Before We Begin
Housekeeping items to keep in mind

What to know:

- Presenter Introduction: Rubi Gomez Cano
  - 10+ years in Sales, 2+ years with Amazon Global Selling
  - Assist US Sellers launch into Amazon Japan Marketplace
  - Seattle, WA

- This webinar will be followed by a live FAQ session

- This webinar will be recorded. Slides will be distributed post webinar.

- Please complete a seller survey post webinar.

- WFH Mode – Bear with us if there are any connection issues.
Agenda

✓ Recap from Webinar “Sell on Amazon Japan”
   How to register Amazon Japan seller account

✓ Link Amazon US Selling Account with Japan Selling Account
   Benefits of linked accounts and how to link accounts

✓ What to Sell on Amazon Japan
   Resources that help you figure out what to sell on Amazon Japan

✓ Japan Tax and Regulations
   Overview on resources to learn more about Japan tax and regulation

✓ Create Listings on Amazon Japan
   Build International Listing (BIL) and other resources on listing management

✓ Logistics and Product Compliance
   Key items to be aware of about logistics and product compliance when selling on Amazon Japan

✓ Respond to Immediate Account Enforcement Post Account Registration
   Supporting documents and best practice

✓ Live Q&A
Recap from Webinar “Sell on Amazon Japan”
Recap from Webinar “Sell on Amazon Japan”

- Japan and Amazon Japan Overview
- Amazon Japan Main Categories and Features
- Amazon Japan Deal Resources Introduction
- Register Amazon Japan Account

“Sell on Amazon Japan” slides can be downloaded [HERE](#)
Register Your Amazon Japan Selling Account

US Seller Account > Inventory > Sell Globally > Asia-Pacific > Create an Amazon.co.jp selling account

Use a different email address from US Seller Account to register Amazon Japan Seller Account
Seller Identity Verification

US Seller Account > Inventory > Sell Globally > Asia-Pacific > Create an Amazon.co.jp selling account

Tell us about your business

Choose your unique business Display Name

What is a business display name?

Country/Region

United States

State/Region/Province

City/Town

Street address

Address Line 2

Select an option to receive a PIN to verify your phone number

- Call
- SMS

Mobile number

E.g. +1 201-555-9123

E.g. +81 90 XXXX XXXX

SMS Verification Language

English

If you sell your products online, enter your website URL (optional)

Why do we ask for this? +

www.example.co.jp

Enter the PIN sent to you via SMS

One-time PIN

Change number or want us to call instead? Cancel

Text me now

Next
Register Your Amazon Japan Selling Account

US Seller Account > Inventory > Sell Globally > Asia-Pacific > Create an Amazon.co.jp selling account

Set up your credit card

Your credit card information

Only Visa, MasterCard, Amex and JCB are accepted.

Your first monthly subscription fee will be charged upon account creation. You will be able to list products after your payment validation.

Card Number

Valid through 1/2020

Cardholder’s Name

Add a new address

Back

Next
Seller Identity Verification

✓ As soon as you’ve registered, log out and back into your Japan Seller Central Account and click on the notification flag in top left corner. You’ll be asked to provide the following:

✓ Two Types of Identify Documents Required:
  ✓ Photo Identification (passport, driver’s license, residence card)
  ✓ Bill or statement issues within 180 days (credit card statement, internet banking statement of account, savings account passbook, balance certificate)
  ✓ Copies should be legible.
  ✓ The name on the photo identification should exact match the name on your registered Amazon account.
  ✓ The photo identification should not be expired.

✓ Bank or Credit Card Statement that meets the following requirements:
  ✓ Scan or take a picture of the original document in color using your mobile device. If you are downloading a statement from online, it must be in PDF format.
  ✓ Do not submit in Excel format or a screenshot.
  ✓ The name of the point of contact or company mentioned on the statement should either exactly match the point of contact name or business name provided during registration.
  ✓ The address on the bank account statement should match the address on your registered Amazon account.
  ✓ Document should be legible and must have been issued within the past 180 days.
  ✓ Documents must not be password protected.
  ✓ Please do not provide a photo of your credit card or debit card.

Source: https://sellercentral.amazon.co.jp/gp/help/QRP483PDN88Q3M9
Link Amazon US Selling Account with Japan Selling Account
Link Amazon Japan Selling Account with US Selling Account

Benefits of Linked Accounts:

- Unified Selling Experience
- Discounted Subscription Fee for Multiple Marketplaces
- Access to “Build International Listing” (BIL) Tool

For more information about Linked accounts: [Linked Accounts](Amazon.co.jp seller account sign-in required)
Link Japan Selling Account with US Selling Account

US Seller Account > Inventory > Sell Globally > Asia-Pacific > Japan > Link accounts

With Amazon Global Selling, you can reach hundreds of millions of new customers. List and sell your products on any of our marketplaces in North America, Europe, Asia-Pacific, Middle East, and North Africa. Use the tabs below to help you get started. Note: The FBA Export program enables international customers to order FBA products on Amazon and have them shipped to their international address. Learn more

Separate monthly Professional selling plan subscription fees apply for selling in Americas and Japan. Learn more

For step-by-step guidance on selling in Japan, visit Expand to Japan.

- I have an Amazon.co.jp selling account
  - Link accounts

Next steps
- Link your North America selling account to your Amazon.co.jp selling account to create Amazon.co.jp listings for your North America products.
- Create Amazon.co.jp listings for your North America products.
What to Sell on Amazon Japan
Amazon.co.jp Best Sellers Ranking by Category

Research on Popular Products on Amazon.co.jp of Your Interested Category
Link: https://www.amazon.co.jp/gp/bestsellers
Japan Customer Insights Guide Package

4-graph Customer Insights Guide helps you form a better understanding of customer preference in Amazon Japan!

1. Bubble Graph

Growth Opportunity vs. Competition level by product type
Japan Customer Insights Guide Package

4-graph Customer Insights Guide helps you form a better understanding of customer preference in Amazon Japan!

<table>
<thead>
<tr>
<th>Product Type</th>
<th>Product Type in JP</th>
<th>Season</th>
<th>Competition</th>
<th>Top 3 ASIN share</th>
</tr>
</thead>
<tbody>
<tr>
<td>USB charging / data transfer cable</td>
<td>USB充電・データ転送ケーブル</td>
<td>winter</td>
<td>High</td>
<td>Med</td>
</tr>
<tr>
<td>Earphone headphone adapter</td>
<td>イヤホン・ヘッドホンアダプター</td>
<td>winter</td>
<td>High</td>
<td>Med/High</td>
</tr>
<tr>
<td>Case</td>
<td>ケース</td>
<td>summer</td>
<td>High</td>
<td>Low/Med</td>
</tr>
<tr>
<td>Case cover</td>
<td>ケース・カバー</td>
<td>summer</td>
<td>High</td>
<td>Low</td>
</tr>
<tr>
<td>Case type battery</td>
<td>ケース型パッケージ</td>
<td>autumn</td>
<td>Med</td>
<td>High</td>
</tr>
<tr>
<td>Strap mascot</td>
<td>ストラップ・マスコット</td>
<td>winter</td>
<td>Med/High</td>
<td>Low/Med</td>
</tr>
<tr>
<td>Smart watch</td>
<td>スマートウォッチ</td>
<td>winter</td>
<td>High</td>
<td>High</td>
</tr>
<tr>
<td>Smart watch accessories</td>
<td>スマートウォッチアクセサリー</td>
<td>spring</td>
<td>High</td>
<td>Low/Med</td>
</tr>
<tr>
<td>Smart tracker</td>
<td>スマートトラッカー</td>
<td>spring</td>
<td>Low/Med</td>
<td>High</td>
</tr>
<tr>
<td>Prepaid SIM</td>
<td>プリペイドSIM</td>
<td>winter</td>
<td>Low/Med</td>
<td>Med</td>
</tr>
<tr>
<td>Hold ring</td>
<td>ホールドリング</td>
<td>spring</td>
<td>High</td>
<td>Med</td>
</tr>
<tr>
<td>mobile battery</td>
<td>モバイルバッテリー</td>
<td>spring</td>
<td>Med/High</td>
<td>Med/High</td>
</tr>
<tr>
<td>Lightning cable</td>
<td>ライトニングケーブル</td>
<td>winter</td>
<td>High</td>
<td>Low/Med</td>
</tr>
<tr>
<td>LCD protective film</td>
<td>液晶保護フィルム</td>
<td>autumn</td>
<td>High</td>
<td>Low</td>
</tr>
<tr>
<td>Mobile phone body</td>
<td>携帯電話本体</td>
<td>winter</td>
<td>Low/Med</td>
<td>Med</td>
</tr>
<tr>
<td>Replacement battery</td>
<td>交換用バッテリー</td>
<td>autumn</td>
<td>Low/Med</td>
<td>Med/High</td>
</tr>
<tr>
<td>Selfie stick</td>
<td>自撮り棒</td>
<td>winter</td>
<td>High</td>
<td>Med/High</td>
</tr>
<tr>
<td>Notebook type</td>
<td>手帳型</td>
<td>summer</td>
<td>High</td>
<td>Low</td>
</tr>
<tr>
<td>Repair parts</td>
<td>修理パーツ</td>
<td>spring</td>
<td>High</td>
<td>Med/High</td>
</tr>
</tbody>
</table>

2. Table

Best Selling Season, Market Saturation and Competition Level by product type
Japan Customer Insights Guide Package

4-graph Customer Insights Guide helps you form a better understanding of customer preference in Amazon Japan!

3. Bar Chart
Customer Purchase Range by product type
Japan Customer Insights Guide Package

4-graph Customer Insights Guide helps you form a better understanding of customer preference in Amazon Japan!

4. Bar Chart
Customer Preferred Colors by product type
Japan Customer Insights Guide Package

Japan Customer Insights Package of 12 Popular Categories

- Wireless Electronics
- PC
- Cables and Accessories
- Office Electronics
- Kitchen Tools
- Home Accessories
- Exercise Fitness
- Toys
- Home Entertainment
- Cosmetics
- Healthcare
- Nutrition & Wellness
Japan Tax and Regulations
Japan Tax and Regulations

**Consumption Tax:** All product prices listed on Amazon.co.jp must include consumption tax, and must not indicate any tax excluded product price or tax excluded price combined with the tax amount.

*Resource: Japan National Tax Agency -- Basic Knowledge of Japan Tax; Japanese Consumption Tax Help Page*

**Tariff and Duty Rates System:** Any goods imported into Japan are subject to the Import Consumption Tax. Some goods are subject to customs duties.

**Non-resident requirements:** A Fulfillment by Amazon (FBA) seller who lives outside of Japan (non-residents) must first designate an Import of Record (IOR) and/or Attorney for Customs Procedure (ACP) in order to import products into Amazon Japan FBA Center.

**Customs:** Sellers are not authorized to import goods in the name of Amazon or to show Amazon as the declarant, importer of record, or consignee on any customs documentation.

**3rd Party Tax Counselling:** Service Provider Network (SPN)

**Disclaimer:** Information on this slide does not constitute tax, legal, or other professional advice and must not be used as such. You should consult your professional advisers if you have any questions.

Source: https://sellercentral.amazon.co.jp/gp/help/201468420
Japan Tax and Regulations

Tax Advisory: Leverage Service Provider Network (SPN) for external tax advisory for JP tax implications

SPN: Service Provider Network (SPN)
Create Listings on Amazon Japan
Build International Listings Tool (BIL)

Benefits of Build International Listings Tool:

- Synchronize eligible Listings in target marketplace from source marketplace

Seller Requirements:

- Professional selling account
- Linked accounts between source marketplace and target marketplace

Offer Requirements:

- ASIN existing in both source and target marketplace
- ASIN with active offer in the source marketplace
- Product compliant with target marketplace law and regulation
Build International Listings Tool (BIL)

Japan Seller Account > Inventory > Sell Globally > Build International Listings

Six Steps to Create Listings via BIL

STEP 1: Go to the Build International Listings tool and click Get started.
STEP 2: Choose your source and target marketplaces.
STEP 3: Select offer creation rules or create your own list of offers to be replicated and price-synchronized.
STEP 4: Define your default price rules.
STEP 5: Review your settings.
STEP 6: Wait for Amazon to process the connections. You will get an email when this is complete.

For full instruction to set up BIL tool: Build International Listings Instruction
Build International Listings Tool (BIL)

Japan Seller Account > Inventory > Sell Globally > Build International Listings

**STEP 1:** Go to the [Build International Listings](#) tool and click **Get started**.
Build International Listings Tool (BIL)

Japan Seller Account >Inventory>Sell Globally>Build International Listings

STEP 2: Choose your source and target marketplaces.
Build International Listings Tool (BIL)

Japan Seller Account >Inventory>Sell Globally>Build International Listings

STEP 3: Select offer creation rules or create your own list of offers to be replicated and price-synchronized
Build International Listings Tool (BIL)

Japan Seller Account > Inventory > Sell Globally > Build International Listings

**STEP 4:** Define your default price rules
Build International Listings Tool (BIL)

Japan Seller Account > Inventory > Sell Globally > Build International Listings

**STEP 5:** Review your settings

*Please note that the currency exchange rate displayed here is solely an estimate and that we cannot guarantee the accuracy of such rate, nor should such rate be relied upon by anyone for any purpose.*
Other Resources on Listing Management

Seller University Tutorial Videos: “Add Products” Series

Seller University: https://sellercentral-japan.amazon.com/learn/?ref=su_video_page_header
Other Resources on Listing Management

Listing Translation: Leverage Service Provider Network (SPN) for external translation provider

SPN: Service Provider Network (SPN)
Logistics and Product Compliance
Logistics

Use Fulfillment By Amazon (FBA) to reach more Japanese customers!

FBA Features in Japan:

- Free Domestic Shipping (subject to conditions)
- Same/next day delivery, scheduled delivery in 2 hour bands
- Cash on Delivery
- Customer service in Japanese related to order shipments
- Customized gift wrapping
FBA New Selection Program

Program Start: 2020 April 1st

Benefits of FBA New Selection Program: (requirements apply)

- **Free Storage** for the first 50 units of each ASIN sent to Amazon Fulfillment Center for 90 days after the first unit is received

- **Free Removals** for any of those first 50 units for 180 days after the first inventory-received date

- **Free Return Processing (Fashion ASINs Only)** for up to 50 units of each ASIN that customers return to the fulfillment center within 120 days of the first inventory-received date

- **Free Enrollment** required to start enjoying the program benefits

Eligibility: New-to-FBA ASINs; Small & Standard size; New Condition; Non-Media category; Fulfillment center receipt after April 1st, 2020

**Source:** https://sellercentral.amazon.co.jp/gc/fulfillment-by-amazon/new-selection?
Logistics

Import of Record (IOR) and/or Attorney for Customs Procedure (ACP)

International Shipping Resource: Service Provider Network (SPN)

International Shipping in Japan

International shipping services help you send your inventory to Amazon fulfillment centers or to buyers outside of your home country.

We found 20 providers

Refine providers

Ship from location
- China (22)
- United States (20)
- United Kingdom (18)
- Canada (15)
- Germany (14)

Ship to location
- China (23)
- Japan (20)
- Germany (18)
- United Kingdom (18)
Compliance – Consumer Electronics

Electrical Appliance and Material Safety Act - PSE Mark

*Product Samples:* AC adapters, hair dryers, electric irons, electric blenders, electric shavers

Technical Regulations Conformity Certification for Radio Equipment -Technical Conformity Mark

*Product examples:* wireless headphones, wireless speakers, Bluetooth equipment

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Compliance – Hardlines

Consumer Products Safety Act – PSC Mark

*Product examples*: pressure cookers and autoclaves for home use, helmets (automotive, cycle, etc.), climbing ropes, portable laser-applied equipment, washing machines, and CRT-based televisions

Household Goods Quality Labeling Act – Product Information labelling Requirement

*Product examples*: textile goods such as towels and tableware, electrical appliances such as electric blenders, electric coffee makers, and electric pots, and plastic manufactured goods such as water purifiers and baby bottles

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Compliance – Consumables

Food Sanitation Act and food labeling
*Product examples: coffee, tea, sweets such as chocolates, and other foods*

Pharmaceutical Affairs Act
*Product examples: supplements, cosmetics, and medical devices*

a. Restricted ingredients
b. Health Claim

Law for Ensuring the Safety of Pet Food
*Product examples: pet products/pet food*

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Compliance – Fashion Goods & Media Products

Household Goods Quality Labeling Act
*Product examples: textile clothing such as dresses, T-shirts, and swimwear*

Intellectual Property Rights
*Product examples: branded clothing, shoes, bags, and watches & all media products*

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Compliance – Amazon.co.jp Resources

Japan Seller Central Help Articles: *(Japan selling account log in required)*
- FBA Product Restrictions
- Restricted Products
- Additional Info and Resources about Restricted Product Policy
- Prohibited Product Claims
- Food Safety and Compliance

Amazon Seller University:
- Regulatory Compliance Trainings

Amazon Japan Seller Central Search Function:
- [https://sellercentral.amazon.co.jp/gp/help](https://sellercentral.amazon.co.jp/gp/help)

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Compliance – 3rd Party Service Provider

Compliance Resource: Service Provider Network (SPN)

Compliance in Japan

Before you list your products, you must ensure they meet the rules, regulations, and laws of the intended marketplace. Compliance services provide testing, certification, inspection, audits, labeling, and quality assurance for Amazon marketplaces around the world.

We found 11 providers

Refine providers

Service Type
- Certification (9)
- Audits (8)
- Inspection (8)
- Product Testing (8)

Product category
- Electronics / Appliances (6)
- Home / Kitchen (6)
- Wireless (6)
- Beauty (5)
- Toys (5)

Specialties: Packaging/Transit, Apparel, Accessories, Footwear, Home, Furniture, Décor, Seasonal, Toys, Juvenile...
Respond to Immediate Account Enforcement Post
Account Registration
Account Enforcement Post Registration

Three Steps to Respond to Account Enforcement Post Registration:

STEP 1: Visit Performance Notifications within Seller Central to understand the account enforcement reason

STEP 2: Appeal account enforcement with required documents

STEP 3: Follow up on appeal via Performance Notifications

Full Guidance: Seller Account Enforcement Post Registration
### Account Enforcement Notification Example

#### Performance Notifications

Please review the notifications below for important alerts that might affect your account health and ability to sell. For any concerns regarding account health, please respond to the notification directly. Otherwise, please contact us.

<table>
<thead>
<tr>
<th>Subject</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amazon.co.jpからのお知らせ</td>
<td>February 5, 2020</td>
</tr>
<tr>
<td>Amazon.co.jp 銀行口座更新のお知らせ</td>
<td>November 22, 2019</td>
</tr>
<tr>
<td>出品者様のAmazonの出品者用アカウントを確認しております</td>
<td>November 18, 2019</td>
</tr>
<tr>
<td>Amazon.co.jp 出品用アカウントについて</td>
<td>November 18, 2019</td>
</tr>
</tbody>
</table>
Account Enforcement Post Registration

Account Enforcement Notification Example

November 18, 2019
出荷者様のAmazonの出荷者用アカウントを確認しております

Sent from: alliance@amazon.co.jp

平素はAmazon.co.jpをご利用いただき、誠にありがとうございます。

出荷者様の安全のため、Amazon出品用アカウントを停止させていただきました。
審査中は、出品者様はAmazonで出品することができません。未発送のご注文についても、発送処理を行っていただきますようお願いいたします。アカウントに残高がある場合は、購入者がマーケットプレイス保証を申請できる期限が経過した後でお振り込み手続きを行います。この処理は通常90日ほどで完了しますが、それよりも長期かかる可能性もあります。

この措置の理由
本人確認のための追加の書類が必要です。現在、Amazonで出品している場合は、お支払い方法の変更を確認する必要があります。この変更を行っていない場合は、テクニカルサポートへ連絡してください。

アカウント再開する方法
次の書類をご提出いただくとともに、有効なクレジットカードが登録されていることをご確認ください。
- 過去90日以内の、名前と住所を確認できる、ガス、電気、水道、インターネットサービスの請求書。
- 事業者免許（該当する場合）

書類に記載されている名前と住所は、セラーセントラルの名前と住所と一致している必要があります。

必要な情報の送信方法
送信いただくファイルは、pdf、png、gifのいずれかの形式にしてください。これらの書類は、正本であり、変更されていないものである必要があります。このリンク
(https://sellercentral.amazon.co.jp/cu/contact-us?skipHelpPublicRedirect=true)から書類をご提出ください。
Account Enforcement Post Registration

Supporting Document Requirements:

Utility Bill: Within the last 90 days; Cell phone bills NOT accepted.

Business License: A business registration from the state where you registered your business.

Credit Card Requirement: Confirm your internationally chargeable credit card on file is valid.
Account Enforcement Post Registration

Document Pre-Submission Check List:

CHECK 1: Name, Address, Phone Number, Email Address EXACT Match

CHECK 2: Legal Entity Name EXACT Match

CHECK 3: Acceptable Document Format: .pdf, .png, .gif; Photo screenshots are NOT accepted.

CHECK 4: Complete Documents, ALL Pages Included.
Account Enforcement Post Registration

Avoid Common Mistakes:

**MISTAKE 1:** Submitting repeated appeals without providing sufficient lead time for Amazon to get back to you.

**MISTAKE 2:** Submitting an incomplete, illegible, altered or a screenshot image of your documents.

**MISTAKE 3:** Submitting post-dated or invalid type of document.
Account Enforcement Post Registration

Appeal Account Enforcement with Required Documents:

Reactivate your account

To reactivate your account please provide the documents listed below. You can upload up to 10 files that total a max file submission of 10MB.

- A bill that is dated within the last 90 days for piped or natural gas, electricity, water, or internet service with name and address visible.
- Business license (if applicable)

View deactivation notification

Add documents

Drag files here or select file.

Accepted file types: image (jpg, gif, tiff, png), Document (pdf, docx, txt), Spreadsheet (xls, csv), Email (eml). Max size per file is 10MB, max total size per submission is 10MB.

Please confirm that the following statements regarding your appeal submission are true by selecting the checkbox next to the statement.

- The bill is dated within last 90 days and all pages of the bill are present.
- The documents provided are authentic and unaltered.
- There is valid, chargeable credit card on file.

Submit
Live Q&A