



CFE Tax Advisers Europe ▪ 188A, Av. de Tervueren ▪ B – 1150 Brussels

To:
Member Organisations and Observers of the CFE
Delegates of the General Assembly of the CFE
Delegates of the Fiscal Committee of the CFE
Delegates of the Professional Affairs Committee of the CFE

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Cc: Members of the Executive Board of the CFE

Brussels, 05 April 2018

Dear Sir, Madam,

Re: Rebranding of Confédération Fiscale Européenne & New Website Launch

The Confédération Fiscale Européenne was founded in 1959, incorporating a number of fiscal and taxation adviser associations from the EU as its initial members. Since that time, the CFE has expanded and evolved alongside the international institutions whose policy initiatives shape the focus of our work. Inevitably, as the European project has evolved, so too has the role of our organisation transformed alongside it. Today CFE is the most representative voice of European tax advisers in Brussels and a unique pan-European umbrella organisation for the tax profession.

In order to increase the public outreach and to better reflect the work of our organisation, CFE has recently undergone a rebranding and will be known as **CFE Tax Advisers Europe**. The rebranding initiative is part of our strategy to increase visibility, to modernise and be more relevant to stakeholders: **CFE Tax Advisers Europe**, a name which is instantly recognisable and representative of nature of the organisation. The accompanying new logo was designed in such a way that the word 'CFE' was retained as a link with the tradition, and the words 'Tax Advisers Europe' were added to clearly illustrate the purpose of the organisation and what it represents: the umbrella organisation of tax advisers in Europe.

Alongside the rebranding, CFE has developed a [new website](#) which will be the focal communication tool fit for purpose in today's digital era. We are extremely proud of the website and the increased functionality it offers to our Members, and the enhanced access to information regarding our organisation, news and events for the general public.

The website also incorporates a new, collaborative [Members Section Intranet](#), where documents, agendas and events can be created and shared among participants, so that the intranet can be used by our members to distribute papers and collaborate on work items. Interactive messenger discussions can also be held in real time on the intranet. **An email from the Brussels Office will be sent to all delegates containing login details in due course.**

Further, we have completely redeveloped the [European Register of Tax Advisers](#) maintained via our website to contain more specific information on registered advisers and their area of expertise. This will allow for enhanced visibility for tax advisers, in a modern and updated format that is far more searchable for members of the public. Tax advisers who are not registered should consider signing up to benefit from the widening of their professional network. **All previously registered users will receive an e-mail including a link to the new European Register of Tax Advisers' platform (login details will remain the same).**

The new website address is www.taxadviserseurope.org. We hope you will enjoy exploring the website and find it as accessible and useful a professional tool as we have intended.

With kind regards,

Piergiorgio Valente



President
CFE Tax Advisers Europe

Ian Hayes



First Vice President
CFE Tax Advisers Europe

Andrew Clarke



Secretary General
CFE Tax Advisers Europe