

Shipping in Europe with Amazon

Shipping to Europe can be complex. This checklist is a good starting point for understanding your options, what's required, and what to consider. Also check out the [shipping solution providers](#) on Amazon's Solution Provider Network, who can make the requirements below easier to handle.

Find your EU shipping partner: amazon.com/spn



Considerations and options

- Freight restrictions:**
Make sure your products comply with all import, carrier, or intellectual property restrictions in Europe.
- Where will you sell?**
Different European countries have different shipping costs and requirements. Consider starting with fewer countries and then adding more over time.
- How will you fulfill?**
Consider whether Fulfillment by Amazon (FBA) or self-fulfillment is the best choice for you. Maybe it's a combination of both.

Key requirements

- Importer of record vs. non-resident importer:**
Talk to your shipping company about whom to list as the importer of record (IOR). Also note that Amazon should never be listed as the IOR.
- Exporter of record:**
Talk to your shipping company about whom to list as the exporter of record (EOR).
- Taxes:**
Understand your value-added tax (VAT) rates and obligations.
- Customs duties**
- Economic Operations Registration and Identification number (EORI)**
- Export paperwork**
Example: From the US
 - 1. Census Bureau Electronic Export Information filing
 - 2. Export license (paid by the supplier)
 - 3. Foreign principal party in interest
 - 4. Status change to "known shipping company"
- Import paperwork**
Example: From the US
 - 1. Certificate of origin
 - 2. European Conformity (CE) marking
 - 3. Broker
 - 4. Power of Attorney
 - 5. Terms and conditions
 - 6. Duties: delivery duty unpaid (DDU) vs. delivery duty paid (DDP)
 - 7. Taxes
 - 8. Shipping costs
 - 9. Deliver-to party
 - 10. Ultimate consignee
 - 11. Commercial Invoices

Note: Always use DDP for European fulfillment center shipments so that customers don't pay more than the display price.

Freight forwarding (see definition further below)

- Negotiate** the correct freight term, including Incoterms (International Commercial Terms)
- Check** all documentation

Your shipment's journey

- Before pickup**
 - Commercial invoice
 - Packing list
 - Material safety data sheet (MSDS)
- Pick-up:**
 - Book shipment: compare air vs. ocean
 - Review and accept quote
 - Following shipping best practices

Common terms

CE: European Conformity (Conformité Européenne). A mark that certifies conformity with health, safety, and environmental protection standards for products sold within the European Economic Area.

DDP: Delivery duty paid. Incoterm (see below) specifying that the seller is responsible for all costs related to delivery of goods to the buyer.

DDU: Delivery duty unpaid. Incoterm specifying that the seller and shipping company have not paid duties or tariffs, and that any import duties and further transport costs are the buyer's responsibility.

EOR: Exporter of record.

EORI: Economic Operator Registration and Identification number. Required number for tracking imports and exports within the European Union that is assigned to a seller by a local member state.

EXW: Ex Works. Incoterm for when a seller makes a product available at a certain location and the buyer pays for transportation.

FOB: Free on board. Incoterm for the point at which the buyer must pay for goods to be delivered.

FPPI: Foreign principal party in interest. Generally, the foreign buyer of goods that are bought or obtained for export.

Freight forwarder: A shipping company that handles everything involved with getting your inventory to a fulfillment center in Europe.

Incoterms: International Commercial Terms. Series of commercial terms published by the International Chamber of Commerce.

IOR: Importer of record.

MSDS: Material safety data sheet. Lists the potential health effects of exposure to chemicals or other potentially dangerous substances, and includes safe ways to work with chemical products.

Note: This checklist is not meant to be comprehensive. To make sure you meet European shipping requirements, we recommend that you work with a shipping company.