

fulfillment by 



# Get started with Pan-European FBA

Registration guide



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### 1. Get an Amazon European seller account

With one Amazon seller account in Europe, you can create and manage offers on five marketplaces—Amazon.co.uk, Amazon.fr, Amazon.de, Amazon.it and Amazon.es. Ensure that you add Fulfilment by Amazon (FBA) to your Selling on Amazon account.

[Start selling today](#)

### 2. Confirm which products are eligible for Pan-European FBA

If you can sell a product on each Amazon Europe marketplace, it's probably eligible for Pan-European FBA. You can view the status of your eligible Pan-European FBA products at any time in the Pan-European Status column of the Pan-European Eligible ASIN Report, which is available on the [Pan-European FBA Inventory](#) page.

### 3. Create ASINs for the products

To sell a product that is available in the Amazon catalogue, you need to match your product to the existing ASIN. However, if your product is not already in the Amazon catalogue, you will have to create a new ASIN.

### 4. Enable Pan-European FBA

Enable Pan-European FBA in your Fulfilment by Amazon Settings in Seller Central.

Note: To enable Pan-European FBA, you must be eligible to sell in each Amazon European marketplace – Amazon.co.uk, Amazon.de, Amazon.fr, Amazon.it and Amazon.es.

This feature is active on each new Amazon Europe selling account.

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### 5. Create FBA offers on the same FNSKU across all Amazon European marketplaces

A Fulfilment Network SKU, or FNSKU, is an ID that Amazon uses to identify a unique product, and its associated seller, sent to an Amazon fulfilment centre. You have to create an active FBA offer for it in each of the five Amazon European marketplaces, from the same stock pool with identical labelling type (i.e., stock cannot be labelled in one marketplace and stickerless in another).

### 6. Enrol your product in the Pan-European FBA programme

You must enrol an eligible ASIN in the Pan-European FBA programme from the [Pan-European FBA Inventory](#) page to start receiving Pan-European FBA benefits on the product.

### 7. Ship it to us

Send your Pan-European FBA ASINs to the Amazon European fulfilment centre(s) in the country of your choice. We will position it across our European fulfilment centres—at no extra cost—to get it as close to customers as possible.

### 8. Watch it sell

Manage and track your Pan-European FBA offers using all the standard reports and tools in Seller Central.

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### Why should I use Pan-European FBA to fulfil my orders?

Pan-European FBA helps you to expand across Europe by giving you access to Amazon's fulfilment expertise and acclaimed customer service in local languages. With simultaneous exposure in all of Amazon's European marketplaces, your products become visible and easily accessible to millions of potential customers across Europe, while you benefit from only paying local fulfilment fees, less effort and decreased logistical complexity.

Orders placed on Amazon and fulfilled with Pan-European FBA are eligible for trusted fast and low-cost delivery options to attract Amazon's most loyal customers across Europe. Ship your products to one of Amazon's European fulfilment centres and let Amazon handle the logistics, from allocating stock across fulfilment centres near customers to fulfilling orders for you—allowing you to grow, ensuring fast and reliable delivery, and saving you valuable time.

### Do Pan-European FBA products qualify for Prime?

Yes, all orders will be eligible for Prime in all five European marketplaces.

### Is Pan-European FBA a better choice than other programmes?

Our Pan-European FBA programme combines the ease and simplicity of the EFN, which allows you to sell internationally with minimal effort, with the advantage provided by Multi-Country Inventory (MCI) of placing stock close to your customers and offering you the local fulfilment fee structure.

Pan-European FBA can help you to make more money and grow faster at a lower cost:

- Compete in all five Amazon European marketplaces and pay only the local FBA Fulfilment Fees of the marketplace from which a customer orders the products you have enrolled into Pan-European FBA, with fast delivery and lower costs due to no per-unit cross-border Fulfilment Fees for the European Fulfilment Network.
- Amazon places stock enrolled in Pan-European FBA in fulfilment centres close to customers based on anticipated demand. By taking advantage of Amazon's demand prediction algorithms, you will reduce the complexity of managing your stock and benefit from the local inbound costs, when compared to selling through MCI.

At the same time, you can continue to sell some products through the EFN, while taking advantage of the ease, efficiency and lower cost of Pan-European FBA for other products.

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### What are the fees for using Pan-European FBA to fulfil my orders?

Standard Selling on Amazon fees apply for each marketplace on which an ASIN is listed. The following fees apply to Pan-European FBA stock.

- **Fulfilment Fees:** For ASINs enrolled in Pan-European FBA, you will pay only the Fulfilment Fee for the marketplace in which the order is placed, no matter where the stock is stored in the Amazon European Fulfilment Network.
- **Storage fees:** Pan-European FBA ASINs will incur monthly storage fees and may incur Long-Term Storage Fees if units remain in stock for 12 months or more.
- **Removal fees:** For removals (return of stock to you) from your Pan-European FBA stock ordered to an address in the country of your home marketplace, we will charge local removal fees applicable to your home marketplace, regardless of where the stock is located at the time of the removal order.

For information about fees, please see the [Fulfilment by Amazon Pricing](#) page.

### What am I agreeing to when I enrol in the Pan-European FBA programme?

By enabling the Pan-European FBA programme, you are allowing Amazon to place and store your stock closer to your customers, at fulfilment centres located in the UK, Germany, France, Spain, Italy, Poland and the Czech Republic. See the Pan-European FBA Programme Policy for details.

### How does stock placement work?

Send your Pan-European FBA ASINs to Amazon European fulfilment centre(s) in the country of your choice. Amazon will then automatically allocate stock to other European fulfilment centres based on proximity to anticipated demand to speed up deliveries to customers. If there is a fluctuation in market demand, Amazon will redirect stock at no extra cost to you.

This helps to ensure stock is as close to customers as possible. You can still keep track of orders and stock availability without the need to plan and shuffle stock manually, or pay per unit cross-border fulfilment fees. Amazon handles stock management and delivery logistics, allowing you to save valuable time and focus on growing your business.



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### How quickly will products be delivered to the customer compared to EFN or MCI?

Amazon places stock enrolled in Pan-European FBA in fulfilment centres close to the customer based on anticipated demand. Unlike EFN, orders of Pan-European FBA offers will often not require cross-border shipping, and if they do, they will be fulfilled from the closest fulfilment centre that has stock available, allowing Amazon to quickly deliver orders to customers.

Amazon's stock management also automatically transfers stock to fulfilment centres with higher demand, making it easier to keep stock close to the customer, speeding up the delivery process.

### Can I use other FBA programmes after I enable Pan-European FBA?

You can continue to sell some products through EFN, while taking advantage of the ease, efficiency and lower cost of Pan-European FBA for other products.

### How does the language translation process work?

In order to enrol a product in Pan-European FBA, you need to create a listing in all five European marketplaces. In Seller Central, you can use the listings tool to search the Amazon catalogue to see if your product already exists in the desired language. If it does, you can simply create a listing using that product description.

If the product doesn't exist in the catalogue of a marketplace, you will need to provide translations yourself when creating an ASIN, or you can use our [Translate Your Products](#) translation service.

## VAT

Enrolment into the Pan-European FBA programme will trigger additional VAT obligations in multiple jurisdictions and may trigger other reporting requirements such as Intrastat. You will be responsible for the collection and payment of your taxes, as well as the filing of all relevant returns and VAT invoicing.

While we are committed to helping sellers, we do not provide tax advice or compliance services.

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Please contact a tax adviser if you have any questions about taxes or need assistance with your tax returns. We have created a list of third-party tax advisers solely as a resource for our sellers. To find out more, see [External Tax Advisers](#). Amazon does not endorse the services of any tax adviser.

For more information on VAT, see our [Taxes & Regulations](#) overview.

### How do customer returns work?

If a customer wants to return a product, we will direct the customer to our online Returns Support Centre.

Amazon will process customer returns and refunds of products in accordance with our returns policy in the Amazon Services Europe Business Solutions Agreement. Orders will be returned for storage to a fulfilment centre assigned for returns to the marketplace where the order was placed, and may then be moved to another fulfilment centre based on market demand.

### How do I know when my stock has moved and where?

If you enable Pan-European FBA you will be able to access a Cross-Border Stock Movement Report in your Seller Central account. The report contains information pertaining to sales, returns, refunds and fulfilment centre movements that impact stock in an Amazon European fulfilment centre. Based on this report, Pan-European FBA sellers will be able to track information including sales and ASINs movement, stock departure dates and stock destination countries.

### How does customer service work?

Amazon provides 24-hour customer support on your behalf in the local language of the relevant marketplace. For many sellers, this feature of FBA is critical to selling in international marketplaces successfully. With local language customer support, you can give your customers access to Amazon's world-class customer service, and you can focus on growing and managing your business.

Customer enquiries related to product specifications and other non-shipping related questions, such as VAT invoice requests, will be passed on to you.

