
Jumia Global卖家 入驻流程指引

一、Jumia Global店铺入驻通道

进入Jumia Global官方网站，点进[入驻通道](#)



Jumia Global店铺入驻通道



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 (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. 是否有Payoneer收款账户

企业Payoneer为Jumia官方合作回款商，我们的其中一个职责是保障你的资金安全。

- 是
 否

*2. 邮箱

请填写常用邮箱，一经注册不可修改

请填写常用邮箱

*3. 您从何种渠道了解到jumia平台?

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

填写官网基本调查问题，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。

下一步

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”，将会自动跳转至卖家后台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



Sell on Jumia
Choose the country of your shop

Select your country *

NEXT

Only for sellers registered & selling in their own country

中国卖家请点击**Sell Globally on Jumia**

OR

 Sell Globally on Jumia

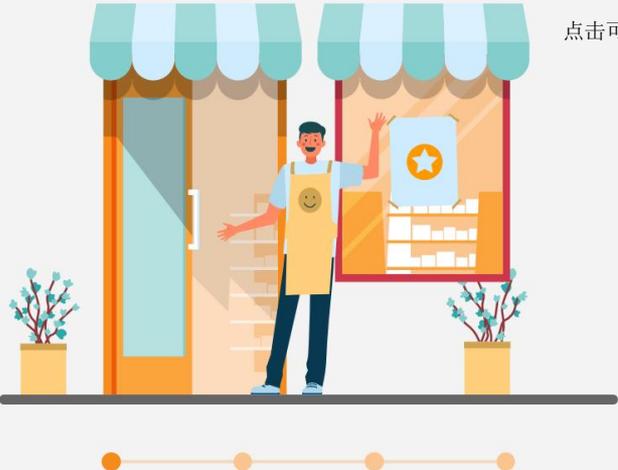
Register as a Jumia Global seller and sell your products across Africa.
Know more about Jumia Global at - <https://www.jumia-global.com/>

Already have an account? [SIGN IN](#)

第一步：填写店铺基本信息

1.选择您的国家/地区

目前仅支持列表中的国家或地区的公司主体入驻，个人无法入驻



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

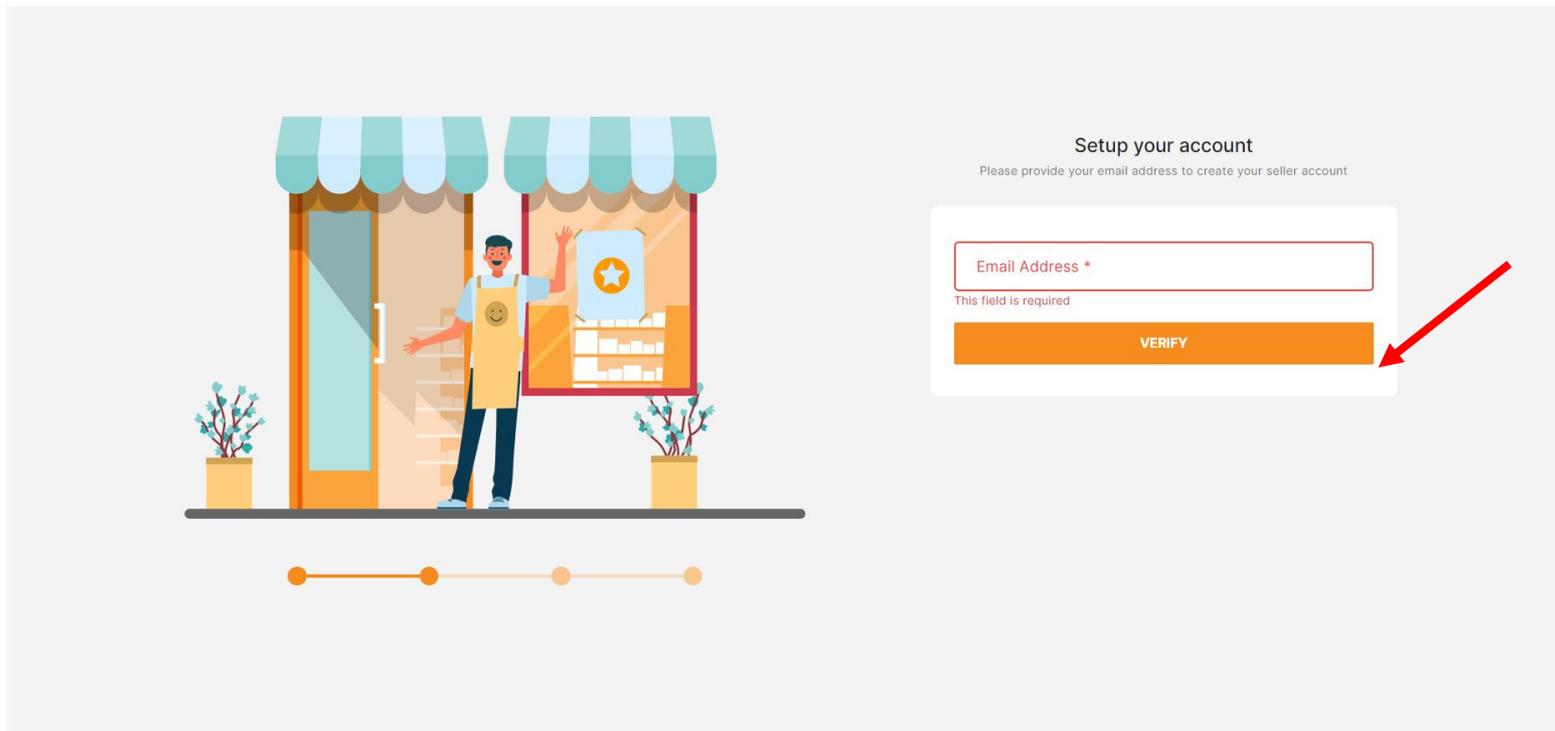
可用国家/地区:

- 中国大陆
- 中国 - 香港
- 中国 - 澳门
- 中国 - 台湾
- 印度
- 西班牙
- 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

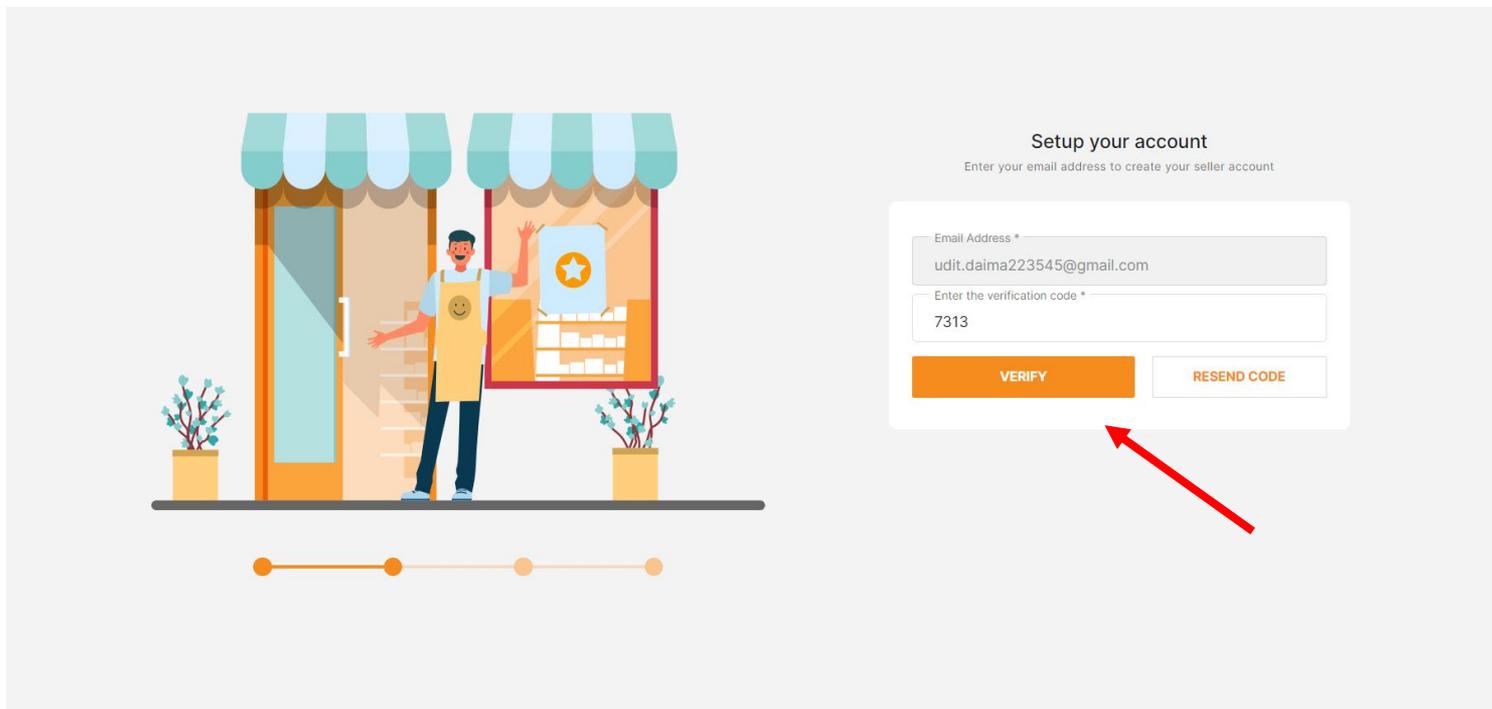
请确保您提供的邮箱是第一次用于注册Jumia平台



第一步：填写店铺基本信息

2. 电子邮件验证

收到邮箱验证码填写后，请点击“VERIFY”



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

Personal Information
Setup your password and provide your phone number

+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

The image shows a registration form for a shop. On the left, there is an illustration of a shopkeeper in a yellow apron standing in front of a shop with a sign that says 'Star'. Below the illustration is a progress bar with four dots, the third of which is filled. On the right, there is a 'Personal Information' form. The form has a title 'Personal Information' and a subtitle 'Setup your password and provide your phone number'. It contains three input fields: 'Phone number *' with a dropdown menu showing '+853', 'Password *', and 'Confirm Password *'. Below the password fields, there is a note: 'Password should contain at least 8 characters containing a capital letter, a lower letter, a number and a special character'. At the bottom of the form is an orange 'NEXT' button. Two red arrows point from Chinese text annotations to the form: one points to the phone number dropdown, and the other points to the password fields.

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：店铺名需是唯一的，**一经确认，不可修改**）
- 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
- 您从何种渠道了解到Jumia？



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 * ⓘ

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

Store name *

Business registration number *

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 and Cookie Notice](#) referenced therein

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 09, Office 00 110, 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

第一步：填写店铺基本信息

提交基本信息后：

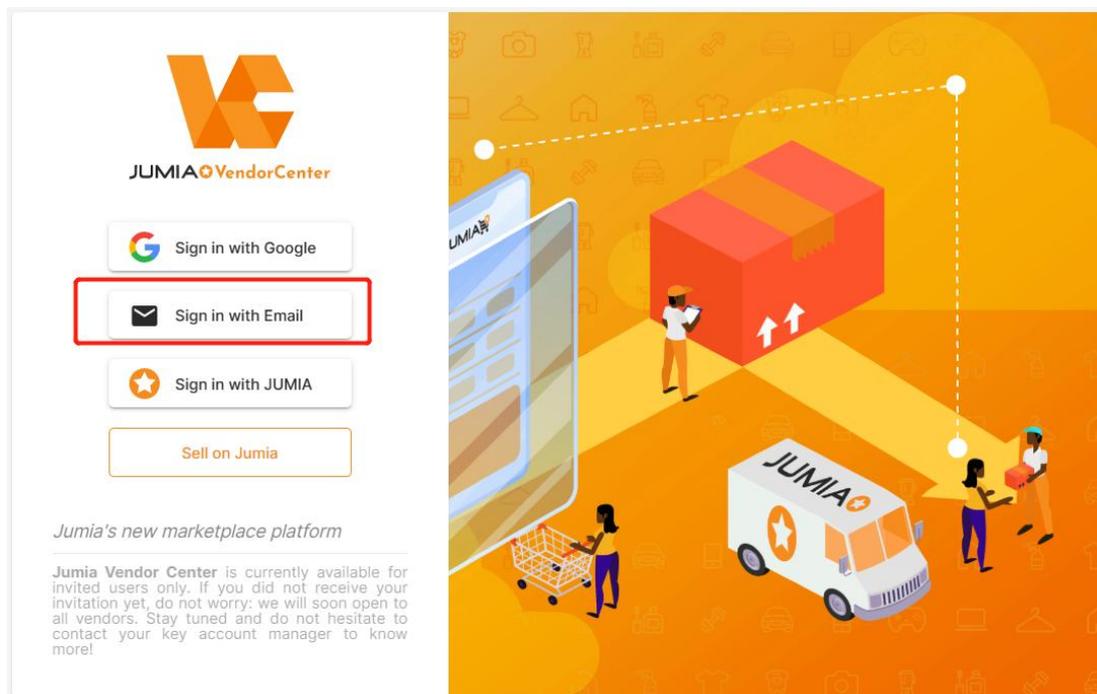
- 您的卖家账户将在卖家中心（Vendor Center）创建，但该账号**暂未激活**
- 只有在您完成入驻资料的上传且验证成功之后，店铺才可以被激活



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** Account Phone **Required** Country of Registration **Required**

Account Type **Required**

Shop Details
Manage your shop on Jumia from below

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.

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

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

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

卖家进入卖家中心并进入个人资料页面，一共有5个部分，卖家需完成Business Information、Shipping Information、Payment Information、Additional Information（非必填）的**4个部分**。

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**

← 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，只有在资料审核通过后，卖家才能进行销售。

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）**。

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）

Company Name Required

This field is required.

统一社会信用代码

Business registration number Required

This field is required.

上传营业执照

Upload Business registration license Required



[downloadFile](#)

Tax Identification Number (TIN)

Upload Tax Identification Number (TIN)



VAT Number

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

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

证件类型请选择身份证

Choose one or more option

Upload National ID Required

Frontside



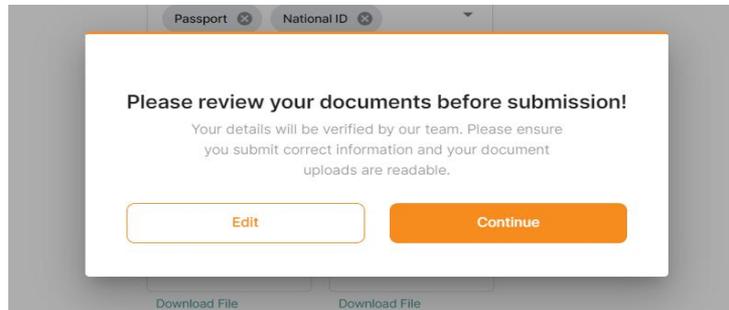
Backside



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。



第三步：Shipping Information填写

点击“Shipping Information”，选择物流模式。

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

第三步：Shipping Information填写

Shipping Information

Please choose your preferred method of communication and your shipping address

Shipping Method

第一步：选择直邮模式

Required

Dropshipping

You pack the products and drop them at the nearest Jumia hub

Jumia Express

Jumia stores products in their warehouse and manages customer deliveries

Both Methods

You chose to store some products in Jumia warehouse and manage the rest yourself

Shipping Country

Required

China

第二步：选择发货地

第三步：保存

China

Hong Kong SAR China

Turkey

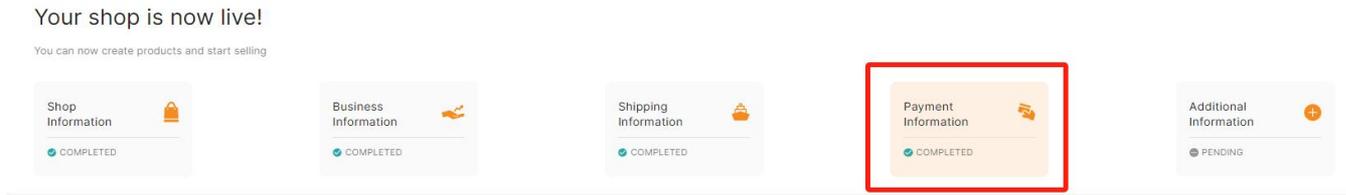
United Arab Emirates

English ^

注意：目前Vendor Center卖家请选择**Dropshipping**（直邮），海外仓卖家请点击[这里](#)查看相关信息。

第四步：Payment Information回款账户绑定

在Payment Information板块，点击Register a Payoneer account绑定派安盈账号。如果您需要本地币回款，请点击下方“here”提交申请。回款详情请查看[Jumia卖家知识库—回款模式介绍](#)。



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.](#)

绑定P卡，美金回款

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

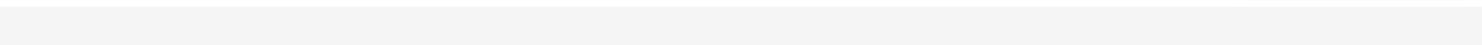
注意：如果您申请壹云汇回款，请在店铺开通成功后再点击“here”提交申请，此时可以暂时不绑定。

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.

<p>Shop Information </p> <hr/> <p>✔ COMPLETED</p>	<p>Business Information </p> <hr/> <p>⊖ PENDING</p>	<p>Shipping Information </p> <hr/> <p>✔ COMPLETED</p>	<p>Payment Information </p> <hr/> <p>⊖ PENDING</p>	<p>Additional Information </p> <hr/> <p>⊖ PENDING</p>
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Shop Details Catalog Details Shop Performance

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。**

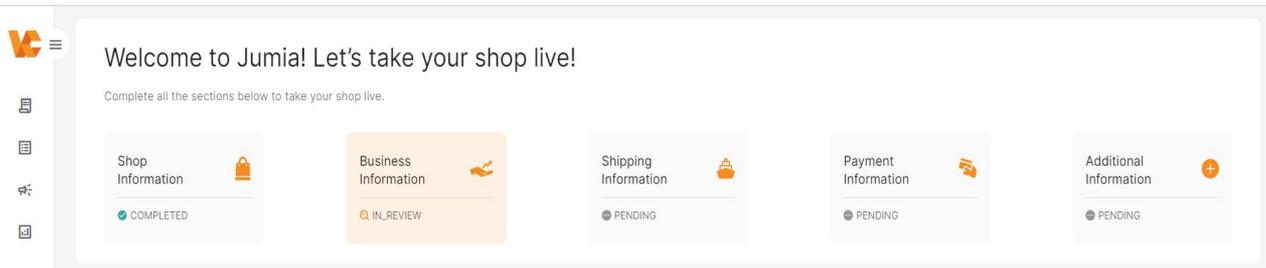
如果您选择其他卖家类型，则不需要上传文件。点击Save即可。

入驻资料已成功上传，请等待审核

- 完成以上所有信息填写，即代表您已成功提交Jumia入驻资料，请等待审核，我们将在7个工作日内答复。您也可以登录系统查看审核状态。

资质审核状态查看

提交入驻资料后，您可以在Business Information查看资料审核状态



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

Complete all the sections below to take your shop live.

Section	Status
Shop Information	COMPLETED
Business Information	IN_REVIEW
Shipping Information	PENDING
Payment Information	PENDING
Additional Information	PENDING

🔍 Your documents are **in review!**

文档在提交后会标记为In review（正在审核中）

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

⊗ Your documents are **Rejected!**

如显示Rejected（被拒绝）下方会显示未通过的原因，卖家可重新上传资料

There's a problem with your documents. Please resubmit with correct details.
Document(s) : Passport | Rejection Reason: Invalid government issued ID.

✅ Your documents are **Verified!**

显示“Verified”即表示您已经通过验证，您可开始上传店铺产品，详细指引可查看Jumia学习中心

Your documents have been validated.

店铺审核结果通知

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!

[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)

隐藏

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！



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

店铺激活状态查看

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 

COMPLETED

Payment Information 

PENDING

Additional Information 

PENDING

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	<input checked="" type="checkbox"/>	Uganda	<input checked="" type="checkbox"/>
Egypt	<input checked="" type="checkbox"/>	Ghana	<input checked="" type="checkbox"/>
Kenya	<input checked="" type="checkbox"/>		

- 卖家在提交完所有资料后可进入Shop Information查看店铺状态，当资料通过审核且店铺被激活，Shop Activation Status将会呈现如下状态
- 店铺开通成功后，系统会自动为您激活**尼日利亚、乌干达、埃及、加纳、肯尼亚五个直邮站点。**
- 如您不想开通部分国家的直邮业务，可以自行选择关闭，并单击页面下方的 [Save]（保存）按钮后，才会应用对此功能的更改；
- 请注意当您关闭该国家直邮业务后，产品上传将不再同步到该站点。