

Start Listing and Selling Across Europe



- **Reminder about the Single European Account**
- **Listing possibilities with the European Account**
- **What is the cross-listing file?**
- **Need to know**
- **Live demonstration**
- **Q&A**
- **References**

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



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Listing Possibilities with the European Account

- You need to upload your inventory **on each marketplace**, in the local language and currency.
- You will have **different possibilities** based on your current inventory and what products you decide to offer in each marketplace:
 1. Your products already exist in your existing UK stock and in the new marketplace. The products share the same ASINs on both marketplaces.
 - ➔ You can re-use **the same SKUs**, sharing the **Quantity** and **Condition** across marketplaces.
 - ➔ You **do not have to translate** the product's details as the page already exists in the marketplace of destination.
 2. Your products already exist in your UK stock but not yet in the new marketplace.
 - ➔ You have to create a **new product detail page** (and therefore a new ASIN) in the local language.
 - ➔ If you re-use exactly the same data (ie. EAN/UPC and SKU), your inventory can be **shared** as well and we will match the new ASIN with the existing UK ASIN.

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What is the Cross-Listing File?

- The file you received by email allows you to easily list your items when:
- Your UK products **already exist** in the marketplace of destination with **the same ASINs**.
 - You want to **re-use the same SKUs** to share the **quantities** and **conditions**

Dear [REDACTED],

As a seller on Amazon your success is important to us. Amazon constantly strives to identify new opportunities to help you sell more. We know that 203 products in your UK inventory have great potential on Amazon.de. With your new European Seller Central Account you can now sell these products more easily than ever before to millions of new customers! That's why we have prepared a file for you containing all of the products that you sell on [Amazon.co.uk](https://www.amazon.co.uk) where detail pages already exist in Amazon.de. If you are interested in growing your business internationally, please follow these simple steps:

- 1) Download and open a prepared Inventory file template for the marketplace Amazon.de: **Download**
- 2) Set the prices of your offers for Amazon.de in EUR.
- 3) Please remove all products which you do not wish to sell or which you are unable or not authorized to sell on Amazon.de (e.g. because of local language requirements, local product safety requirements etc.). You should also read and understand our [Amazon.de seller rules](#).
- 4) Save the worksheet "feed" in format "Text (tab delimited)" and not as XLS/XLSX which are the default save options in Excel.
- 5) Select "www.amazon.de" in your European Seller Central. Go to "Inventory" and then "Upload Products and Inventory". Upload the feed choosing the "Inventory Files for non-Media Categories".

Done!

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Need to know

- 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.
- Do not forget to **save the file in the .txt format** (tab delimited) after making your changes, and not to Excel.

More generally, use the file following instructions to ensure that your products will be uploaded successfully. Do not attempt to edit or customize the file, or to use another inventory file template to reproduce the information that it contains.

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1. Download the file by clicking the link contained in the email

1) Download and open a prepared Inventory file template for the marketplace Amazon.de: [Download](#)

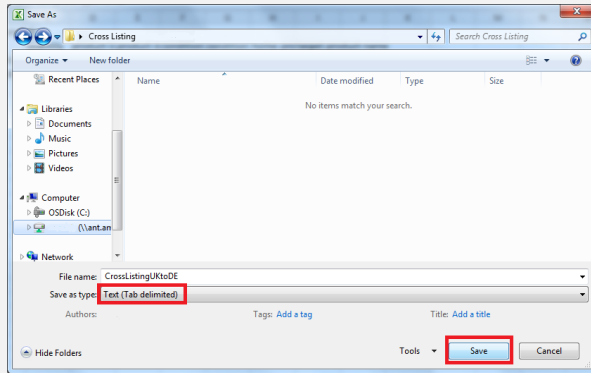
2. Remove the products you do not wish to sell in the new marketplace

sku	price	de-currency	product-id	product-id-type	condition-type	condition-note	fulfillment-center-id	uk-price	uk-currency	uk-quantity	uk-product-name	de-product-name
swimseat06	7.92	EUR	B00293G6	ASIN	New			7.92	GBP	31	Surfit Pool Lts B; BABY SCHWIMM	
	10.15	EUR	B0017XLK	ASIN	New			10.15	GBP	19	BRIO My Very F BRIO 30466 - Mei	
	15.95	EUR	B002BFL	ASIN	New			15.95	GBP	11	BabyBanz Sungl BABYBANZ Baby	
	20.5	EUR	B003E9ZL	ASIN	New			20.5	GBP	5	Goldbug 2 in 1 H Goldbug 2 in 1 Ha	
	11.79	EUR	B002WB2	ASIN	New			11.79	GBP	13	Sunshine Kids B Sunshine Kids 30	
	6.95	EUR	B002TQY	ASIN	New			6.95	GBP	24	Wonder Bib Ban Wonder Bib Band:	
	13.25	EUR	B003LBV	ASIN	New			13.25	GBP	5	Summer Infant S SwaddleMe Gradu	
	9.5	EUR	B0038JDA	ASIN	New			9.5	GBP	989	Sophie The Giraf Beißring SO'PUR	
	12.95	EUR	B005FFP	ASIN	New			12.95	GBP	993	Easy Peasy Pod "Einfach Erbsensc	
	14.95	EUR	B0042RVI	ASIN	New			14.95	GBP	6	Hape E-Racer M Hape 897952 - E -	
	8.5	EUR	B0017XK	ASIN	New			8.5	GBP	17	Pacifier Clip - So Vulli - Attache-suc	
	49.98	EUR	B0002C6E	ASIN	New			49.98	GBP	1	FunToSee Funky Wandaufkleber Th	
	13.95	EUR	B002CVY	ASIN	New			13.95	GBP	2	Simon the Lion C Original Grannima	
	20.99	EUR	B0031106	ASIN	New			20.99	GBP	1	PIG Harness Buc PIG Harness Buc	
	3.98	EUR	B000VCB	ASIN	New			3.98	GBP	4	Small Abacus Rechenrahmen kle	
	20.05	EUR	B0004C6	ASIN	New			20.05	GBP	4	Shady S... ..	

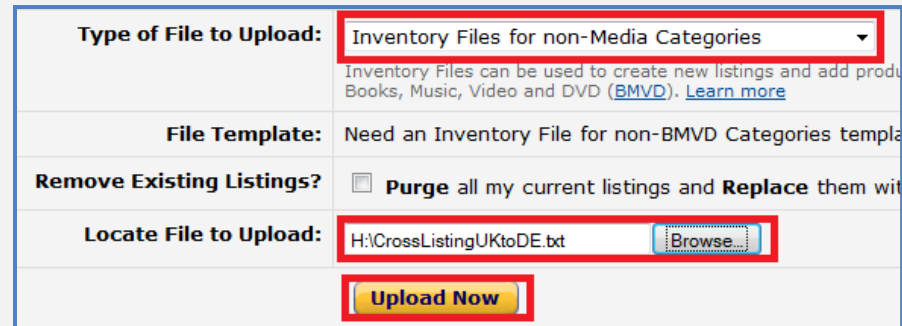
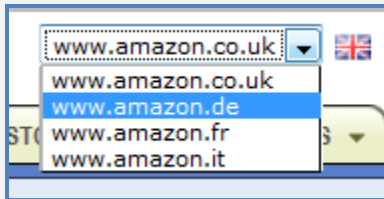
3. Set your prices

sku	price	de-currency	product-id	product-id-type	condition-type	condition-note	fulfillment-center-id	uk-price	uk-currency	uk-quantity	uk-product-name	de-product-name
swimseat06	8.95	EUR	B00293G6	ASIN	New			7.92	GBP	31	Surfit Pool Lts B; BABY SCHWIMM	
brifirstpuzzle	13.5	EUR	B0017XLK	ASIN	New			10.15	GBP	19	BRIO My Very F BRIO 30466 - Me	
babybanzturq	15.5	EUR	B002BFL	ASIN	New			15.95	GBP	11	BabyBanz Sungl BABYBANZ Baby	
goldbeary	24.95	EUR	B003E9ZL	ASIN	New			20.5	GBP	5	Goldbug 2 in 1 H Goldbug 2 in 1 H	
beltguardssk	12.99	EUR	B002WB2	ASIN	New			11.79	GBP	13	Sunshine Kids B Sunshine Kids 30	

4. Save your worksheet 'feed' in .txt format



5. Go to Seller Central, pick the new marketplace, go to 'Inventory' -> 'Upload Products and Inventory' and upload the saved file as 'Inventory File for Non Media Categories'





- [European Account Information Homepage](#)
- [European Account FAQ](#)
- [Settings Tutorial](#)
- [Manage your Inventory Tutorial](#)
- [FBA and EFN pricing Information](#)
- [MWS Website](#)
- [Webinars Invitations and Recordings Page](#)

Thank you for attending!

**[http://services.amazon.co.uk/resources/events-
webinars/](http://services.amazon.co.uk/resources/events-webinars/)**

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