight forwarder and /or customs broker to assist you with moving your inventory from one country to a fulfillment center in another country, you will need to decide who will take on certain responsibilities:

- Exporter of record (EOR)—generally the shipper is the exporter of record. Amazon will NOT act as the exporter of record. You may be able to contract with your customs broker or freight forwarder to act as the EOR.

EU: Amazon will not serve as the Declarant for any shipment related to FBA seller’s inventory into the EU. In addition, Amazon will not serve as the consignee for FBA shipments.

If you are established outside the EU but are importing goods to an Amazon fulfillment center within the EU, you must arrange customs clearance through a representative established in the EU.

Arrange shipment with a freight forwarder or customs broker
With this information, you can go to a freight forwarder/ customs broker and arrange for the shipment. They may require you to complete some forms, including the following:

- Power of Attorney, so the freight forwarder or customs broker can act as your agent to get your inventory moved through the customs process. When you sign a Power of Attorney, the customs broker or freight forwarder is authorized to act as an agent for you as the FBA seller, and NOT for Amazon.
• Application for a continuous bond for US Customs if you are importing inventory into the US.
• Credit application—generally, the customs broker may ask you to pay cash in advance or to make other payment arrangements. However, if you are in the same country as the customs broker, they may be able to run a credit check and make credit arrangements for you.
• Terms and Conditions—the customs broker should spell out for you so that you know and understand who is responsible for the goods at every step of the shipment process.

Prepare the commercial invoice

When your goods are ready for shipment from the manufacturer or distributor, theshipper prepares the commercial invoice. The shipper can be you, the manufacturer, or the distributor. It is very important that the commercial invoice be accurate to avoid delays clearing customs. The following information should be included on the commercial invoice:

• The date of the invoice
• The names of the buyer and seller, including addresses
  IMPORTANT—Amazon should never be shown as the buyer or the seller on the commercial invoice.
• The name and complete address of the seller or manufacturer
• The shipper’s contact name, company name, address, and tax ID number
• The ship-to address—enter “In care of,” and then the name and address of the Amazon fulfillment center where you are shipping the goods
• Mode of shipment

• Detailed description of the goods being invoiced
  - What the product is—its common name
  - What materials the product is made of
  - The product’s Schedule B or HTS code
  - The product’s intended use and who it is intended for (for example, male/female)
  - The country of origin (e.g., manufacture)
  - The quantity of each item—include the weight as well as the count and the units of measure
  - The value and purchase price of each item and the total commercial value of the shipment
• The type of currency of the transaction
• The terms of the sale—the shipper or FBA seller should pay all applicable duty and taxes and shall be responsible for clearing customs before delivery to the Fulfillment Center. You are not authorized to import goods in the name of Amazon or to show Amazon as the declarant (or importer of record) or consignee on the customs entry documentation.
• Shipment tracking number—for shipments to Amazon fulfillment centers, include the Amazon FBA Shipment ID that you receive when you create the shipment in your Amazon Seller Account. The shipment tracking number can also be an air waybill number if you are sending the package via a carrier service such as FedEx or UPS.
• Any certifications
• Name of the carrier transporting the goods
• Freight payment terms
• Reason for export

US: You need to supply US Customs with the ultimate consignee’s US tax ID for customs clearance. If you want to list Amazon as the ultimate consignee and use our tax ID, you may use Samuel Shapiro & Company, Inc. for customs clearance services into the US. If you want to use a different customs broker, they need to contact Shapiro for the Amazon tax ID.

http://www.shapiro.com/
Best practices for shipping your inventory

The fulfillment centers have requirements for the shipments they receive, including the size of the pallets you use, the height of each pallet, and the type of truck that can deliver to the center. The Shipping Inventory to Amazon guidelines in Seller Central Help provides all of the information needed for preparing your shipment to an Amazon fulfillment center. Paying attention to these Best Practices will help avoid delays in getting your inventory to the fulfillment center and into your customers’ hands:

- As soon as you have all of the information you need, be sure to create your inbound shipments in the shipping workflow in your Seller Central account. You are responsible for splitting any shipments if necessary and for arranging transportation to the fulfillment center when the inventory arrives on the destination dock and clears Customs.
- Arrange to have your shipments palletized before they arrive at the fulfillment center whenever possible. Amazon’s fulfillment centers will accept floor-loaded shipments but only if you request it in advance when you set up your shipment to the fulfillment center. Additional charges may apply if the floor-loaded shipment requires extensive handling.
- Make sure that your shipments comply with Amazon’s policies regarding inbound shipments. If Amazon refuses to accept your shipments, you are responsible for removing the shipment from the fulfillment center. Note that for shipments that are less than a half pallet of loose cartons, each of which weighing less than 15 kg, it may be better to ship your products through a courier service. The carrier you use may depend on the destination country, and the services each carrier offers varies. If you do choose to ship your inventory to a fulfillment center via a carrier service, you should check with the carrier to verify that they can clear your goods through customs based on the commercial invoice you provide them. If they cannot clear your goods, then you may need to contact a customs broker.
Global Selling with Amazon

Marketplace Specific Information—Selling in the European Union

Amazon provides you with tools and services that are unique to the EU marketplace, so you can get started selling in more than one country right away. The European Marketplaces Account unifies all of Amazon’s European marketplaces. You can create and manage your product offers on any or all of these marketplaces through one account and one interface. The European Fulfillment Network enables you to send your inventory to one fulfillment center in your home marketplace and to fulfill your cross-border sales anywhere in the EU as well as other supported countries.

The Amazon European Marketplaces Account

Amazon is globally recognized for its world-class customer service. By unifying Amazon’s European marketplace, the Amazon Europe Marketplaces Account enables you to provide buyers of your products with that same world-class customer service when you sign up for FBA and EFN. It makes it easy to list and sell your products on any one of Amazon’s European marketplaces and to expand your business internationally into new marketplaces in line with your growth plans:

• When you sign up to sell on any of our EU marketplaces, your seller account is automatically enabled to allow you to sell on the other EU marketplaces if you choose to do so. You can sell your products on one or more of these Amazon marketplaces in Europe.
• Your products are easier to find and buy on Amazon and your products are exposed to millions of Amazon customers without added spending for advertising.
• You can manage your business from a single seller account interface and get an overview of your complete Amazon business in Europe.
• You can create and manage product offers on any or all of our EU marketplaces. This gives you the freedom to control what you sell where.
• Your inventory is managed as a single pool available to all eligible marketplaces on which you choose to offer your products for sale. All your orders are managed in a single place, making trading in Italy feel just like trading in the UK. Seller Central settings are available in English for all Marketplaces.

The European Fulfillment Network

If you are registered for the Fulfillment by Amazon service, the European Fulfillment Network (EFN) feature can make shipping and inventory control even easier and more convenient for you:

• You can ship your inventory to one fulfillment center in your home marketplace.
• Customers’ orders can be fulfilled throughout the European Union, regardless of the marketplace on which the product was ordered. Note that EFN services may currently not be available in some EU countries.
• Customers know where their order is shipping from and if the shipment might need additional days to arrive.
• Your orders shipped using EFN are eligible for Amazon Prime.

There is no separate registration process if you are already enrolled in FBA. You only need to pay a fee for each item shipped via EFN, in addition to the normal FBA fees. These fees vary from country to country. You can download a PDF file with the fees from the Fulfillment by Amazon page on the Amazon Services Europe site. Click the Pricing tab, and then click the country where you are selling in the FBA & EFN Program Fees box located in the middle right of the page to review fees for this marketplace.

FBA Export for EU

When you have an Amazon Europe Marketplaces Account, you can sign up for the FBA Export for EU feature and choose to export your products to all supported EU countries—the number of which varies by marketplace. For media items only, there is an option to enable worldwide export to all supported countries. There is no additional fee to sign up for this service. You just need to opt into the service, agree to the Terms and Conditions, and choose one of the three export options that works best for you.

It is important to note that you need to enable the FBA Export service for every marketplace from which you want to export your products. For example, if you are listing products on both amazon.uk and amazon.fr, you need to login to your account, select amazon.uk, and then enable FBA Export. When you have completed the process, you need to select amazon.fr and follow the same steps again to select your export option for amazon.fr.
When you enable FBA Export, your FBA products will be available for export to the country option you selected within approximately one hour after you have submitted your request and accepted the Terms and Conditions.

What regulations, standards, and legal certification requirements should I be aware of?

Each country has legal and industry requirements concerning sales of products to consumers. In your home marketplace, there are probably laws that pertain to intellectual property rights, product safety, environmental, and other applicable requirements. The same is true for all EU marketplaces, even though some legal requirements have been harmonized within the EU. Do your research, and understand your responsibilities in each EU marketplace you want to sell your products in.

As a starting point, you may look at the following pages providing useful information on important issues that may affect you when importing products into the EU or selling products cross-border within the EU: https://sellercentral-europe.amazon.com/gp/help/200885980.

The section is divided into four parts:
- General Topics (Customs, Tax, Intellectual Property etc.)
- Marks and Labels
- Environment, Health, and Safety
- Product Compliance

This section serves information purposes only and by no means constitutes legal advice and should not be a substitute for advice from legal counsel, tax/customs advisers, etc. It remains your sole responsibility to comply with any EU and EU Member State1 laws as well as any obligations towards Amazon (in particular those contained in an applicable seller service agreement, such as the Amazon Services Europe Business Solutions Agreement or a Merchants@Amazon Program Agreement, or our International Seller Rules). The below list of EU issues is not exhaustive and the information available at the links provided has not been prepared, reviewed or approved by Amazon in any way and may be incomplete, inaccurate or out-dated.

**GENERAL TOPICS**

- Customs
- Taxation
- Intellectual Property Rights
- Parallel Importation
- Copyright Levies
- Export Controls

**Customs**

When you import goods into the EU, you must comply with all customs laws and regulations in the EU. The EU Customs Union consists of all EU Member States and a number of surrounding countries. You are not authorized to import goods in the name of Amazon or to show Amazon as the declarant, importer of record, or consignee on any customs documentation.

The following links contain useful information on EU customs procedures and duties payable (the first link provides model transactions):

UK: [http://www.hmrc.gov.uk/customs/arriving/arrivingnoneu.htm](http://www.hmrc.gov.uk/customs/arriving/arrivingnoneu.htm)
Germany: [http://www.zoll.de/DE/Home/home_node.html](http://www.zoll.de/DE/Home/home_node.html)
Taxation

This section contains some basic information about VAT when you are selling in the EU. For any tax advice, please consult your tax advisor. In this subsection, we will address:

- Value Added Tax / General
- Registering for VAT Number and filing VAT returns
- Registering for VAT in Multiple Countries
- Distance Selling Threshold
- VAT Invoicing
- More information on taxation

Value Added Tax / General

Value Added Tax (VAT) is a consumption tax and may be assessed on the value added to goods and services in the European Union.

When selling products into the EU or from one EU Member State to another, you should be aware that the tax rate can be different from country to country. If you transfer your own goods from one EU country to another or if FBA transfers your goods from a fulfillment center into another country where your products were stored, the transfer may also be treated as a transaction subject to VAT. You are responsible for meeting any VAT obligations that apply, including VAT obligations in the Amazon marketplace website locations, the country to which you are delivering or shipping your products, or any other countries.

If you import products into the EU, you may be obliged to pay VAT the moment the goods enter the EU (and in the destination country where you ship the goods). VAT is usually payable in the member state of import by the declarant. You will be liable for the import VAT at the time of delivery of the goods, unless you have entered into an arrangement with your supplier for the import VAT to be included in the price of the goods, and for the supplier to discharge the obligation by making a payment to the relevant tax authority.

If you are a company not established in the EU and ship your products from a non-EU country directly to a customer in an EU country, or you ship your products into an EU fulfillment Center, please consult your tax advisor to assess import and VAT obligations you may have.

Goods sold for export to customers outside of the EU VAT may not be subject to EU VAT.

Registering for a VAT Number and filing VAT returns

When you sell your products in the EU, you may need to charge VAT. You may need to request a VAT registration number, file VAT returns and pay the VAT you collected from your customer to the tax authorities.

In most EU countries, you can register online on the tax authority's website for the country where you want to register. Most of these websites provide the VAT information in English. The website will usually provide an online form for registering or a PDF form you can download to complete and return by mail. If there is no provision for registering online, you can find out where to go to register for a VAT number. After you have submitted your request for a VAT number, you may also be sent forms to sign and return via regular mail.

Registering for VAT may lead to a number of associated compliance requirements, including the need to file reports and issue VAT invoices.

Registering for VAT in Multiple Countries

Registering for VAT may be required depending on the level of your sales as well as where your inventory is stored. You should consult your tax advisors as to your VAT registration requirements based on your individual seller set up.

When you sell to customers out of your inventory stored in the EU, you probably will be required to file VAT returns in the country from where you ship your products but you may be required to file VAT returns in the country where you ship your products to (when exceeding the threshold for so-called “distance selling”).
Distance Selling Threshold
Distance selling is when you sell goods from one European Union country to customers in another EU country where, generally speaking, these customers are private individuals without undertaking any business activity for VAT purposes.

The “distance selling threshold” is a value in Euros established by each country in the EU. If your sales that you ship from another country into a country are over that country’s threshold, you must VAT register in that country. You are responsible to report, collect, and pay the VAT in that country.

Please note that the distance selling threshold is not a sum total of all your sales across the EU. Each EU country has a distance selling threshold, and the thresholds vary from country to country. Refer to the tax authority for the country where you want to sell your products to verify the distance selling threshold.

VAT Invoicing
In many EU countries, customers expect a VAT invoice. VAT laws in the country where the customer is located may require you to provide a VAT invoice, and customers’ expectations usually go beyond the law. In Germany and Italy, for example, customers expect an invoice for high-value items without seller being required to provide one.

More Information on Taxation
In this section, we have provided you with a general overview of VAT. Please see the following links for more information on taxation:

**EU:** http://ec.europa.eu/taxation_customs/taxation/vat/index_en.htm

**UK:** http://www.businesslink.gov.uk/bdotg/action/detail?itemid=1083238557&type=RESOURCES


http://www.bundesfinanzministerium.de/nn_298/DE/Wirtschaft__und__Verwaltung/Steuern/Veroeffentlichungen__zu__Steuarten/Umsatzsteuer/node.html?__nnn=true

**France:** http://www2.impots.gouv.fr/dresg/gb-accueil.htm

**Spain:** http://www.aeat.es/AEAT.internet/Inicio_es_ES/Aduanas_e_Impuestos_Especiales/Aduanas_e_Impuestos_Especiales.shtml

**Italy:** http://www.agenziaentrate.gov.it/wps/portal/entrate/home

Please consult with your tax advisor for VAT advice.

Reporting Obligations
In addition to filing your VAT return, you may have reporting requirements when you ship your products cross-border within the EU (transferring your own goods or sales to buyers). For example, there may be so-called European Sales Listings and Intrastat Listings that you may need to file in the country of dispatch as well as the country of arrival of your product. These listings may include such information as the country you ship your products from, the country you ship your products to and information about your products. For More Information about Intrastat:

**EU:** http://europa.eu/legislation_summaries/internal_market/single_market_for_goods/free_movement_goods_general_framework/l11011a_en.htm

**UK:** https://www.uktradeinfo.com/index.cfm?task=aboutIntrastat&hasFlashPlayer=true

**Germany:** http://www.destatis.de/jetspeed/portal/cms/Sites/destatis/Internet/DE/Navigation/IntraExtrahandel/Intrahandel/Intrahandel.psml

**France:** http://www.douane.gouv.fr/page.asp?id=3252

**Spain:** http://www.aeat.es/AEAT.internet/Inicio_es_ES/Aduanas_e_Impuestos_Especiales/Intrastat/Intrastat.shtml

**Italy:** http://www.intrastat.biz
Intellectual Property Rights

You should ensure that you have all intellectual property rights (e.g. patents, trademarks or copyrights) necessary for listing your products in the EU or selling them cross-border within the EU. You may need to have the permission of the brand owner to sell their products in a given EU Member State in order to avoid an infringement of intellectual property rights (e.g. because your license to the intellectual property is only valid for a particular country). In particular, your products must not be counterfeits or illegal parallel imports.

You should investigate the law governing intellectual property for every country where you want to list your products because your rights in intellectual property may only be valid for a particular country.

In addition, you may want to protect your own intellectual property in the EU.

You may find more information at the following links.

**UK:** http://www.ipo.gov.uk/pro-home.htm


**France:** [http://www.inpi.fr/fr/l-inpi/nos-ressources-documentaires.html](http://www.inpi.fr/fr/l-inpi/nos-ressources-documentaires.html)

**Spain:** [http://www.mcu.es/propiedadInt/CE/PropiedadIntelectual/Derechos.html](http://www.mcu.es/propiedadInt/CE/PropiedadIntelectual/Derechos.html)

**Italy:** [http://www.ufficiobrevetti.it/](http://www.ufficiobrevetti.it/)

Parallel Importation

Trade mark owners may be able use their trade mark rights to prevent re-sale in the EEA of genuine branded goods sourced from outside the European Economic Area (EEA) 2, even if the non-EEA seller has purchased the goods outside the EEA from an authorized distributor or the trade mark owner.

However, the trade mark owner’s rights may generally be “exhausted” (i.e. the trade mark owner can no longer rely on its trade mark rights) in respect of goods placed within the EEA by the trade mark owner or with the trade mark owner’s “consent”. The “consent” must in principle relate to each individual product imported and sold in the EEA. Trade mark rights may therefore generally not be exhausted simply by the proprietor having consented to the sale of other, identical branded goods within the EEA.

Even when the goods have been placed in the EEA by the trade mark owner or with the trade mark owner’s consent, under certain circumstances the trade mark owner may have “legitimate reasons” for objecting to the re-sale of the branded goods.

Situations which may qualify as “legitimate reasons” include, but may not be limited to any of the following:

- the branded goods have been altered by the reseller;
  or
- the branded goods have been repackaged by the reseller;
  or
- the reseller’s advertising of the goods in some way denigrates the goods or the trade mark.

Whether trade mark owners may use their trade mark rights to prevent re-sale in the EEA depends on the specific circumstances of each case and we strongly recommend that you consult legal counsel to determine whether your products may be legitimately sold in the EEA.
Copyright Levies
You may be required to report and remit copyright levies on certain reprographic devices (such as copiers, MP3 players or DVD recorders) and blank media (such as blank DVDs or memory cards) in the EU Member States in which you sell your products. The laws and the levy rates vary from country to country. More information is available at the following links.

Germany: https://www.gema.de/zpue
France: http://www.copiefrance.fr/ll_supports.htm
Spain: http://www.sgae.es/
Italy: http://www.siae.it

Export Controls
Your products may be subject to export controls in the country from where they are dispatched (for example, “dual-use” items that may have both commercial and military applications, such as certain products with encryption functionality).

US: http://www.bis.doc.gov/licensing/exportingbasics.htm
EU: http://ec.europa.eu/trade/creating-opportunities/trade-topics/dual-use/

MARKS AND LABELS

• “CE” Marking
• Other EU Marks and Labels

“CE” Marking
The “CE” mark is a mandatory conformance mark on many products (e.g. low voltage equipment, medical devices, toys, personal protective equipment, etc.). By attaching the “CE” marking the manufacturer declares that the product is in conformity with the requirements of the applicable EU directives. More information is available at the following links.

EU: http://export.gov/europeanunion/eustandardsandcertification/index.asp


Spain: http://www.marcado-ce.com/marcado_ce/procedimientos/marcado.asp
Other EU Marks and Labels

There are many other marks and labels in the EU (e.g. for textiles, products in contact with food, recycling) which you may be required to display on your products and/or packaging. Often product labelling is required to be in the language of the EU Member State where the product is sold. The following links provide you with helpful information on mandatory and voluntary marks and labels in the EU:


Environment, Health, and Safety

- Chemicals – REACH / CLP
- Electrical and Electronical Equipment – WEEE / RoHS
- Batteries
- Packaging and Packaging Waste

Chemicals – REACH / CLP

REACH is the EU regulation on chemicals and their safe use. It deals with the Registration, Evaluation, Authorization and Restriction of Chemical substances. Under the REACH regulation, one of the things a manufacturers and importers may be required to do is to gather certain information on the properties of the chemical substances in their products, and to register the information in a central database run by the European Chemicals Agency (ECHA).

In addition to REACH, the Regulation for Classification, Labeling and Packaging of Substances and Mixtures (CLP Regulation) may apply to your products. The CLP Regulation incorporates the classification criteria and labeling rules agreed at UN level, the so-called Globally Harmonized System of Classification and Labeling of Chemicals (GHS). GHS is based on the principle that the same hazards should be described and labeled in the same way all around the world.

EU: http://ec.europa.eu/environment/chemicals/reach/reach_intro.htm
http://ec.europa.eu/environment/chemicals/ghs/index_en.htm


Germany: http://www.umweltbundesamt.de/chemikalien-e/index.htm


Spain: http://www.portalreach.info/

Italy: http://www.minambiente.it/home_it/menu.html?mp=/menu/menu_attivita/&m=REACH.html&lang=it
Electrical and Electronical Equipment – WEEE / RoHS

If you are selling electrical or electronic equipment, you may be subject to the EU legislation concerning Restrictions of the use of Hazardous Substances (RoHS) and/or the collection and recycling of Waste Electrical and Electronic Equipment (WEEE).

Some requirements of the WEEE regulations which you may be subject to:

• Display the “crossed-out wheeled bin” symbol on your products. The symbol indicates that the product should not be disposed of as normal waste, but rather in specific recycling centers.
• Join an authorized WEEE collection and recycling scheme in any EU Member State in which you sell applicable products.

For more information:

EU: http://ec.europa.eu/environment/waste/weee/index_en.htm
Germany: http://de.wikipedia.org/wiki/Elektro-_und_Elektronikger%C3%A4tegesetz
          http://www.stiftung-ear.de/service_und_aktuelles/fragen_und_antworten
Spain: http://www.mityc.es/industria/RAEE/Paginas/Index.aspx
Italy: http://www.cdcraee.it/GetHome.pub_do

Batteries

If you sell batteries or products with batteries incorporated within, you may be subject to the Battery Directive. The Battery Directive imposes specific obligations on producers and distributors of batteries. Some requirements you may be subject to:

• Display the “crossed-out wheeled bin” symbol on your batteries. The symbol indicates that the battery should not be disposed of as normal waste, but rather in specific recycling centers.
• Join an authorized battery collection and recycling scheme in any EU Member State in which you sell your batteries.

More information is available at the following links.

EU: http://ec.europa.eu/environment/waste/batteries/index.htm
Germany: http://www.umweltbundesamt.de/abfallwirtschaft/battg/index.htm
Spain: http://www.mityc.es/industria/pilas/legislacion/Paginas/obligaciones.aspx
Italy: http://www.minambiente.it
Packaging and Packaging Waste

Packaged products you sell in the EU must comply with the EU Packaging and Packaging Waste regulations. Some requirements you may be subject to:

- Join an authorized packaging collection and recycling scheme in any EU Member State in which you sell your products.
- Display recycling symbols on your packaging (e.g. the “Green Dot” symbol).

For more information, visit the following websites:

**EU:**  [http://ec.europa.eu/environment/waste/packaging/index_en.htm](http://ec.europa.eu/environment/waste/packaging/index_en.htm)

**UK:**  [http://www.environment-agency.gov.uk/business/topics/waste/32206.aspx](http://www.environment-agency.gov.uk/business/topics/waste/32206.aspx)

**Germany:**  [http://www.umweltbundesamt.de/abfallwirtschaft-e/index.htm](http://www.umweltbundesamt.de/abfallwirtschaft-e/index.htm)


**Italy:**  [http://www.minambiente.it](http://www.minambiente.it)

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**PRODUCT COMPLIANCE**

- General Product Safety
- Plugs and Voltage
- Toys
- Medical Devices
- Pharmaceuticals and Cosmetics
- Food

**General Product Safety**

The EU has specific regulations governing the safety of certain categories of products. If your product does not fall within one of these specific safety regulations it may still be subject to the EU General Product Safety Directive which imposes a general safety requirement on any product sold within the EU that is intended for consumers or likely to be used by them. For more information please see the following links.


**UK:**  [http://www.businesslink.gov.uk/bdotg/action/layer?r.s=m&r.l1=1073858799&r.lc=en&r.l3=1074465347&r.l2=1074402480&topicId=1074465347&r.i=1074469539&r.t=RESOURCES](http://www.businesslink.gov.uk/bdotg/action/layer?r.s=m&r.l1=1073858799&r.lc=en&r.l3=1074465347&r.l2=1074402480&topicId=1074465347&r.i=1074469539&r.t=RESOURCES)

**Germany:**  [http://www.baua.de/de/Geraete-und-Produktsicherheit/Geraete-und-Produktsicherheit.html](http://www.baua.de/de/Geraete-und-Produktsicherheit/Geraete-und-Produktsicherheit.html)

**France:**  [http://www.industrie.gouv.fr/pratique/qualite/direct/direct-41.htm](http://www.industrie.gouv.fr/pratique/qualite/direct/direct-41.htm)

**Spain:**  [http://www.consumo-inc.es/Seguridad/home.htm](http://www.consumo-inc.es/Seguridad/home.htm)

**Italy:**  [http://www.sviluppoeconomico.gov.it/](http://www.sviluppoeconomico.gov.it/)
Global Selling with Amazon

Plugs and Voltage
Countries in the EU use different types of plugs (e.g. the UK 3-pin rectangular plug and the continental European 2-pin round plug). In addition, products you import into the EU might work on a different voltage than in the EU. Please ensure that you comply with the regulations on plugs and voltage in any EU Member State in which you list your products. In particular, your customers should be able to safely use your products.

EU: http://electricaloutlet.org/electricaloutlettable
France: http://www.legifrance.gouv.fr/affichTexte.do;jsessionid=4E3DD88834D0274B90962FDC1C81606B.tpdjo13v_2?cidTexte=JORFTEXT000023619533&dateTexte=&oldAction=rechJO&categorieLien=id
Italy: http://www.sviluppoeconomico.gov.it

DVDs, Blu-ray Discs and Video Games
EU Member States may have mandatory age requirements for DVDs, Blu-ray discs and video games where you list your products (e.g. BBFC/PEGI in the UK and FSK/USK in Germany). You should also make sure that your DVDs and Blu-ray discs have the correct region code for the Member States in which you list your products. More information is available at the following links.

EU: http://en.wikipedia.org/wiki/DVD_region_code
http://www.pegi.info/en/index/
UK: http://www.bis.gov.uk/files/file11286.pdf
France: http://www.legifrance.gouv.fr/affichTexte.do;jsessionid=4E3DD88834D0274B90962FDC1C81606B.tpdjo13v_2?cidTexte=JORFTEXT000023619533&dateTexte=&oldAction=rechJO&categorieLien=id
Italy: http://www.sviluppoeconomico.gov.it

Toys
The EU Toys Safety Directive requires, among others things, that it must be possible to use a toy without any danger to one’s health or safety during the toy’s foreseeable and normal period of use. You may also be required to place warnings on the products that specify the appropriate conditions and limitations of use. For more information, visit the following websites:

UK: http://www.bis.gov.uk/files/file11286.pdf
http://www.bmelv.de/DE/Verbraucherschutz/Produktsicherheit/Spielzeugsicherheit/spielzeugsicherheit_node.html
Spain: http://www.aefj.es/aefj/

Medical Devices
Medical devices range from simple products like bandages to the most sophisticated life-supporting products. If your product is considered a medical device, you may be subject to the EU Medical Devices Directive. The Directive requires, among other things, that medical devices shall not compromise the safety and health of patients, or users and other persons when properly implanted, maintained and used.

UK: http://www.businesslink.gov.uk/bdotg/action/detail?itemid=1077966541&type=RESOURCES
Germany: http://www.bfarm.de/DE/BfArM/BfArM-node.html
France: http://www.afrsaps.fr/?UserSpace=default
Italy: http://www.salute.gov.it/dispositivi/paginainternasf.jsp?id=1058
Pharmaceuticals and Cosmetics

Pharmaceuticals and cosmetics are subject to various regulations in the EU, including special labeling and packaging requirements. The regulations are only partially harmonized. For example, a product may be sold over-the-counter in some EU Member States, while in others it may only be legally sold in pharmacies.

For more information see the following links:

**EU:**

**UK:**

**Germany:**
- http://www.bfarm.de/DE/BfArM/BfArM-node.html
- http://www.pharmnet-bund.de/dynamic/de/index.html

**France:**
- http://www.afssaps.fr/?UserSpace=default

**Spain:**
- http://www.msc.es/organizacion/sns/planCalidadSNS/home.htm

**Italy:**
- http://www.salute.gov.it/dispositivi/paginainternasf.jsp?id=1058

Food

Food and food products are subject to many regulations in the EU. EU food regulations in particular aim at establishing and controlling high quality standards for food and food product hygiene, animal health and welfare, plant health and preventing the risk of contamination from external substances.

EU food regulations include, among many other things, the following:

- Specifying rules on appropriate labeling for food products. Often product labeling is required to be in the language of the EU Member State where the product is sold.
- Establishing mandatory refund and recycling schemes for beverage packaging in several EU member states.

You find more information at the following links.

**EU:**
- http://ec.europa.eu/food/international/trade/index_en.htm

**UK:**
- http://www.food.gov.uk/

**Germany:**
- http://www.bmelv.de/EN/Food/food_node.html;jsessionid=B323B68A4B03103569BD88856049AB8B.2_cid154
- http://www.bll.de/themen/kennzeichnung/kennzeichnung.html

**Spain:**
- http://www.alimentacion.es/es/

**France:**
- http://www.anses.fr/

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1 Austria, Belgium, Bulgaria, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Netherlands, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden, United Kingdom

2 The EEA consists of the 27 EU Member States (see footnote 1) plus Iceland, Liechtenstein and Norway.
Signing up for FBA Export on Amazon.com

If you want to export your products through FBA, it’s easy to sign up for FBA Export programs. To get started, just click the Inventory tab in Seller Central, select Manage FBA Inventory, and open the Amazon-Fulfilled Inventory view.

There is no additional fee to sign up for this service if you’re using FBA to fulfill your Amazon orders.

Register for State Tax Registration Numbers

Amazon requires sellers to provide state tax registration numbers for the states in which they would like to enable Amazon’s tax collection services. Sellers that have not registered with states in which they want to enable tax collection services should complete the requirements for obtaining a state tax registration number from each relevant state.

Your tax advisor can help you create your tax profile, which will determine in which state you might need to register for a state tax registration number and in which states you might need to collect taxes.

Complete a Form W-9 Form or a W-8BEN Form

If you exceed 50 transactions on Amazon.com in a year, regardless of your sales volume, you must provide Amazon with taxpayer-identification information.

When you set up your seller account, you will be required to complete a self-service interview process. This process will guide you through entering your taxpayer identification and validating a W-9 or a W-8BEN form, depending on your circumstances. You don’t need to know which form you need to complete. The responses you provide to the questions during the tax interview process will create the appropriate tax form on your behalf. When you have completed the interview, you will be able to review it for accuracy.

See your tax service provider for further information.

**US Sellers**

If you are a US seller, Amazon requires you to complete a W-9 form.

Marga Trias of Clicktime says, “Amazon gives us the possibility of growing, of diversifying and having more international clients. We are depending on international sales more and more. When we started with the US, we saw a big jump in total Amazon revenues.”
Out of Country Sellers

Amazon requires all foreign sellers selling on Amazon.com to complete a Form W-8BEN. Internal Revenue Service (IRS) regulations require non-US sellers selling on Amazon.com to provide Form W-8BEN to Amazon in order to be exempt from US tax reporting requirements.


See your tax service provider for assistance with Form W-8BEN.

Selling in Other Marketplaces

Under Construction.

We are building this page to include specific information that you should consider when you expand your business to additional marketplaces with Amazon.

Look for future updates.

To Learn More About Global Selling with Amazon

To learn more about a given marketplace, to contact us or to sign up for a seller program online please visit the following websites:

USA: http://www.amazonservices.com/

UK: http://services.amazon.co.uk

Germany: http://services.amazon.de

France: http://services.amazon.fr

Italy: http://services.amazon.it

Spain: http://services.amazon.es/

Japan: http://www.amazonservices.jp/

China: http://kaidian.amazon.cn/

At Amazon, we are constantly working on adding new marketplaces so that you can expand your global selling business. Watch Amazon and your Seller Central account for the latest updates on new global selling opportunities.

Thank you from all of us at Amazon Global Selling.

Disclaimer: This manual is for information purposes only and does not imply any legal, tax or other advice. It is your responsibility to be aware of the laws that are applicable to the country in which you are selling. You should contact your legal representative to receive guidance that is specific to your business.