



Grow your business internationally

Discover how to sell across Europe with Fulfilment by Amazon



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Your Expert for today's workshop

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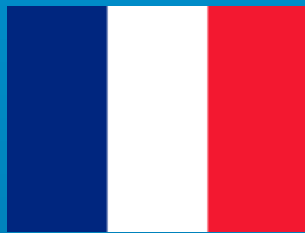


Agenda

1. Expanding in Europe – Your business opportunity
2. How to scale your business across Europe with FBA
3. VAT made easy and Amazon solutions
4. Q&A



1. Expanding in Europe – Your business opportunity



Your business expansion opportunity

What happens when you decide to expand your business internationally?



Meaning



The international scenario is your biggest opportunity to **increase your business** and bring it to **next level**... there are millions more customers out there waiting for you!

2. How to scale your business across Europe with FBA

2.1 FBA international programs

2.2 Pan-European FBA

2.3 European fulfillment network

2.4 Pan-European FBA vs EFN: benchmark

2.4 Amazon global logistics



2.1 FBA international programs

Pan-European FBA



Pan-European FBA is the best option if you want to scale a business in Europe and maximize your growth.

A hands-off-the wheel solution with the fastest delivery at the lowest cost.

European Fullfilment Network



European Fullfilment Network is a good solution for managing your sales across Europe, maintaining a certain inventory flexibility at a higher fulfilment cost and longer delivery time.

2.2 Pan-European FBA

Why Pan-European FBA?

Save up to 52% in
fulfillment fees



Save on fulfillment costs

You only pay **local fulfillment rates** that apply to the country where the order is placed

91% of sellers shows the
highest satisfaction level
with fast and reliable
delivery*



Reach millions faster

Amazon strategically stores your products **closer to millions of European customers**, maximizing the fast delivery that customers love

Customers worldwide
trust Amazon Prime



Sell with Prime badge

Eligible products get the Prime badge in all **5 European marketplaces**



2.2 Pan-European FBA

What is Pan-European FBA?

With **Pan-European FBA**, you send your products to the nearest FC and Amazon **strategically** allocates your products to fulfillment centers throughout Europe.

With products **closer to customers**, ready to ship in an instant, **fulfillment is faster and cheaper**.

But let's hear more from one of our seller!



FBA sellers that joined Pan-European FBA increased their sales by an additional 30%*

Learn how to win with Pan-European FBA [at this page](#)

2.2 Pan-European FBA

Get started now!



1. Listings EU5 creation

List your eligible products in 5 European marketplaces.



2. Activate Pan-European FBA

Enable the program in Seller Central.
All your eligible FBA products with 5 active offers will benefit from Pan-European FBA advantages



3. Ship your products

Send your inventory off to the nearest fulfillment center and let Amazon do the rest

[Visit Pan-European inventory page in Seller Central](#)

2.3 European Fullfilment Network (EFN)

What is EFN?

With **European fulfillment Network** (EFN), you send your inventory to local fulfillment center and fulfill orders coming from other European marketplaces from the same local inventory pool, **maximizing inventory control** and **flexibility**.

How to use it?

Using **EFN** is easy: create offers in other European marketplaces with the **same SKU** and Amazon will manage orders from the local inventory pool in your homecountry.



2.4 Pan-European FBA vs EFN: benchmark

With FBA **you can choose** the program that best fits your business needs.
Pan-European FBA is your best choice if you want to maximize your business growth, due to the best delivery experience at the lowest price.
EFN allows you to have more flexibility in inventory management, but comes with higher costs and longer delivery times.

Pan-European FBA



European Fullfilment Network



Inventory management	Amazon stores your products across Europe	Amazon stores your products locally only , ready for local delivery or to dispatch to other countries
Delivery promise	Very fast due to inventory proximity	Fast if local, slower if shipping cross border
VAT	A VAT number is required for each country where goods are stored	A VAT number is required for the country where goods are stored . Other countries may require VAT numbers for certain sales tresholds
Shipping costs	Lower , you pay domestic fees only	Local fees for local shipment, or higher cross-border fees
Indicative fulfillment costs (500gr standard package)	€2.81 – 4.59	€6.13



2.5 Amazon's Global Logistics

Send your product directly from China to FCs in Europe

Amazon's Global Logistics offers FBA Sellers **air and ocean transportation** options from China into European and US fulfilment centers that can be conveniently **booked through Seller Central**.

Ship straight from your supplier/factory in China to an FC, and start the FBA/Pan-EU program immediately.



Reduces time to Prime by eliminating waste within the supply chain.



Predictable shipping schedules and product transit times



Reduce inventory handling costs through more efficient supply chain management



Single portal to create, book, track, and pay for your shipments.



1. Learn More [in this page](#)
2. Contact the team eu-agl adoption@amazon.com



3. VAT made easy and Amazon solutions

3.1 VAT: Expectation vs Reality

3.2 Introduction to VAT

3.3 Common and specific triggers

3.4 Amazon solution for VAT



WHAT YOU DO THINK ABOUT VAT

Expectation vs Reality



3.2 Introduction to VAT

What is VAT?

VAT is a general consumption tax, borne by the final consumer, related to the following elements

- 1) **Supply** of **goods**, certain movements of goods and **services**
- 2) **Importation** of goods into the European Union in certain specific circumstances

While the Seller pays the VAT to the tax authorities, the end consumer pays the VAT as part of the purchase price.

What triggers requirements for VAT number?

There are 2 main **common triggers for VAT**

- 1) **Storing and/or moving inventory** in/between Amazon fulfilment centers in EU
- 2) **Selling across Europe above a certain threshold**, related to the volume of the business within each country.
A VAT requirement may arise if a selling partner goes beyond the country specific **domestic** and/or **distance selling thresholds**.

Everything you need to know about VAT



[Visit VAT knowledge center](#)



[Download Amazon VAT handbook](#)

3.3 Specific triggers within EU

A VAT registration number is mandatory if



United Kingdom

- ❑ Total sales (including non-Amazon sales) to UK customers exceed **£85,000**, **OR**
- ❑ SP is **storing** inventory in UK, **OR**
- ❑ SP is not based in UK but selling goods to private individuals based in UK **AND** total yearly sales to UK customers exceed **£70,000**



Germany

- ❑ SP is shipping to Germany from another EU country, where inventory is stored and total sales/year to German customers **AND/OR** in the previous year exceed **€100,000**, **OR**
- ❑ SP is **storing** inventory in DE, **OR**
- ❑ SP is shipping goods to German customers from a non-EU country and the carrier is the importer of record

Tax Declaration

If the SP is not obliged to have a Tax Certificate, then a **Tax Declaration** is requested for confirming the absence of tax registration obligation.

For further details, please refer to VAT Handbook



France

- ❑ Total sales (including non-Amazon sales) to French customers exceed **€82,800**, **OR**
- ❑ SP is **storing** inventory in France, **OR**
- ❑ SP is not based in FR but selling goods in France from another EU country, where inventory is stored **AND** total yearly sales exceed **€35,000**



3.3 Amazon solution for VAT

Amazon commits to help sellers expanding their business across Europe providing solution to **make VAT compliance simple and cost effective**.

The partnership with tax agent Avalara, allows selling partners to benefit from a **360°support** on VAT matter, **managing** and **guiding** the registration and filing requirements

What are the services offered?

Avalara

amazon

Assists you with VAT registration	Consolidate transactions details for your Amazon transactions
Acts as the point-of-contact with the tax authorities for your VAT affairs	Check and notify you of errors (if any) in your uploaded data
Prepares your draft VAT filings and submits them on your behalf	Transfer consolidated data to your tax agent for preparation of your filings
Updates you on any major changes to VAT regulations and rules	Provide support for Seller Central usage

Why VISA?



Low cost

In addition to the first year free promotion, for the second year you only need to pay €400 per year per country for your on-going VAT filing report submissions.



Customer Support

You receive step by step guidance through the VAT registration process to receive your VAT Registration Numbers for your selected countries.



Automated VAT Filings

You benefit from online and fully automated VAT filings integrated within Seller Central.

See more and [sign up here](#)

- We now know the **UK will leave the EU's Single Market and Customs Union** from 1 January 2021
- As a result there will be **customs border between the UK and EU from 1 January 2021**
- The **nature and level of tariffs** that may be applied to the movement of goods across the UK-EU border are **still being negotiated**
- The customs border will **impact all businesses working across this border**, including Amazon and Amazon Selling Partners
- From 1 January 2021:
 - **FBA offers using EFN will not be fulfilled across the UK-EU border**
 - **Pan-European FBA inventory transfers will stop between the UK and EU**

How should you prepare for Brexit

- **EFN and PanEU will continue to operate as normal until 1 Jan 2021**
- **Start preparing now for sending inventory either side of the border after 1 Jan 2021:**
 - Ensure you have information required for a customs declaration e.g. VAT and EORI numbers, HS Codes (see our Brexit help page for more information – we will share details separately)
 - Decide whether you will submit customs declaration or whether you will use a customs broker and how they will work with carriers you will use
- **Set-up Pan-European FBA for the EU region:** Pan-EU will continue to transfer inventory within the EU region
- **Stay up to date on developments** - we will continue to provide more information in the coming months on Brexit help pages and other communications



Thank you!

It is time for your questions!





Don't forget to share your feedback!

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