

Going Global with the Europe Marketplaces Account



Agenda

- **Overview of the European Account**
- **Before you start**
- **How to get started**
- **‘EFN’ for Fulfilment by Amazon (FBA) sellers**
- **Conclusion**
- **Q&A**
- **References**

What is it?

The Europe Marketplaces Account allows Amazon Sellers to list their offers on multiple Amazon Europe Marketplaces from a single Seller Central Account.



What does it mean?

You can offer your products on the European Amazon marketplaces from your 'home' UK account, and reach millions of new shoppers.

For shoppers, your offer will be displayed like other 'local' offers:

The screenshot shows the Amazon.de product page for 'Dora the Explorer Schreibtisch' by Ozbozz. The page features a search bar with 'Spielzeug' entered, a navigation menu, and a product listing. The product price is EUR 29,99, and the shipping cost is EUR 13,50. The delivery time is highlighted as 'Gewöhnlich versandfertig in 3 bis 4 Tagen. Verkauft von Mail Order Express'. The product image shows a young girl sitting at a pink and blue desk with a chair. The page also includes a 'Gefällt mir' button, a 'Wunschzettel' button, and a 'Diesen Artikel verkaufen' button.

amazon.de Hallo! [Melden Sie sich an](#), um persönliche Empfehlungen zu erhalten. Neukunde? [Bitte hier starten](#). Pampers im Spar-Abo: -20% und portofrei

Mein Amazon | Sonderangebote | Wunschzettel | Gutscheine | Geschenke Mein Konto | Hilfe | Impressum

Alle Kategorien ansehen LOS Einkaufswagen

Spielzeug | Erweiterte Suche | Stöbern | Nach Alter | Kinderwelt | Bestseller | Brettspiele | Modellbau & Eisenbahn | Für Jungen | Für Mädchen | Restposten & Sonderangebote

Dora the Explorer Schreibtisch
von [Ozbozz](#)
[Geben Sie die erste Bewertung für diesen Artikel ab](#) Gefällt mir (0)

Angebot: **EUR 29,99**
Alle Preisangaben inkl. MwSt

Gewöhnlich versandfertig in 3 bis 4 Tagen.
Verkauf und Versand durch **Mail Order Express**. Für weitere Informationen klicken Sie bitte auf den Verkäufernamen.

EUR 29,99 + EUR 13,50
Versandkosten
Gewöhnlich versandfertig in 3 bis 4 Tagen. Verkauft von **Mail Order Express**

Menge: 1

In den Einkaufswagen
oder
[Loggen Sie sich ein](#), um 1-Click® einzuschalten.

Auf meinen Wunschzettel

Alle Angebote
Möchten Sie verkaufen?
Diesen Artikel verkaufen

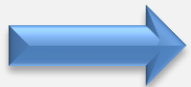
[Empfehlen](#)

Für Bildvergrößerung und andere Ansichten klicken

[Eigene Bilder hinzufügen](#)

Main Advantages

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



It's easier to sell internationally

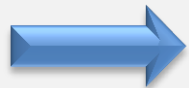
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- Pro sellers' accounts **automatically** have this optional feature.
- Individuals or pro sellers using the **old marketplace interface** will need to open a **new Seller Central account**.
- For new sellers, the marketplace where you register from 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 decide if you want to use it or not**

- You need to respect Amazon's rules as well as [tax and compliance regulations](#) in [each marketplace](#) in which you wish to sell.
- Your [existing account information](#) will be valid for the other marketplaces [except for Bank Account Details](#): You need to enter them for each 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](#) them into the European account.
- Sellers using SOAP/automation will have to switch to [MWS](#) to make use of [multi-marketplace feeds](#).



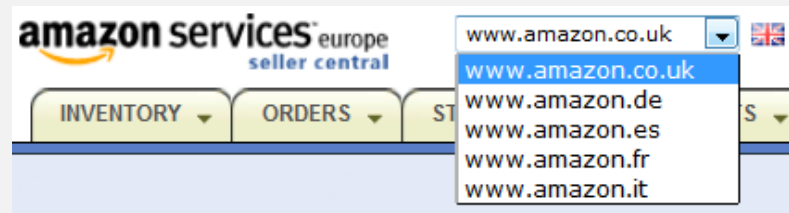
Make sure you are comfortable with the above

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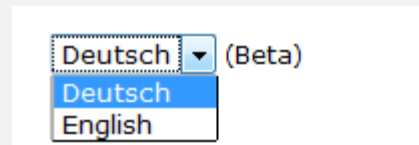
- **Marketplace Switcher:**

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.



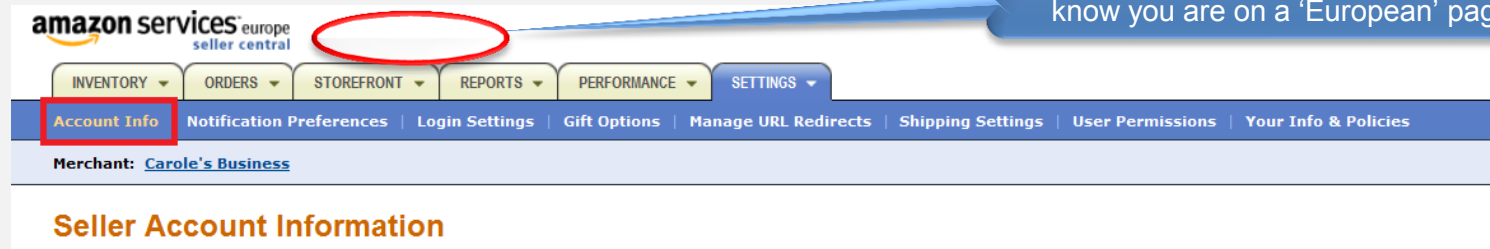
- **Language Switcher:**

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.



- **Exceptions:** you might need to adapt some elements of your [Account Info](#) page:
 1. Bank Account Details
 2. Charge Method
 3. 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 ✕

Amazon.co.uk, SI UK Prod Marketplace Delete Edit	
Bank Account Number:	****4567
Bank Account Holder Name:	MISS CAROLE HENRY
Bank Account Country:	United Kingdom
Amazon.de, Non-Amazon Add	
Bank Account Number:	None (click Add button to set)
Amazon.es Add	
Bank Account Number:	None (click Add button to set)
Amazon.fr, Non-Amazon Add	
Bank Account Number:	None (click Add button to set)
Amazon.it, SI Prod IT Marketplace Add	
Bank Account Number:	None (click Add button to set)

Amazon.de, Non-Amazon Deposit Method

Select a Bank Account

Bank Account: MISS CAROLE HENRY *4567 | United Kingdom
 Use a new bank account

Bank Location Country

Bank Location Country: Germany ▼
Austria
France
Germany
United Kingdom
United States

Where You Will Be Paid (Default)

Bank Code (BLZ):

Bank Account Number:

Re-type your Bank Account Number:

Bank Account Holder Name:

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, .fr

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

- **Exception 2: Charge Method**. The Direct Debit option is unique to Germany.

Charge Method		Edit
Payment Method:	None (click Edit button to set)	
Exceptions:	Amazon.de View exception details	

- **Exception 3:** 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:

- You create a listing using the same SKU with a shared inventory quantity.
- You create a marketplace-specific SKU, with its own condition and quantity.

Amazon Product Summary



The Sims 3 (PS3) [import anglais] [langue française]
[\(View amazon detail page\)](#)

ASIN: B003JH7ZIQ

Competing Marketplace Offers
17 All from 29.48€
17 New from 29.48€

Amazon sales rank
13,682

Vital Info *** Offer** Images Description Keywords More Details Next

Share your available inventory

Let's make this even easier. You already have listing(s) for this product in other markets. Would you like to use same SKU and share your inventory levels across marketplaces? [Learn More](#)

Unique Offer: No, I want this to be separate.

Existing Offer: **Condition:** New **SKU:** sims3PS3
Marketplace(s): www.amazon.co.uk

Seller SKU:
(Unique Identifier. If you don't enter a SKU we'll create one for you.)

*** Condition:**

Condition Note:
(Add your comments about the condition)

2000 characters left
Example: Dust cover missing. Some scratches on the front.

amazon services europe seller central www.amazon.de HOME | NACHRICHTEN | HILFE | ABMELDEN

LAGERBESTAND | BESTELLUNGEN | BEREICHT | KUNDENZUFRIEDENHEIT | EINSTELLUNGEN

Lagerbestand verwalten | Produkt hinzufügen | Artikel & Angebote hochladen | Lagerbestandsberichte abrufen | Werbeaktionen verwalten | Sendungen an Amazon verwalten

Ansicht "Gesamter Lagerbestand" | Von Amazon versandter Lagerbestand | Versandmenü

Lagerbestand verwalten

Sie können Ihre Einträge hier suchen, anzeigen, sortieren [bearbeiten](#) oder [löschen](#). Hier sehen Sie sowohl Lagerbestand mit Versand durch den Händler als auch mit Versand durch Amazon. Über das Drop-down-Menü können Sie [ändern, wer die Artikel versendet](#).

Versand durch Amazon Profitieren Sie von gesteigerten Verkäufen, reduzierten Kosten und Zeitsparungen. [> Weitere Informationen](#)

[Anzeigen - Ihr Feedback](#) [Produkt hinzufügen](#) [Einstellungen](#) [Alle Angebote durchsuchen](#)

Alle Angebote
 ✓ = Preishit im Vergleich aller Angebote

Produkte 1 bis 2 von 2

Händler-SKU	ASIN/ISBN	Produktname	Erstellt am	Anzahl	Zustand
GC-00LW-VSHB	B0042HOU3A	LEGO Star Wars 7929 - The Battle of Naboo	27.04.2011 14:29:41	10	Neu

Anzeige von 25 Treffer pro Seite [LOS](#)

amazon services europe seller central www.amazon.co.uk HOME | MESSAGES | HELP | LOGOUT

INVENTORY | ORDERS | REPORTS | PERFORMANCE | SETTINGS

Manage Inventory | Add a Product | Upload Products & Inventory | Download Inventory File | Manage Promotions | Manage FBA Shipments

All Inventory View | Inventory Amazon Fulfills | Shipping Queue

Manage Inventory

Search, view, sort, [edit](#), or [delete](#) your listings here. Both merchant and Amazon-fulfilled listings are shown. [Convert fulfillment type](#) via the drop-down menu.

Amazon Webstore From zero to Amazon Webstore in just a few clicks. [Learn more](#)
[Add feedback](#)

[Add a product](#) [Preferences](#) [Search all your listings](#)

Alle Listings
 ✓ = Low Price for all listings

Products 1 to 1 of 1

Merchant SKU	ASIN/ISBN	Product Name	Date Created	Quantity	Condition
GC-00LW-VSHB	B0042HOU3A	LEGO Star Wars 7929 : The Battle of Naboo	27/04/2011 15:42:48	10	New

Show 25 results per page [GO](#)

- The 'Manage Orders' page is European.
- You can search orders using the 'Sales Channel' filter.

INVENTORY ▾ ORDERS ▾ REPORTS ▾ PERFORMANCE ▾ SETTINGS ▾

Manage Orders [Learn more](#)

Sales Channel ▾ All ▾ last 7 days ▾ **Search** [Advanced Search](#)

All
Amazon.co.uk
Amazon.de
Amazon.es
Amazon.fr
Amazon.it
Non-Amazon CO.UK
Non-Amazon DE
Non-Amazon FR
Non-Amazon IT

All orders placed in **all sales channels** [Clear all filters](#)

[Print packing slips for selected orders](#)

<input type="checkbox"/>	Order Date			Order ID/Product Details
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- The Order Report is European and lists all orders from all marketplaces.
- You can add an additional marketplace column in the report, to help you associate orders with their sales channels.

amazon services europe
seller central

INVENTORY | ORDERS | STOREFRONT | REPORTS | PERFORMANCE | SETTINGS

Manage Orders | Order Reports | Upload Order Related Files

Merchant:

Order Reports

New Orders | Unshipped Orders

Use this page to request and download Order Reports containing all orders you have received for the number of days you select, including those you have cancelled or confirmed as shipped. [Learn more](#)

IMPORTANT NOTICE: Your order reports now include an e-mail address that you may use to contact your buyer regarding your transaction with the buyer. Please note that if you choose to use this e-mail address to contact your buyer, that email message and all further communications between you and your buyer using this service will be copied and stored by Amazon. By using this service, you consent to this action. [Learn more](#)

Request an Order Report

Select Days: 1

Include Sales Channel Column? Include a column indicating the sales channel for each order. [Learn more](#)

Request Report

Scheduled Order Report Settings

You are currently receiving a scheduled order report once a day at 00:00:00 BDT. Click the Edit button to change this setting.

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What is EFN?

The European Fulfilment Network allows FBA sellers to store their inventory in their home marketplace's fulfilment centres, to fulfil orders coming from other* Amazon EU marketplaces.



FBA/EFN are currently not available for Amazon Spain

Need to Know

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



Hot Wheels 20: Geschenkset mit 20 Hot Wheels (Unterschiedliche Sets, Bild ist nur ein Beispiel)
von [Mattel](#)
[Geben Sie die erste Bewertung für diesen Artikel ab](#) [Gefällt mir](#) (0)

Angebot: **EUR 26,99** **Kostenlose Lieferung.** [Details](#)
Alle Preisangaben inkl. MwSt.

2 neu ab EUR 26,99

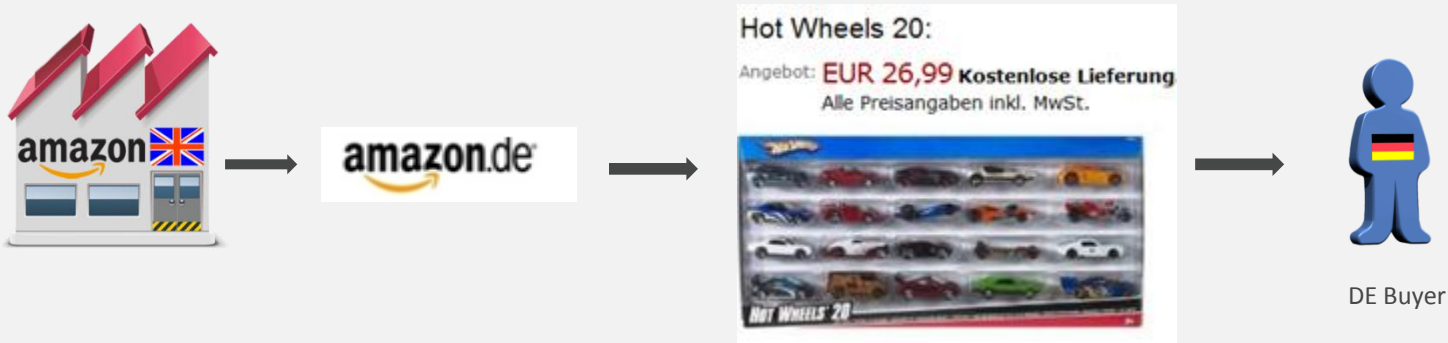
Auf Lager. Zustellung kann bis zu 2 zusätzliche Tage in Anspruch nehmen.
Verkauft durch [Lovely Stuff](#) und [Versand durch Amazon.de](#). Für weitere Informationen klicken Sie bitte auf den Verkäufernamen.

- 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.

Déguisement Adulte - Femme Baba Cool
No listing exists for this inventory item. [Learn More](#)

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 ...

New or Single
Marketplace Seller

We recommend to:

Go for it (instead of
registering local
accounts)

Things to bear in mind:

- 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

1. Go to a New Marketplace



2. Check your Settings, and Add your products

Add A Product

The product you are adding may already exist on Amazon. Search our catalogue for the product. [Learn more](#)

Find it on Amazon

Enter your product name, UPC, EAN, ISBN or ASIN

Search

If it is not in Amazon's catalog:

Create a new product

Unique Offer: No, I want this to be separate.

Existing Offer: Condition: New SKU: sims3PS3
Marketplace(s): www.amazon.co.uk

Seller SKU:

* Condition:

Condition Note:

3. Convert them to FBA to use EFN

Actions	zhuzhu	B003153F
Edit Details		B3JH7ZI
Manage product images		B3H4PW
Change to Fulfilled by Amazon		B3H4PW
Delete product and listing		B2FOOM
Copy to a new product		
Add another condition		

- 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.



- [European Account Information Homepage](#)
- [European Account FAQ](#)
- [EU Imports and Cross-Border Sales](#)
- [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](#)

Thank you for attending!

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