
Jumia Global

海外仓卖家入驻流程指引

一、Jumia Global店铺入驻通道

首先需要进入Jumia Global官方网站，点进[入驻通道](#)



一、Jumia Global店铺入驻通道

海外仓卖家入驻



入驻须知

开店必备资质



入驻通道

提交申请成为Jumia卖家



店铺激活

下店后的必要操作

基本资料请根据实际情况填写。请注意邮箱一经提交后不可更改。

填写完毕点击“下一步”，跳转至Jumia卖家后台Vendor Center注册激活。

基本资料（注意：以下所有填写内容请勿使用中文，可以使用拼音。如：Zhangshan）

*1. 邮箱

请填写常用邮箱，一经注册不可修改

请填写常用邮箱

*2. 您从何种渠道了解到jumia平台？

- ☐ 展会
- ☐ 百度
- ☐ Jumia商户经理引荐
- ☐ Jumia服务商伙伴
- ☐ 网络媒体
- ☐ 其他

根据实际了解渠道勾选即可。
如果是Jumia服务商伙伴推荐，请填写服务商伙伴代码

下一步

一、Jumia Global店铺入驻通道

完成



您已完成基本的信息收集!

请点击下一步继续填写您的入驻信息，如有疑问请参考[Jumia Global卖家入驻流程指引](#)

下一步

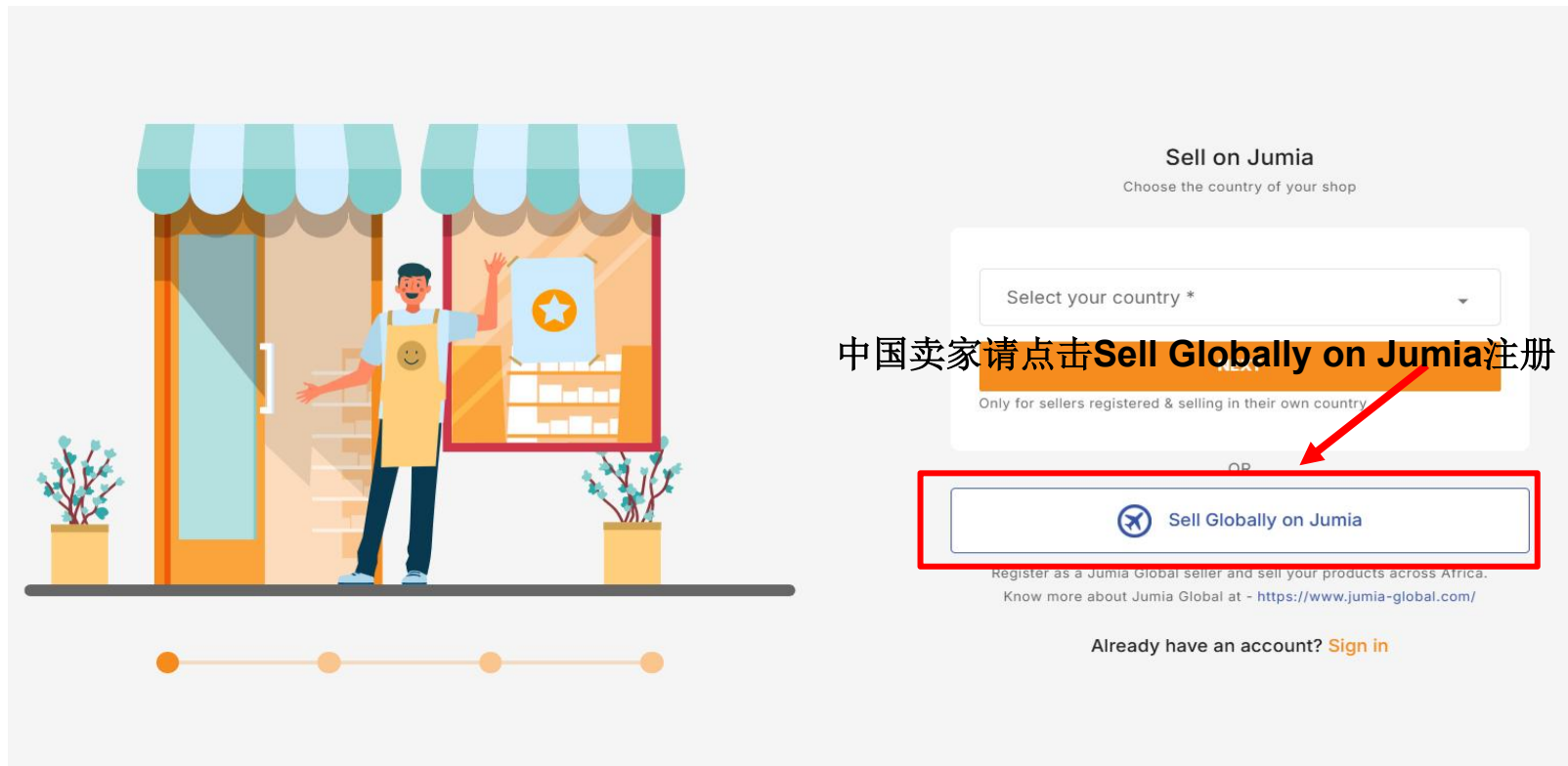
点击“下一步”，将会自动跳转至 Vendor Center填写店铺基本资料。

若无跳转，请点击[此处](#)。

请注意：此刻您未完成店铺入驻申请，请继续在Vendor Center提交资料。

二、Jumia Global店铺注册流程


重要提醒：Jumia Global的卖家需要选择“Sell Globally on Jumia”以创建卖家账户



第一步：填写店铺基本信息

1.选择您的国家/地区

目前支持列表中的国家或地区的公司主体入驻以及个体工商户主体



点击可查看备注

Sell on Jumia
Choose your shop type and your origin country

Account type

☒ Business ☐ Individual

Select your country *

NEXT

可用国家/地区:

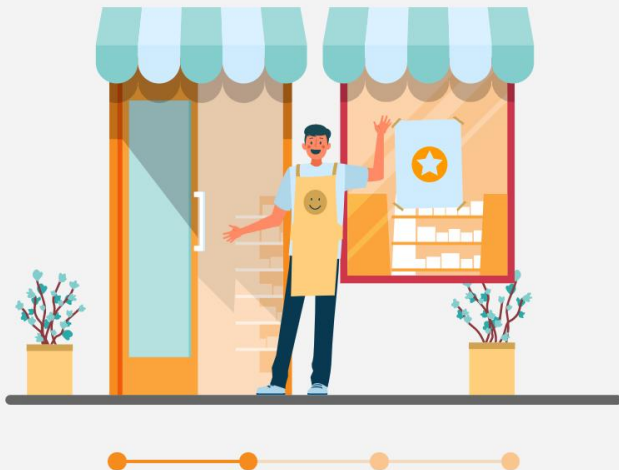
- 中国大陆
- 中国 - 香港
- 中国 - 澳门
- 中国 - 台湾
- 土耳其
- 阿拉伯联合酋长国

第一步：填写店铺基本信息

2. 电子邮件验证

请确保您提供的邮箱是第一次用于注册Jumia平台

注意：已经开通过直邮的卖家，需要提供全新的邮箱注册海外仓店铺（一个卖家仅注册一个海外仓店铺）



Setup your account
Please provide your email address to create your seller account

Email Address *

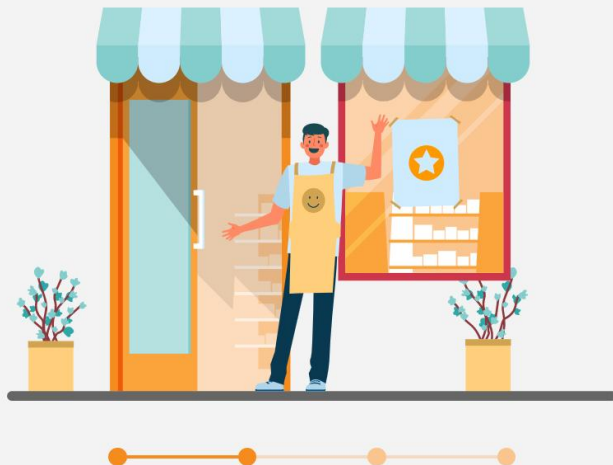
This field is required

VERIFY

第一步：填写店铺基本信息

2. 电子邮件验证

填写邮箱验证码后，请点击“VERIFY”



Setup your account
Enter your email address to create your seller account

Email Address *
udit.daima223545@gmail.com


Enter the verification code *
7313

VERIFY **RESEND CODE**



第一步：填写店铺基本信息

3. 输入店铺注册信息（电话号码和登录密码）



国家/地区代码将根据您选择的国家/地区自动填充

853

Phone number *

Password *

Confirm Password *

Password should contain at least 8 characters containing a capital letter, a lower letter, a number and a special character

NEXT

密码至少需要由8个字符组合，其中需含有英文字母大小写，数字及特殊符号

第一步：填写店铺基本信息

4. 输入店铺信息

- 填写您的店铺名（注意请加上后缀-COD，举例：如您的店铺名叫sunshine，注册的shop name 则应该填写为sunshine-COD，否则审核会被拒绝）
- 公司名称（用拼音填写，请与营业执照上公司名称保持一致）
- 填写您的公司统一社会信用代码
- 选择物流模式"Jumia Express(FBJ)"（一经确认，不可修改）
- 您从何种渠道了解到Jumia？



海外仓卖家请一定要选择“Jumia Express”，选择后无法更改！请谨慎选择

勾选即表示您同意并接受Jumia卖家协议（合同），隐私政策等。请您点击链接认真查看。

Shop Information
Setup your shop by completing the following details

Shop name *

Company Name

Business registration number *

Choose your shipping method *

Jumia Express (FBJ)

Your products will be sent to Jumia warehouse before they are visible to customers for sale. After a sale, Jumia will pack and ship the order to the customer.

How did you hear about Jumia? *

☐ I hereby confirm that I have read and I agree to the [Jumia seller contract](#), [Jumia codes, policies and guidelines](#) and [Privacy Notice](#) and [Cookie Notice](#) referenced therein.

SUBMIT

您从何种渠道了解到Jumia？

- **Referral** 推荐人
- Social Media 社交媒体
- Press/Article 文章
- Jumia website Jumia官网
- **Exhibition** 展会
- **Other** 其他

注意：

JSP服务商及Jumia商户经理推荐的卖家，请选**Referral**，并填写相应**服务商代码**或**经理名称**。

其他活动了解到Jumia，请选择**Other**并继续填写相应代码

第一步：填写店铺基本信息

5.合同查看

- 点击链接即可打开合同，并允许以 PDF 格式下载
- 接受合同系统将记录卖家IP地址和设备信息

Shop Information

Setup your shop by completing the following details

i

i

i

☐ I hereby confirm that I have read and I agree to the [Jumia seller contract](#), [Jumia codes, policies and guidelines](#) and [Privacy Notice](#) and [Content Notice](#) referenced therein.

SUBMIT

Seller Contract

JUMIA

SELLER CONTRACT

This agreement is entered into on the date of the creation of the Seller account with Jumia between:

Jumia Services FZ-LLC a limited liability company registered in the United Arab Emirates under licence number 97291, and having its registered office at Dubai Media City, 9, Al Suroobah street, Ground Floor, Building 08, Office EO 110, Dubai, United Arab Emirates ("**Jumia**"); and

The entity creating a Seller account with Jumia ("**the Seller**").

Whereas:

(A) Jumia operates an e-commerce marketplace consisting of a website and mobile application together with supporting logistics and payment infrastructure, for the sale and purchase of consumer products.

(B) The Seller wishes to utilise Jumia's marketplace for sale of its products.

The Parties hereby agree to the appended Seller Terms and Conditions; General Terms and Conditions of Use of the Marketplace for Buyers and Sellers; and the Jumia codes, policies and guidelines referenced herein.

EXECUTED by the Parties on the date first stated above

Signed for and on behalf of **Jumia** by its duly authorised representative:-

Close

Download

Seller Guidelines

[Anti-Counterfeit Policy](#)

Download

[Content and Image Guidelines](#)

Download

[Data Privacy Policy](#)

Download

[Jumia Express Guidelines](#)

Download

[Delivery Guidelines](#)

Download

[Packaging Guidelines](#)

Download

[Prohibited and Restricted Products Policy](#)

Download

[Penalty Policy](#)

Download

如需查看合同内容，请点击蓝色字体下载

第一步：填写店铺基本信息

提交基本信息后：

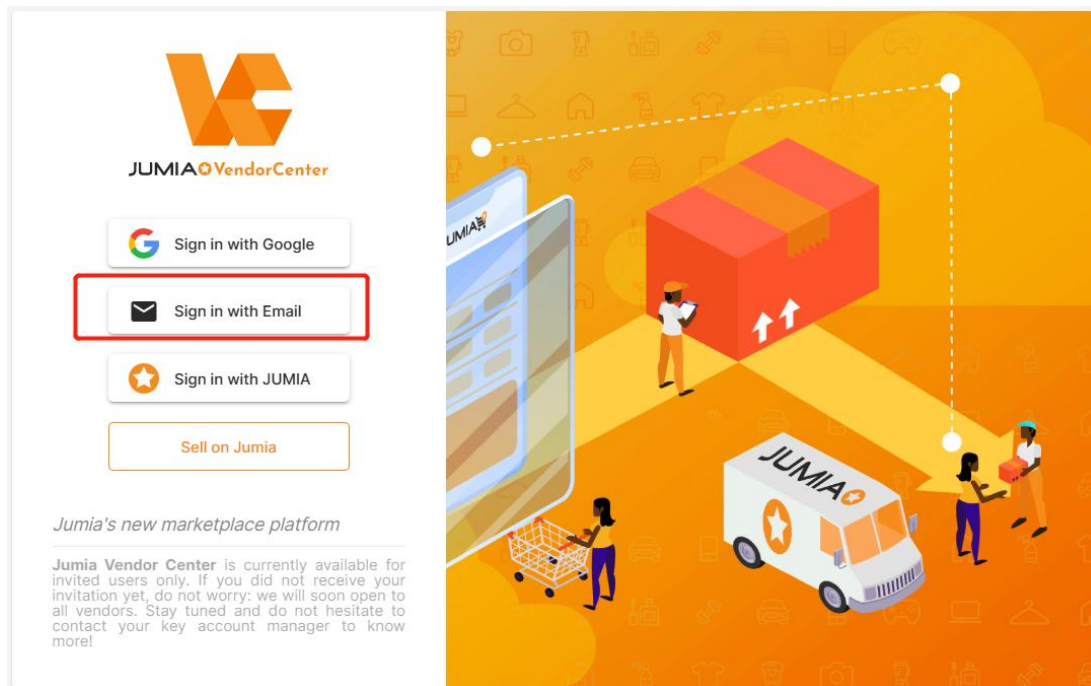
- 您的卖家账户将在卖家中心（Vendor Center）创建，但该账号暂未激活
- 只有在您完成入驻资料的上传且审核成功之后，店铺才可以被激活



Hold on while we create your account

第一步：卖家账户创建成功

- 提交完基本信息后，代表您的卖家账户已在卖家中心（Vendor Center）创建，您可随时登录卖家中心提交店铺入驻资料以便激活店铺
- 您可通过以下方式重新登录：<https://vendorcenter.jumia.com/sign-in>
- 请选择“Sign in with Email”用您的注册邮箱及密码登录



第二步：入驻资料提交

Welcome to Jumia! Let's take your shop live!

Complete all the sections below to take your shop live.

Shop Information
COMPLETED

Business Information
PENDING

Shipping Information
PENDING

Payment Information
PENDING

Additional Information
PENDING

Account Details

Your seller account information

Account Email Required vsl.dama.mocad@gmail.com	Account Phone Required +4537789543356	Country of Registration Required China - Mainland
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Account Type
Required
Business

Shop Details

Manage your shop on Jumia from below

Shop Name
Required
Uok Test MC

Shop Activation Status

Manage the activation status of your local shop with the toggle below.
Deactivating a shop will remove all live products from that country.

Nigeria	Uganda
Egypt	Ghana
Kenya	

Communication Details

Choose the contact preference for communications from Jumia. We'll send communications and contact you on the details below

Contact Name en Bruno	Contact Email vsl.dama.mocad@gmail.com	Contact Phone +4537789543356
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Customer Care Details

Please provide details of your customer support. These details will be used to address product issues by customers

Customer Care Name Contact Name or Representative name	Customer Care Phone Phone	Customer Care Email Account@example.com
Address Line 1 From, House, Apartment No., Building etc.	Address Line 2 Street/Block Number/Name	City/Town or District/Province if applicable
State/Region or Governorate if applicable	Province / Postal Code or Postal code	Country Country

Signed Agreement
[You signed contract with Jumia](#)
Signed on: March 8, 2023

FBJ卖家进入Vendor Center卖家中心并进入个人资料页面，一共有5个部分，卖家需先完成Business Information、Shipping Information的填写，**Payment Information**可先不绑定，**Additional Information**为非必填。

VENDOR CENTER

Orders
Products
Promotions
Advertise your Products
Account Statements
Choose Shops
Give us your feedback!
Business Account Management
Settings
Profile
Logout

Your shop is now live!

You can now create products and start selling

Shop Information
COMPLETED

Business Information
COMPLETED

Shipping Information
COMPLETED

Payment Information
PENDING

Additional Information
PENDING

Account Details

Your seller account information

Account Email Required vsl.dama.mocad@gmail.com	Account Phone Required +86	Country of Registration Required China
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卖家协议（合同）查看

第二步：入驻资料Business Information 填写

Business Information要求中国大陆公司提供**营业执照**、**法人代表**的身份证正反面。这些信息由 JUMIA团队审核。

（详细资料拍摄要求请点击此[链接](#)）

香港公司请上传**公司注册证书（CI）**、**法团成立表格（NNC1）**以及**商业登记条例（Business Registration Ordinance）**。

Welcome to Jumia! Let's take your shop live!

Complete all the sections below to take your shop live.

- Shop Information: IN REVIEW
- Business Information: IN REVIEW**
- Shipping Information: PENDING
- Payment Information: COMPLETED
- Additional Information: COMPLETED

Company Details

Please provide the following details of your business

公司名称, 需与营业执照上的公司名一致 (拼音)	统一社会信用代码	上传营业执照
Company Name	Business registration number	Upload Business registration license
<input type="text" value="Legal name of the company"/> <small>This field is required.</small>	<input type="text" value="Legal registration number"/> <small>This field is required.</small>	<input type="text" value="20230918162339.png"/> <small>downloadFile</small>
Tax Identification Number (TIN) <input type="text" value="or fiscal number"/>	Upload Tax Identification Number (TIN) <input type="text" value="Upload .jpg, .jpeg, .png or .pdf"/>	VAT Number <input type="text" value="VAT Number"/>

填写注意事项:

- (1) 请用**英文或者拼音**完整填写公司名称，需要与营业执照上的公司名一致
- (2) 营业执照上传文件必须为**实物拍摄或者彩色扫描件**
- (3) 个体工商户也可申请，**Company Name**需与执照名称保持一致，并用拼音填写

第二步：入驻资料Business Information 填写

Company's Address

Please provide the registered address of your business

Address Line 1 Required

Floor, House /Apartment No., Building etc.

Address Line 2

Street/Block Number/ Name

City/Town

Required

or District/Province if applicable

State/Region Required

or District/Province if applicable

Country Required

China

Pincode / Postal Code Required

or Postal code

请用英文或拼音完整填写公司的注册地址。

第二步：入驻资料Business Information 填写

填写注意事项：

- (1) 请用**拼音**填写法人姓名，需与身份证一致
- (2) 上传身份证正反面文件必须为**实物拍摄**
(不可上传扫描件或电子身份证)。

Legal Representative's Details

Please provide the following details of the owner / legal representative of your business

Full Name **法人身份证姓名** Required

Name as on the ID

This field is required.

National ID **法人身份证号码** Required

National ID number

Choose ID Type Required

National ID

Choose one or more option

证件类型请选择身份证

Upload National ID Required

Frontside

Backside

分别上传身份证正反面

Please upload the back page even if it is blank

资料上传完毕后点击'Submit'后会弹出提示框，点击'Edit'可以进行修改；点击'Continue'即表示确认提交。

Passport National ID





Please review your documents before submission!

Your details will be verified by our team. Please ensure you submit correct information and your document uploads are readable.

Edit Continue

Download File Download File

第三步：Shipping Information填写



Shop Information  IN REVIEW	Business Information  IN REVIEW	Shipping Information  COMPLETED	Payment Information  COMPLETED	Additional Information  PENDING
---	---	---	--	---

Shipping Information

Please choose your preferred method of communication and your shipping address

Shipping Method

Required

<input type="radio"/> Dropshipping  You pack the products and drop them at the nearest Jumia hub	<input checked="" type="radio"/> Jumia Express  Jumia stores products in their warehouse and manages customer deliveries
--	--

Shipping Country Required

China

选择发货地点“China”

第四步：Payment Information回款账户绑定（非必填）

回款详情请查看[Jumia卖家知识库—回款模式介绍](#)。可待入驻成功后再咨询绑定回款问题。

Your shop is now live!

You can now create products and start selling



Payment Information

Please provide your payment details for Jumia to clear the settlement



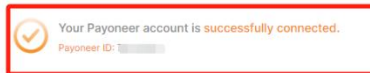
Payoneer is Jumia's official payment partner. To ensure a secure funds remittance process, please create a Payoneer account first. [Register a Payoneer account.](#)



If you want to be paid via bank transfer, please click [here](#) to submit the details

Payment Information

Please provide your payment details for Jumia to clear the settlement

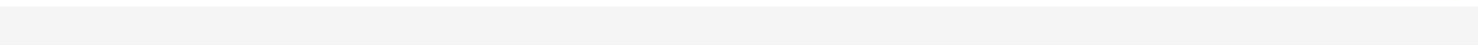


第五步：Additional Information补充信息（非必填）

Welcome to Jumia! Let's take your shop live!

Complete all the sections below to take your shop live.

<div>Shop Information</div> <div>COMPLETED</div>	<div>Business Information</div> <div>PENDING</div>	<div>Shipping Information</div> <div>COMPLETED</div>	<div>Payment Information</div> <div>PENDING</div>	<div>Additional Information</div> <div>PENDING</div>
--	--	--	---	--



Shop Details	Catalog Details	Shop Performance
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Do you have an existing shop on Jumia? ⓘ

- ☐ Yes, I have existing account on Jumia
- ☒ No, It's my first time with Jumia

在Additional Information板块，进入“Shop Details”，首次开店请选择No选项

第五步：Additional Information补充信息（非必填）


Shop Details Catalog Details Shop Performance

Do you have an existing shop on Jumia? ⓘ

What type of Seller are you? (Select all that apply)

- ☐ Manufacturer
- ☒ Brand
- ☐ Retailer/trading company
- ☐ Distributor or wholesaler
- ☐ Others

1. Please upload shop documents

Ex. Trade mark, Brand Authorisation, Distributor's license etc. 

上传品牌注册证书







Next Save

卖家类型请根据实际情况选择，可多选；

- 如您为品牌卖家，请上传**品牌注册证书**，如品牌非注册公司所有，则需额外提供**品牌所属方的授权书**，**多份资料请合并成一份上传**。
- 如果您选择其他卖家类型，则不需要上传文件。点击**Save**即可。


Vendor Center资料审核状态查看

提交入驻资料后，您可以在Business Information查看资料初审结果




Welcome to Jumia! Let's take your shop live!

Complete all the sections below to take your shop live.




Shop Information

COMPLETED




Business Information

IN_REVIEW




Shipping Information

PENDING




Payment Information

PENDING




Additional Information

PENDING

 **Your documents are in review!**

We'll review the validity of your documents and get back to you.


完成资料提交后，后台显示In review 表示您的资料还在等待审核中，请耐心等待。

 **Your documents are Rejected!**

There's a problem with your documents. Please resubmit with correct details. You will need to modify related documents and re-upload them after waiting for a second review.

Document(s) : Passport | Rejection Reason: Invalid government issued ID.

如显示Rejected（被拒绝）下方会显示未通过的原因，则需要修改相关资料重新上传后等待二次审核。

 **Your documents are Verified!**

Your documents have been validated.

显示“Verified”即表示您入驻资料已经通过审核，请留意后续海外仓店铺创建成功的邮件通知。

店铺审核通过结果通知

请实时关注您的注册邮箱！如果您的店铺成功通过审核，您的邮箱会收到以下邮件。

邮件标题: [Jumia Seller Registration]Your profile has been validated!

请点击右侧邮件中的链接，查看中国卖家入驻通知，并扫描文档中的二维码，进入**商户群**，开启您的JUMIA之旅！



[Jumia Seller Registration] Your profile has been validated!

发件人: no-reply
no-reply@jumia.com
(由 no-reply=jumia.com@mg.jumia.com 代发)
收件人: 939336766
939336766@qq.com
时间: 2023年12月7日 15:24

隐藏



Important message

Dear Vendor

We're happy to inform you that the documents you uploaded on your profile have been validated.

You can now continue with the next steps to start selling on Jumia.

如果您是**中国**卖家，请点击[此处](#)。

Excited to have you as a partner!

Your Vendor Team Jumia

This is an automated email - no need to reply