

Selling on Amazon: Expand your offers internationally with the Europe Marketplaces Account



- Overview of the Europe Marketplaces Account
- How to get started
- New – Expand your offers internationally
- “EFN” for Fulfilment by Amazon (FBA) sellers
- Conclusion
- Q&A
- References

What is it?

With the Europe Marketplaces Account, you can:

- list your offers on **multiple European Amazon Marketplaces** and
- reach millions of **new shoppers**



What are the main advantages ?

- You can offer your products **on all EU Marketplaces** without having to open new accounts locally
- You have a **single user interface** to manage your seller account's details
- You only pay **one pro seller monthly subscription** from your home marketplace
- You have a **single inventory pool** across all marketplaces
- With our **European Fulfilment Network ('EFN')**, you can use FBA to ship your products to EU buyers shopping on EU marketplaces
- You can view Seller Central for other marketplaces **in English**

A blue circular badge with the word "NEW" in white, slanted capital letters.

You have access to the **NEW « Expand Offers Internationally »** tool

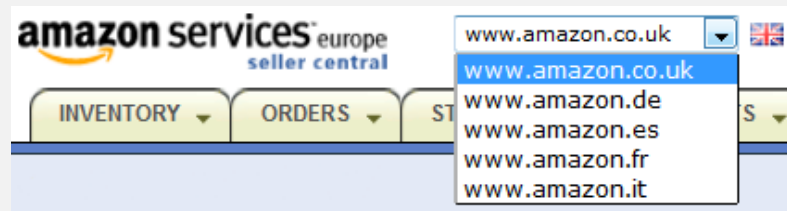
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- Pro sellers' accounts **automatically** have this optional feature
- Individuals or pro sellers using the **old Marketplace interface** might need to open a **new Seller Central account**
- For new sellers, the marketplace where you register from will be your **'home' marketplace** for the monthly subscription fee
- If you have **accounts in multiple countries**, you can decide to keep them, or close them and trade from your home account

- You need to comply with the **requirements in [Amazon guidance for international and cross border sales](#)** and local tax and other applicable laws and regulations in each marketplace.
- Your **existing account information** will be valid for the other marketplaces **except for Bank Account Details**: You need to enter them for each marketplace if you want to be paid
- Amazon **Italy** and Amazon **Spain** require **EUROZONE bank accounts**
- You need to **upload inventory for each country** in the local language/currency
- If you already have accounts in multiple marketplaces, you **cannot consolidate** your different Account Information (such as customer feedback) into the European account

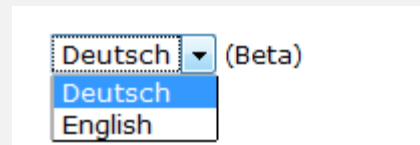
- **Marketplace Switcher:**

You can navigate from one marketplace to another using this drop-down menu. Check the country flag to see in which marketplace you are currently working.



- **Language Switcher:**

The language switcher is at the bottom left of Seller Central and will allow you to display pages from other marketplaces in English.



If you use the Language Switcher, it will be even more important for you to **double check in which marketplace you are before making any edit**; everything will be in English so you could think you are on amazon.co.uk while you are on another marketplace.

- **Your Account Information is European:** settings such as your business name are valid by default for all marketplaces.

The screenshot shows the Amazon Seller Central interface for a merchant named 'maitemolling'. The top navigation bar includes tabs for INVENTORY, ORDERS, STOREFRONT, REPORTS, PERFORMANCE, and SETTINGS. The 'SETTINGS' tab is selected, and a dropdown menu is open, showing options: Account Info, Notification Preferences, Login Settings, Shipping Settings, User Permissions, Your Info & Policies, and Fulfilment by Amazon. The 'Account Info' option is highlighted with a red border. A blue callout box points to this option with the text: 'There is no marketplace switcher so you know you are on a 'European' page'.

- **Exceptions:** you might need to adapt some elements of your [Account Info](#) page:
 1. Bank Account Details
 2. Personalized Exceptions

- Exception 1: [Bank details](#).** You need to add a bank account for each new marketplace where you want to sell

Deposit Method Details

Global Bank Account Information

You can enter a bank account located in the US., UK or any country in the Eurozone (Austria, Belgium, Cyprus, Estonia, Finland, France, Germany, Greece, Ireland, Italy, Luxembourg, Malta, the Netherlands, Portugal, Slovakia, Slovenia, and Spain) using the International Bank Account Number (IBAN) format. Funds earned through Selling on Amazon and Amazon WebStore accounts will be disbursed to the same bank account. If you are registered for both Selling on Amazon and Amazon WebStore accounts, the bank account information for both Amazon accounts will be updated when you update this information for one of the accounts. [Learn more](#)

Amazon.co.uk, SI UK Prod M

Bank Account Number:

Bank Account Holder Name:

Bank Account Country

Bank Account:

- ☐ MISS CAROLE HENRY *4567 | United Kingdom
☒ Use a new bank account

Amazon.fr, Non-Amazon Deposit Method

Amazon.de, Non-Amazon

Bank Account Number:

Bank Location

Bank Location Country:

France

Amazon.es

Bank Account Number:

Where You Will Be Paid (Default)

BIC

Your bank identifier code (BIC) is the code for your particular bank.

IBAN

Your international bank account number (IBAN) is the account number used for routing funds to your bank account.

Re-Type IBAN

Bank Account Holder Name:

Exactly match what your bank has on file.

Amazon.it, SI Prod IT Marke

Bank Account Number:

Austria
 Belgium
 Cyprus
 Estonia
 Finland
 France
 Germany
 Greece
 Ireland
 Italy
 Luxembourg
 Malta
 Netherlands
 Portugal
 Slovakia
 Slovenia
 Spain
 United Kingdom
 United States

Submit



You can re-use the same bank account for several marketplaces.

You can use a UK (GBP), US (USD) or any EUROZONE bank account for Amazon.co.uk, .de and .fr

You must use a EUROZONE bank account for Amazon.it and Amazon.es

- **Exception 2:** You can add exceptions to the default settings (up to one per marketplace).

Seller Account Information

View your settings below. Use the 'Edit' buttons to change any of the fields. [Learn more](#)

Selling Plan		Change your selling plan
Selling on Amazon	Pro Merchant When you downgrade, it will happen on your next billing cycle.	
Fulfilment by Amazon	Registered	
Business Type		Edit
Legal Business Designation:	None (click Edit button to set)	
Seller Information		Edit
Business Display Name:	Carole's Business	
Customer Service Email:	ukshop@gmail.com	
Customer Service Reply To Email:	ukshop@gmail.com	
Customer Service Phone:	None (click Edit button to set)	
Exceptions:	One or more of your marketplaces does not match the default settings displayed here.	
Place of Establishment Information		Edit
Legal Name:	Carole Henry	

You have two options to list your products on other marketplaces:

- create a marketplace-specific SKU, with its own condition and quantity

A blue circular badge with the word "NEW" in white, slanted capital letters.

- list your original offer (on amazon.co.uk) in the target Marketplace (ex. on amazon.de) against existing products (ASINs) with the **NEW** “**Expand Offers Internationally**” tool

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Definition

With the “[Expand Offers Internationally](#)” tool, **your original offers** can now be **listed in the target Marketplace** against existing products (ASINs).

Expand Offers Internationally

Conveniently expand your sales with the Amazon Europe Marketplace Account. The Amazon Europe Marketplaces account provides you with access to millions of customers across the five Amazon Marketplaces in the UK, Germany, France, Italy and Spain. Below, you can choose a source marketplace (for example: Amazon.co.uk). For all the products that you are selling in that marketplace and for which a product detail page exists in the target marketplace (e.g. Amazon.de), we will generate an Inventory Loader file. [Learn more](#)

List From

Choose a source marketplace.

 Amazon.de

Your Selling Status: 3 offers

List To

Choose a target marketplace.

 Amazon.fr

Your Selling Status: 1 common offers

Expand Offers Internationally

Request a file that matches your offers in the source marketplace to existing detail pages in the target marketplace.

Create Request

[Hide advanced options](#)

Product Category

All

Pricing Option

Prefill price field (add/subtract percentage).

0 %

We will prefill the target marketplace price by changing the source marketplace price by the above percentage and if applicable, convert the currency.

- No need to switch from one marketplace to another in Seller Central
- No need to check manually whether your product is available in your target marketplace
- No need to translate the product title and description
- **Broaden your customer base and increase your sales**



How to use the tool?

1. Under *List From*, **select** a **source** marketplace (SM). Under *List To*, select a **target** marketplace (TM). *Optional: If you wish, you can prefill the file with your prices for the target marketplace.*
2. Click the **Create Request** button.

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How to use the tool?

3. When the request has completed successfully, click the **Download File** button to download the Inventory Loader (tab-delimited) file.

4. **Import the Inventory Loader file** into Microsoft Excel or open it in the text editor of your choice.

Inventory Loader File Format

The table below lists and describes the editable columns in the feed file. Please note that only the **price** of each offer should be edited.

Column Name	Definition and Use	Accepted Values	Required
sku	A unique identifier for the product, assigned by the merchant. The SKU must be unique for each product listed.	An alphanumeric string; 1 character minimum in length and 40 characters maximum in length.	Required. Do not edit.
product-id	A standard, alphanumeric string that uniquely identifies the product at Amazon.	An alphanumeric string, 10 characters in length.	Required. Do not edit.
price	The price at which the merchant offers the product for sale on the Target Marketplace. The price should be greater than 0. Do not include commas, thousands separators or currency symbols.	A price greater than 0. Do not include commas, thousands separators or currency symbols.	Required.
TM-currency e.g., de-currency	The currency of the price at which the merchant offers the product for sale on the Target Marketplace.		For informational purposes only.
SM-price e.g., uk-price	The price at which the merchant offers the product for sale on the Target Marketplace, expressed in the local currency.		For informational purposes only.
SM-currency e.g., uk-currency	The currency of the price at which the merchant offers the product for sale on the Source Marketplace.		For informational purposes only.
TM-product-name e.g., de-product-name	The name of the product as it appears on the Target Marketplace.		For informational purposes only.
SM-product-name e.g., uk-product-name	The name of the product as it appears on the Source Marketplace.		For informational purposes only.
SM-item-note e.g., uk-item-note	You can use this field to describe any differences your item might have from the New item sold at Amazon. This field is limited to 2000 characters for all Used, New, Collectible, and Refurbished items appearing as Amazon Marketplace listings.		For informational purposes only.
product-id-type	The type of standard, unique identifier entered in the product-id field.	1 (ASIN)	Required. Do not edit.
item-condition	A numerical entry that indicates the condition of the item.	11 (New)	Required. Do not edit.
fulfillment-center-id	<u>Amazon-fulfilled products:</u> For those merchants using Amazon fulfillment services, this designates which fulfillment network will be used. If you specify a value other than 'DEFAULT', the Merchant-fulfilled offering will not be available for purchase in other marketplaces. Resubmitting with a blank or 'DEFAULT' value for the fulfillment-center-id, along with quantity, will switch the item back to Merchant-fulfilled. <u>Merchant-fulfilled products:</u> Do not enter fulfillment-center-id, as it is not applicable.	AMAZON_EU, DEFAULT	Required for Amazon-fulfilled products. Do not edit.

SM = Source Marketplace; TM = Target Marketplace

Important: Do not edit the first three (3) lines of the file. Doing so may lead to unexpected results, including file upload or processing errors.

How to use the tool?

5. **Remove all products** which you do not wish to sell or which you are unable or **not authorized to sell** on the Target Marketplace.
6. Review the price column for each offer in the Inventory Loader file and **edit the information** as required.
7. When you have finished editing the file, **save the file** in “Text (Tab Delimited)” format.
8. Make sure you have selected the Target Marketplace in the marketplace switcher drop-down menu at the top of the page.
9. Go to the [Upload Products & Inventory](#) page and choose *Inventory Loader File* from the dropdown menu. Then locate the previously saved file and click the **Upload Now** button.



What you need to know

- Your Quantity in stock will now be synchronised across all marketplaces where you have selected to 'cross-list' your SKUs.
- You still need to make sure that the products you will list comply with **all applicable local laws and regulations**.
- If selling in a **restricted category**, you will need **prior approval** to be able to list your products. Approval is marketplace specific.
- The current fulfilment channel for each SKU will still apply in the new marketplace. You **won't need to manually convert** the listings to FBA for your existing FBA stock.
- Do not forget to **remove the rows** of products you do not wish to sell in the new marketplace.
- Do not forget to **adapt your prices** according to your new costs, to the new currency and to the competitive landscape of the new marketplace.



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What is the European Fulfilment Network?

With the European Fulfilment Network, “Fulfilment by Amazon” sellers can:

- store their inventory in their **home marketplace’s fulfilment centres** and
- **fulfil orders** coming from other **Amazon EU marketplaces**



* Fulfilment by Amazon isn't available for amazon.es

What you need to know

- Buyers in other marketplaces will still have **Prime** advantages but shipping may require an additional 2 days



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von [Mattel](#)
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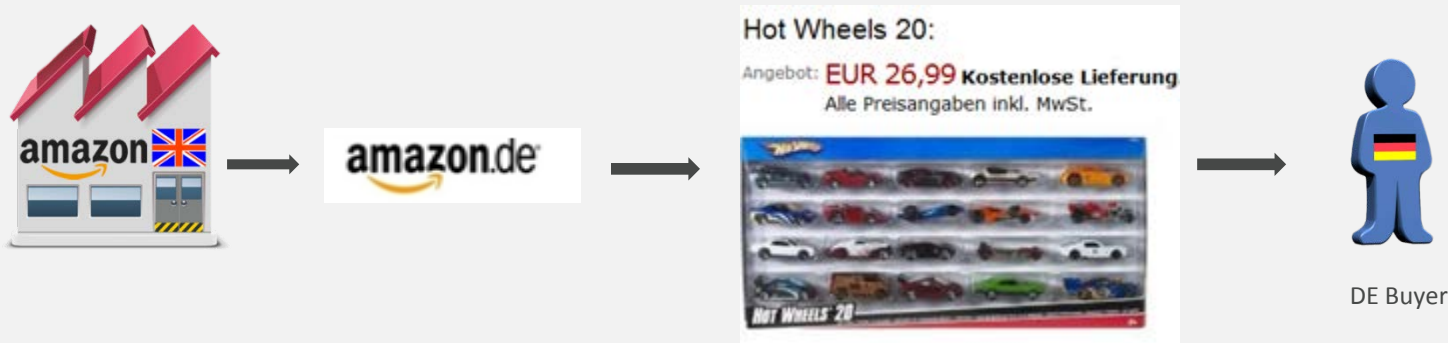
[2 neu](#) ab EUR 26,99

Auf Lager. Zustellung kann bis zu 2 zusätzliche Tage in Anspruch nehmen.
Verkauft durch [Lovely Stuff](#) und [Versand durch Amazon.de](#). Für weitere Informationen klicken Sie bitte auf den Verkäufernamen.

- For sellers with existing FBA inventory in multiple marketplaces, we **cannot migrate inventory** to a different account/country
- You can only store your FBA inventory in your **home marketplace**
- You still **need to create offers** for each marketplace or your FBA stock will not be offered for sale on the other marketplaces

Pricing

- There will be an additional **EFN flat fee** for each unit shipped to other marketplaces
- The FBA **fees** will be the ones of the **marketplace of destination**



Item Price :	26.99 Euros
Amazon.de Sales Commission:	-4.05 Euros
German FBA Fees:	-3.50 Euros
German EFN Fee for a product fulfilled from the UK:	-2.60 Euros

Download the [FBA Rate Cards](#) of the countries you want to sell in (and not of your home marketplace!) to see the applicable FBA and EFN Fees

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You are a ...**We recommend to:****Things to bear in mind:**

New or Single
Marketplace Seller

Go for it (instead of
registering local
accounts)

- Translation work
- Logistical costs
- Tax and legal requirements

Seller with multiple EU
accounts

Move to the EU
account for
simplicity

- Re-upload your inventory
- Avoid duplicate offers
from multiple accounts

FBA seller

Move to the EU
account and use EFN

- We cannot move your
non-domestic FBA stock
to the FC of your home
country
- EFN offers are not
eligible for next day
delivery
- Price with the EFN fee in
mind



- Make sure you know the **regulations and requirements** to sell your products in the other marketplaces
- Edit your **account settings** with the necessary information (ex: bank details, shipping settings, policies, etc)
- **Create listings** in each marketplace's inventory page knowing that with **European SKUs**, the quantities will be shared across marketplaces
- **Fulfil orders** coming from all marketplaces, making sure to provide adequate customer service for non-domestic orders
- FBA sellers should **create offers** in other marketplaces to make their FBA stock available for sale, taking the local FBA and **EFN** fees into account
- Monitor your **performance metrics** for **each marketplace** you operate in

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- [European Account Information Homepage](#)
- [European Account FAQ](#)
- [Expand Offers Internationally Tool](#)
- [Manage offers in Other Marketplaces](#)
- [EU Imports and Cross-Border Sales Information](#)
- [Settings Tutorial](#)
- [Manage your Inventory Tutorial](#)
- [Manage Orders Tutorial](#)
- [Bank Account Information](#)
- [Amazon Currency Converter](#)
- [EFN Help Page](#)
- [FBA and EFN Pricing Information](#)
- [MWS Website](#)
- [Webinars Invitations and Recordings Page](#)

Please note that this presentation is an overview. If you have further questions, need additional information, or would like to check that the information presented is still up to date, we recommend for you to contact [Seller Support](#).

Thank you for attending!

<http://services.amazon.co.uk/resources/events-webinars/>