



# Input to Europe's direct tax policy

*On taxation, a single European market still does not exist. In practice, European businesses need to navigate their way through up to 28 different national tax administrations and administrative requirements, and widely differing national interpretations of EU tax law, directives and regulations. Do you also want to help modernise and input to Europe's direct tax policy but don't find the time? Then EBIT may be exactly what you're looking for.*

## Introduction

In recent years, direct tax policy-making is rapidly changing and has become extremely politicised due to the economic crisis. Now more than ever, businesses should monitor and input to EU and OECD direct tax policy making wherever needed on issues such as:

- Aggressive tax planning and BEPS
- Harmful tax competition
- Fight against tax fraud and evasion
- EU Directives, incl. DAC 1-6, taxation of the digital economy, CCTB & CCCTB
- EU case law
- OECD Model Tax Convention / MLI
- Cooperative Compliance
- Transfer pricing
- Fiscal State Aid
- CBCR (incl. public) / corporate tax transparency & reporting
- EU FTT
- EU politics and decision-making

## More EBIT

Want to know more about EBIT? Please see: [www.ebit-businessstax.com](http://www.ebit-businessstax.com) or contact the EBIT Secretariat via: —

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## The European Business Initiative on Taxation / EBIT

EBIT is a cross-industry, pan-European business working group of Senior Tax Executives from 21 European-based companies whose aim is to help streamline and modernise Europe's direct tax policy. EBIT aims to help eliminate remaining tax barriers that hamper cross-border economic activity in the single market, and deliver business messages based on real-life experiences and examples to achieve practical progress.

## EBIT Membership

Members include: Airbus Group, BP, Caterpillar, C-Brands, Deutsche Lufthansa, Diageo, GSK, Huawei, Informa, International Paper, Johnson&Johnson, JTI, Naspers, PepsiCo, Pfizer, Procter& Gamble, RELX, Schroders, SHV Group, Tupperware and UTC.

## Tried and tested approach

- Round table meetings in Brussels and Paris with key speakers from the EU and OECD
- EBIT representation and participation in EU/OECD public consultations, seminars and workshops

- Proactive submission of Position Papers on behalf of EBIT to EU and OECD in key areas of interest

## Benefits of joining EBIT

- A daily email alert service enabling you to keep really up to date on the latest developments: a 'must' for businesses, particularly in the current game-changing context of the G20/OECD's BEPS Action Plan and related EU action
- Being part of a well-regarded business group helping large corporate taxpayers across industry sectors to monitor and input to EU, G8/G20 and OECD tax initiatives
- Meetings with EU and OECD policy-makers
- Minimal time involvement required from Member companies
- Cost-efficient approach (fixed fee of € 2,400/Q; indicative fee/y: 11,500), PwC acts as EBIT's group secretariat but is not a member of EBIT
- Regular networking with business peers
- Easy access to PwC technical specialists and networks.

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