

EN

New EU Rule: You Need an EU 'Responsible Person'

Since 13 December 2024, the EU's General Product Safety Regulation (GPSR) requires any non-EU company selling physical products to EU consumers — via your own site, marketplaces, or distributors — to name an EU-based "Responsible Person." Their name and address must appear on the product, its packaging, or the online listing.

Who this affects:

- Cross-border e-commerce sellers shipping directly to EU customers
- Manufacturers exporting via EU marketplaces (Amazon, Bol, Cdiscount, etc.)
- Any company without an existing EU legal entity or authorized representative

The risk of doing nothing: customs seizure at EU borders. Several marketplaces now require proof of a Responsible Person before allowing new listings.

Check this month: do your EU-facing listings and packaging already show a Responsible Person's name and address? If unsure, verify this before your next shipment.

Questions about how this applies to your business? Visit legsult.com, or simply reply to this email.

中文

欧盟新规:卖家需指定“欧盟责任人”

自2024年12月13日起,欧盟《通用产品安全条例》(GPSR)要求任何向欧盟消费者销售实体产品的非欧盟企业——无论通过自有网站、电商平台还是分销商——都必须指定一位常驻欧盟的“责任人”(Responsible Person)。该责任人的姓名和地址必须标注在产品、包装或网络商品页面上。

受影响企业包括:

- 直接向欧盟客户发货的跨境电商及卖家
- 通过欧盟电商平台(亚马逊、Bol、Cdiscount等)出口的制造商
- 尚未在欧盟设立法律实体或授权代表的企业

不合规的风险:产品可能在欧盟边境被海关扣留。部分电商平台已要求卖家在上架前提供责任人证明,否则将被下架。

本月自查建议:您面向欧盟市场的商品页面和包装上,是否已注明责任人的姓名和地址?如不确定,请在下次发货前尽快核实。

如需了解此规定对贵公司的具体影响,欢迎访问官网legsult.com,或直接回复本邮件咨询。

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guillaume.platteau@legsult.com | www.legsult.com | Brussels, Belgium
WeChat: GU1029384756PL



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