

## Summary of Topics:

[Uploading listings, translations, categories, permissions](#)

[ASIN, FNSKU, SKU matches and duplicate offers](#)

[Feeds, XML, MWS \(Merchant Web Services\)](#)

[Seller Central: feature location, using several accounts, old marketplace accounts, fees, permissions](#)

[Fulfilment by Amazon \(FBA\) / European Fulfilment Network \(EFN\)](#)

[Finance, bank accounts, legal, tax](#)

[Shipping, returns, customer service](#)

[International expansion](#)

[References](#)

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## Uploading listings, translations, categories, permissions:

*Q: We are selling in the UK, France and Germany, all with FBA. Do we still have to upload the listings separately per country (in the local language)?*

Yes. New listings are NOT automatically added to all marketplaces at the same time. You decide which products you want to offer in which marketplace.

*Q: Hello. When I go to my Amazon.fr selling tab, I see that all my items are "not in catalogue". I assume this means I need to upload my translations of descriptions, bullet points and search terms in French and in EUR prices. But I'm confused because I don't want to override my quantities or other SKU data that should remain the same if I upload a new file. What do I need to do make the items active for selling on Amazon.fr? Thank you.*

You do indeed need to upload those product listings to make them active on Amazon.fr. The quantities will be shared with the inventory you have in the UK (if you re-use the same SKUs), so if you do not want to override the quantities you need to indicate exactly the same quantities in the upload files as those you currently have in your UK stock. Other details such as titles and product descriptions are marketplace-specific and so would not override the data you entered for the other marketplaces.

We suggest watching this video tutorial for an explanation of how to do this:

<https://sellercentral-europe.amazon.com/gp/help/200692600>

*Q: Can I import my UK inventory into the other marketplaces?*

No, it is currently not possible to do an automatic import of inventory from one marketplace to another.

*Q: Is there a guideline template we can download that tells us exactly what we need to translate and in what format?*

The templates for uploading products are marketplace-specific. You need to go to the marketplace you want to start selling your products in using the marketplace switcher, and then go to 'Inventory' and 'Upload Products & Inventory' to download the relevant inventory file templates.

*Q: what are the differences between the catalogue upload files for the 4 markets?*

You can download an inventory flat-file template from each marketplace to see the differences between them. For example, if you have a UK apparel template containing a list of possible sizes or colours to enter, the equivalent template for France or Germany would need to have different size and colour formats, as you can imagine.

*Q: I have 3 templates (one each for Amazon.co.uk, Amazon.de, and Amazon.fr) with a lot of data in each; will these be uploaded in the same way OR will I need to rebuild them?*

Templates remain marketplace specific so these should not change.

*Q: Can I pick and choose what products I want to sell in the UK and what products from my UK inventory I want to sell in Germany, France and Italy?*

Yes.

*Q: Amazon.fr also tells us that we need to list a minimum of 400 items?*

There is no minimum number of listings for sellers to get started. However, if you want to receive personalized support with uploading your listings from the French sales teams, then yes, a minimum requirement applies.

*Q: Will the description of the product get lost in translation when translated to French or German etc? And therefore affect potential sales?*

It is up to you to ensure that your translations will be correct and clear for local buyers to understand them. Of course, bad or incorrect translations (using automated translation websites, for example) could have an impact on your sales. Amazon does not provide translation tools.

*Q: I am a seller on Amazon.co.uk. How will the product description and product names appear in other seller accounts on other marketplace sites. Also, will the terms and conditions be translated automatically?*

Product names and descriptions will appear in the local language on each Amazon marketplace site. Your terms and conditions (such as your returns policy, which is located in 'Info & Policies' in Seller Central) will be visible to local buyers in each marketplace, so you will also need to translate them.

*Q: Will I get any oversells with this inventory management system?*

If you re-use the same SKUs across marketplaces, the quantities will be synchronized so you should not get more oversells than before if you manage your stock correctly.

*Q: What are the important categories that are common all over Europe?*

Please find below a chart summarising the categories currently available to sellers on the Amazon Europe marketplaces:

Categories	Amazon.co.uk	Amazon.de	Amazon.fr	Amazon.it
Baby	x	x	x	
Books	x	x	x	
Car and Motorbike Parts	x	x		
Computing	x	x	x	
DIY & Tools	x	x		
DVD	x	x	x	
Electronics	x	x	x	x
Software	x	x	x	x
Home & Garden	x	x		
Lighting	x	x	x	
Music	x	x	x	
Musical Instruments & DJ	x	x	x	
PC	x	x	x	x
Office Products & Supplies	x	x	x	
Shoes	x	x	x	
Sports & Leisure	x	x	x	
Toys & Games	x	x	x	
VHS	x	x		
Video Games	x	x	x	x
Clothing	x	x	x	
Grocery	x	x		
Health & Beauty	x	x	x	
Jewellery	x	x	x	
Watches	x	x	x	

*Q: When can we expect missing categories such as Toys to become available on Amazon.it?*

We are working on expanding our selection on all Amazon sites, including Italy.

*Q: How do I actually get products I currently list on Amazon.co.uk onto the other sites? I sell clothing and I wonder if I need special permissions as I do not seem to have any way of getting my inventory listed on the other sites?*

Some categories, one of which is Clothing, require prior approval before you become eligible to sell your products in them. Approvals are marketplace-specific; so you will need to contact the Seller Support team to request approvals for the new marketplaces.

*Q: if I have 5 units in a French data feed and 5 in a German feed, will the combined amount be set at 10 or will it remain as 5?*

It will be 5.

*Q: What happens if I have stock in the US which is sold through FBA, and I sell the same product in the UK but do the fulfilment myself? I do not want the US stock to be displayed in Europe. Do I need to do anything?*

No, please note that this is a 'European' account, so US accounts are not affected.

*Q: Are the browse node numbers the same on the French/German/Italian marketplaces?*

No, they are marketplace-specific.

*Q: Are search terms localized as well?*

Yes.

*Q: How will you address the potential risk of lots of UK sellers listing 'UK-specific products' such as 3-pin plugs against French or German ASINs for which the plug is presumably 2-pin? Does the catalogue have different variations of the same product to handle this?*

UK items would normally have a different EAN barcode, so sellers should not be able to list against the French or German ASINs. They would need to create a new ASIN with a clear indication of the origin and technical specificities in the title and description (ex: 'UK Import'). The products must comply with local regulations and be readily usable by local buyers so sellers should make appropriate checks before offering electrical items.

*Q: Can we create per-market promotions, i.e. a different offer for the UK and for Germany?*

Yes.

*Q: I'm concerned that this may open the floodgates for spammers who run multiple listings of essentially the same product, perhaps giving it a different SKU. How will you be dealing with merchants who spam the system by (for example) creating one listing for Germany from an Amazon.de account and another for Germany from an Amazon.co.uk account?*

Our Seller Performance team is fully aware of the changes that the European account is bringing and will be monitoring the situation closely. If you notice policy violations, you are free to report them to Seller Support.

*Q: What is the easiest way to "pair" my UK ASINs to ASINs in the other marketplaces? Also, will they convert automatically to FBA listings?*

We are working on a solution to make things easier in that area. In the meantime you can try to use an inventory loader template (a simple flat-file template for uploading products which already exist in the marketplace you

want to list on). If the ASINs already exist in the catalogue and a match is found for them, they will be created without you having to provide full product descriptions.

For FBA: As a general rule there is no automatic conversion; when you upload a new product, you need to make sure you select 'I want Amazon to dispatch my items' at the offer creation stage (or 'Amazon\_eu' as the fulfilment channel in flat files).

When you add products one by one to a new marketplace with the European Account, you will have the option to share your inventory, that is, to re-use existing SKUs you have in other marketplaces. If you re-use an existing SKU that is currently in FBA, then the interface will pre-select the FBA option for you.

If you use flat files however, you will need to make sure you indicate that the SKUs you are re-using are FBA items. If you don't, and for example indicate a quantity, then the items will be converted back to merchant-fulfilled in all marketplaces.

### ASIN, FNSKU, SKU matches and duplicate offers:

*Q: We have the same items listed on several sites with different ASINs. What happens to these listings? Are the old listings likely to disappear or will items be doubled up?*

Nothing will change for those existing listings as long as you decide not to change them.

On a more general note, please note that Amazon regularly checks the accuracy and quality of its catalogue data. When we see that exactly the same products are listed using different ASINs (in the same marketplace or across different marketplaces), then we might decide to merge those ASINs into a single, unique ASIN. You would be notified of such changes. Please note that this is an ongoing effort so this does not mean that all ASINs have been or are likely to be merged in the short term.

*Q: I currently have a UK and French seller account which use the same SKUs to list the same products on both marketplaces, but are sometimes linked to different ASINs. What happens if I want to start listing on Amazon.fr from my UK-based European Seller Account? How should I do the transition while respecting Amazon's policy and not have duplicate listings?*

Let's assume you use an SKU called 'X' in your UK and French accounts. It is listed against ASIN 'A' in the UK and against ASIN 'B' in France. If you start using the European account from the UK to list in France, then you will not be able to re-use the SKU 'X' to list it against ASIN 'A' on the French marketplace. This would conflict with the current French ASIN for that product, which is ASIN 'B'. A SKU cannot be listed against two different ASINs at the same time. In that case, you would need to create a new SKU, 'Z', which would be listed against ASIN 'B' on Amazon.fr.

But this means that you could have duplicate offers for ASIN 'B' in France: the old offer 'X' coming from your local French account, and the new offer 'Z' coming from your European account. As duplicates are not allowed, you would need to make sure that you first de-activate the old 'X' offer, for example by setting the quantity to zero, before you start offering 'Z'.

**1) Existing set-up with different ASINs across marketplaces:**

Account type	SKU	ASIN on Amazon.co.uk	ASIN on Amazon.fr
UK local account	X	A	
French local account	X		B

**Potential new set-up, avoiding duplicate offers:**

Account type	SKU	ASIN on Amazon.co.uk	ASIN on Amazon.fr
UK-based European Account	X	A	
	Z		<b>B</b>
French local account	X (-> remove this offer before listing Z)		<b>B</b>

**2) Existing set-up with the same ASINs across marketplaces:**

Account type	SKU	ASIN on Amazon.co.uk	ASIN on Amazon.fr
UK local account	X	A	
French local account	X		A

**Potential new set-up, avoiding duplicate offers:**

Account type	SKU	ASIN on Amazon.co.uk	ASIN on Amazon.fr
UK-based European Account	X (shared inventory)	A	<b>A</b>
French local account	X (-> remove this offer before adding the FR offer for the X above)		<b>A</b>

*Q: How do the ASINs and FNSKUs match? How do I guarantee that new listing will have the same ASIN and FNSKU?*

The best way to ensure a match is to make sure you re-use exactly the same EAN/UPC barcodes when adding listings to new marketplaces.

*Q: Will all EANs and ASINs remain the same across all market places?*

Yes, we will try to keep the same EANs and ASINs if we can find a match across marketplaces. It might happen that for a certain product we already used a different ASIN in different marketplaces, and in that case a 'global'

ASIN/EAN/SKU will not be possible. The same kind of conflict could also happen if for example the product was created on the other marketplaces using different EANs.

### Feeds, XML, MWS:

*Q: I use XML to upload listings, can this file be adapted to upload to Amazon.de? Obviously the currency will be different, but that can be altered in the file.*

Information on how to use feeds across multiple marketplaces can be found on page 8 of this document:

<https://images-na.ssl-images->

[amazon.com/images/G/02/mwsportal/doc/en\\_US/bde/MWSFeedsApiReference.V159025215 .pdf](https://images-na.ssl-images-amazon.com/images/G/02/mwsportal/doc/en_US/bde/MWSFeedsApiReference.V159025215.pdf)

You will be able to submit feeds for several marketplaces using a list of marketplace Ids as parameter.

If you submit feeds for several marketplaces at the same time, they will need to share the same language code (currency, language...) or the feed will be rejected at submission time. Accordingly, 'flat files' (with full product descriptions) can only be sent for a single marketplace at a time and you cannot create an item in several marketplaces in one go. If no marketplace Ids are specified, the feed is applied to all marketplaces that the seller is registered in and that share the same language code as the seller's default marketplace. You will be able to send 'light' feeds for multiple marketplaces at the same time, such as inventory or price feeds (where the marketplaces share the same currency).

*Q: Can you please elaborate more on the MWS platform, and how this can be activated with eSeller Pro or other channel management systems? What are the most important features of MWS?*

Complete information can be found here: <https://developer.amazonservices.co.uk/index.html>

MWS allows sellers to exchange data with us in automated ways rather than using our manual interface. This allows you to save time in inventory management, order processing, etc.

The main seller services providers such as eSellerpro should know of MWS, and many use our MWS to program Amazon interactions with their software. They have also been made aware of the European account feature so that they can adapt their systems accordingly.

*Q: We have an Amazon.co.uk account through which we sold some items using FBA. Can we import orders into our system through the DE API?*

Yes, orders are 'global', which means you can request orders coming from all marketplaces. You have to use the 'MarketplaceId' request parameter to indicate from which marketplace you want to see the orders. Please refer to our orders API guide:

<https://images-na.ssl-images->

[amazon.com/images/G/02/mwsportal/doc/en\\_US/orders/MWSOrdersApiReference.V170794082 .pdf](https://images-na.ssl-images-amazon.com/images/G/02/mwsportal/doc/en_US/orders/MWSOrdersApiReference.V170794082.pdf)

More information about APIs is available here: <https://developer.amazonservices.co.uk>

*Q: If I have a UK home account and stock in the Amazon UK warehouses, can I use the MWS CreateFulfillmentOrder call to ship to other European countries for non-Amazon orders?*

No, whether you use MWS or the manual option, multi-channel fulfilment does not work for export at the moment.

**Seller Central: feature location, using several accounts, old marketplace accounts, fees, permissions:**

*Q: How will I know if I have the facility on my account?*

You will have the drop-down menu (marketplace switcher) at the top right of your Seller Central account:



*Q: I already have an account on Amazon.de as well as on Amazon.co.uk. How do I switch to using just a single (UK) account?*

You can sell through any remaining stock you have on your local *Amazon.de* account, or simply de-activate your offers, or even put that account on holidays. Once it is done, you can upload those products from your UK-based European account, choosing *Amazon.de* in the marketplace switcher.

*Q: Can we choose which countries we sell to or is it automatically all the four marketplaces in the menu?*

You choose in which of those countries you want to sell.

*Q: I am based in the Netherlands. What will be my home account?*

You can choose whichever marketplace you prefer as your home account. Please bear in mind, however, that if you intend to use FBA/EFN services you will only be able to send your FBA shipments to your 'home' country, so choose whichever country is the cheapest for you to send goods to.

*Q: In our home country, Germany, we only have a marketplace account; is it possible to switch to a European seller account?*

No, you would need to open a new account from Germany.

*Q: Opening a new seller account means losing all positive feedback... is that correct? My initial account is in German and is an old account... my other accounts are new; can I use my English-language account for this even if it is not the first account?*

Correct.

*Q: If I have an "old-style account" can I open a new one or upgrade?*

We cannot upgrade your account, you will need to open a new account.

*Q: How can I tell if I have a Pro Seller account or an Individual Seller Account?*

Go into 'Settings' and then into 'Account Info'. Your selling plan will be indicated at the top. If you are already a pro seller it should say 'Pro Merchant'. If not, you can contact Seller Support to upgrade.

*Q: If I open separate local Amazon.de/Amazon.fr accounts, are there any additional features offered on the local seller accounts which we would miss or that are not offered via the combined European account?*

Not really. This would be useful only if you wanted to have a totally separate business, i.e. with a different legal name and a separate inventory. This might apply if for example, your inventory for each marketplace was located in a different location, with different SKUs, and you wanted to receive order reports separately too. For FBA sellers, the advantage might be that you would send your FBA stock locally to each country and would be able to offer express delivery to buyers, and you also wouldn't have to pay EFN fees.

*Q: if I close the other accounts do I lose data?*

Yes, you will lose your performance history (e.g. customer feedback, sales history). You will also need to re-upload your listings as they will not be transferred to the new European account.

*Q: I currently sell on all four platforms and have won the buy box for some or all of them; if I change to the European account using the UK as my base account, will I still retain the buy box for the other sites or do I need to complete the 3 month trial?*

No, you will start as a newly launched seller in the other marketplaces (no sales, no feedback) and therefore might not have the same buy box eligibility as you used to have with your local account.

*Q: I don't need to set up new accounts locally, but I still need to obtain permission from each local Seller Central – is that correct?*

Approval to list in certain restricted categories has to be requested for those categories in each marketplace via Seller Support.

Requirements may differ between countries so we cannot replicate existing approvals across all marketplaces.

*Q: The most important feature for me is the shared inventory - where can I find more information about using shared inventory? The help pages for Shared inventory in Seller Central are empty.*

These pages will be available once the feature is activated on your account (<https://sellercentral-europe.amazon.com/gp/help/200663530>).

*Q: Will Amazon provide country-specific sales data to sellers broken down by categories or (better) by individual product lines to facilitate market research?*

Amazon already regularly sends automatic notifications and suggestions to sellers by email about what products are in high demand, and which would be good to replenish or to send to FBA. We will in the future work on expanding the range of such notifications. In the meantime, it is recommended that sellers look at the sales ranking data for each marketplace.

*Q: Where can I find a summary of all the fees for local and non-local sites, including FBA fees?*

The Selling on Amazon fees for each marketplace are summarised here: <https://sellercentral-europe.amazon.com/gp/help/200336920>

The FBA fees are available here: <http://services.amazon.co.uk/services/fulfilment-by-amazon/pricing/>

*Q: Is each "marketplace" treated separately as far as policy violations etc are concerned?*

Performance metrics in respect of customer feedback, late shipping, ODR, etc are marketplace-specific, so you could potentially be suspended in one marketplace but not in another. However, serious policy violations, such as fraud leading to immediate and permanent account suspensions, would apply to all marketplaces.

### **Fulfilment by Amazon / European Fulfilment Network:**

*Q: Do I need to join FBA to use this?*

You need to join FBA if you want to use the European Fulfilment Network option. You do not need to join FBA if you just want to use the Amazon Europe Marketplaces account and fulfil the orders yourself.

*Q: We currently use FBA in the UK, Germany and France and may continue to supply stock to each country's fulfilment centre (FC).*

*Is it possible to run an automated global and also an individually supplied FC service from now on so that if an individual SKU were to go out of stock we could then use global stock? This would be very handy at Christmas where the lead times to re-supply FC's are very long and sales can be missed when there are outages.*

Yes this is possible (but we would not do this automatically; it is up to you to set this up in your replenishment activities using the inventory data we provide in our reports).

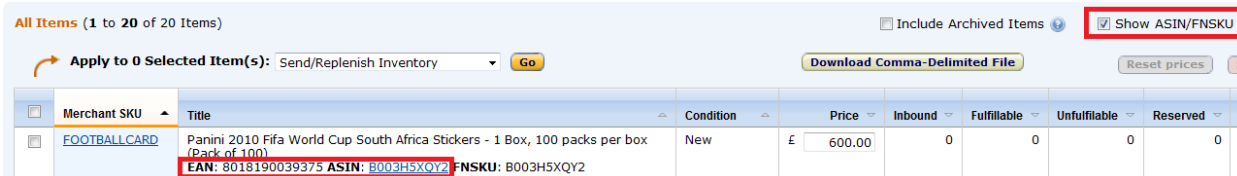
*Q: We are selling in the UK, France and Germany, all with FBA. Do we still have to upload the listings separately per country (in the local language)?*

Yes.

*Q: If I have an offer in the UK and I want to sell it on another marketplace how do I make sure the offer uses the same inventory pool? How is the link made? I am an FBA user.*

When you use the 'Add a product' option in the other marketplaces, you need to make sure the new product you enter re-uses exactly the same SKU, ASIN and EAN as the product you already have in FBA.

You can see the links currently used between SKUs, ASINs, EANs in your FBA inventory page by ticking the 'Show ASIN/FNSKU' box:



Merchant SKU	Title	Condition	Price	Inbound	Fulfillable	Unfulfillable	Reserved
FOOTBALLCARD	Panini 2010 Fifa World Cup South Africa Stickers - 1 Box, 100 packs per box (Pack of 100)	New	£ 600.00	0	0	0	0

EAN: 8018190039375 ASIN: B003H5XQY2 FNSKU: B003H5XQY2

Once you have added a new listing in a new marketplace, you need to make sure this listing is converted to Fulfilled by Amazon. The system can then make the link between that listing and the FBA stock we currently have for this product.

*Q: Can we base our European account in France? Do you have fulfilment centres for sellers there? Or can we only base our account in the UK?*

Yes you can base your 'European' account in any Amazon Europe Marketplace country by registering a local account there. We have FBA capabilities for each country. If you register your account in France, you will have to send your FBA shipments to the French fulfilment centres.

*Q: Some of my FBA listings are not recognized on Amazon.fr. Why not?*

It depends on what you mean by 'recognized'. It may be that the items do not exist yet in the French catalogue. In that case, you have to create a new product from scratch, with title, description, etc, and re-use the same EAN barcode as in the UK to enable the link with your current FBA stock.

It might also happen that the product exists in France but has a different ASIN or EAN barcode in that country, and so we will not be able to make the link between that French version of the product, and the UK FBA stock.

*Q: We use FBA in the UK plus 9 FBA EU Export countries. We also use FBA for multi-channel fulfilment in the UK. We want to use multi-channel fulfilment for European deliveries-will Amazon introduce this service in the future?*

Multi-Channel fulfilment is not available yet. If you use the 9 countries export option, please note that you can already use it in the other Amazon Europe marketplaces (the FBA export option – 9 or 27 countries has to be activated in each marketplace you want to work in).

*Q: When I use FBA from the UK, if an order is placed in Germany on the Amazon.de site and the order is fulfilled from the UK FBA centre, why would we be charged the German FBA fee when it's the UK that is fulfilling the order?*

The purchase, financial transaction and final fulfilment to the buyer are happening in Germany, not the UK; therefore all aspects of this transaction have to be charged locally, i.e. in Germany.

*Q: If a customer purchases a product in Germany, can it be set to FBA from a UK FBA Fulfilment centre? Or do I have to send my products to an FBA warehouse in Germany?*

If using EFN with a UK-based European account, as discussed in the webinar you send your stock to the UK fulfilment centres.

*Q: Will fulfilment by Amazon work for all the new marketplaces?*

FBA is currently available for all Amazon EU marketplaces (UK, Germany, France, and Italy).

*Q: Is the UK fulfilment centre 'physically' the same centre that we are using now or do we need to start sending our stock to a new 'European' UK fulfilment centre?*

We will continue using the same network of centres. There are no specifically 'European' or 'EFN' centres.

*Q: Where can we find information about how EFN fees are worked out?*

Pricing charts for each country can be found here: <http://services.amazon.co.uk/services/fulfilment-by-amazon/pricing/>

*Q: How is the stock managed between fulfilment centres. Does the seller decide on the stock allocation for each marketplace (Amazon.co.uk, Amazon.de etc)*

No. If you use EFN you have a European stock in our centres, with one European shared quantity for each SKU you have in stock. You do not decide the allocation of stock for each marketplace.

If you want to have different quantities for each market, then you need to create different SKUs for each market, and only create offers in the marketplace in which you want that stock to be active.

*Q: I've been sending my FBA orders to Amazon.co.uk and now I'm about to send my first shipments to Amazon.de and Amazon.fr. I see that I have no control over which FBA centre it's going to. Will I ever have control over where my items go? I ask because shipping to different centres is very expensive for a US seller like me.*

No, we need to make that decision so as to make sure the shipments are sent to whatever centre is most suited to receiving them efficiently and quickly, which can change all the time. However, in the long term, we are looking at ways to streamline the inbound process for sellers.

*Q: How does the product quantity work? If I use FBA and send 6 units of each product, would I need to list an extra 6 on the inventory or would the listing change to 0 once the 6 have sold in that particular marketplace? Obviously we have more stock to re-list in the UK but would need to send extra stock, if available, to European marketplaces.*

The quantity is shared across all marketplaces on which you have listed an offer for a particular product/SKU. To start with, we would recommend that you wait and see how many additional sales you are achieving on the new marketplaces before sending large quantities of extra stock, which might never sell.

*Q: Is there A FREE delivery service of FBA UK orders to Europe?*

For buyers, yes. FBA/EFN products will be eligible for PRIME advantages, which means also for Free Super Saver Delivery if the buyer's order meets the local marketplace requirements (e.g. for non-media products on Amazon.fr, the buyer must have placed an order of at least 15 Euros to be eligible for free delivery).

*Q: Will we have to pay for stock to be sent from the UK fulfilment centre to an EU fulfilment centre?*

Stock will not be sent to EU fulfilment centres from the UK, it will be sent directly to the European buyer from the UK fulfilment centre. The EFN fees will apply.

*Q: Is it possible to manually move the FBA FR inventory to FBA UK by creating a removal order but have it shipped to the FBA UK warehouse instead of to the seller,?*

No, please do not attempt to do this or your shipments will be rejected/lost. FBA inbound shipments need to have proper references and shipping labels on them, which is only possible if you create a proper FBA inbound shipment, and not by forwarding a removal order. In addition, ASINs/FNSKUs used in one country might be different from those used in another country.

*Q: With EFN, when you have stock in the UK and start listing it for other countries, will that stock be global? Will the item price be different?*

The quantity and condition will be global, but the product title, description and price will be marketplace-specific.

*Q: Can we send FBA stock to the UK but only offer it as FBA in France, for example?*

Yes, but you would need to create new SKUs specific to France (an SKU cannot be both merchant fulfilled and Amazon-fulfilled at the same time, given that the quantity available is a global attribute).

### Finance, bank accounts, legal, tax:

*Q: What exchange rate will you use and how often is it adjusted?*

The exchange rate applied will be the one for the date on which we initiate the disbursement to your bank account. If you have a positive balance in your Seller Account, you can view the applicable exchange rate for transfers to your bank account by clicking the "View Exchange Rate" button on the Payment Summary page.

Please refer to the help page regarding the Amazon Currency Converter:

<https://sellercentral-europe.amazon.com/gp/help/200381250>

*Q: The biggest barrier to selling on Amazon or in international markets is the legal, tax and compliance issues. Will you be providing full details on foreign marketplaces so sellers are aware of these BEFORE we start SELLING?*

There are some high level principles and product restrictions explained in our terms and conditions in the Seller Help pages. We might look at ways to provide further basic principles about selling across Europe but Amazon remains a marketplace, not a legal adviser. Even if we give more background information in the future, the legal or tax requirements can change for every country, every product and every seller every day, so we cannot provide personalised guidance to each seller. It is your ultimate responsibility as a merchant to know what you can sell or not.

*Q: Why can't I use my French, English or German bank account for Italy?*

This is a specific requirement for Italy which is mandatory.

*Q: When adding my account information do I need to give just my account number and sort code or do I need to add my IBAN number?*

We ask for the sort code, bank account number, and bank account holder name. Some slight differences might appear depending on the country in which the bank account is located.

*Q: Can I put in different bank accounts for each marketplace?*

Yes.

*Q: What will be the single Pro Seller monthly fee for UK,DE,FR,IT?*

It depends what your home country is. If you opened your account in the UK, then you would only pay the UK monthly Pro Seller fee, which currently is 25 GBP per month.

*Q: If I do not have a local Italian bank account, can I also offer my products on Amazon.it?*

No.

*Q: Will there ever be a change in the Italian bank policy? Will sellers ever be able to use their home country bank account?*

We cannot say at this point. If you have difficulties opening an Italian bank account, you can use the services of companies such as Currencies Direct or World First who should be able to open one for you.

*Q: Do "selling prices" in Euros fluctuate as exchange rates change hourly/daily?*

No, when you set your prices in the other marketplaces you do so in Euros just like any other local seller, so these prices do not change unless you change them.

*Q: Will Amazon help sellers convert UK currency for listings in other markets?*

No, we currently have no capability to do that.

*Q: Where applicable, will the buyer be informed of any additional costs that may be incurred e.g. import duty or customs duty?*

There is a general comment on this in our Conditions of Use, which the buyer can see when going through the ordering process:

<https://www.amazon.co.uk/gp/help/customer/display.html?ie=UTF8&nodeId=1040616&pop-up=1#>

We have no control over these charges and cannot predict what they may be; it is the buyer's responsibility to know what duties may be incurred on their purchases, and your responsibility as a seller to make sure you are allowed to sell the product.

**Please note:** If it is European Union buyers who are purchasing your products on the other Amazon European websites, as would happen most of the time, there would generally be fewer import/customs complexities, given that it is a common market. If you are already selling to foreign buyers from your UK account, you should be familiar with the process.

*Q: Do sellers have to ensure that the insurance covers product liability in Europe and globally, or is this covered by Amazon?*

It is your responsibility.

### Shipping, returns, customer service:

*Q: Will there be the option to set different postal rates for each region?*

It is already possible. The Shipping Settings page is marketplace-specific, so you can set different shipping options and rates for each marketplace.

*Q: Do I need a local number and address for problems and returns?*

Your policy in each marketplace must be as favourable as Amazon's local policy, just as your UK policy must also meet our UK terms and conditions. For returns, if you do not have a local address, you could for example propose to refund the buyer for the extra cost of sending the item abroad.

*Q: Can damaged goods be returned to the UK FBA centre?*

When using EFN, if a buyer in another marketplace returns an item coming originally from your UK-based FBA stock, we will arrange for that unit to be returned to your UK stock at no extra cost to you or the buyer. For the buyer, the return process will remain the same; the buyer will not be affected by the fact that the item was coming from abroad.

*Q: I am a UK seller and I sell on Amazon.de; if the buyer wants to return an item fulfilled through EFN, will Amazon provide a pre-paid return shipping label?*

Yes. Or in cases where this is not possible, we will refund the buyer.

*Q: If I use EFN or FBA shipping from UK to Germany, will Amazon provide customer service in German?*

Yes, for the buyer it will be a normal shopping experience on Amazon.de.

*Q: What about customer service if they call us? We may not understand German.*

When you start selling in an Amazon marketplace, you agree to the local terms and conditions of that marketplace, including being able to provide adequate customer service in the local language. It is your responsibility to find ways to handle customer queries in a way which will keep buyers happy and prevent negative feedback. Additional sales might allow you to invest in additional resources for that purpose. That is also why we created the FBA/EFN options!

*Q: Will the customers know that they are buying from the UK? And is it acceptable to mention on the listings that the preferred language of communication is English?*

If the items are merchant-fulfilled, buyers can see in the More Choices list of offers from which country each seller is fulfilling the item – for example, 'In stock. Dispatched from United Kingdom.'

You can of course add comments in the Condition Note to make this clear to the buyer, and perhaps mention your preferred language in your information and policies. However, this does not remove your obligation to provide local-language support to buyers, knowing that not everybody might be able or willing to communicate in English.

*Q: There are no shipping options for US based sellers on Amazon Europe Marketplaces. For example, we usually ship via USPS Priority which takes 8-10 days. Amazon Europe has either 21-day shipping time (standard) or 1-2 days expedited, neither of which corresponds to our time frame. Will Amazon do anything about this to accommodate US sellers?*

For sellers outside of Europe, the delivery SLAs would vary for the standard delivery options: 7 - 23 days, 3 - 7 days, or 8 - 12 days depending on the delivery areas.

European-based sellers have similar, but shorter, delivery SLAs to respect.

These default settings are to ensure that the SLAs can be met by all sellers and prevent negative feedback.

There is no plan to change them at this point, but you can of course mention your usual delivery times, as many sellers do, in the Condition Note.

### International expansion:

*Q: Does this work for European countries outside the EU?*

For buyers located in other countries, it may be possible - for example, if you create an offer on the French marketplace and you go into the Shipping Settings for that marketplace and select to offer delivery for countries outside of the EU. If a buyer in one of those countries visits Amazon.fr and buys your product, you will receive the order and dispatch it to the buyer's country.

*Q: What about Spain and other countries in the EU?*

We currently do not have a Spanish website or any other European website. Any major change made by Amazon in Europe would be announced in the press, just as it was for the European Marketplaces Account.

*Q: Is there a plan to expand this selling platform to include Amazon.com, Canada, etc?*

No, not at this point. This programme only works on Amazon.co.uk, .de, .fr and .it.

### References:

[European Account Main Page](#)

[European Account FAQ Page](#)

[FBA and FBN Pricing](#)

[MWS website](#)

[Bank Account Info](#)

[European Fulfilment Network](#)

[Settings tutorial](#)

[Manage Your Inventory tutorial](#)

[Manage Your Orders tutorial](#)

[Marketplaces Fees](#)

[Share Your Available Inventory](#)

[Amazon Currency Converter FAQ](#)