

Geo expansion - global buying hub

GUIDE.SUMMARY What With GEO Expansion initiatives eBay is bringing a revolutionary buying and selling experience to fast-growing global markets by delivering a more personalized experience. Within GEO Expansion eBay is launching:

- Selling initiatives
- Buying initiatives (aka GBH, Global Buying Hub)

This article covers

- An overview of what Geo Expansion is about
- Detailed information about selling and buying initiatives
- Crece con eBay for the MX market
- Drop shipping services for LatAM
- Talking points

GUIDE.RELATED_LINKS Related Help Pages

[Russian Seller Centre](http://pages.ebay.com/ru/ru-ru/kak-prodavat-na-ebay/index.html)

pages.ebay.com/ru/ru-ru/kak-prodavat-na-ebay/index.html

[Terms and conditions for Russian Sellers](http://pages.ebay.com/ru/ru-ru/kak-prodavat-na-ebay-pravila/index.html)

[Crece con eBay](https://crececonebay.com/)

[Related KB articles](https://cskb.qa.ebay.com/cskbapp/art?page=content&id=GUIDE105)

- [Registering a buying and selling account](https://cskb.qa.ebay.com/cskbapp/art?page=content&id=GUIDE105)
- [Creating a listing using the SYI form](https://cskb.qa.ebay.com/cskbapp/art?page=content&id=GUIDE1059)

[Related Solutions](#)

[Why a different selling experience \(Russia selling\)](https://cskb.qa.ebay.com/cskbapp/art?page=content&id=SOL9648&viewlocale=ru_US)

[Why you require my tax ID \(Russia selling\)?](https://cskb.qa.ebay.com/cskbapp/art?page=content&id=SOL9649&actp=search&viewlocale=ru_US)

The system does not accept my tax ID nr - Russia sellingWhy an automatic payment method if no paying fees (Russia selling)?Why no auction style listing (Russia selling)Register for a business verified PayPal account (Russia selling)Send my items internationally (Russia selling)?Why am I paying fees and other sellers are not (Russia selling)?

 </h2><h2>GUIDE.TALKING_POINTS How does GBH visibility work? To define the buyer's country, GBH uses: IP detection for non-signed in users. Default shipping address for signed in users. What

languages are available? The GBH experience is available in Russian, Portuguese, and Spanish. The member must have a shipping address in one of the GEO Expansion countries that offer these language experiences. Russian- Russia, Belarus, Kazakhstan Portuguese- Brazil

Colombian Spanish- Argentina, Bolivia, Chile, Colombia, Costa Rica, Dominican Republic, Ecuador, El Salvador, Guatemala, Honduras, Mexico, Nicaragua, Panama, Paraguay, Puerto Rico, Peru, Uruguay, and Venezuela.

 The following screenshot shows how eBay.com looks

like to a Russian GEO buyer.
 The language experiences also customize regional currency in the search results page and item title translations. What are the Customer Support options available to Geo Expansion members? <table border="1" cellpadding="0" cellspacing="0"> <tbody> <tr> <td valign="top" width="213"> Email </td> <td valign="top" width="210"> Chat </td> <td valign="top" width="200"> Phone* </td> </tr> <tr> <td valign="top" width="213"> Russia (Teleperformance in Vladimir and SLC)
 Brazil (Teleperformance in Cebu)
 The following locations are served by teammates in SLC:
 Argentina, Bolivia, Chile, Colombia, Costa Rica, Dominican Republic, Ecuador, El Salvador, Guatemala, Honduras, Mexico, Nicaragua, Panama, Paraguay, Puerto Rico, Peru, Uruguay, Venezuela, Sweden, Israel, Norway, Indonesia, Ukraine, Belarus, Kazakhstan, Denmark, Finland, United Arab Emirates, Turkey, New Zealand, Thailand, Saudi Arabia, Czech Republic, South Africa, Greece, Portugal, Hungary, Slovakia, Romania, Vietnam, South Korea, Japan.
 Mainland China, Taiwan, and Hong Kong (served by Shanghai) </td> <td valign="top" width="210"> Russia (teammates in SLC) </td> <td valign="top" width="200"> Afghanistan, Albania, Algeria, American Samoa, Andorra, Angola, Anguilla, Antigua and Barbuda, APO/FPO, Armenia, Aruba, Azerbaijan Republic, Bahamas, Bahrain, Bangladesh, Barbados, Belize, Benin, Bermuda, Bhutan, Bosnia and Herzegovina, Botswana, British Virgin Islands, Brunei Darussalam, Bulgaria, Burkina Faso, Burundi, Cambodia, Cameroon, Cape Verde Islands, Cayman Islands, Central African Republic, Chad, Comoros, Congo, Cook Islands, Cote d Ivoire (Ivory Coast), Croatia, Cyprus, Democratic Republic of the, Democratic Republic of the, Djibouti, Dominica, Egypt, Equatorial Guinea, Eritrea, Estonia, Ethiopia, Falkland Islands (Islas Malvinas), Fiji, French Guiana, French Polynesia, Gabon Republic, Gambia, Georgia, Ghana, Gibraltar, Greenland, Grenada, Guadeloupe, Guam, Guernsey, Guinea, Guinea-Bissau, Guyana, Haiti, Iceland, Jamaica, Jan Mayen, Jersey, Jordan, Kenya, Kiribati, Kuwait, Kyrgyzstan,

Laos, Latvia, Lebanon, Liberia, Liechtenstein, Lithuania, Luxembourg, Macau, Macedonia, Madagascar, Malawi, Maldives, Mali, Malta, Marshall Islands, Martinique, Mauritania, Mauritius, Mayotte, Micronesia, Moldova, Monaco, Mongolia, Montenegro, Montserrat, Morocco, Mozambique, Namibia, Nauru, Nepal, Netherlands Antilles, New Caledonia, Niger, Nigeria, Niue, Oman, Pakistan, Palau, Papua New Guinea, Qatar, Rwanda, Réunion, Saint Helena, Saint Kitts-Nevis, Saint Lucia, Saint Pierre and Miquelon, Saint Vincent and the Grenadines, San Marino, Senegal, Serbia, Seychelles, Sierra Leone, Slovenia, Solomon Islands, Somalia, South, Sri Lanka, Suriname, Svalbard, Swaziland, Tahiti, Tajikistan, Tanzania, Togo, Tonga, Trinidad and Tobago, Tunisia, Turkmenistan, Turks and Caicos Islands, Tuvalu, Uganda, Uzbekistan, Vanuatu, Vatican City State, Virgin Islands (U.S.), Wallis and Futuna, Western Sahara, Western Samoa, Yemen, Yugoslavia, Zambia, Zimbabwe.
 *When users based in the following locations access OCS section of

eBay.com are given the option to call the US phone number and reach the US queues. </td>

</tr> </tbody> </table> Selling as part of the Geo Expansion experience

Members will see the sell your item form the same way as everyone else, but it will not be translated in any of the GBH language specific experiences. Russia has a domestic selling program.

Russian Sellers can find all the information they need to onboard on eBay on the Seller Centre.

Sellers that wish to sell in Russia need to have a PayPal account and link it to an eBay account.

They list items through MIP (Merchant Integration Platforms), Ecwid platform and soon just any other seller on other eBay sites. As of now they need to send eBay a request to be onboarded. More

information in Russian is available here.

Starting from February the number of Russian sellers is ramping up and eBay is onboarding small and medium sellers. The number of Russian merchants is currently set around 100 and ramping.

They are given a direct email address to customer support and they benefit from customized assistance. GBH on Mobile

Mobile web works like the main site In the eBay App: you can switch country, but the app is in English. The items are filtered based on GEO-related restrictions. The complete overview of the Mobile experience is described in the following topics:
 GUIDE1473 - eBay app for iOS
GUIDE1474 - eBay app for Android
GUIDE1524 - eBay app for Mobile Web

Geo Expansion Shipping Initiatives Several shipping initiatives have been launched within Geo Expansion: </h2><h2>GUIDE.DETAILED_INFORMATION </h2><h3>Selling initiatives</h3>

Starting from the second half of 2014, several big Russian merchants have been given the opportunity to sell overseas. In the first half of 2015 new initiatives are being rolled out to expand the seller portfolio and enable medium-large sellers to sign up on eBay. Sellers based in Spanish-speaking countries in Latin America can sell overseas using the eBay.com website. Mexico selling initiatives To promote eBay as a selling platform for Mexican users we're launching several initiatives and benefits. The website "Crece con eBay" has been created to guide Mexican existing and potential sellers through the eBay selling flow. Since the Sell Your Item flow hasn't been translated into Spanish yet, we acknowldege that the experience might be slightly cumbersome for Mexican users, especially for those who are completely new to eBay. "Crece con eBay" is not a stand-alone selling platform, whereas it is a website to promote selling in Mexico through eBay. We're currently offering the following benefits to MX users who wish to use eBay as a selling platform: No insertion or final value fee until Nov, 24th for all NEW registered sellers. This includes anyone who has not sold in the last 12 months.

- Better shipping rates local and international carriers at discounted prices
- 20% discount from public shipping rates in DHL and Estafeta (local carrier)
- Taxes of 4% in Express services, no taxes in Standard services
- Our rates include Paypal fees
- Our rates don't include any additional insurance. If anything happens to the package, the carrier will only pay for 30 minimum salaries in case it is not insured.
- Customer support for listing products, as well as interactive guide for listing.
- Chat support
- Support regarding what can/or can't be sold.
- List of most sold items
- Customer testimonial regarding best practices on how to sell on eBay.

Buying initiatives, also know as Global Buying Hub

The Global Buying Hub is an eBay.com experience offered to buyers in locations where a specific eBay site is still not available. Users in those locations (see below) are able to buy items that are being sold on the eBay.com site or made available through cross-border-trade. Members are shown only items that are available for shipment into their country and that are allowed by local regulations.

EMIR (Ebay Makes It Right)

Refunds will be processed through an automation. Please check [here](https://cskb.vip.ebay.com/csxbapp/art?page=content&id=GUIDE1520&viewlocale=en_US#askebaytostepin).

GUIDE.INSTRUCTIONSSTEPS_TO_RESOLVE

Is there a way to opt out of GBH? This experience is customized for your country to ensure you are only seeing items that are available to you.

Internal Information:

This experience is tailored to legal restrictions by country, so opting members out is not ideal. However if a member sells items that are legally restricted for import into their country, then they will not see his items on search results. This would be a scenario that warrants an opt out.

Please send opt-out requests to the following DL:

DL-eBay-GEO-OPTOUT

I live in the United States.

Why am I still getting the GBH experience? You may have an address on file that triggers the GBH experience.

Internal Workflow to Change Experience:

- Check

to see if the member has used an international shipping address in the past.
Advise the member to change their primary shipping to a United States address.
</a

href="https://cskb.vip.ebay.com/kb/index?page=content&id=GUIDE1452">Advise the
member to clear internet cache and cookies. ** Note: The GBH cookie
transfers over to new sessions if a member has been in the GBH experience before. If this doesn't
work, send an opt-out request to the following DL:
 DL-eBay-GEO-OPTOUT I would
like to see items from other countries other than mine. If you would like to see items from other
countries on your search results, you can change your location preference by:
Clicking on the country name link on the top right corner of the search result page
Selecting the country of choice from the dropdown </h2>