

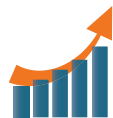


# AMAZON

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# GLOBAL SELLING

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# WHAT DO YOU NEED TO SELL ON AMAZON INTERNATIONALLY?

✓ YES, THIS INFORMATION IS NECESSARY TO OPEN AN AMAZON ACCOUNT. X YOU DO **NOT** NEED TO PROVIDE THIS INFORMATION.

	URL	BUSINESS LICENSE FOR THE COUNTRY	TAX IDENTITY INFORMATION	BANK ACCOUNT	CREDIT CARD	BUSINESS NAME, ADDRESS AND CONTACT	GOVERNMENT ISSUED ID FOR THE MAIN ACCOUNT HOLDER	UPC/EAN	TRANSLATED CONTENT	OTHER
US	AMAZON.COM	✓	✓	✓	✓	✓	✓	✓	X	
CANADA	AMAZON.CA	✓	✓	✓	✓	✓	✓	✓	X	You can sign up from your US account.
MEXICO	AMAZON.COM.MX	X	✓	✓	✓	✓	✓	✓	✓	You can sign up from your US account.
UK	AMAZON.CO.UK	✓	✓	✓	✓	✓	✓	✓	✓	You'll need the company's owner's information, if it is different from the main user.
GERMANY	AMAZON.DE	✓	✓	✓	✓	✓	✓	✓	✓	You'll need the company's owner's information, if it is different from the main user.
FRANCE	AMAZON.FR	✓	✓	✓	✓	✓	✓	✓	✓	You'll need the company's owner's information, if it is different from the main user.
ITALY	AMAZON.IT	✓	✓	✓	✓	✓	✓	✓	✓	You'll need the company's owner's information, if it is different from the main user.
SPAIN	AMAZON.ES	✓	✓	✓	✓	✓	✓	✓	✓	You'll need the company's owner's information, if it is different from the main user.
NETHERLANDS	AMAZON.NL	✓	✓	✓	✓	✓	✓	✓	✓	Provide customer service in the local language, including VAT invoice requests
JAPAN	AMAZON.CO.JP	X	X	✓	✓	✓	✓	✓	✓	
MIDDLE EAST	AMAZON.AE	X	✓	✓	✓	✓	✓	✓	X	You'll need to use a different email than your US account.
INDIA	AMAZON.IN	✓	✓	✓	✓	✓	✓	✓	✓	Only available to sellers who have a registered business entity in India; you can ask for an invitation.
AUSTRALIA	AMAZON.COM.AU	X	X	✓	✓	✓	✓	✓	✓	
BRAZIL	AMAZON.COM.BR	✓	✓	✓	✓	TBD	TBD	✓	✓	Only persons or companies that have a valid (CPF or CNPJ) tax identity information.
TURKEY	AMAZON.TR	✓	✓	✓	✓	✓	✓	✓	TBD	A Turkish Tax ID is required.
SINGAPORE	AMAZON.SG	✓	✓	✓	✓	✓	✓	✓	X	Singapore GST registration number required.

Subject to changes. Information provided is accurate, to the best of our knowledge, at the time of publication.

# WHY SELL INTERNATIONALLY?

Amazon is continuing to expand internationally, allowing sellers to cross borders and reach new audiences. Even though there are some obstacles, for most sellers the benefits outweigh those challenges.

## ADVANTAGES

## OBSTACLES

CANADA	This is one of the easier countries to enter.	Taxes can be complicated if selling FBA.
MEXICO	Seller Support is available in English.	For FBA, an importer is needed.
UK <sup>1</sup>	UK can be used as a gateway for the rest of Europe (European Fulfillment Network).	Businesses need a tax ID / business license to sell FBA from within the country.
GERMANY <sup>1</sup>	Germany can be used as a gateway for the rest of Europe (European Fulfillment Network).	Businesses need a tax ID / business license to sell FBA from within the country.
FRANCE <sup>1</sup>	France can be used as a gateway for the rest of Europe (European Fulfillment Network).	Businesses need a tax ID / business license to sell FBA from within the country.
ITALY <sup>1</sup>	Italy can be used as a gateway for the rest of Europe (European Fulfillment Network).	Businesses need a tax ID / business license to sell FBA from within the country.
SPAIN <sup>1</sup>	Spain can be used as a gateway for the rest of Europe (European Fulfillment Network).	Businesses need a tax ID / business license to sell FBA from within the country.
NETHERLANDS <sup>1,2</sup>	Netherlands can be used as a gateway for the rest of Europe (European Fulfillment Network).	Businesses need a tax ID / business license to sell FBA from within the country.
JAPAN	A population of 127 million, and the 3rd largest economy in the world, this marketplace grants access to millions of customers. As a trusted brand and a proven high volume e-commerce marketplace in Japan, Amazon receives 17 million unique PC visitors and 30 million unique Mobile visitors.	Sellers will need an importer of record.
MIDDLE EAST	Large existing customer base. Amazon acquired Souq.com, which is an English-Arabic language e-commerce platform. It is the largest e-commerce platform in the Arab world, and is now Amazon.ae.	Restricted product categories, such as Sexual Wellness, Supplements, Grocery and Gourmet Food, etc. that are not allowed in the marketplace yet. There is no definitive list at this time.
INDIA	Population size provides a large audience to sellers.	Only available to sell in India with an invitation.
AUSTRALIA <sup>2</sup>	It's a new marketplace with low competition. Australian shoppers can only purchase products through the Australian Amazon website, which has about a tenth of the range of products as the U.S. site.	This is a new marketplace and FBA just got started.
BRAZIL <sup>2</sup>	A new marketplace with low competition.	There are limited categories available and no FBA.
TURKEY <sup>2</sup>	A new marketplace with low competition.	There are limited categories available.
SINGAPORE <sup>2</sup>	Official language is English, no translation needed.	There are limited categories available.