

Go Global with the U.S. Commercial Service and Amazon Webinar

Frequently Asked Questions

How many Global Marketplaces does Amazon currently offer?

- Amazon currently offers 17 Marketplaces for U.S. sellers to reach customers around the world. A list and map of Amazon's global footprint can be found at <https://sell.amazon.com/global-selling/>

How can I register to become an Amazon global seller so that I can begin selling on Amazon Marketplaces in Singapore/UAE/Saudi Arabia?

- It is highly recommended that you spend some time familiarizing with the Amazon Global Selling portal, which includes information for both U.S. and Global Sellers. https://sell.amazon.com/global-selling/guide.html?ref_=sd_gs_global_guide_pf
- Here are the direct sign-up links to Amazon Singapore/UAE/Saudi Arabia
 - **Amazon Singapore:** Amazon Expand to Singapore Page ([Page Link](#))
 - **Amazon UAE:**
 - Already selling on Amazon.com? → [Expand to UAE](#)
 - New to Amazon? → [Get Started](#)
 - **Amazon Saudi Arabia:**
 - Already selling on Amazon.com? → [Expand to Saudi](#)
 - New to Amazon? → [Get Started](#)

Can you summarize the benefits and costs of selling on Amazon Singapore?

- **100% English.** No translation needed.
- **Subscription fee and Promotional fees for all Deals and Coupons waived** through Dec 31, 2021
- **Easy Registration:** Click [here](#) to go over the registration guide
- Lower FBA fees in Singapore compared to US
 - **Total Shipping Fees and Logistics Service Providers (FBA, FBM)?** Click [here](#)
 - **Amazon Fees:** Click [here](#)
- **Taxes:** Click [here](#)
- **Registration:** Click [here](#)

Can you summarize the benefits and costs associated with selling on Amazon Middle East (UAE/Saudi Arabia)?

UAE

- **100% English:** No language barriers, listings and customer communications in English.
- **Easy Logistics:** Simplified and low-cost logistics solutions, FBA available
 - **Total Shipping Fees and Logistics Service Providers** (FBA, FBM)? Click [here](#)
 - **Taxes:** Click [here](#)
 - Want to know your **Monthly Fee and FBA fee**? Click [here](#)
- **Ease of Payment:** Processed in USD direct to your US bank account.
- **Ease of Launch:** You don't need to have a UAE trade license
- **Easy Registration:** Click [here](#) to go over the *registration guide*

Saudi Arabia

- It is the **18th largest economy** in the world by GDP*
- Consumers are among the most connected and digitally diverse*
 - Want to know more about the **Market Opportunity**? Click [here](#)!!
- **Easy Registration:** Click [here](#) to go over the *registration guide*
 - **Total Shipping Fee and Logistics Service Providers** (FBA, FBM)? Click [here](#)
 - Amazon's **Fee:** Click [Here](#)
 - **Taxes:** Click [Here](#)

What are the best product categories to sell on Amazon.ae, Amazon.sa, and Amazon.sg?

- There is demand for items across many categories such as Apparel, Automotive, Books, , Consumer Electronics (including Cameras and Video Games - Consoles), Digital Accessories (including Mobile Accessories, Electronics Accessories and PC Accessories), , Home, , Kitchen, Luggage, , Movies, Musical Instruments, Office and Stationary, Personal Care Appliances, , Pet Supplies, Shoes and Handbags, Toys, Watches and more! Visit each marketplace and have a look around.

How do I know if there is a market for my products in foreign countries?

- We recommend that you use our Market Diversification Tool located at <https://beta.trade.gov/marketdiversification>. In addition, you will want to peruse the various Amazon marketplaces, and search for keywords for your products to get a better sense of what your competitors are doing.

What is Amazon's "FBA" model?

- FBA means "Fulfilled by Amazon," an option in many marketplaces that allows exporters to store their products at Amazon fulfillment centers in countries where Amazon Global marketplaces operate. Customer orders are shipped from these fulfillment centers with Amazon managing delivery operations in that country. For products manufactured outside of each respective country, these need to be first imported into the country by an importer, at which point duties will be collected.

(Please check with on-ground carrier/importers for the latest tariff structure). Once the products have been cleared through customs, they can be stocked in Amazon warehouses and sold from there.

I understand that even if my product is made in China, Vietnam, Bangladesh, I can still sell these products on Amazon global marketplaces. What about qualifying for services from the U.S. Commercial Service?

- To qualify for U.S. Commercial Service assistance, you will need to be a U.S. company and your product must meet the 51% U.S. content requirement.

What about certain product categories such as cosmetics that require registration/certifications?

- Certain product categories such as cosmetics, food & beverage, certain consumer electronics, and others may require certifications from each country's regulatory bodies prior to being sold in Singapore, UAE, and Saudi Arabia. On-ground carrier/importers can help you determine product certification requirements. Click this link to view the Service Provider Network → [Link](#)

You mentioned the small business grants for U.S. exporters. What was that program?

- The Small Business Administration distributes STEP (State Trade Expansion Program) funds to participating states. You will want to apply for this grant program through your individual state, since each state's program requirements vary slightly. A good starting point is your local U.S. Export Assistance Center, which offers free export counseling and can assist you with the STEP process. To find your local office, visit <https://www.trade.gov/commercial-services-offices-us>. A listing of states and administering bodies involved in the STEP program, visit <https://go.usa.gov/x6pbs>.

I want to learn more about selling on Amazon. What should I do?

- Visit Amazon Seller Central at <https://sellercentral.amazon.com/>. If you have any questions, please email ssr-help@amazon.com.
- Sign up for our next session on July 20th. <https://ExportWA.eventbrite.com>

What is the Web site Globalization Review Service offered by the U.S. Commercial Service?

- As part of Digital Strategy counseling with our Trade Specialists, we can help you identify areas for improvement to make your web site more appealing and discoverable for international customers. This includes Search Engine Optimization (SEO) as well as international design elements recommendations. More information can be found at: <https://www.trade.gov/website-globalization-review-gap-analysis>