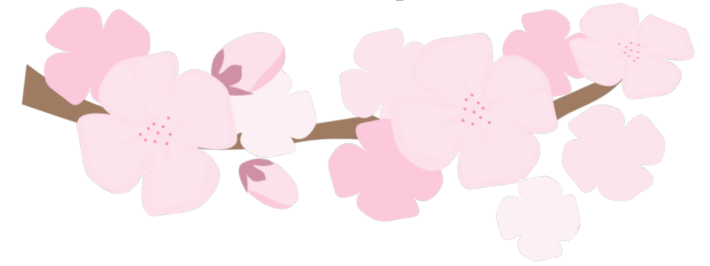


Key Steps to Launch in Amazon Japan



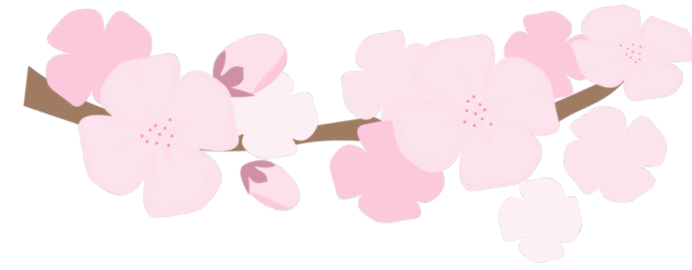
amazon global selling

> Before We Begin

Housekeeping items to keep in mind

What to know:

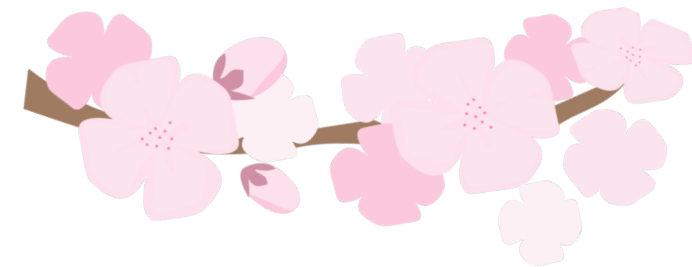
- ✓ Presenter Introduction: **Rubi Gomez Cano**
 - 10+ years in Sales, 2+ years with Amazon Global Selling
 - Assist US Sellers launch into Amazon Japan Marketplace
 - Seattle, WA
- ✓ This webinar will be followed by a live FAQ session
- ✓ This webinar will be recorded. Slides will be distributed post webinar.
- ✓ Please complete a seller survey post webinar.
- ✓ WFH Mode – Bear with us if there are any connection issues.



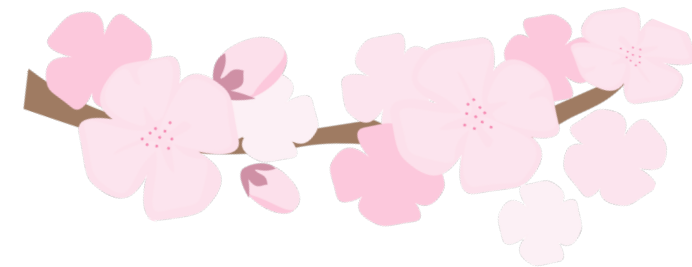
amazon global selling

> 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**



amazon global selling

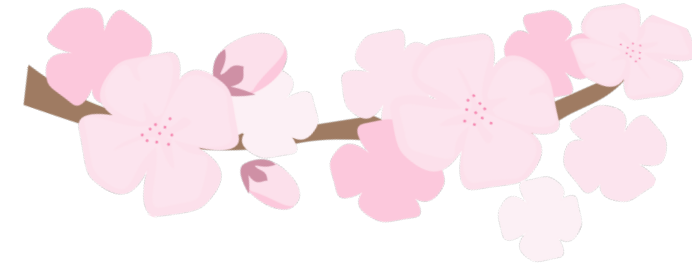


Recap from Webinar “Sell on Amazon Japan”

➤ Recap from Webinar “ Sell on Amazon Japan”

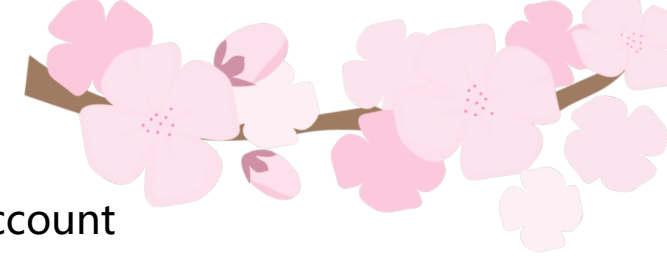
- ✓ Japan and Amazon Japan Overview
- ✓ Amazon Japan Main Categories and Features
- ✓ Amazon Japan Deal Resources Introduction
- ✓ Register Amazon Japan Account

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

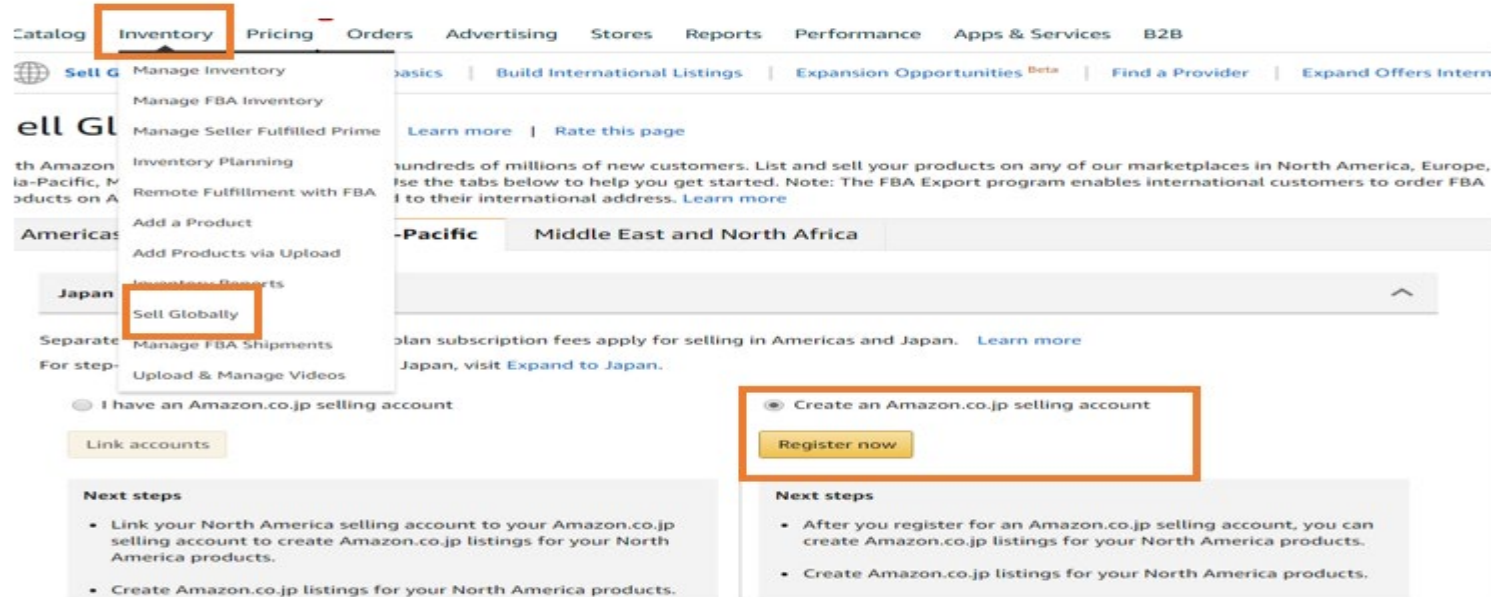


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> Register Your Amazon Japan Selling Account



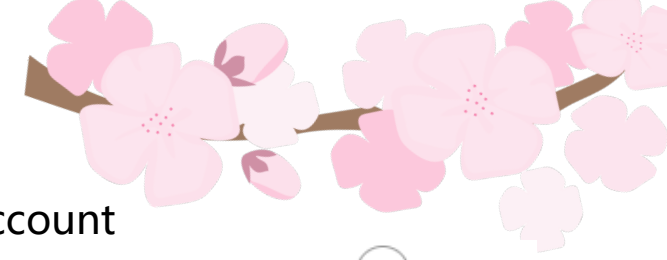
US Seller Account > Inventory > Sell Globally > Asia-Pacific > Create an Amazon.co.jp selling account



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

amazon global selling

> Seller Identity Verification



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



Set up your Amazon selling account

Country of Residence / Establishment

United States

If you are not a business, select your country

Legal name

[What is a legal name?](#)

Seller agreement

☒ I have read and accepted the terms and conditions of the
[Amazon Services Business Solutions Agreement](#)

If you are an international seller, read [this important information](#)

Next

amazon global selling

> Seller Identity Verification

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



Seller agreement

2

Seller information

3

Set up your credit card

4

Products information

Tell us about your business

Choose your unique business Display Name

[What is a business display name? >](#)

Country/Region

United States

ZIP / Postal Code

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

 +1 201-555-0123

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

Next

Enter the PIN sent to you via SMS

One-time PIN

Verify

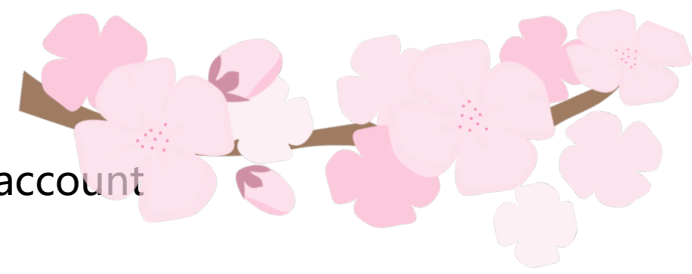
Change number or want us to call instead? [Cancel](#)

Text me now

amazon global selling

> Register Your Amazon Japan Selling Account

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



Seller agreement



Seller information

3

Set up your credit card

4

Products information

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'll be able to list products after we perform payment validation.

Card Number

Valid through



Cardholder's Name



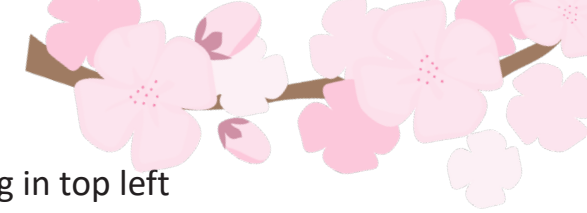
Add a new address

Back

Next

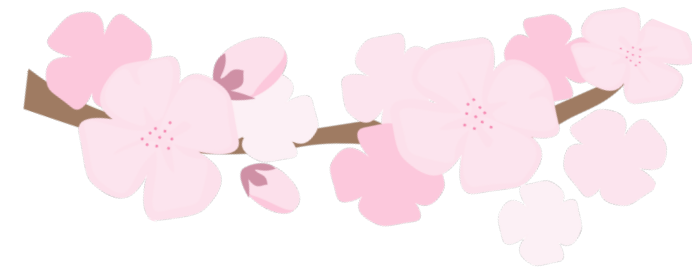
amazon global selling

> Seller Identity Verification



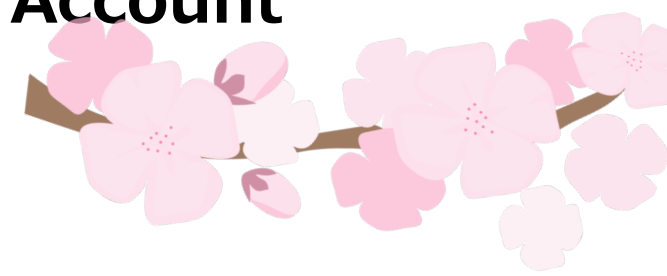
- ✓ As soon as you've registered, log out and back into your Japan Seller Central Account and click on the notification flag in top left corner. You'll be asked to provide the following:
- ✓ **Two Types of Identify Documents Required:**
 - ✓ Photo Identification (passport, driver's license, residence 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

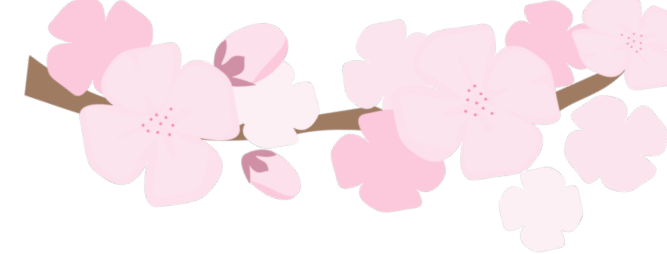


Access to “Build International Listing” (BIL) Tool

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



 [Sell Globally](#) | [Understand the basics](#) | [Build International Listings](#) | [Expansion Opportunities](#) ^{Beta} | [Find a Provider](#) | [Expand Offers Internationally](#)

Sell Globally [Take a tour](#) | [Learn more](#) | [Rate this page](#)

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](#)

Americas  Europe **Asia-Pacific** Middle East and North Africa

Japan 

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.

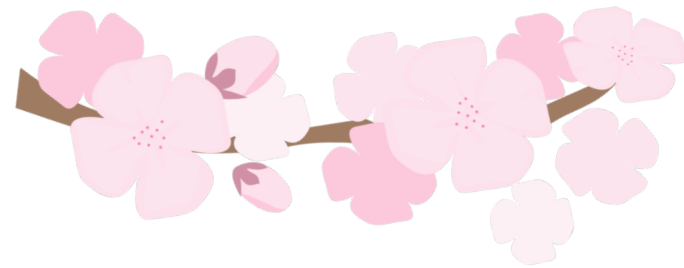
☐ Create an Amazon.co.jp selling account

[Register now](#)

Next steps

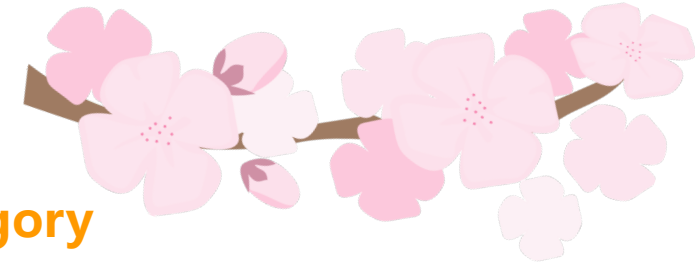
- After you register for an Amazon.co.jp selling account, you can create Amazon.co.jp listings for your North America products.
- Create Amazon.co.jp listings for your North America products.

 **amazon** global selling



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>


[Best Sellers](#) [Hot New Releases](#) [Movers & Shakers](#) [Most Wishd For](#) [Most Gifted](#)


 **Best Sellers**
Our most popular products based on sales. Updated hourly.


All Categories

- Amazon Devices & Accessories
- Apps & Games
- Automotive
- Baby
- Beauty
- Clothing & Accessories
- Clothing, Shoes & Jewelry
- Computers
- DIY, Tools & Garden
- DVD
- Digital Music
- Electronics
- Food, Beverages & Alcohol
- Foreign Language Books
- Gift Cards
- Health & Personal Care
- Hobbies
- Home & Kitchen
- Industrial & Scientific
- Japanese Books
- Jewelry
- Kindle Store
- Large Appliances
- Music
- Musical Instruments
- Office Products
- Pet Supplies
- Prime Video
- Shoes & Bags
- Software
- Sports & Outdoors
- Toys & Games
- Video Games
- Wrist Watches

Japanese Books
[See more Best Sellers in Japanese Books](#)


- 


SHE THREE VOL.15 (メディアパルムック)
(発行)ナンバーセブン
- 


ぼくはイエローでホワイトで、ちょっとブルー
プレイディ みかこ
★★★★★ 291
- 

TVガイドAlpha EPISODE CC (TVガイドMOOK 29号)

Video Games
[See more Best Sellers in Video Games](#)

- 

あつまれ どうぶつの森-Switch
任天堂
- 

あつまれ どうぶつの森オンラインコード版
任天堂
- 

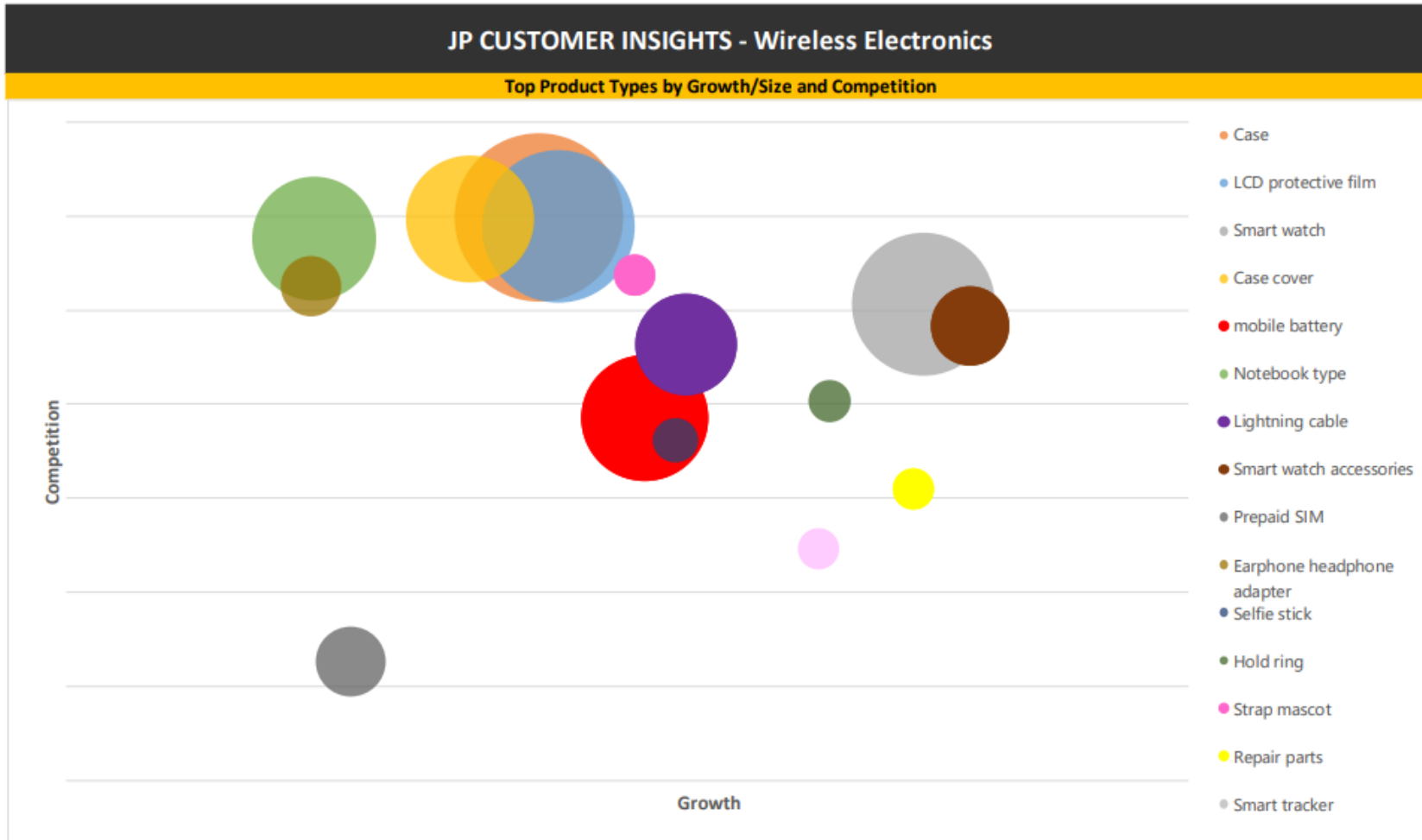
PCエンジン mini
コナミデジタルエン...
★★★★★ 1

Home & Kitchen
[See more Best Sellers in Home & Kitchen](#)

amazon global selling

> 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!

JP CUSTOMER INSIGHTS - Wireless Electronics

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

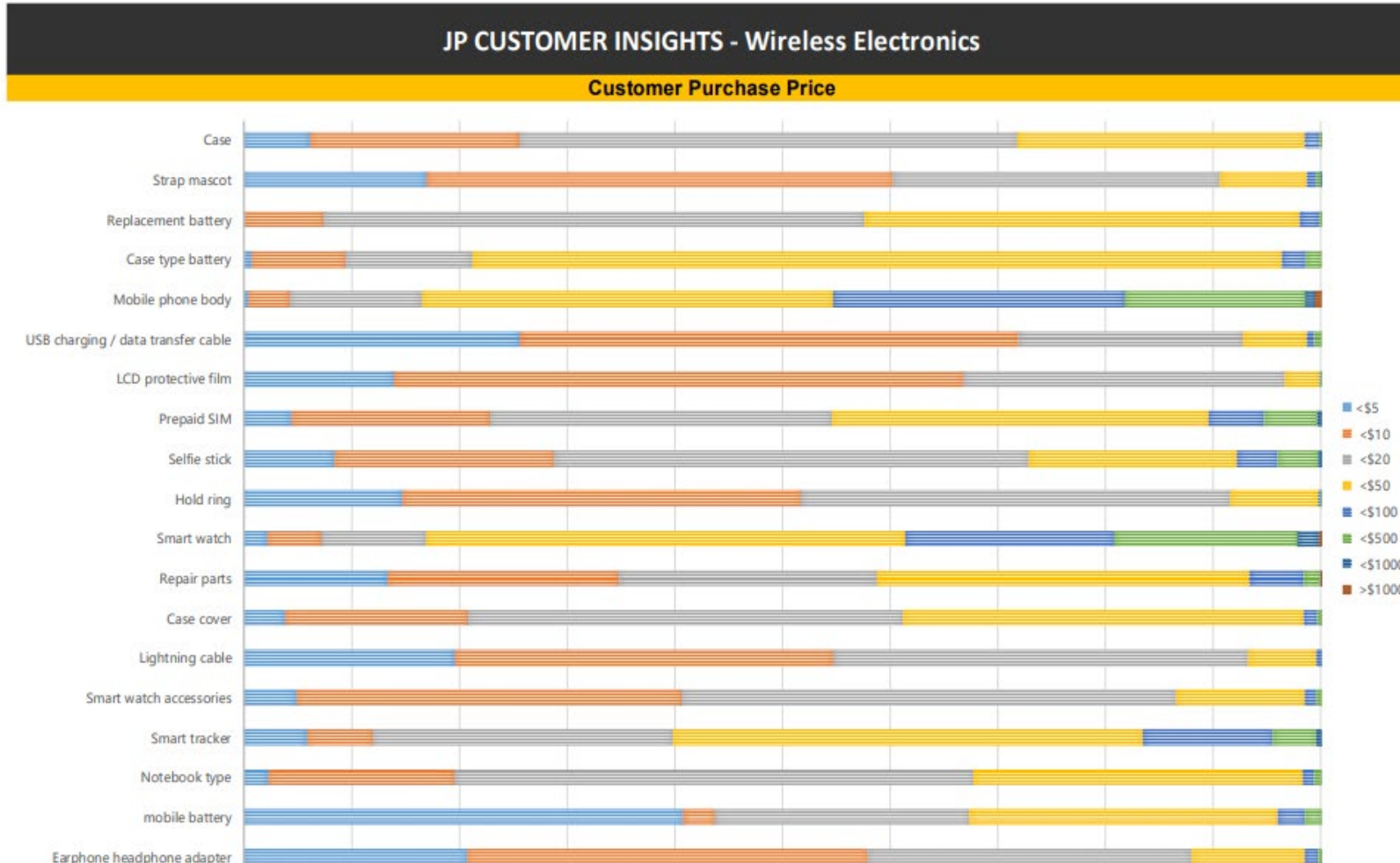
2. Table

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

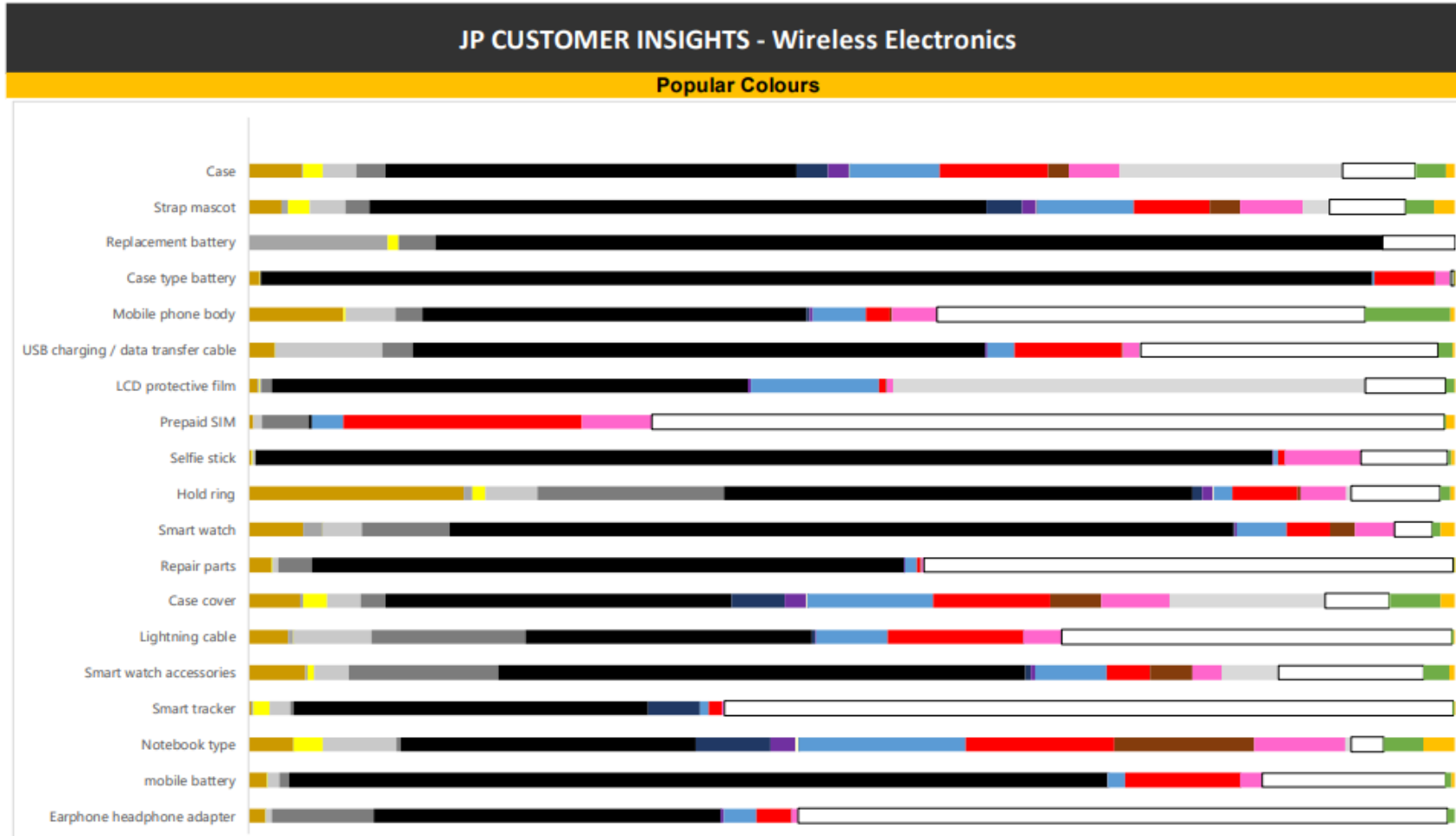
Customer Purchase Range by product type

amazon global selling

> Japan Customer Insights Guide Package



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

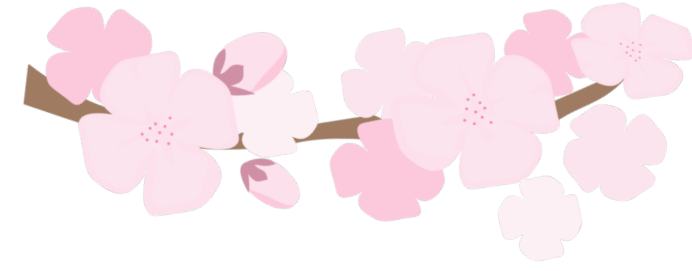


4. Bar Chart

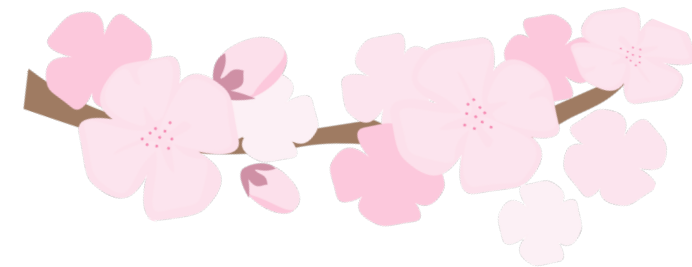
Customer Preferred Colors by product type

> Japan Customer Insights Guide Package

Japan Customer Insights Package of 12 Popular Categories

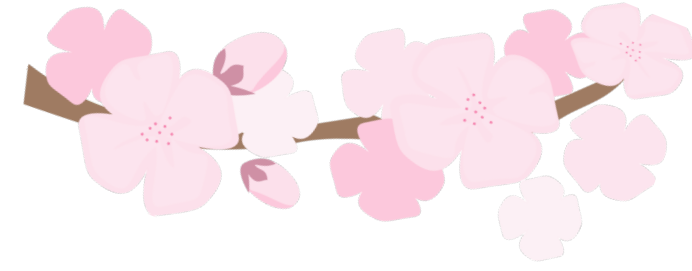


[Wireless Electronics](#); [PC](#);
[Cables and Accessories](#); [Office Electronics](#);
[Kitchen Tools](#); [Home Accessories](#);
[Exercise Fitness](#); [Toys](#);
[Home Entertainment](#); [Cosmetics](#);
[Healthcare](#); [Nutrition & Wellness](#);



Japan Tax and Regulations

> Japan Tax and Regulations



Consumption Tax: All product price 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.

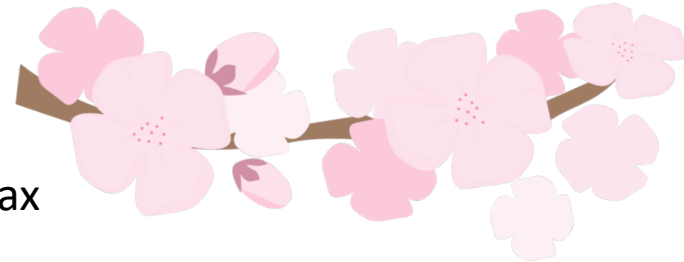
Source: <https://sellercentral.amazon.co.jp/gp/help/201468420>

amazon global selling

> Japan Tax and Regulations

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

SPN: [Service Provider Network \(SPN\)](#)



Service Provider Network

[Become a provider](#) | [How It Works](#)

0 TOTAL REQUESTS

[View all](#)

0 ACTIVE REQUESTS

[View active](#)

0 COMPLETED REQUESTS

[View completed](#)

Where are you located? ⁱ United States of America	Where do you want to sell? ⁱ Japan	What service do you need help with? Taxes	Search
---	--	--	--------

[Service Provider Network](#) > [Taxes in Japan](#)

Taxes in Japan

Tax services can help you with tax registration and filing of monthly, quarterly, and annual taxes based on sales and return on Amazon.

We found 3 providers

Sort By : [Popularity](#) [Rating](#)

Refine providers

Service Type

- ☐ Tax Filing (3)
- ☐ Tax Registration (3)

Local Providers

- ☐ Show local providers in United States of America (1)

Provider Location

- ☐ China (1)
- ☐ India (1)
- ☐ United Kingdom (1)
- ☐ United States of America (1)

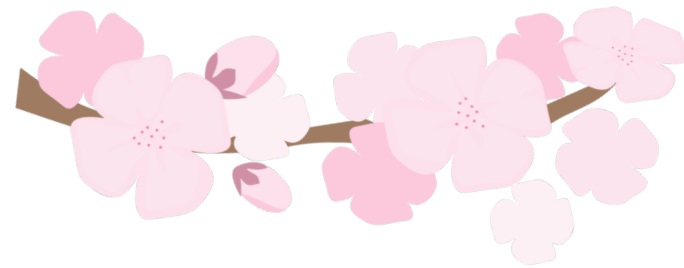
**STELCORE MANAGEMENT SERVICES PRIVATE LIMITED**
LOCAL PROVIDER
5-25 requests completed
Specialties: USA (EIN & Sales Tax), UK (VAT), Canada (BN & GST), Australia (BN & GST), Germany (VAT), India (IEC ...)

**CaptainBI**
Smart store management tool
Less than 5 requests completed
Specialties: Tax experts help Amazon sellers register European tax IDs, perform monthly and quarterly tax declara...

**TB Accountants**
5-25 requests completed
Specialties: Accounting Services and E-Business Solutions provided by a professional team of chartered certified ...

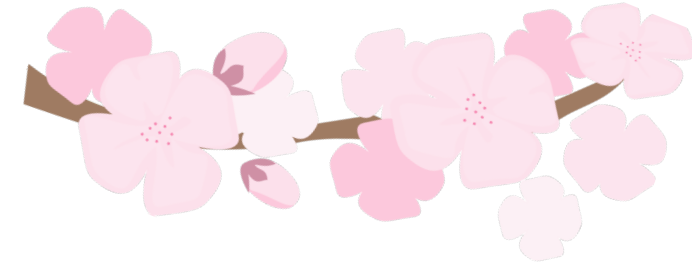
← Previous **1** Next →

amazon global selling



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



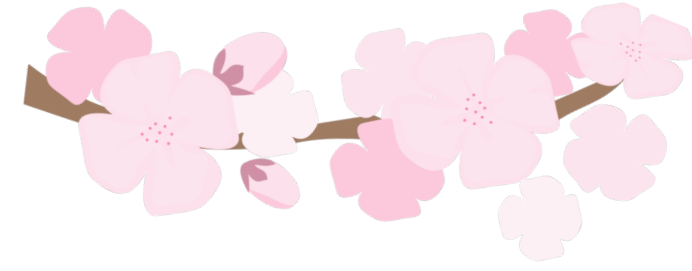
ASIN with active offer in the source marketplace



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.

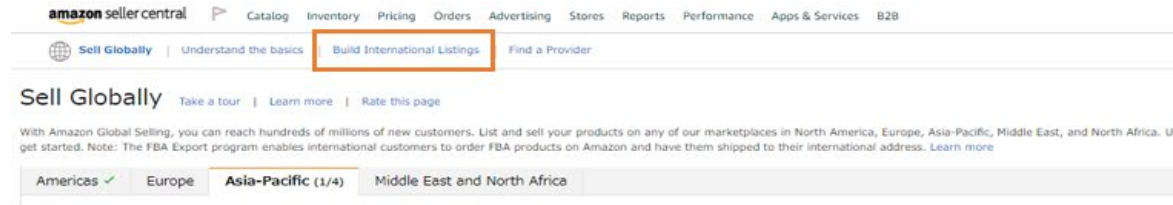
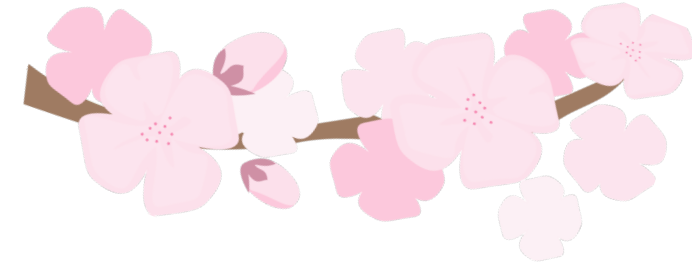
STEP 6: Wait for Amazon to process the connections. You will get an email when this is complete.

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 [Learn more](#) [Take a video tour](#)

Sell your products and set automated pricing across marketplaces.




What gets connected?

-  Choose a marketplace (source) that contains the products you want to sell in other marketplaces (target).
-  Select offers by defining rules, or choose specific SKUs. Build International Listings will create those offers in target marketplaces, if the product detail page/ASIN exists.
-  Source marketplace offers will be connected in target marketplaces when the same product exists in both.

How are the offers (SKUs) priced?

-  Target marketplace prices are calculated using:
 - Source marketplace prices.
 - Your price rules.
 - Currency exchange rates.
-  Target-marketplace prices are updated to adjust for currency exchange-rate fluctuations.
 - When source marketplace prices change.
 - Regularly for currency exchange rate changes

After setup

-  Next steps will help you to complete setup of your products in target marketplaces.
-  You can take action to fix issues where offers are inactive, or download and review a detailed Status Report at a SKU level.
-  You can exclude offers once they are connected to target marketplaces.

Ready to sell globally?

Selling internationally on Amazon is a great way to grow your business.

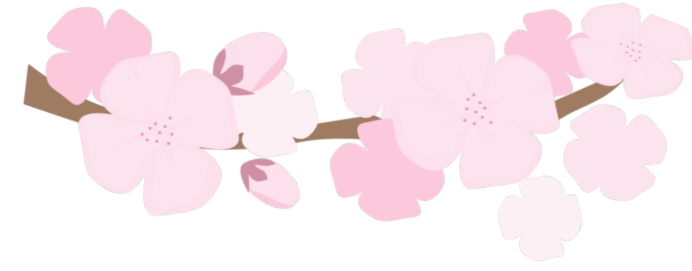
We have designed a checklist to help guide your research and make sure you are set for success! [View checklist](#)



> 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

[Learn more](#) [Take a video tour](#)

1

Marketplaces
you want to sell in

2

Offer types
to connect

3


Pricing Rules
for target marketplaces

4

Review
your settings

Choose your source marketplace:

Tip: Select your marketplace with the most offers, which will likely increase the number of offers connected in target marketplaces.

 Amazon.com

⚠ Offers count is unavailable at this moment. Please retry later.

Choose your target marketplaces:

☒ Asia-Pacific

☒  Amazon.co.jp

Opportunities to expand:

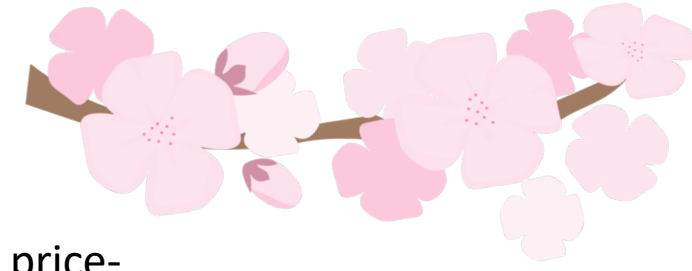
United Arab Emirates
Singapore
India
Saudi Arabia
Europe
Australia

[Start selling or link accounts](#)
[Start selling or link accounts](#)
[Start selling or link accounts](#)
[Start selling or link accounts](#)
[Start selling or link accounts](#)
[Start selling or link accounts](#)

Save and continue

amazon global selling

> 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

[Learn more](#) [Take a video tour](#)

Source marketplace
 Amazon.com

✓

Marketplaces
you want to sell in

2

Offer types
to connect

3

Pricing Rules
for target marketplaces

4

Review
your settings

Select offers to replicate in the target marketplaces.

Offers can be created only when an ASIN already exists in the target marketplaces. [Learn more about offer eligibility](#)

☒ Apply same rules by region

Region	Target Marketplace	Offers selected	Options for selecting your offers
Asia-Pacific	Amazon.co.jp	All Offers	<div><div><div><div>Set rules</div><div>Offers that match the rules below will be replicated.</div><div>Fulfillment method <div>FBA and Self fulfilled ▼</div></div><div>Product condition <div>New and Used ▼</div></div></div><div><div>Select specific offers</div></div></div></div>

☐ Delete the existing offers in the target marketplace.

Remove customization

Save and go back

Save and continue

amazon global selling

> Build International Listings Tool (BIL)

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

STEP 4: Define your default price rules

Build International Listings

[Learn more](#) [Take a video tour](#)

Source marketplace
Amazon.com

✓

Marketplaces
you want to sell in

✓

Offer types
to connect

3

Pricing Rules
for target marketplaces

4

Review
your settings

Define default price rules [How to price globally?](#)

Target marketplace price = (source price + price rule amount) x (currency exchange rate)

Example: For a target marketplace, you have a source price of 10 and define the price rule as 5% below the source price.
The currency exchange rate is 1 = 1.20
Target marketplace price = (10 + (-5% x 10)) x (1.20) = 11.40

☐ Apply same rules by region

Region	Target Marketplace	Price synchronization	Price rule
Asia-Pacific	<div><div></div> Amazon.co.jp</div> <div>Currency exchange rate*</div> <div>1 USD = 107.89 JPY</div>	<div><input checked="" type="radio"/> List Price and Sale price</div> <div><input type="radio"/> List price only</div>	<div>FBA</div> <div>Same as the source marketplace</div> <div>Self-fulfilled</div> <div>Same as the source marketplace</div>

*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.

Optional SKU price rules

You can set price rules for a group of SKUs within one or more marketplaces. For the SKUs in that group, your SKU price rules will override your marketplace-price rules. [Learn more](#)

You have no SKU price rules now [Add SKU-price rule](#)

[Example] My top SKUs price rule

Rule summary

Same as source-marketplace price rule for "My First SKU-price rule" (30 SKUs) in

Amazon.co.jp

Add SKU-price rule

Save and go back

Save and continue

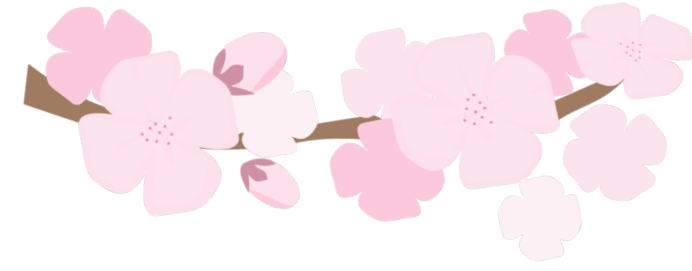
amazon global selling

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> Build International Listings Tool (BIL)

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

STEP 5: Review your settings



Build International Listings

[Learn more](#) [Take a video tour](#)

Source marketplace

Amazon.com



Marketplaces
you want to sell in



Offer types
to connect



Pricing Rules
for target marketplaces



Review
your settings

Review your settings:

Asia-Pacific

Amazon.co.jp

Offers selected

All Offers

FBA offers will be inactive
Self-fulfilled will be inactive

Price synchronization
Price FBA listings
Price self-fulfilled listings
Currency exchange rate*

List Price and Sale price
Same as the source marketplace
Same as the source marketplace
1 USD = 107.89 JPY

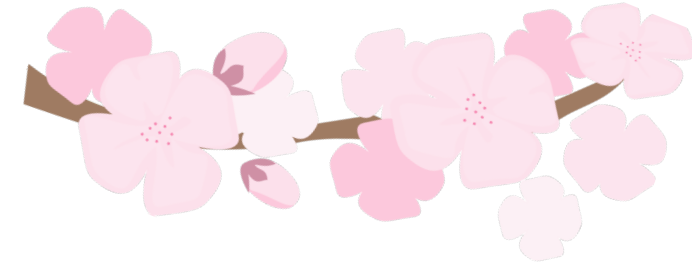
*Please note that the currency exchange rate displayed here is solely an estimate and that we cannot guarantee the accuracy of such rate, nor should such rate be relied upon by anyone for any purpose.

Edit

Save and continue

amazon global selling

> 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

Seller University

HOME

Choose a course

- Quick Start Guide
- Submit Applications
- Add Products**
- Manage Orders
- How to Increase Glance Views
- Improving Conversion Rates
- Promotions
- Fulfillment by Amazon (FBA)
- Seller Fulfilled Prime
- Shipping Options
- Sponsored Products
- Utilize Your Operation by Tools
- Amazon Global Selling

Q What do you want to learn? **Search**

Welcome to Seller University!

On Seller University, you'll find educational videos and reference guides designed to help you understand our policies, use the features within Seller Central, and grow your business on Amazon. Click on one of the courses to the left to see the available modules for each topic, or browse some of our newest and most popular content below.

Recommended For You

- Seller Startup Guide: Sa...**
87,342 Views 07-Jun-19
- Competitive Pricing and...**
44,622 Views 18-Jul-17
- Introduction of Seller F...**
46,616 Views 21-May-18
- What is FBA?**
74,762 Views 12-Nov-19

1 Of 1

Most Popular

- FBA Regulations for Da...**
264,374 Views 20-Feb-20
- Seller Startup Guide(F...**
160,999 Views 27-Feb-20
- FBA Quick Start Guide**
151,406 Views 12-Nov-18
- FBA Small and Light**
262,694 Views 23-Oct-19

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> Other Resources on Listing Management

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

SPN: [Service Provider Network \(SPN\)](#)

Service Provider Network

[Become a provider](#) | [How It Works](#)

0 TOTAL REQUESTS [View all](#) | 0 ACTIVE REQUESTS [View active](#) | 0 COMPLETED REQUEST [View completed](#)

Where are you located? ⁱ United States of America	Where do you want to sell? ⁱ Japan	What service do you need help with? Translation	Search
---	--	--	--------

[Service Provider Network](#) > Translation in Japan

Translation in Japan

When you list your products in an Amazon marketplace in another country or region, the listings must be in the language of that country/region. External translation providers can help if you don't speak the language of the Amazon marketplace where you want to sell.

We found 11 providers

Sort By: [Popularity](#) [Rating](#)

Refine providers

Service Type

- ☐ Full Human Translation (9)
- ☐ Human Review Only (5)
- ☐ Machine Translation With Human Review (4)

Source language

- ☐ UK - English (10)
- ☐ US - English (10)
- ☐ French (7)
- ☐ German (7)
- ☐ Italian (7)
- [See more](#)

Target language

- ☐ Japanese (9)
- ☐ UK - English (8)
- ☐ US - English (8)
- ☐ French (7)
- ☐ German (7)
- [See more](#)

Local Providers

- ☐ Show local providers in United States of America (3)

We help online retailers expand e-commerce sales internationally & domestically



InterCultural Elements

26-50
requests completed

★★★★★
5 Reviews

Specialities: Our native translators are specialised in e-commerce translation and localisation. Your listings will...



TransAmazingLi

Starts at JPY 4
per word

Less than 5
requests completed



Translate By Humans

Starts at JPY 12
per word

5-25
requests completed

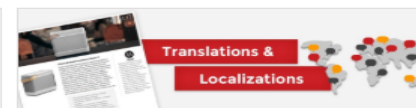
Specialities: Translation and Localization and Subtitling services



Rising Sun Commerce

Starts at JPY 11
per word

Less than 5
requests completed



geekSpeak

Starts at JPY 16
per word

5-25
requests completed

Specialities: Our team of professional translators go beyond simple translation by localizing and optimizing conte...



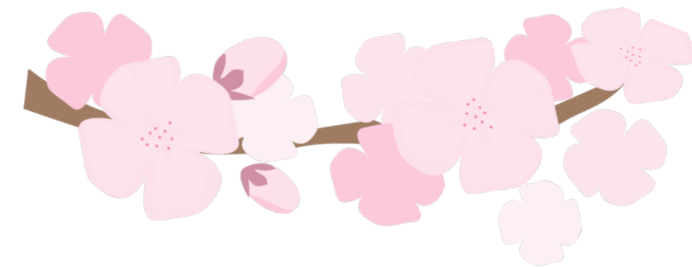
Pactera Technologies Inc

LOCAL PROVIDER

Starts at JPY 9
per word

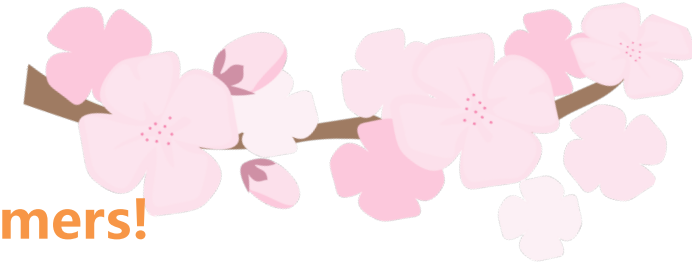
5-25
requests completed

amazon global selling




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

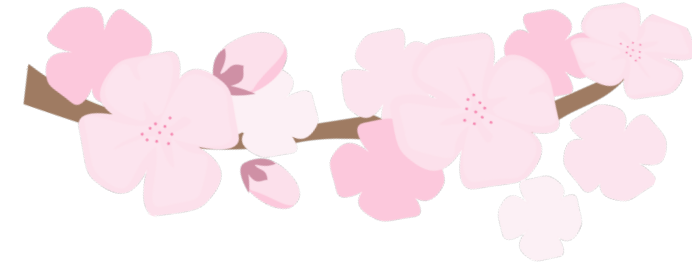


amazon global selling

> 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

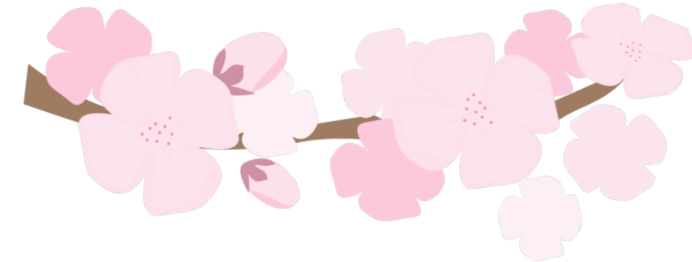


Source: <https://sellercentral.amazon.co.jp/gc/fulfillment-by-amazon/new-selection?>

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> Logistics

Import of Record (IOR) and /or Attorney for Customs Procedure (ACP) International Shipping Resource: [Service Provider Network \(SPN\)](#)



Service Provider Network

[Become a provider](#) | [How It Works](#)

0 TOTAL REQUESTS

[View all](#)

0 ACTIVE REQUESTS

[View active](#)

0 COMPLETED REQUESTS

[View completed](#)

Where are you located? <div>United States of America</div>	Where do you want to sell? <div>Japan</div>	What service do you need help with? <div>International Shipping</div>	<div>Search</div>
---	--	--	-------------------

[Service Provider Network](#) • International Shipping in Japan

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

Sort By : [Popularity](#) [Rating](#)

Refine providers

Ship from location




[reset](#)


- ☐ China (22)
- ☒ United States (20)
- ☐ United Kingdom (18)
- ☐ Canada (15)
- ☐ Germany (14)
- [See more](#)

Ship to location

[reset](#)

- ☐ China (23)
- ☒ Japan (20)
- ☐ Germany (18)
- ☐ United Kingdom (18)
- ☐ France (17)




**Yamato Transport USA**


LOCAL PROVIDER

More than 100 requests completed

★★★★★
5 Reviews

Specialities: We can provide consulting services for inquiries regarding customs clearance and import regulations ...





**Shapiro**


LOCAL PROVIDER

51-100 requests completed

★★★★★
7 Reviews

Specialities: Shapiro offers top-tier logistics and brokerage solutions, specializing in customer service and an e...



**First Choice Shipping**

LOCAL PROVIDER

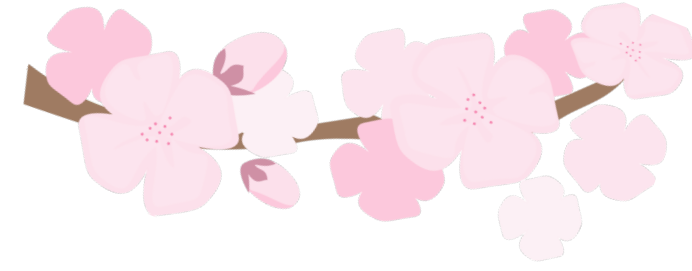
51-100 requests completed

★★★★★
63 Reviews

Specialities: We offer you rates at up to 80% off most of the major carriers, 2 Business day service, Delivery Str...

amazon global selling

> Compliance – Consumer Electronics



Electrical Appliance and Material Safety Act - PSE Mark

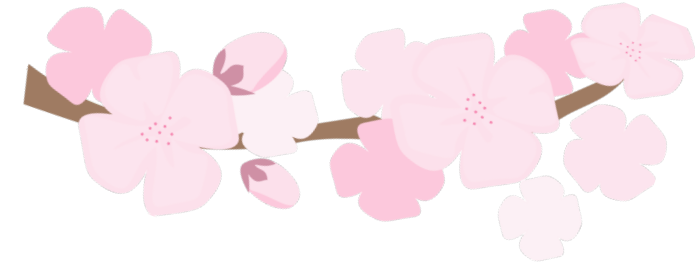
Product Samples: AC adapters, hair dryers, electric irons, electric blenders, electric shavers

Technical Regulations Conformity Certification for Radio Equipment -Technical Conformity Mark

Product examples: wireless headphones, wireless speakers, Bluetooth equipment

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.

> 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

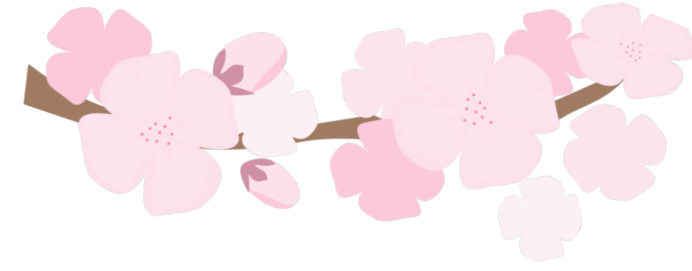
Household Goods Quality Labeling Act – Product Information labelling Requirement

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

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.



> 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

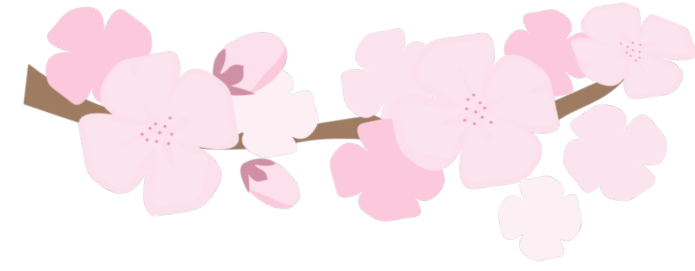
Law for Ensuring the Safety of Pet Food

Product examples: pet products/pet food

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.



> Compliance – Fashion Goods & Media Products



Household Goods Quality Labeling Act

Product examples: textile clothing such as dresses, T-shirts, and swimwear

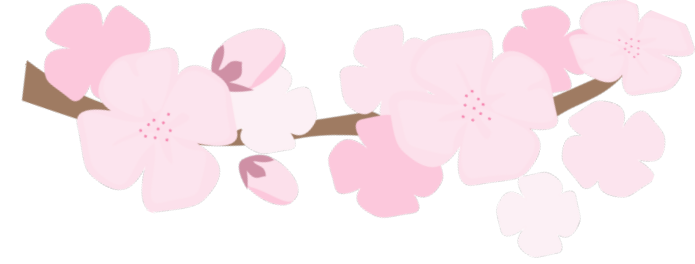
Intellectual Property Rights

Product examples: branded clothing, shoes, bags, and watches & all media products

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.



> Compliance – Amazon.co.jp Resources



 **Japan Seller Central Help Articles:** (*Japan selling account log in required*)

[FBA Product Restrictions](#)

[Restricted Products](#)

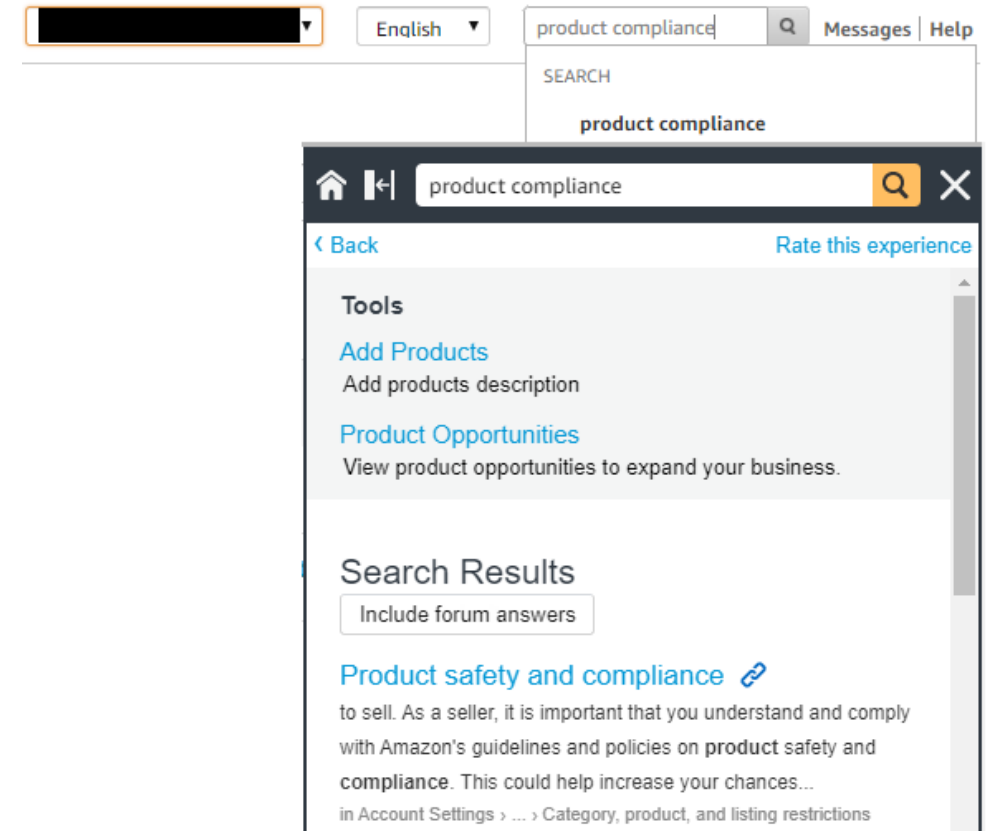
[Additional Info and Resources about Restricted Product Policy](#)

[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>



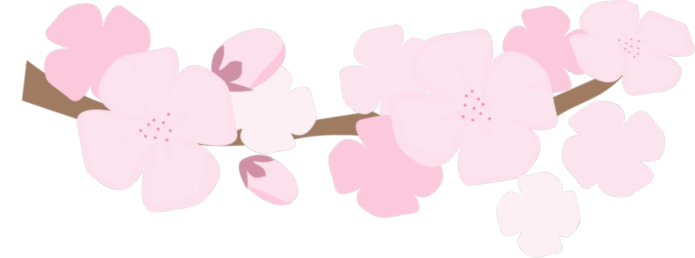
Disclaimer: Information on this slide does not constitute tax, legal, or other professional advice and must not be used as such. You should consult your professional advisers if you have any questions.

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Compliance – 3rd Party Service Provider

Compliance Resource: [Service Provider Network \(SPN\)](#)



Where are you located? ⁱ United States of America	Where do you want to sell? ⁱ Japan	What service do you need help with? Compliance	Search
---	--	---	--------

[How It Works](#)

[Service Provider Network](#) ▶ Compliance in Japan

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

Sort By : **Popularity** Rating

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)
[See more](#)

INSPECTION
Our comprehensive range of world-leading inspection and verification services, such as checking the condition and weight of traded goods at transshipment, help you to control quantity and quality, and meet all relevant regulatory requirements across different regions and markets.
WHEN YOU NEED TO BE SURE

SGS

51-100
requests completed

1 Reviews

Specialities: Packaging/Transit, Apparel, Accessories, Footwear, Home, Furniture, Décor, Seasonal, Toys, Juvenile ...

STAR DESIGN COSMETICS (SDC)
Cosmetics & Beauty Devices

STAR DESIGN INC.

51-100
requests completed

Specialities: We specialize in import of cosmetics product from other countries to Japan.

stelcore
YOUR PARTNER FOR SUCCESS

WHO WE ARE
Stelcore is a global Compliance Management Service Provider to assist the businesses for Compliance Management in efficient and production market in reasonable cost.

WHAT WE DO
Our experienced and proven solution against customer demand meets the demands of business and markets with close collaboration at various of the client organization. This ensures that our clients achieve sustainable competitive advantage, build more valuable organizations, and secure lasting results.

WE ARE IN
USA
United Kingdom
Germany
Canada
Australia
China
Japan
Spain
Italy
India

OUR SERVICES
✓ Supplier and Tariff Registration
✓ Tariff advisory and export help services (HSCT, GST & Sales Tax)
✓ Intellectual Property rights (e.g. Trademark, Copyright, Patent)
✓ Industry Category specific compliance (e.g. FDA)
✓ Business process advisory services
✓ Customized solution as per need

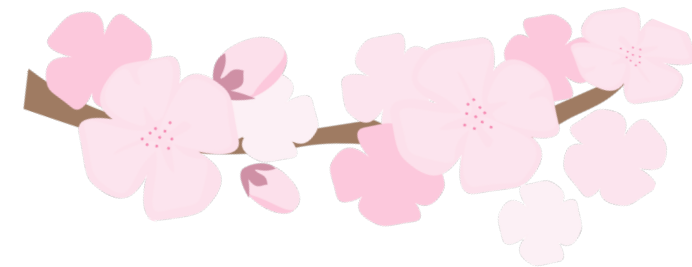
stelcore
YOUR PARTNER FOR SUCCESS

STELCORE MANAGEMENT SERVICES PRIVATE LIMITED

Less than 5
requests completed

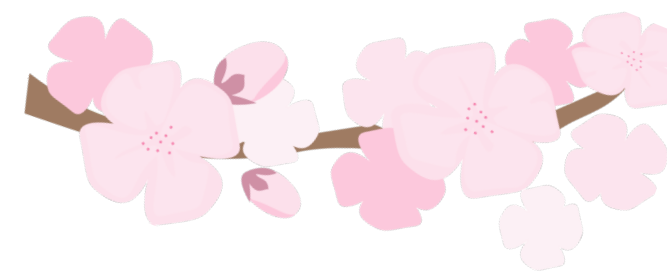
Specialities: India FSSAI, GST, Trademark, US FDA and Trademark





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

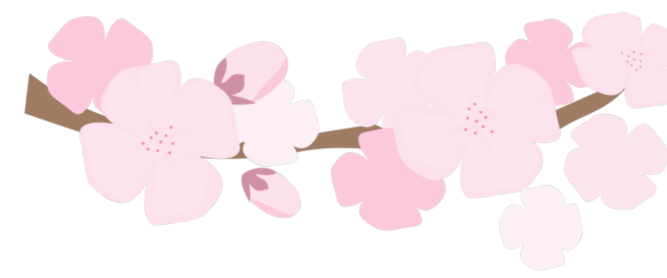
STEP 3: Follow up on appeal via [Performance Notifications](#)

Full Guidance: [Seller Account Enforcement Post Registration](#)



amazon global selling

> 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](#).

25 per page



Subject

Date

Amazon.co.jpからのお知らせ

February 5, 2020

Amazon.co.jp 銀行口座更新のお知らせ

November 22, 2019

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

November 18, 2019

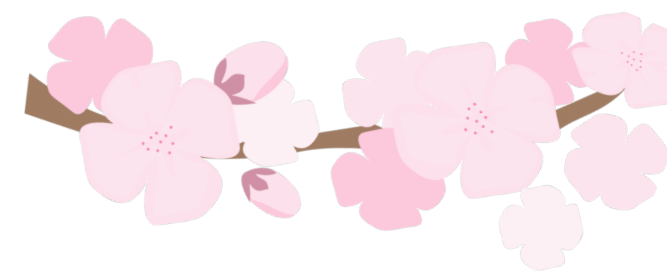
Amazon.co.jp 出品用アカウントについて

November 18, 2019

amazon global selling

> Account Enforcement Post Registration

Account Enforcement Notification Example



November 18, 2019

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

Sent from: alliance@amazon.co.jp

amazon

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。

出品者様の安全のため、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は、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、それよりも長く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。

アカウントを再開する方法

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。

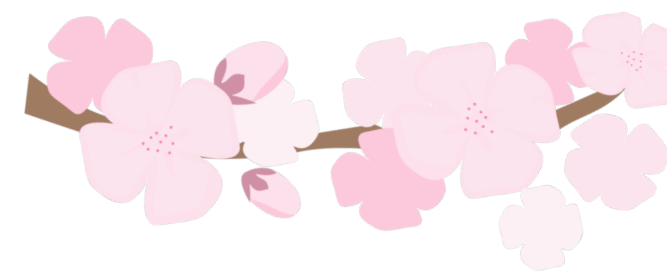
必要な情報の送信方法

送信して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、改変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?skipHelpHubRedirect=true>) から書類をご提出ください。

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> 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.

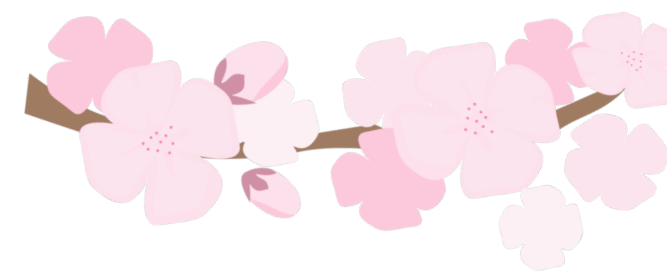


Credit Card Requirement: Confirm your internationally chargeable credit card on file is valid



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> Account Enforcement Post Registration



Document Pre-Submission Check List:

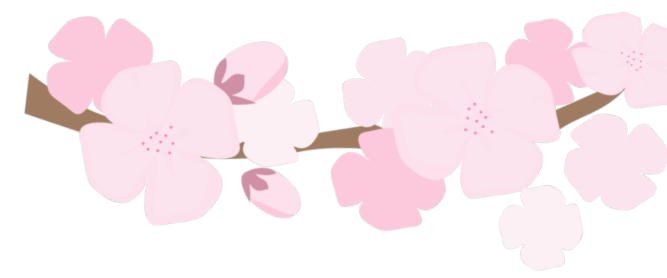
CHECK 1: Name, Address, Phone Number, Email Address EXACT Match

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:

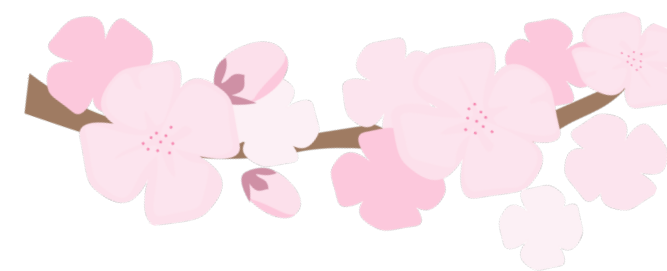
MISTAKE 1: Submitting repeated appeals without providing sufficient lead time for Amazon to get back to you.

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:



Sent from: alliance@amazon.co.jp

amazon

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。

出品者様の安全のため、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は、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、それよりも長くかかる可能性もあります。

この措置の理由
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アカウントを再開する方法
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
送信して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、改変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/contact-us?skipHelp&subRedirect=true>) から書類をご提出ください。

サポートが必要な場合
残高や決済情報は、セラーセントラルの「支払い」セクションよりご確認ください。この件に関するご質問は、payments-funds@amazon.co.jp まで E メールにてお問い合わせください。

書類をご提出いただいた後、内容を検証し、出品アカウントを再開させていただけるかどうかを Amazon で判断させていただきます。

ご利用アカウントのパフォーマンスについては、https://sellercentral.amazon.co.jp/performance/dashboard?ref=an_sm_ap でご確認ください。または、iOS デバイスや Android デバイスで、Amazon 出品アプリのホーム画面から「アカウント健全性」を選択してご確認ください。アカウント健全性ダッシュボードには、Amazon に出品するために必要なパフォーマンス指標やポリシーに対して、出品者様のアカウントでどれだけの実績を上げられているかが表示されます。

— iOS アプリ (<https://itunes.apple.com/jp/app/amazon-seller/id734141485?mt=8>)
— Android アプリ (https://play.google.com/store/apps/details?id=com.amazon.seller&hl=ja_jp)

このメールはお役に立ちましたか？
ご質問がある場合の参照先、セラーセントラル

Eメールの設定を変更するには、こちらにアクセスしてください。通知の観定

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Appeal




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.

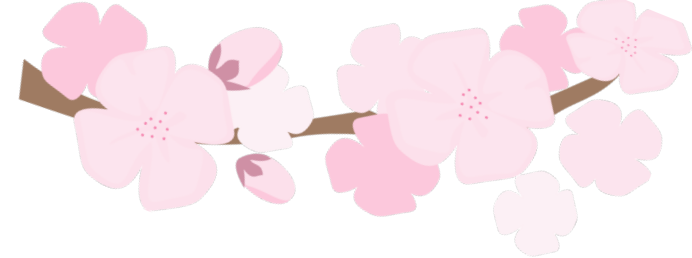
Accepted file types: Image (jpeg, gif, tiff, png), Document (pdf, docx, txt), Spreadsheet (xlsx, csv), Email (eml). Max size per file is 10MB, max total size per submission is 10MB.

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.

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