

Get ready to expand in Europe with Amazon

Knowing whether you're ready to start selling in Europe can be challenging. This checklist is designed to help guide your understanding of Amazon's five European marketplaces and ensure you're set up for success. Be sure to familiarize yourself with all the tools Amazon provides, which will make many of the requirements listed below simpler and easier to manage.



Prepare to sell

- 1** **Learn about Amazon's five European marketplaces** (Amazon.co.uk, Amazon.fr, Amazon.de, Amazon.it, and Amazon.es) and how you can sell your products with one single account across all of Europe.
- 2** **Learn about the different products** you can sell in Europe on Amazon and understand which categories are restricted or require approval.
- 3** **Understand how value-added tax (VAT) works** and learn about regulation requirements in Europe.
- 4** **Understand fulfillment options in Europe** and choose between Fulfillment by Amazon or self-fulfillment for your products.
- 5** **Understand international fulfillment requirements**, including import and export regulations.

Register and start selling

NEW TO SELLING ON AMAZON?

- 6** **Understand how Amazon's European selling account works** and learn what information you need to provide during registration.
- 7** **Understand the listing tools available in Europe** and learn more about how Build International Listings (BIL) and Translate Your Products help you manage your listings across Amazon's five European marketplaces.

ALREADY HAVE AN AMAZON SELLER ACCOUNT?

OR

- 6** **Learn how to link your existing Amazon account** and manage your product offerings across different marketplaces with a single seller account.

Manage your business

WITH SELF-FULFILLMENT

- 8** **Fulfill international customers' orders** and provide a great customer experience with prompt delivery.
- 9** **Manage customer support** in the local language and either provide a local address for returns or offer a refund for international shipping.

WITH FULFILLMENT BY AMAZON

OR

- 8** **Send inventory to a European Amazon fulfillment center**, complying with package and customs duty requirements.
- 9** **Manage customer support** only for non-fulfillment customer questions. (FBA manages fulfillment and returns questions.)