



IN BRIEF - COUNTRY GUIDE

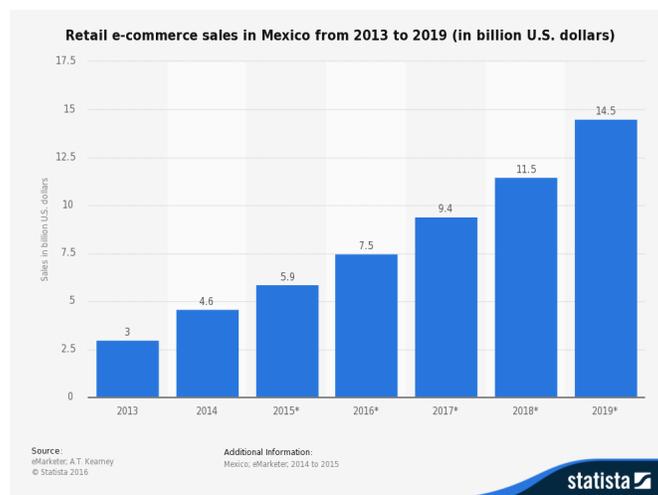
Selling on Amazon Mexico

Bobsled Marketing

The Opportunity

One of the US's closest trading partners, Mexico has a population of 122 million. Ecommerce is a newer concept in Mexico, with aggregate sales representing just 4% of it is in the US (\$22B annually versus \$555B in the US)

- Amazon Mexico is a just 1 year old, and from that perspective has launched with a 'bang'. In just 1 year, the marketplace already has 30-40 million SKUs listed.
- The process and requirements for exporting to Mexico are onerous compared with the markets like Canada or those within the EU. It's recommended that Mexico is explored as a growth market only after the UK, EU, and CA markets have been scaled up.



Selling and Importation Process

The following is a brief summary of the steps required to import and sell goods in Mexico through Amazon FBA.

Step 1: Norma Oficial Mexicana (NOM)- Official Mexican Standard

- The NOM is a certificate unique to every seller and product.
- Your product will need to comply with Mexico's demanding labelling regulations.
- Your label must be in Spanish and contain a specific set of information according to NOM51.
- It can take up to one month to obtain.
- A customs broker can help you with this process.
- Cost varies by category.

Step 2: Obtain the Registro Federal de Contribuyentes (RFC ID) Number

The RFC ID is a tax ID number required before any shipments to Amazon can be created.

You can work with a customs broker to get a shelter address in order to incorporate and sell within Mexico.

Selling and Importation Process

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Step 3: Customs Broker

Out of Mexico sellers may be required to use a Mexico-based customs broker. It is best to consult with a customs broker before beginning the export process to Mexico. This individual can advise you on the process that best meets your needs including:

1. Determine an Importer of Record:

- a. Engage a third party authorized to import into Mexico OR
- b. Incorporate and register before tax authorities a local Mexican entity to act as the importer.

2. Ensure your selected Importer of Record has an RFC.

3. File an import declaration in order to clear customs (your customs broker will do this).

The following documents may be required for this process:

- a. Place where the invoice was issued
- b. Date on which the invoice was issued
- c. Invoice number
- d. Seller's name
- e. Seller's full mailing address
- f. Importer's name
- g. Importer's full mailing address (no P.O. box)

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Step 3: Customs Broker

List continued from previous page

- h. Detailed description of the goods (including grade or quality; avoid using codes)
- i. Quantities in weights and measures
- j. Unit prices
- k. Total value of the invoice (and currency of such amount)
- l. Country of origin
- m. Commercial terms (e.g., CIF or FOB)
- n. Seller's tax-identification number
- o. Identification numbers—such as serial, part, and model numbers—of each good or package

4. A Bill of Lading will also be included

5. If any of the goods are subject to import controls, the appropriate certificates, licenses and permits must be included with the documentation.

Amazon Fees, Rates & Compliance

Selling FBA on Amazon in any marketplace involves associated fees. The table below offers an overview of FBA fees in Mexico.

Type	Fee (in CAD)
Pick & Pack (standard size)	MXN 18.65
Weight Handling (standard shipment)	Between 0 to 0.5 kg = MXN 13.5 Between 0.5 to 1 kg = MXN 14.5 Between 1 to 2 kg = MXN 16.5 Between 2 to 5 kg = MXN 19.2 For each additional 0.5 kg = MXN 2.8
Monthly Inventory Storage Fee	January to September, MXN 6.90 per cubic foot October to December, MXN 9.86 per cubic foot
Referral Fees	Depends on Category. See Referral Fee Schedule

Help & Resources

The regulatory compliance, export logistics, and strategic elements of launching in a new marketplace can be challenging. Here are some trusted resources and vendors to help you get started.

Mexico Sales Made Easy

- Mexican Trademark registration
- Mexican Labelling Compliance (research requirements for your product type, artwork, and certificate of compliance)
- Classifying products correctly according to HS codes

www.mexicosalesmadeeasy.com

Mexican Customs Office

Import declaration procedures and import restrictions can be found at the Mexican Customs [website](#).

www.sat.gob.mx

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Shapiro

An established, full-service freight forwarder who also has overland transport capabilities.

- Freight Forwarding (“Cargo Management” in their lexicon)
- European Regulatory Compliance Export technology (EDI integration, export portal)
- Export Insurance Coverage
- Export Compliance
- US Domestic Freight, Warehousing and Distribution

www.shapiro.com

Bobsled Marketing

Bobsled Marketing created this guide to help brands with their immediate questions about launching in Mexico. We also help to implement international product launches, PPC Management, and other Amazon consulting services.

www.bobsledmarketing.com