



# FORUM

## Fair Taxation of the Digital Economy

# 19 / 04 / 2018

BRUSSELS / BELGIUM 

Representation of the State of North  
Rhine-Westphalia / Rue Montoyer 47  
1000, Brussels

Digitalisation is changing the way economies operate, new business models are being created and the relationship between business, its customers and suppliers is being reconfigured.

Digitalisation is increasingly a feature of all parts of the economy; even more “traditional” businesses are benefiting from digitalisation to grow their business, lower operating costs and expand across borders.

The 2015 OECD BEPS Action 1 Report concluded that:

**The digital economy is increasingly becoming the economy itself, it would be difficult, if not impossible, to ring-fence the digital economy from the rest of the economy for tax purposes**

There is a public perception that the features of the digital economy present opportunities to undermine the traditional methods of taxing corporate profits and some compensating adjustments are necessary.

Is that the case? If it is, how should policy makers and legislatures address the issues while at the same

time encouraging innovation and growth and avoiding double taxation and tax uncertainty.

The 2018 CFE Tax Advisers Europe Forum will examine the following questions:

- What are the features of business models in the digital economy?
- Does the prevalence of intangible assets and the role of data introduce new considerations in value creation?
- What are the best solutions for reconciling innovation and growth of the digital economy whilst ensuring fair taxation?
- How will the European Commission proposals affect the taxation of the digital economy and what do these proposals mean for tax practitioners working with digital clients?
- What are the challenges from an indirect tax perspective and how do the new European Commission proposals address those challenges?

# Programme

09h00

*Registration*

09h15

Welcome by the Finance Minister of the State of North Rhine – Westphalia

Introduction by **Ian Hayes**, the First Vice President of CFE Tax Advisers Europe

09h30

## **PANEL 01** Business models in the digital economy – how do they operate & where is the value created?

*This panel will examine the business models utilised in the digital economy, the prevalence of intangible assets and the role of data within these models. The panel will also tackle the pivotal questions of where the value is created and how it should be attributed between group entities.*

**Professor Piergiorgio Valente**,  
President, CFE Tax Advisers Europe, Link Campus University, Italy  
*Moderator*

**Dr. Seth Benzell**, Postdoctoral Associate, MIT Initiative on the Digital Economy in the group on Productivity, Employment, and Inequality, United States

**Gary Ashford**, Partner Harbottle & Lewis, London, United Kingdom, CIOT & CFE Delegate

**Eric Herren**, Cyber Security Senior Adviser, International Institute for Counter Terrorism, Switzerland

10h45

*Coffee Break*

11h00

## **PANEL 02** Possible solutions for the fair taxation of the digital economy – an examination of the OECD and EU proposals

*The panel will discuss the EU Commission proposals for short and long-term solutions from both a political, policy and practical perspective.*

**Geraldine Schembri**,  
Chair CFE Tax Advisers Europe Working Group on taxation of the digital economy, Managing Director EMCS Tax Advisory, Malta  
*Moderator*

**Bert Zuijndendorp**, Head of Unit for Company Taxation Initiatives, DG Taxation and Customs Union, European Commission

**Aart Roelofsen**, Co-Chair OECD Working Party 1 dealing with Tax Treaty Issues & UN Committee on the Tax Challenges related to the Digital Economy

**Professor Philip Baker QC**, Barrister, Queen's Counsel Field Court Tax Chambers, Visiting Professor Oxford University, United Kingdom

12h30

*Lunch*

13h45

CFE award ceremony Albert J. Rädler Medal Presentation

14h00

## **PANEL 03** Indirect taxation in the digital economy

*The panel will discuss the new destination based principle, the increasing reliance on the MOSS system and the EU Commission proposals on the way towards a single European VAT area.*

**Trudy Perié**,  
Vice-Chair Indirect Taxes Committee, CFE Tax Advisers Europe, Head of Loyens & Loeff Amsterdam VAT Practice, Customs & International Trade Group  
*Moderator*

**Maria Elena Scoppio**, Head of Unit, VAT, European Commission

**Fergus Matthews**, Global Head of VAT, Microsoft, the Netherlands

**Erwan Loquet**, Tax Partner, Indirect Tax Services, BDO, Luxembourg

**Albert Bomer**, Indirect Tax Professor at the Vrije Universiteit Amsterdam & Coordinating inspector with Dutch tax authorities specializing in EU VAT aspects of data developments, the Netherlands

16h00

Closing remarks by **Stella Raventós-Calvo**, Chair Fiscal Committee, CFE Tax Advisers Europe, Partner Danbury Abogados, Spain