



Scale your business with European Expansion Accelerator

Amazon Europe represents some of the largest e-commerce countries across the continent. With over hundreds of millions¹ monthly visitors across European stores, expanding your business internationally helps attract new customers and diversifies your revenue stream. To support your international growth, we developed European Expansion Accelerator – an automated solution which expands your business in less than 3 business days.

Discover European Expansion Accelerator today to maximize your business reach and start selling your products across nine Amazon Europe stores.



¹Source: SimilarWeb, December 2020

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Introducing European Expansion Accelerator

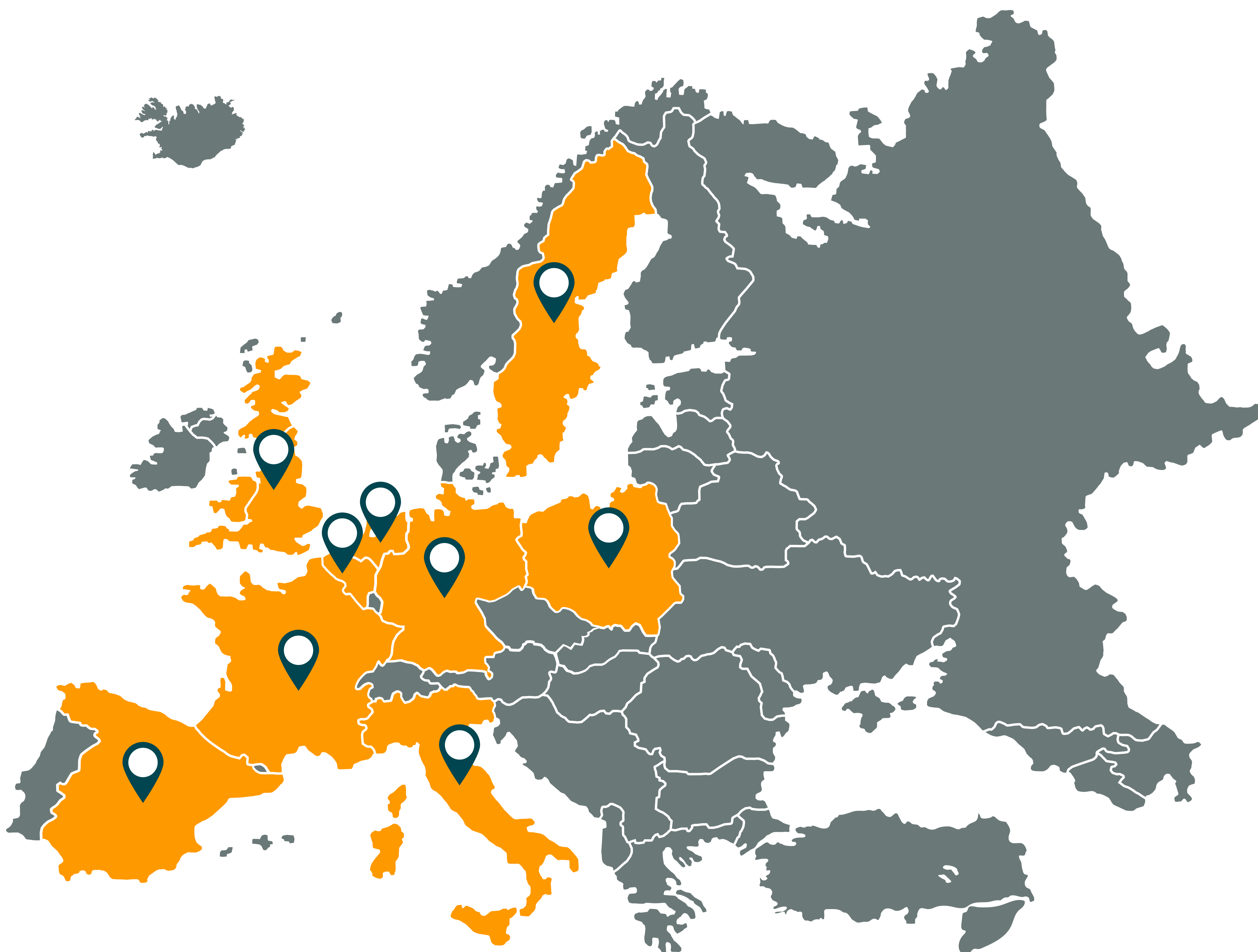
Amazon's newest end-to-end expansion solution

European Expansion Accelerator is an **automated expansion solution** which **expands** your Amazon business across Europe **in less than 3 business days**. It is by far the fastest way to scale your business across Amazon Europe stores!

It only takes a few clicks on the European Expansion Accelerator homepage to make your products available to millions of customers.

Today, you can expand to the following Amazon Europe stores using European Expansion Accelerator: The United Kingdom, Germany, France, Italy, Spain, Netherlands, Sweden, Poland and Belgium.

Please note that you must be registered as a professional Selling Partner with at least one active Amazon Europe account to use European Expansion Accelerator.



Benefits of expanding with European Expansion Accelerator

Over the last decade alone (2010 to 2020), Amazon has invested more than €142 billion across the EU and the UK, and is excited to continue to invest in Europe and partner with European businesses.

Today Selling Partners across Europe can leverage Amazon's wide regional scale, state-of-the-art logistics capabilities and reach more than hundreds of millions potential monthly customers on Amazon's European stores.

Use European Expansion Accelerator to expand your business in the most swift and seamless way, as it helps you:



Save time and resources

Your full expansion journey to a new Amazon store will be completed in only three business days and free of charge!



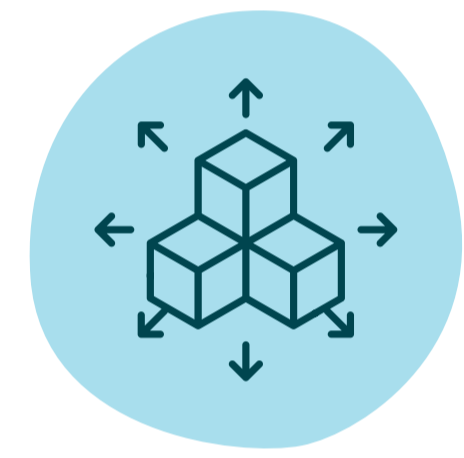
Scale with just a few clicks

You no longer have to use several Seller Central tools to expand your business. All expansion steps required to start selling in a new store are automated!



Maximize your business reach

You can expand to one or all available Amazon stores: The United Kingdom, Germany, France, Italy, Spain, the Netherlands, Sweden, Poland and Belgium.



Diversify your revenue stream

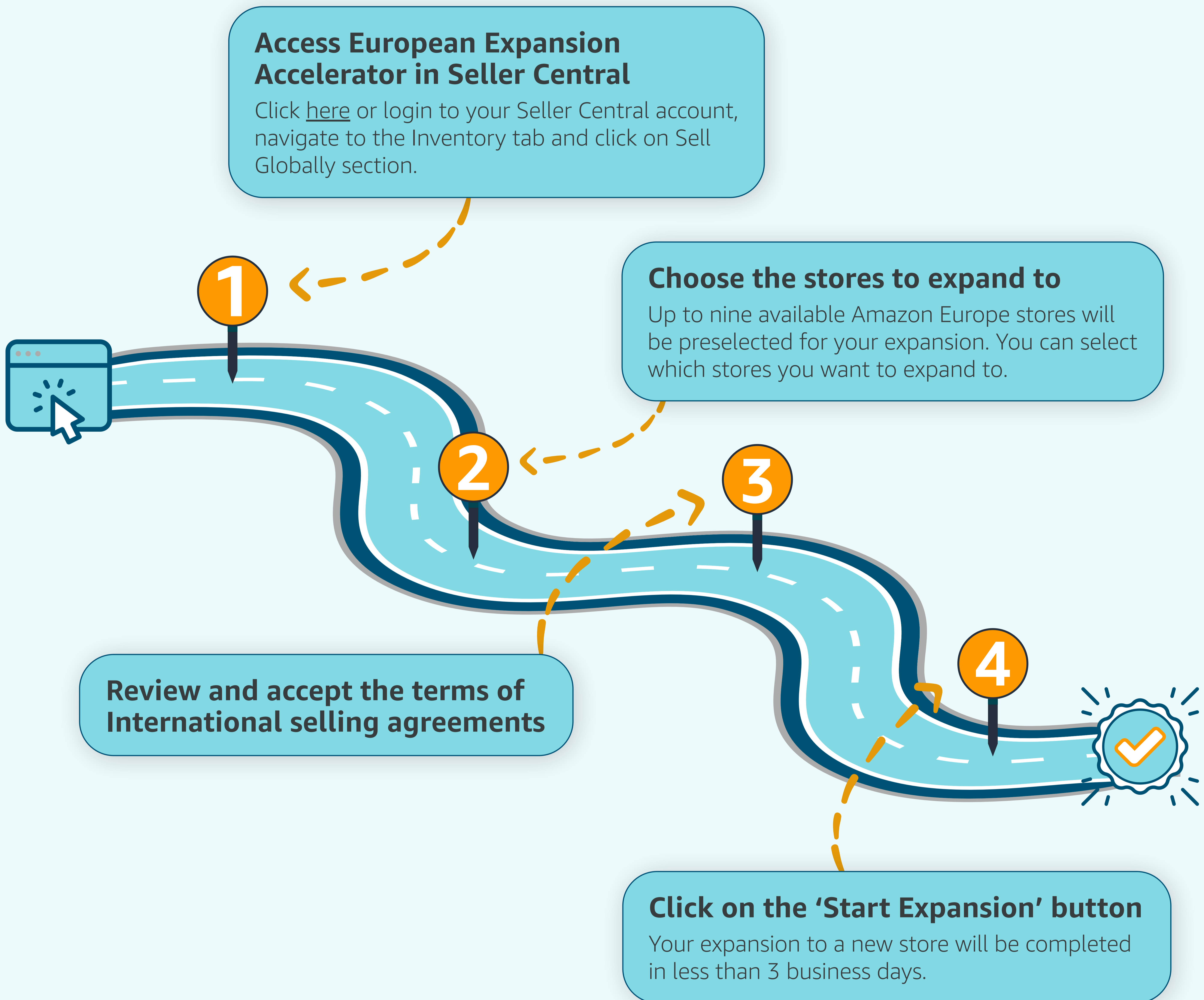
Expanding across multiple European stores helps diversify your revenue stream, giving you an advantage of varying holiday seasons and sales peaks across Europe.

Learn four easy steps needed to start using European Expansion Accelerator in the [Getting started](#) section of this guide.



Getting started with European Expansion Accelerator

It is easier than ever to expand your Amazon business with European Expansion Accelerator. Follow four easy steps below to start your expansion journey across Amazon Europe stores:



Learn how your expansion is automated in the "[how European Expansion Accelerator works](#)" chapter of this guide.

How European Expansion Accelerator works

Five key homepage components

Learn five key components of the [European Expansion Accelerator](#) homepage:

1. How it works
Watch [how it works](#) video and read our dedicated [help pages](#) to learn more about European Expansion Accelerator and the benefits it brings to your business.

European Expansion Accelerator

help pages.

Video player icon

Source store
We copy the settings, shipping templates, and listings of the source store when expanding to other stores. [Learn more](#)

Germany

2. Source store
Your source store is automatically identified. It will be used to copy your shipping settings and templates; offers and prices to the store(s) you choose to expand to. Learn how your source store is identified in [FAQ3](#) and how to change it in [FAQ4](#).

Stores to expand to

Select all

France

Italy

Account creation

Shipping settings

preparation

products

products

customization

activation

Expansion completed

Expansion completed

Start expansion

3. Stores to expand to
Available target stores to expand to will be automatically identified and preselected. You can deselect the stores by unticking the check box next to them. Visit [FAQ5](#) to learn why some stores may not be available for you to expand to.

Expansion benefits

4. Expansion benefits
Check the benefits of expanding across Europe using European Expansion Accelerator.

FAQ

5. Frequently asked questions
To learn more about the solution, check the FAQ section on the homepage.

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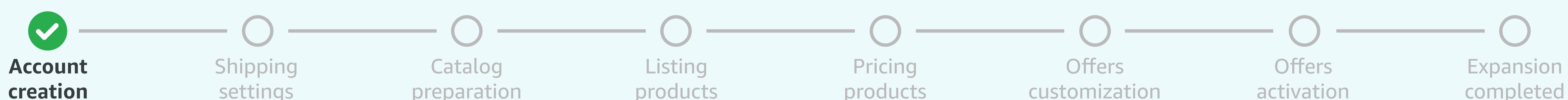
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Automated expansion steps

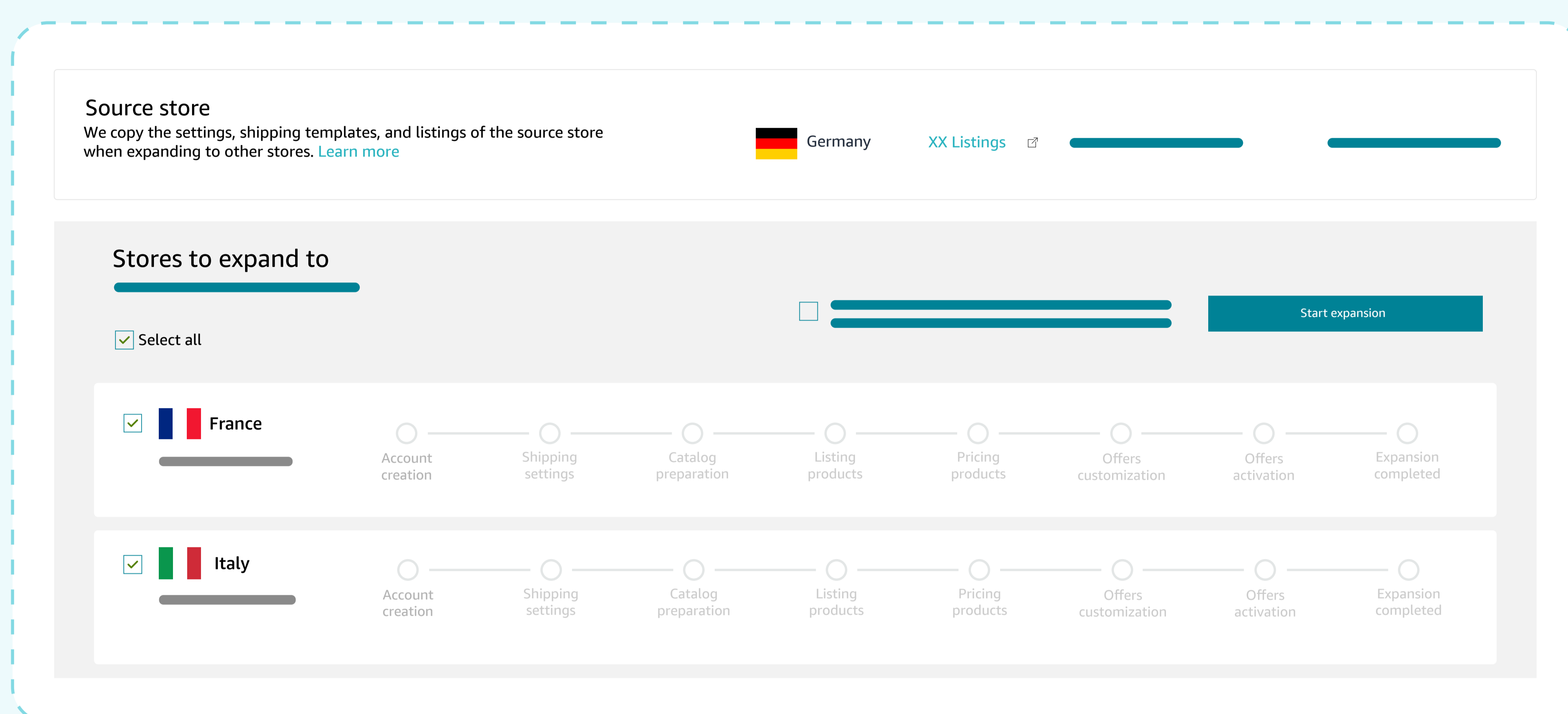
Once you choose the target stores to expand to and click on the “Start expansion” button, all expansion steps are automated to ensure the most seamless and swift experience.

Learn what each automated expansion step does to save your valuable time and resources.

Account creation

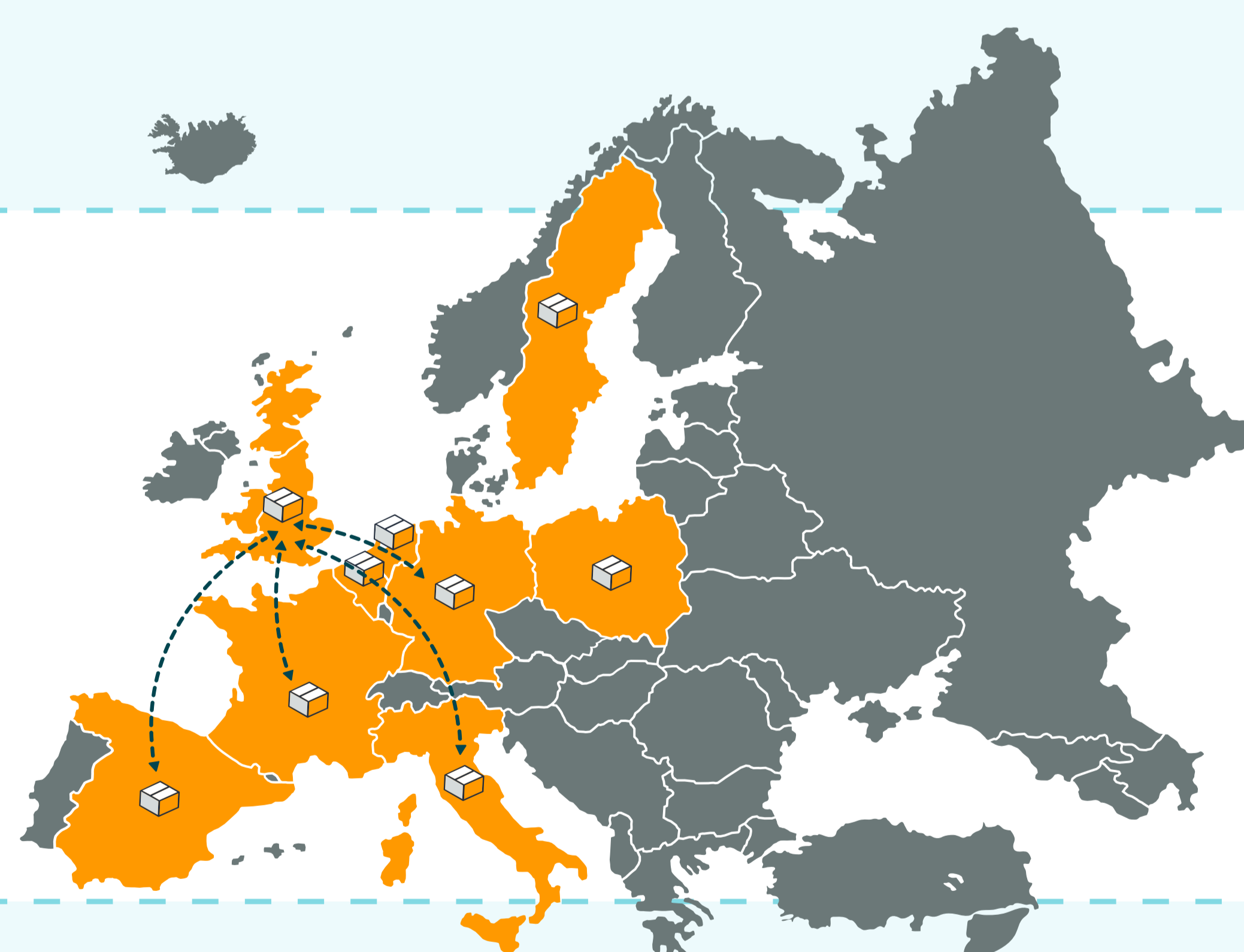


Automatic expansion begins by enrolling your source store’s Fulfilment by Amazon (FBA) or Pan-European FBA listings as FBA or Pan-European FBA* listings in the selected target store(s).



*Source listings will be enrolled as Pan-European FBA listings in target store(s), given that they meet Pan-European FBA product eligibility criteria.

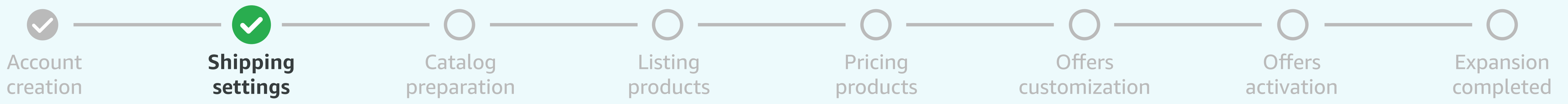
For expansion between Amazon.de, Amazon.fr, Amazon.it, Amazon.es and Amazon.co.uk stores or vice versa, your source FBA listings will be enrolled into European Fulfilment Network between the UK and the EU.



Note that European Expansion Accelerator **does not change** your inventory storage settings for Fulfilment by Amazon program.

If you only use merchant-fulfilment as a shipping method, please proceed to the next step - Shipping Settings.

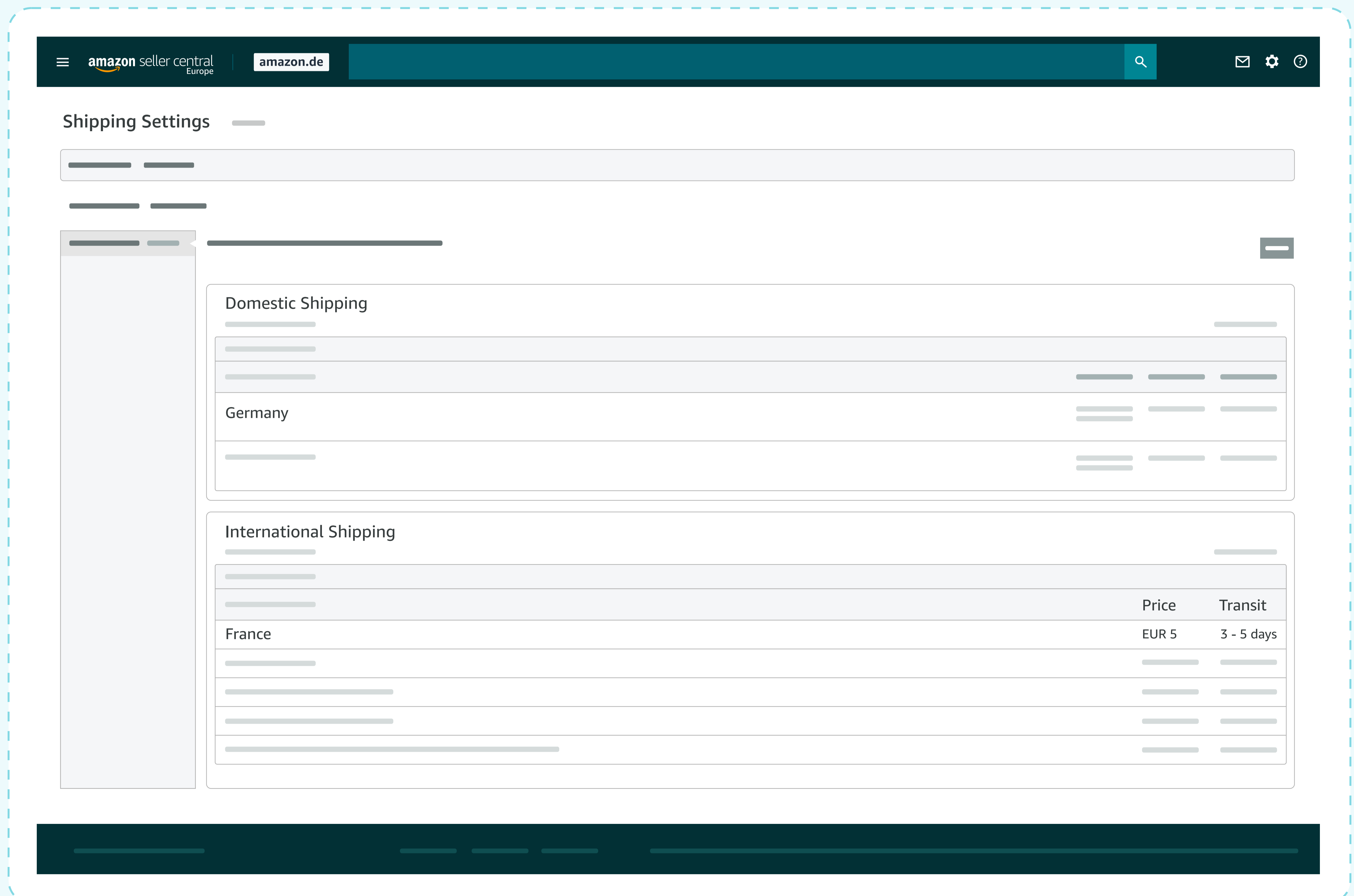
Shipping Settings



For expansion of merchant-fulfilment (MFN) listings, European Expansion Accelerator will automatically copy shipping settings and shipping templates from your source to target store(s). Your default shipping address, order Fulfilment settings and handling time will be copied from your source to target store(s). Holiday settings will be set to default values predefined for each target store.

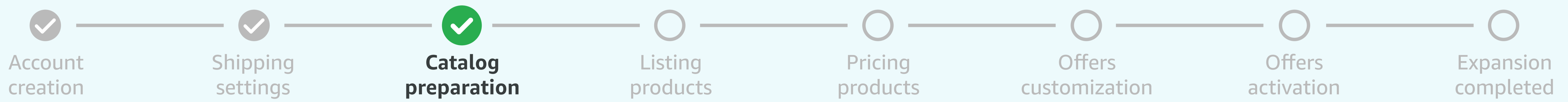
Your source shipping template **needs to have international delivery to a target store(s) enabled***. International delivery values set for a target store(s) will be copied from the source shipping template and set as default domestic shipping values in the respective target store(s).

Example: you expand from Amazon.de to Amazon.fr store. Your shipping template on Amazon.de has international delivery to France enabled with price per order of EUR 5 and transit time of 3-5 days. Then, your domestic shipping values on Amazon.fr will be EUR 5 per order with transit time of 3-5 days.



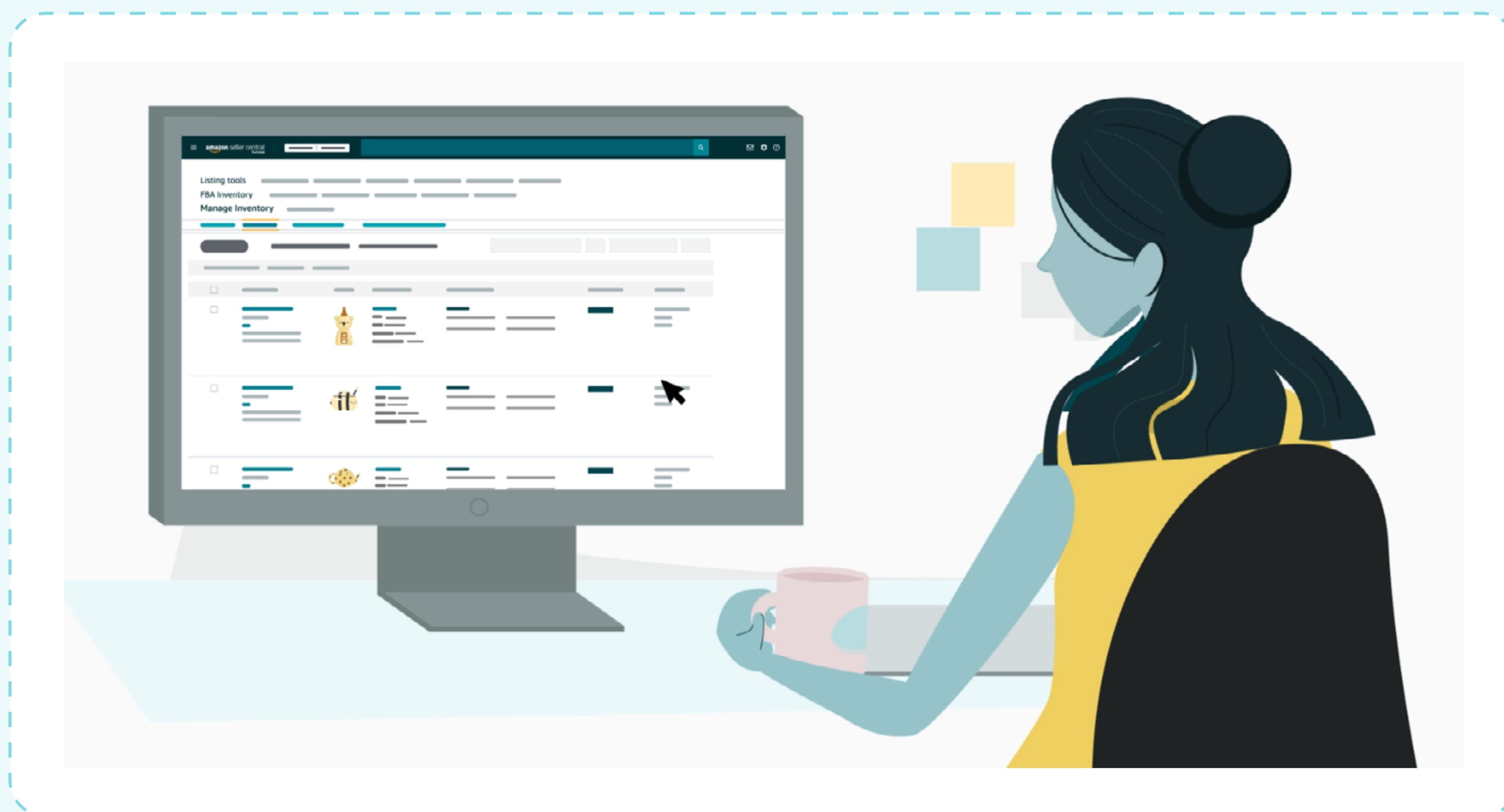
*Check [FAQ6](#) to learn about supported source store's shipping settings & templates.

Catalogue Preparation

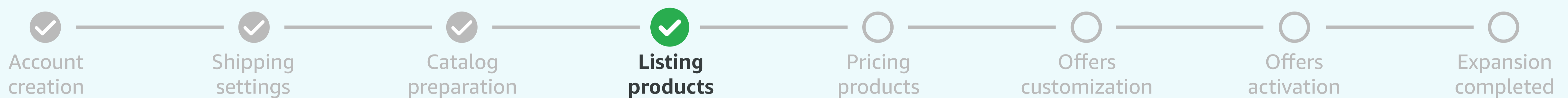


As a next step, European Expansion Accelerator checks your source catalogue for products, which may require approvals in a target store(s). Such products are excluded from expansion. You can apply for approval(s) in a target store after expansion is completed.

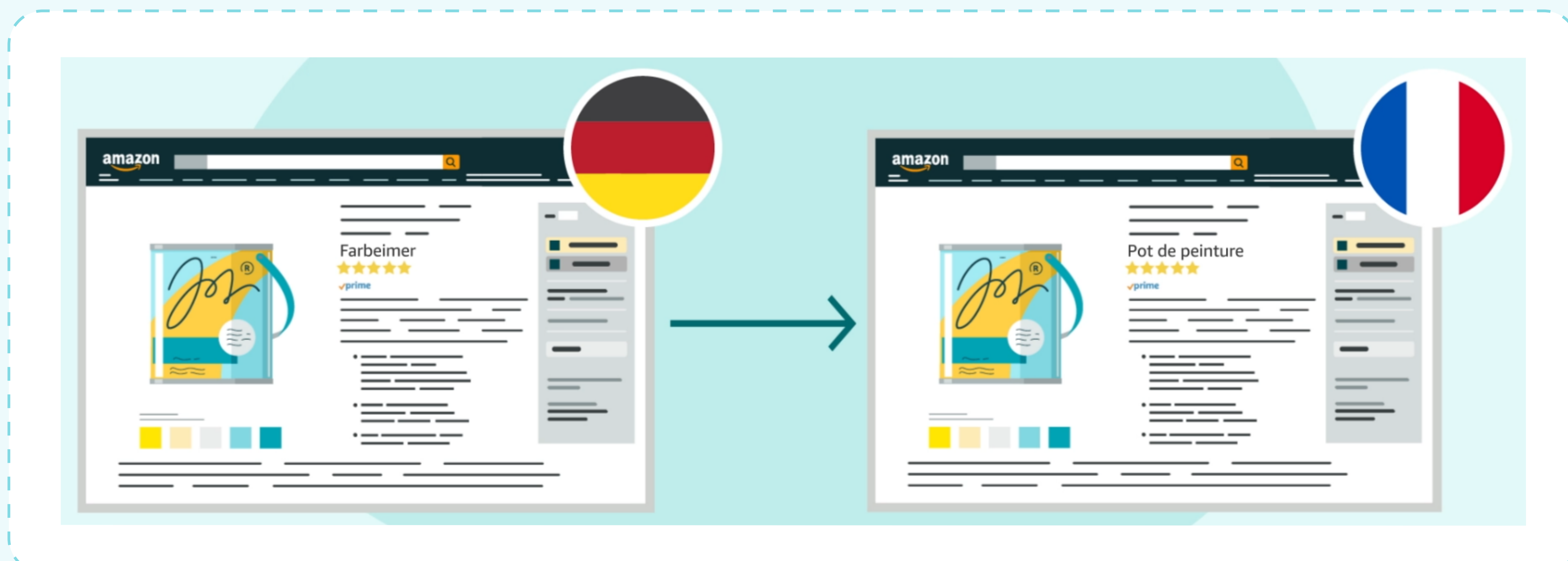
Please note that while some products are excluded, you must ensure that your products comply with local laws and regulations before starting expansion. Learn more about product compliance obligations in the [FAQ7](#).



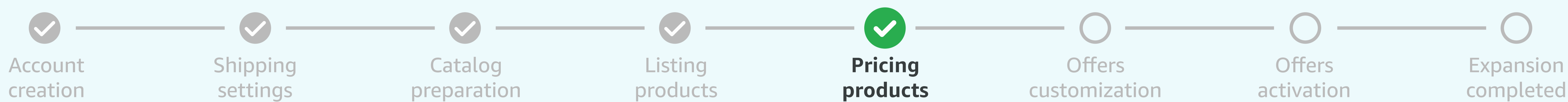
Product Listing



European Expansion Accelerator will prepare and update translations for your detail pages in the selected target stores. You will have an option to adjust the translations after expansion is completed. Then, your source store's offers will be cross-listed to target store(s) using Build International Listings tool.



Product Pricing



Your offer prices and sale prices are synchronized from your source to target store(s). The prices are synchronized using default pricing rules set for each offer type:

For Fulfilment by Amazon (FBA) offers, the pricing rule is *“Same as the source store price, adjust for taxes and fee”* and exchange rate if applicable. This means that prices for your FBA offers in target store(s) is adjusted for:

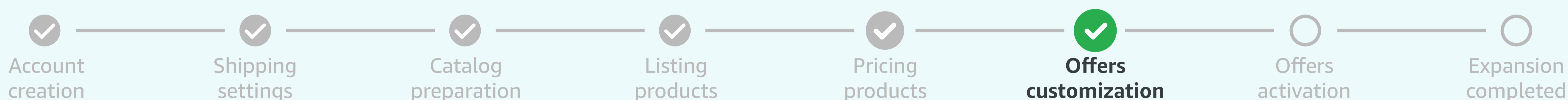
- estimated Fulfilment (FBA) fee differences between your source and target stores
- estimated VAT differences between your source and target stores
- exchange rate if applicable
- Read [FAQ8](#) to learn about the factors determining your target Fulfilment fees

For Merchant-fulfilment (MFN) offers, the pricing rule is *“Same as the source store price, adjusted for taxes”* and exchange rate if applicable. This means that prices for your MFN offers is adjusted for VAT differences between your source and target stores and exchange rate if applicable.

Visit our dedicated [default pricing rules](#) page to learn about how sale price synchronization works, applied currency exchange rates, and example of how MFN offer price calculation.

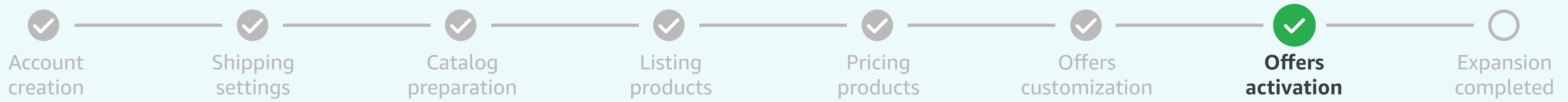


Offer Customization



European Expansion Accelerator excludes products that bring a potential risk in target store, such as Heavy & Bulky products. Read [FAQ7](#) to learn more selling restrictions applied to products with a potential risk.

Offer Activation



This is a pre-final step of your expansion journey – you will be invited to review your expanded offers via a notification from Amazon.

Your expanded FBA/Pan-European FBA offers will be live and purchasable to customers in a target store. No further action is needed from your side.

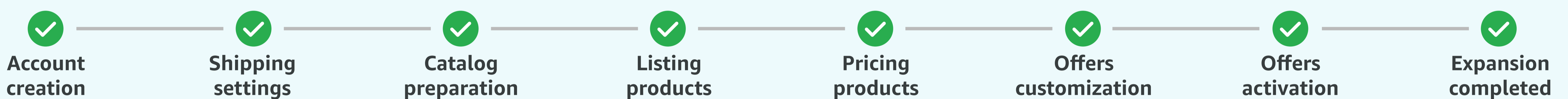
Your expanded MFN offers will not yet be purchasable to customers, as your account in the target store(s) will be set to holiday mode. To activate your MFN offers, complete *simple activation steps*:

1. Review account settings, listings and prices, shipping settings and templates in the target store(s)
2. Click on the 'Activate merchant fulfilled listings' button next to the expanded store

Listings report

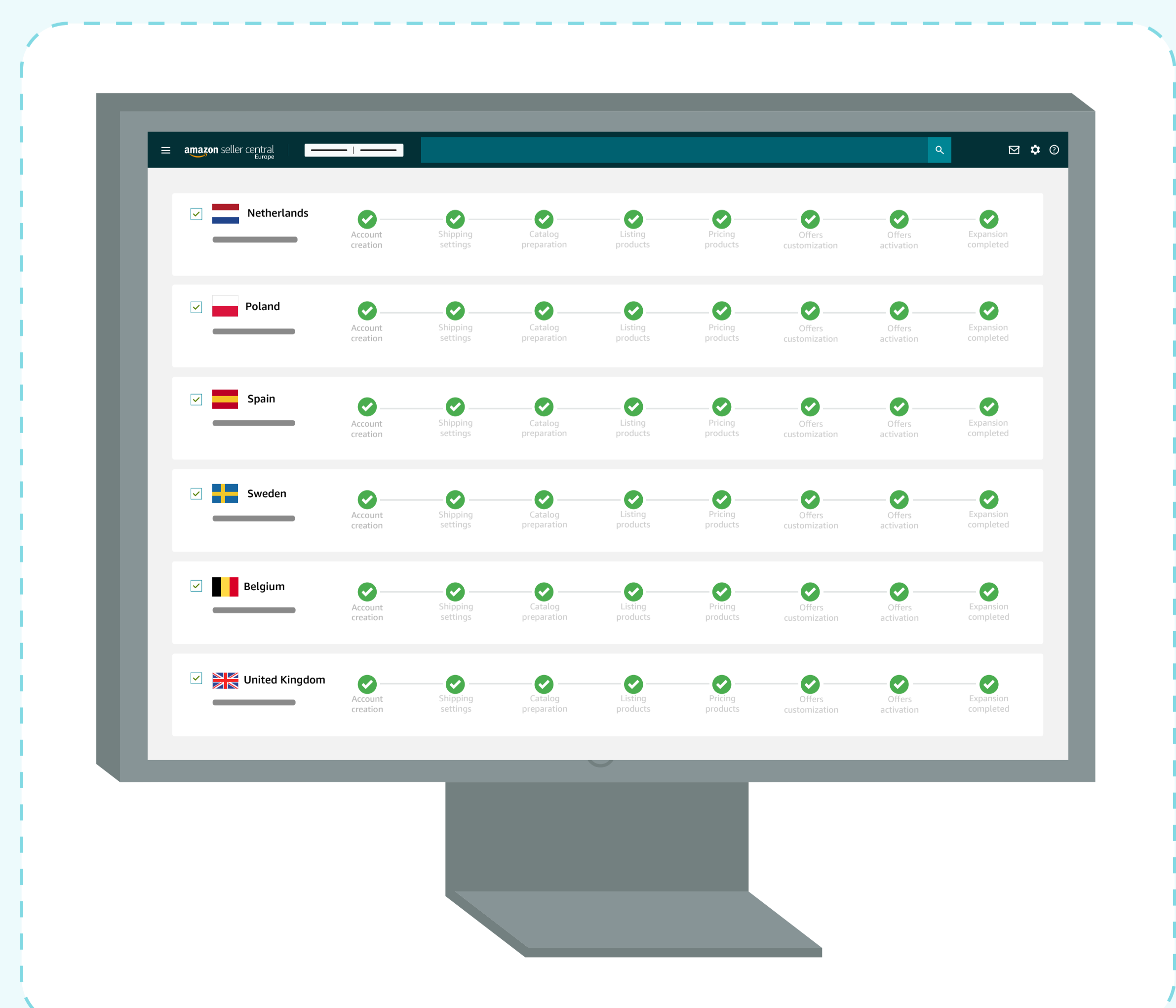
<p>Amazon Fulfilled</p> <p>✓ XX active listings</p>	<p>Recommended actions</p> <ul style="list-style-type: none"> Review listings and pricing Review the FBA and Pan-EU fees 	<p>Growth opportunities</p> <ul style="list-style-type: none"> Enroll cross border programs
<p>Merchant Fulfilled</p> <p>✓ XX listings pending activation</p>	<p>Activation steps</p> <ul style="list-style-type: none"> Review account settings Review listings and pricing Review shipping settings and template 	<p><input type="checkbox"/> I confirm that I reviewed the account settings, pricing, shipping settings and templates</p> <p>Activate merchant fulfilled listings</p>

Expansion Completed

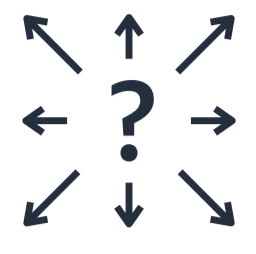


Once MFN offers are activated, your full expansion journey is completed for both, FBA and MFN, products. You will receive a notification from Amazon confirming your successful expansion.

Clarify your questions and to learn more about the solution and important information when expanding internationally, including VAT obligations and product compliance, in the [FAQ](#) section of this guide.



Frequently asked questions



1. Why should I expand, I already sell in one Amazon Europe stores?

Selling in a few stores only, exposes your business to country-specific macroeconomic and regulatory changes. Expanding across several Amazon Europe stores diversifies your revenue stream, while helping you benefit from different holiday peaks across Europe. Moreover, some stores may have fewer Selling Partners in your product category, giving you an opportunity to seize first-mover advantage by being among the first sellers in your category.

Expand with European Expansion Accelerator to grow your business, and reach hundreds of millions of customers across nine stores. Selling across Amazon Europe stores also gives you an opportunity to export your products to 28 European countries.



2. What are my VAT obligations when expanding across different stores?

When expanding to another European store, you may be required to register for VAT in that country. Union One-Stop-Shop (UOSS) registration may be sufficient in some cases, helping you avoid administrative burden of obtaining VAT number for each country you choose for expansion.

While each Amazon Selling Partner is solely responsible for being VAT compliant, we have compiled a list of educational resources and services to help you understand and learn more about your fiscal obligations:

- Visit [EU VAT on e-Commerce \(EU VOEC\) Legislation](#) page to check if UOSS registration is applicable for your case of expansion.
- Learn about [European VAT regulations](#) including recent changes in the UK, Germany, and France legislations.
- Check which [actions trigger VAT obligations](#).
- Read [European VAT Education](#) page to learn more and to find a dedicated tax service provider.



3. How is my source identified and selected?

Your source store is selected based on following scenarios:

- If you sell in multiple European stores, the store with the most active offers will be your source store.
- If you sell in multiple European stores and use [Build International Listings \(BIL\)](#) tool, [BIL](#) source store will be your source store.
- If you sell in one European store only, this store will be your source store.



4. How do I change my source store?

If you currently sell in:

- Multiple European stores and **do not use BIL tool**, simply click on the “Change source store” button on the homepage of European Expansion Accelerator.
- Multiple European stores and **use BIL tool**, please visit the page [Change source store](#) and follow the instructions.
- One European store only, you will not be able to change your source store.



5. Why are some stores not available for me to expand to?

See most common reasons why some stores may not be available for you to expand:

- **You might not be registered as professional Selling Partner in the target store.** Use the country dropdown in Seller Central account to check if you are registered in all European stores as part of [European Unified Account](#). If you are missing one of the stores in your account, please visit [enable Multi-marketplace selling](#) page.

- **A local VAT number or Union One-Stop-Shop (UOSS) registration may be required for the target store.** You will see an error message next to such store which requires local VAT or UOSS registrations. Visit [VAT Educational Page](#) to build your understanding of the European VAT landscape, then [upload your VAT number or UOSS registration](#) to expand to such store.
- **Your account in the target store may be inactive.** Inactive account status may be due to ongoing KYC process, missing bank account information or holiday mode settings. Go to [Account Info Page](#) to check your Account Status and take the required steps to enable an Active Account Status.
- **Your source store shipping settings and templates may not be currently supported.** If you only have merchant-fulfilment (MFN) offers to expand, and your MFN SKUs are assigned to more than one shipping template in your source store, your expansion case is not currently supported by European Expansion Accelerator. Check the [FAQ6](#) to learn about supported shipping settings and templates.



6. I use merchant-fulfilment (MFN) shipping - can I expand using European Expansion Accelerator?

You can expand your merchant-fulfilment (MFN) offers with European Expansion Accelerator if your source store shipping settings and templates meet the criteria below:

1. Your source store has one shipping template only
2. Your source shipping template has international delivery to the selected target store enabled
3. You have shipped at least one MFN order placed to the country corresponding to the selected target store in the last 12 months.

Expansion of listings assigned to multiple shipping templates in source store will be enabled soon.



7. How can I ensure my products are compliant with all laws and regulations in the expanded stores?

Compliance regulations in Europe change regularly. Remember that your products and offers must comply with all laws and regulations, and with Amazon policies including your [seller agreement](#), and the [category, product and listing restrictions](#). If you are new to selling internationally, take a minute to review the following policies, and reference materials:

- [Important information for international sellers](#)
- [Importing and exporting inventory](#)
- [Tax and regulatory considerations](#)
- [Selling Restrictions on Higher Risk Products](#)
- [Categories and products that require approval](#)

Check Amazon's trusted local [service providers](#) who can help you navigate European product compliance landscape.



8. How are target store FBA fees calculated when "same as source store, adjust for taxes and fees" pricing rule is used?

The pricing rule calculates Fulfilment fees based on the following factors:

- Predicted location from where next customer order will be fulfilled, applicable Fulfilment programs, and fees (for example, domestic or cross-border Fulfilment).
- Item type, weight, and dimensions to calculate specific Fulfilment and referral fees based on [FBA fees](#). If the offer qualifies for fee promotions, the pricing rule applies the promotional value.

If you apply this pricing rule only to Pan-European FBA inventory, the estimated target Fulfilment fee will be the target store domestic fulfilment fee (in line with Pan-European FBA benefits).

For detailed examples, please visit [Build International Listings price rules](#) page.

Visit our [dedicated help pages](#) if not all of your questions are answered in this guide.