



Expanding to the US with Amazon Global Selling



AMAZON CONFIDENTIAL





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Agenda

1. Why expanding internationally with Amazon?
2. What to consider when expanding?
3. Logistics
4. Q&A



What are the Expansion opportunities with Amazon?

Americas

[Amazon.com ↗](#)

[Amazon.ca ↗](#)

[Amazon.com.mx ↗](#)

[Amazon.com.br ↗](#)

Asia-Pacific

[Amazon.co.jp ↗](#)

[Amazon.in ↗](#)

[Amazon.com.au ↗](#)

[Amazon.sg ↗](#)

[Amazon.cn ↗](#)

Middle East

[Amazon.ae ↗](#)

[Amazon.sa ↗](#)

[Amazon.eg ↗](#)

Europe

[Amazon.co.uk ↗](#)

[Amazon.de ↗](#)

[Amazon.fr ↗](#)

[Amazon.it ↗](#)

[Amazon.es ↗](#)

[Amazon.nl ↗](#)

[Amazon.se ↗](#)

[Amazon.com.tr ↗](#)

[Amazon.pl ↗](#)

Why expand globally?



Build and strengthen your brand/ business abroad



New revenue streams

An illustration of a woman with glasses and a white lab coat holding a glowing blue star in her hand. The entire illustration is enclosed in a blue oval border.

300 Mio. active Amazon Customers globally



Scale with Fulfilment by Amazon (FBA)



Mitigate seasonality through Geo-diversification



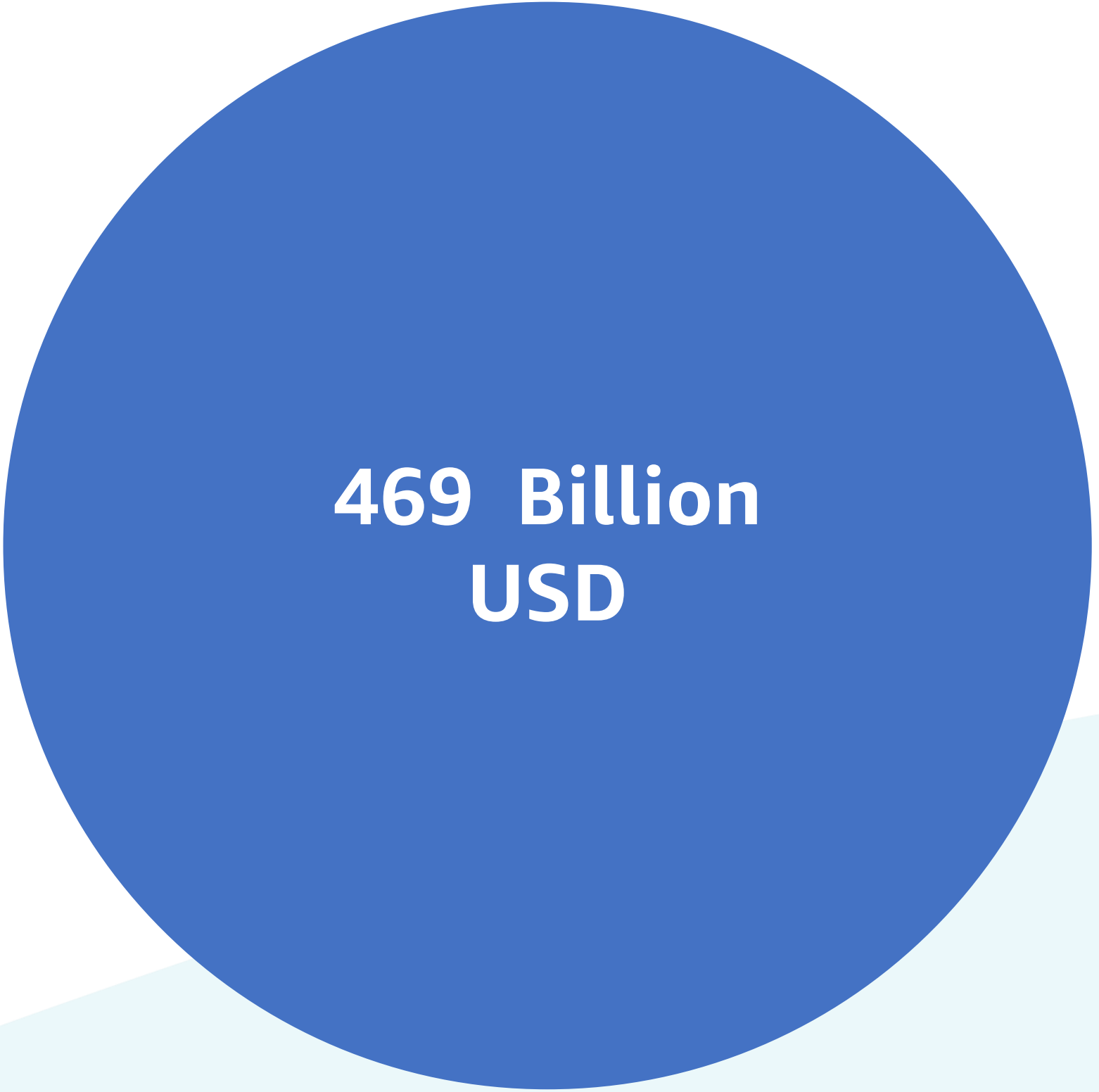
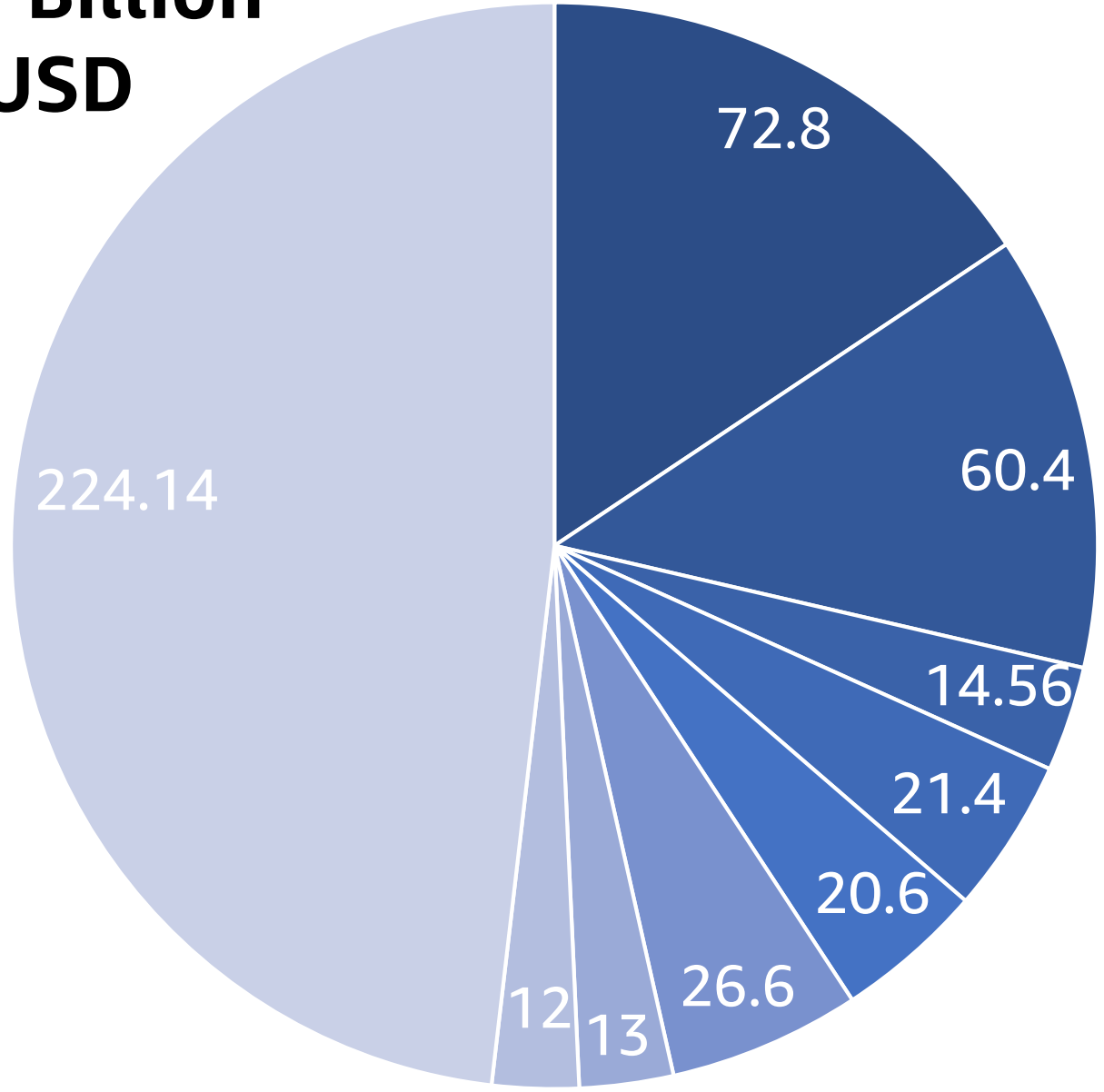
Made in Europe products are highly competitive

Why selling specifically on Amazon.com?

Europe*

US**

465 Billion USD



- Germany
- Great Britain
- France
- Spain
- Italy
- Netherlands
- Sweden
- Poland
- Others

*Source Europa: <https://www.statista.com/topics/3792/e-commerce-in-europe/>
**Source USA: <https://www.statista.com/topics/2443/us-ecommerce/#dossierKeyfigures>

Why selling specifically on Amazon.com?

Selling partners based in Europe have increased their sales on Amazon.com to over 30% of their Amazon store turnover in Europe in the first year of launch. In the second year, this accelerated further to over 50% of European turnover.*



We were able to double our sales selling internationally.



Elena Castaneda

Bling Jewelry

- ✓ You don't have to set up a new company to sell to the USA
- ✓ Get access to millions of potential customers
- ✓ Protect yourself from fluctuations in European Amazon stores and benefit from North American holidays and peak periods
- ✓ Get access to stores in the USA, Canada, and Mexico

**Analysis is based on sales partners who are registered in Europe, started selling on Amazon.com between 2017 and 2019 and achieved at least 100,000 US dollars in sales in European Amazon stores in 2019*

North American account registration

ID card/passport (proof of identity)



Credit card statement



Expansion process with Amazon in the USA



Register a North American account (US, CA, MX)



Select portfolio (market/ product research)



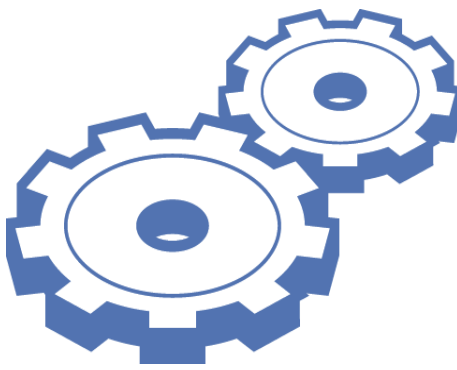
Create Listings



Choose your preferred delivery option



Prepare your shipment and send it by air freight (approx. 1 week) or sea freight (2-3 weeks)



Use the available Amazon tools to reach the right audiences and increase your sales



Choose a partner who will coordinate tax obligations and corporate/ product insurance with you

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What to consider when expanding



a) Product selection



b) Compliance



c) Tax

a) How to select the right products?

- Product Opportunity Explorer (US) provides insights based on search data
- Marketplace Product Guidance (US) provides insights based on category specific data.



b) What about product compliance?

- Compliance Management Dashboard: Provides insights about requirements, offering products in the US
- Commercial liability insurances: Mandatory insurance that helps minimize product related risks.



c) What about tax compliance?

We recommend to contact a tax or legal advisor who is familiar with Amazon Business as Amazon does not provide tax advice. We recommend that you address the following points during your appointment:

- ✓ **Marketplace Facilitator Legislation**
- ✓ **Registering for taxes in the USA**
- ✓ **Payment of taxes at the right time in different countries**
- ✓ **The Amazon tax calculation service includes some special features that make handling taxes easy, fast and automated**



Taxes & Compliance Service Providers for US Expansion

Avalara: Tax Service Provider

Dr. Florian Spendingwimmer: florian.s@avalara.com

Taxjar: Simple tool for filing US VAT

[Webinar](#), [YouTube channel](#)/Jennifer Dunn: jennifer@taxjar.com

More providers in the [Service provider network](#)



Service provider network



Amazon has a network of third-party providers that can help you expand into the US

You can find the service provider network in your Seller Central navigation under Partner Network

- Account management
- Accounting
- Advertising
- Listing optimization
- Compliance
- A+ Content
- FBA preparation
- Images
- International returns
- International shipping
- Warehousing
- Taxes

Service-Provider-Netzwerk [Anbieter werden](#) | [So funktioniert es](#)

0 GESAMTZAHL DER ANFRAGEN | 0 AKTIVE ANFRAGEN | 0 ABGESCHLOSSE AUFTRÄGE
Alle anzeigen | Aktive anzeigen | Abgeschlossene anzeigen

Verbinde dich mit vertrauenswürdigen lokalen Anbietern, um weltweit zu verkaufen.

 **Dienstanbieter von hoher Qualität**

 **Lokale Anbieter**

 **Services in deiner bevorzugten Sprache**

 **Vergünstigte Preise**

Wo befindest du dich?
Deutschland

Wo möchtest du verkaufen?
Vereinigte Staaten von Amerika

Bei welchem Service benötigst du Hilfe?
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Suche

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What are your distribution options?

- 1. Fulfilment by Amazon (FBA):** Fulfilment of customer orders from Amazon Fulfilment Center
- 2. Fulfilment by Merchant:** Fulfilment of Customer orders directly from one of your warehouses

Importance of Fulfilment by Amazon (FBA) for global expansion



How to ship inventory to Amazon Fulfilment Centers in the US?

- 1. Own Carrier** (z. B. DHL, UPS, Emons usw.)
- 2. Ship with Amazon Global Logistics (AGL)** for Shipments from China directly into the US (Full Container, Less than Full Container, Airfreight)
- 3. Amazon Partnered-Carrier-Programm (PCP)**, but limited for inventory based in DE only (Parcel)



Logistics options for shipping to the USA

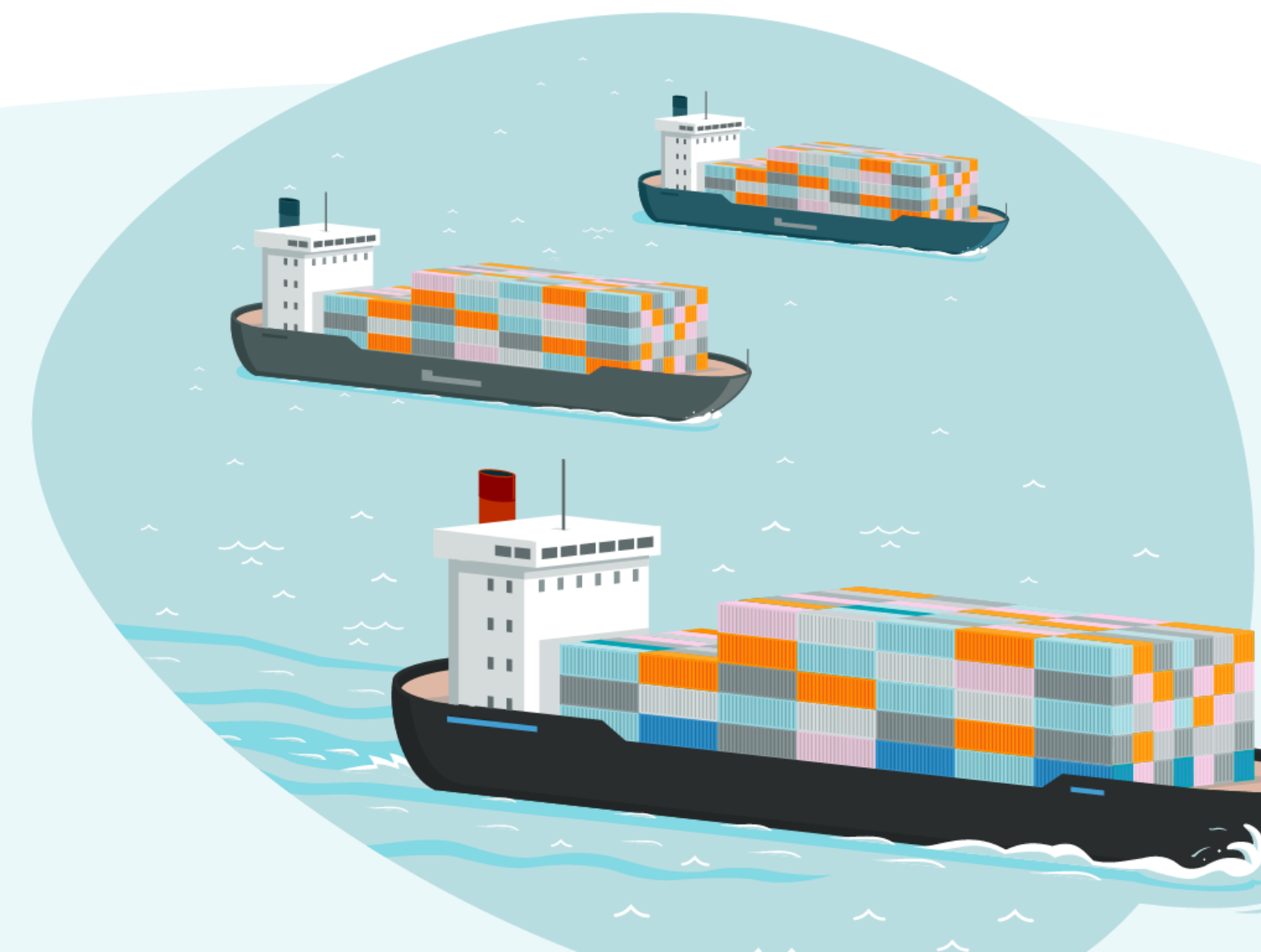
You can obtain a non-binding delivery cost estimate for a shipping company to the USA for the following example addresses:

1st East Coast: Indianapolis, IN 46231-1132

2nd West Coast: Phoenix, AZ 85043

External logistics service providers

e.g. FreightHub or Flexport for pallet delivery or Transglobalexpress for parcel delivery, more here



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Q&A

