

EU OPEN FOR BUSINESS – A NEW COMPASS FOR SMEs

26-28 MAY 2021

Doing business in the EU you have questions, we have answers!

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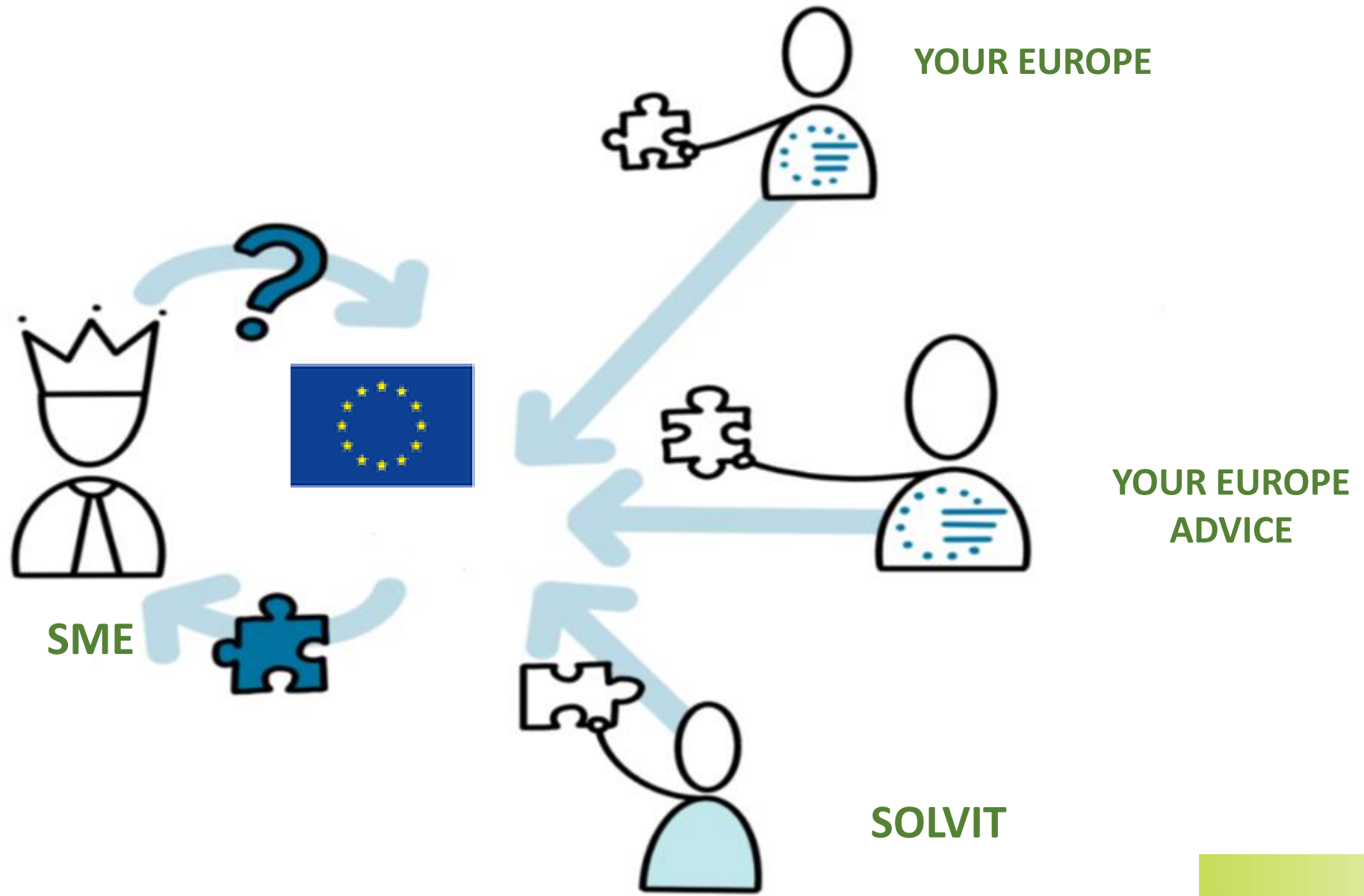
Webinar – 26 May 2021

Objectives

- Present you the aims and philosophy of our services
- Get to know how [Your Europe, Your Europe Advice](#) and [SOLVIT](#) can help you when doing business in the EU
- Contribution to a better functioning of the internal market



Your available resources



The Your Europe Business portal

Patrick McCarthy (Your Europe)



Questions on your rights in the EU? Or your obligations?

Find answers on EU and national websites for citizens and businesses.

Travel

Entry and exit requirements within EU countries – which travel documents do you need to cross borders? Visas, identity cards, passports, etc.

Documents you need for travel in Europe

Passenger rights

Transport and disability [Driving abroad](#)

What can you take with you?

Security and emergencies

Package travel and timeshare

Brexit: travel documents for EU nationals residing in the UK / UK nationals residing in an EU country

Travel and covid: rules and restrictions

Work & Retirement

Rights and conditions for EU nationals working, looking for a job or retiring in another EU country: social security benefits, taxes, qualifications for employment, etc.

Working abroad

Professional qualifications

Unemployment & benefits

Retiring abroad [Taxes](#)

Running a business

Starting, relocating, merging and closing a business, setting up a European company: Intellectual property, Erasmus for Young Entrepreneurs and EMAS registration

Intellectual property

Developing a business [Start-Ups](#)

Consumers

Shopping [Internet and telecoms](#)

Financial products and services

Unfair treatment [Energy supply](#)

Consumer dispute resolution

Taxation

Information on VAT rules, rates and refunds including special schemes for SMEs and supplying digital services. Excise duty rules and company tax.

Excise duties [VAT](#) [Business tax](#)

Product requirements

What are product requirements? How to identify product rules and requirements? How to carry out a conformity assessment procedure? Find out how to draw up technical documentation and an EU declaration of conformity.

Standards [Product compliance](#)

Labels and markings [Chemicals](#)

Recycling and waste management

Your Europe

- **EU info:** multilingual portal that informs citizens and businesses about their rights/obligations in the Single Market
- **User-centred:** explains (no jargon!) how EU rules work in practice
- **National info:** links to content, tools, contact points in member states (role of ‘single digital gateway’)
- **Help:** give access to Enterprise Europe Network, Your Europe Advice, SOLVIT and other support services
- **Visibility:** 33 million visits in 2020

Practical guide to doing business in Europe

Running a business

[Intellectual property](#)[Developing a business](#)[Start-Ups](#)

Taxation

[Excise duties](#)[VAT](#)[Business tax](#)

Selling in the EU

[Public contracts](#)[Selling goods and services](#)[Competition between businesses](#)

Human resources

[Employment contracts](#)[Working hours, holiday and leave](#)[Transport sector workers](#)[Posted workers](#)[Social security and health](#)[Equal treatment and qualifications](#)

Product requirements

[Standards](#)[Product compliance](#)[Labels and markings](#)[Chemicals](#)[Recycling and waste management](#)[Food labelling](#)

Finance and funding

[Accounting](#)[Making and receiving payments](#)[Getting funding](#)

Dealing with customers

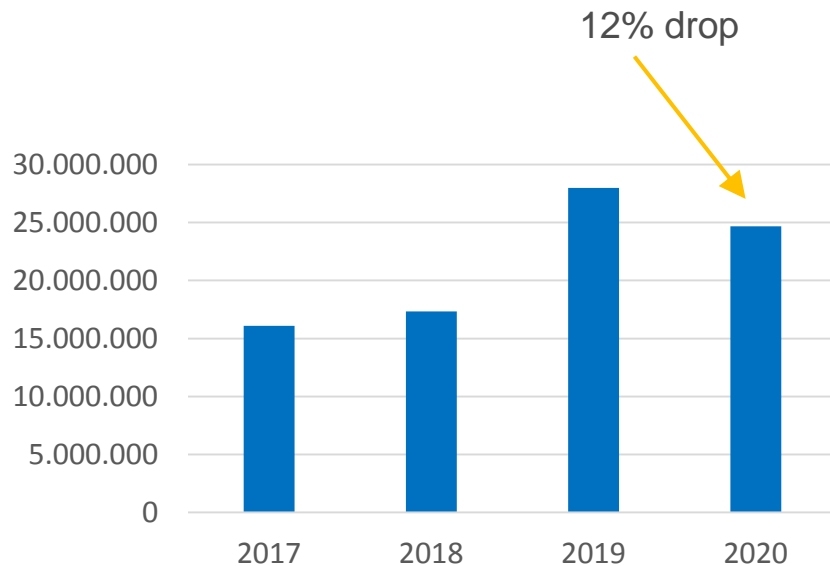
[Consumer contracts and guarantees](#)[Solving disputes with customers](#)[Data protection](#)

Your Europe Business

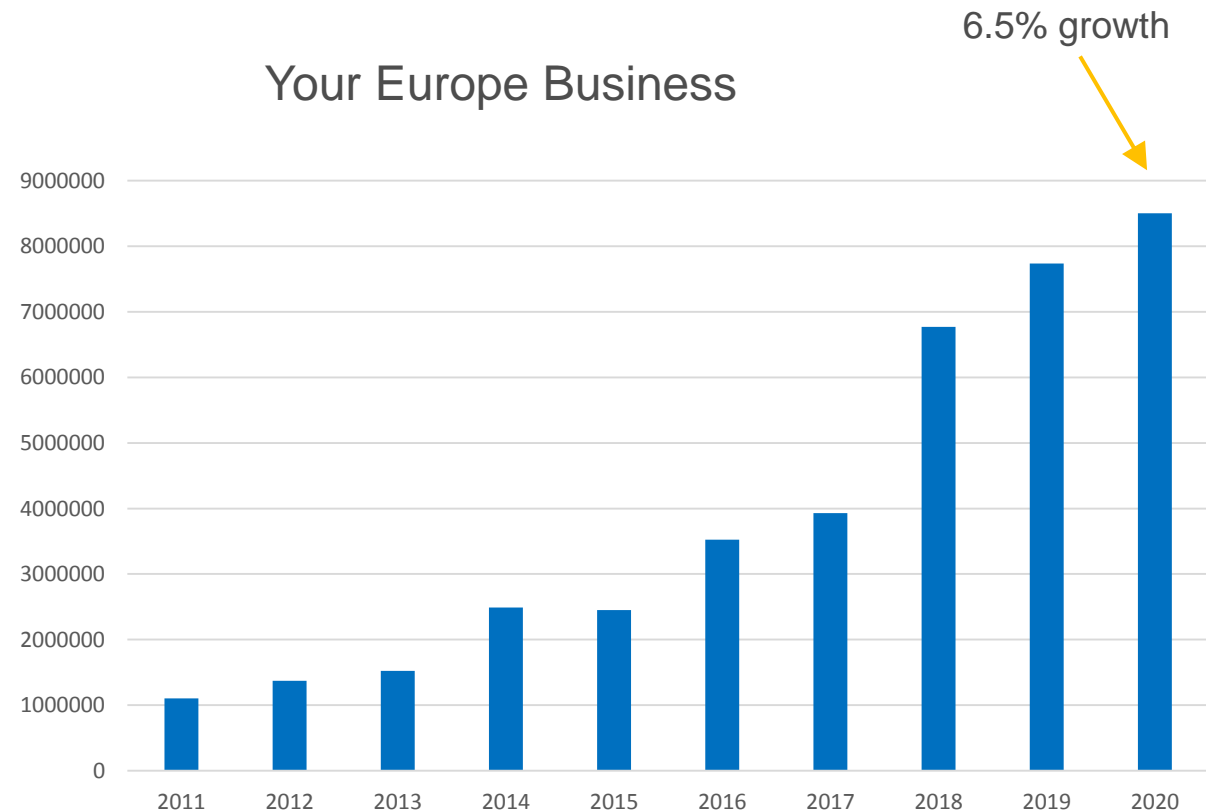
- 8.5 million visits in 2020
- 2021: new content on tourism, product requirements, digitalisation, intellectual property
- Cooperation with national authorities and social partners to produce/improve content (example: European Labour Authority – workshops on road-transport content)

Visits to Your Europe

Your Europe Citizens

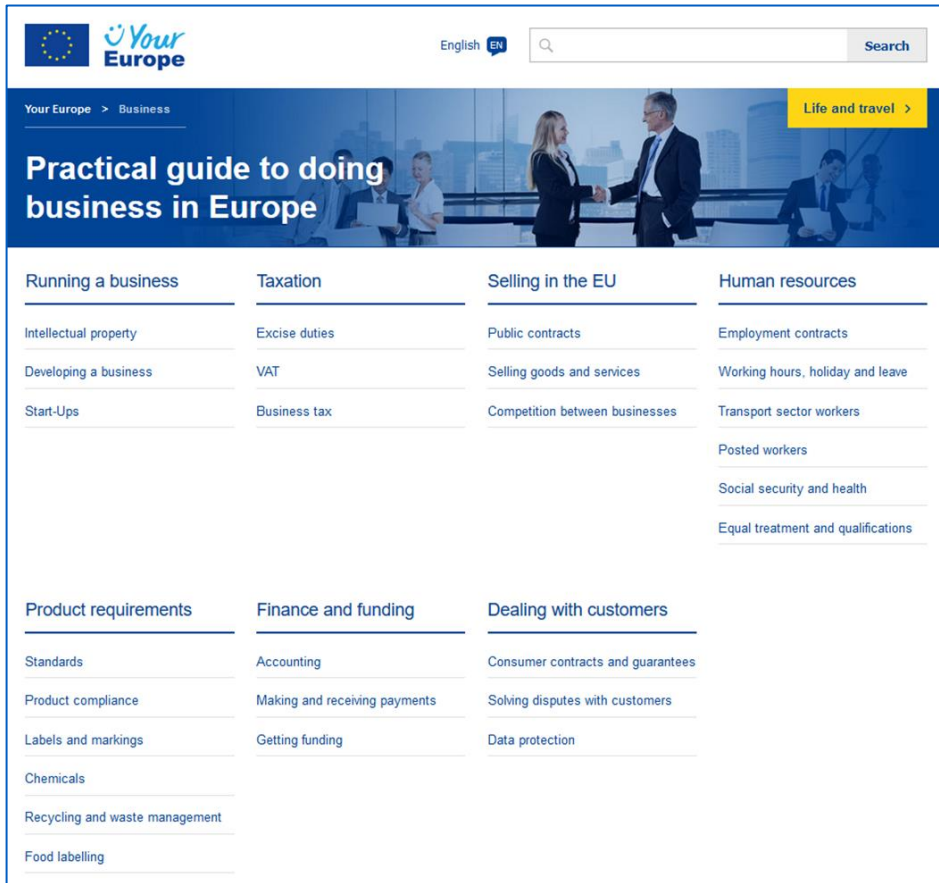


Your Europe Business



Your Europe Business now accounts for 25% of all traffic to the portal.

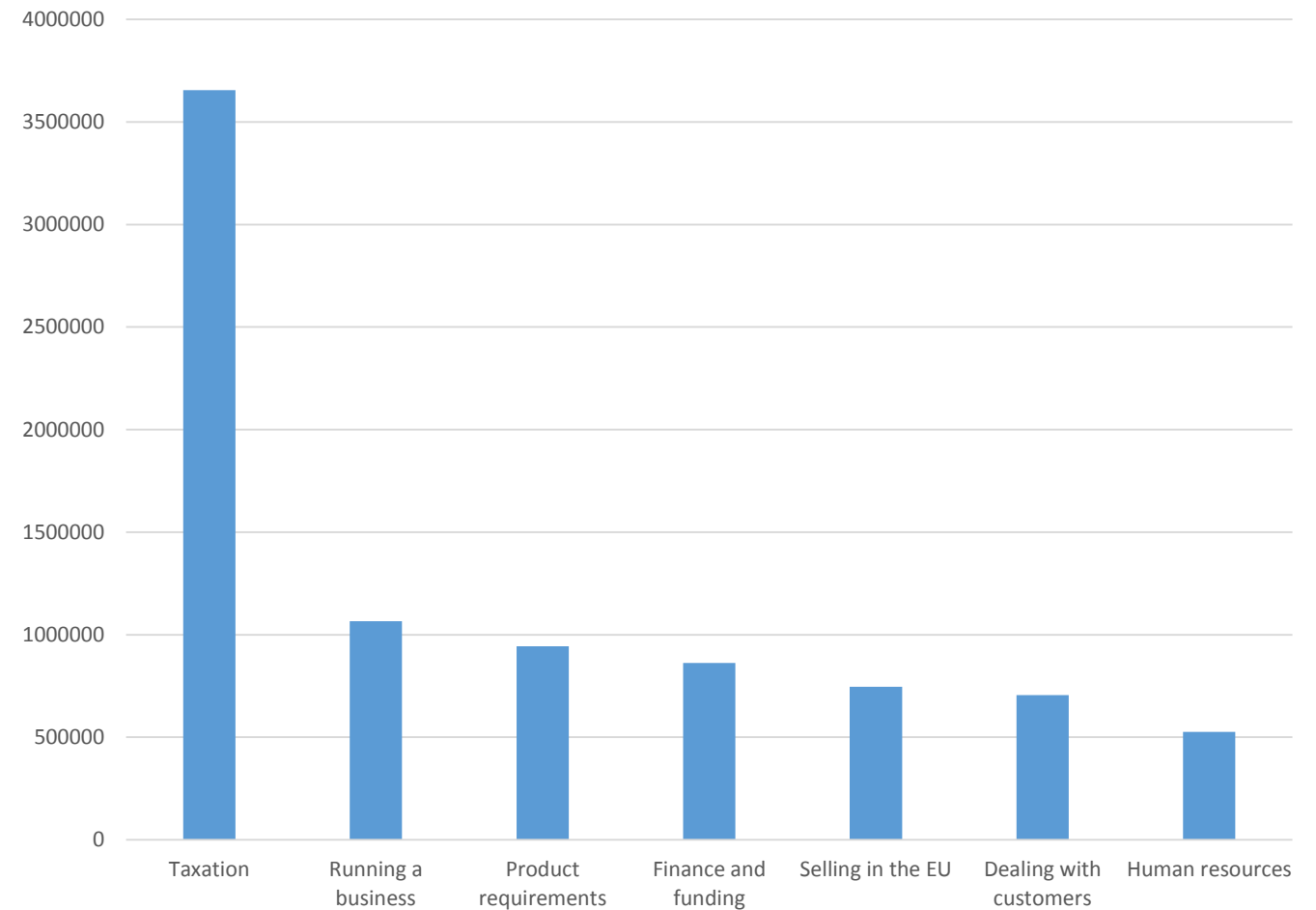
Visits to YE Business



The screenshot shows the 'Your Europe' website interface. At the top, there is a search bar with 'English EN' and a 'Search' button. Below the search bar, the main navigation area includes 'Your Europe > Business' and a 'Life and travel >' button. The central heading is 'Practical guide to doing business in Europe'. Below this, there are several columns of business-related topics:

- Running a business**
 - Intellectual property
 - Developing a business
 - Start-Ups
- Taxation**
 - Excise duties
 - VAT
 - Business tax
- Selling in the EU**
 - Public contracts
 - Selling goods and services
 - Competition between businesses
- Human resources**
 - Employment contracts
 - Working hours, holiday and leave
 - Transport sector workers
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 - Social security and health
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- Product requirements**
 - Standards
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 - Chemicals
 - Recycling and waste management
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- Finance and funding**
 - Accounting
 - Making and receiving payments
 - Getting funding
- Dealing with customers**
 - Consumer contracts and guarantees
 - Solving disputes with customers
 - Data protection

Visits per section - 2020



Your Europe Advice

Moritz Röttinger

What is Your Europe Advice (YEA)

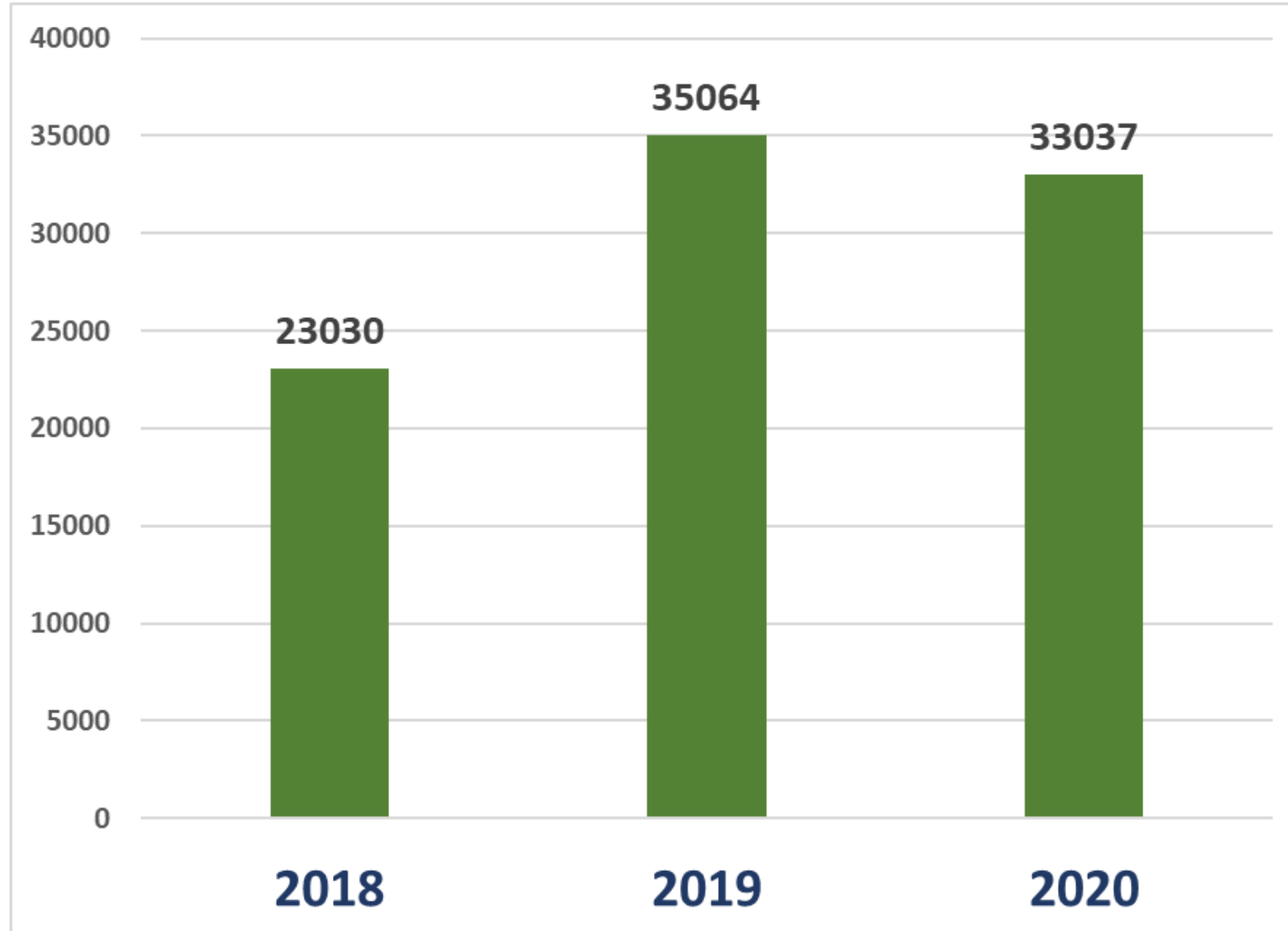
- A group of **60 independent lawyers** familiar both with EU law and national laws in all EU countries – working under a contract signed by the EC.
- All enquiries and replies are recorded in **a database** – full transparency
- Reply **within 5 days** to all questions related to personal EU rights of businesses & individuals (no follow-up questions, no attachments allowed)
- Replies include information on means of redress – additional help at national or EU level

Eligible enquiries for Your Europe Advice

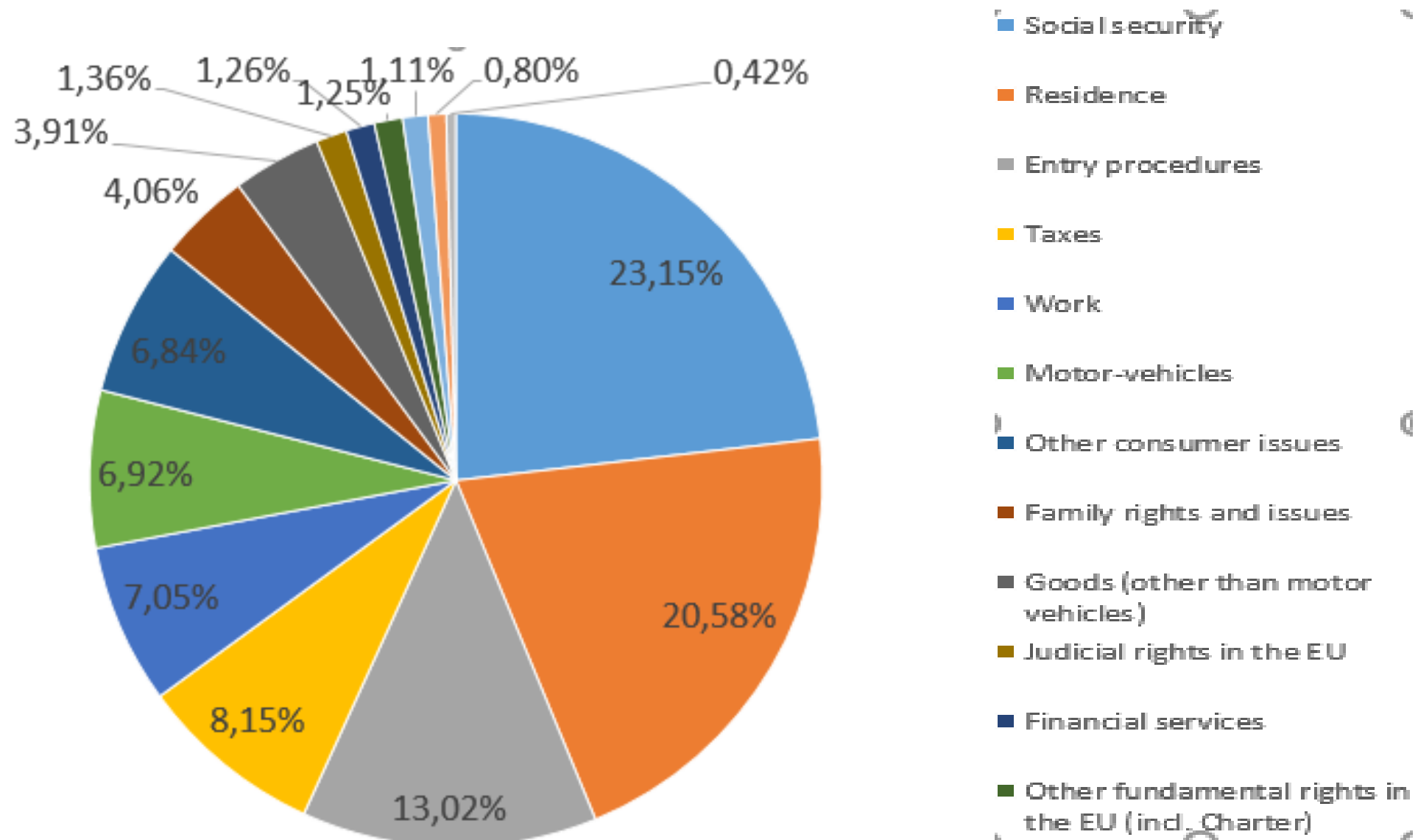


- Personal rights of citizens and businesses deriving from EU law (EU Treaties, Directives and Regulations, International Agreements such as UK Withdrawal Agreement, EU-UK Trade and Cooperation Agreement)
- EU/EEA citizens and their non-EU family members, businesses having their seat in EU member states
- Realistic, non-hypothetical situation

YEA – number of enquiries replied



YEA – enquiries policy areas - 2020



YEA & SOLVIT- areas of competence

- Free movement of goods
- Right of establishment
- Recognition of professional qualifications
- Provision of services
- VAT reimbursement
- Social security (posting of workers, pensions, cross-border workers' rights), residence, driving licences, vehicle registration, etc.
- Consumer rights (only YEA not SOLVIT)

SOLVIT

Cristina Giménez Estol

What is SOLVIT

- A network of centres in national administrations - one SOLVIT centre in each EU country & in Norway, Liechtenstein and Iceland – **but not in Switzerland nor UK**
- Help **businesses & individuals** solve problems caused by incorrect application of EU law by an authority in another country – **free of charge!!!**
- Supported by the European Commission – database, training, guidelines, network management, legal support from EC experts
- EC SOLVIT team **reports** to the EC responsible services misapplications and recurrent problems – has a concrete role on the EC enforcement policy (individual complaints → SOLVIT) **!!!**

How SOLVIT works

SOLVIT CENTRE OF APPLICANT

- Contacts with the applicant
- Checks facts & assesses compliance with EU law
- Prepares the case and submits it to the centre of the country where problem happens –*via online application.*



SOLVIT CENTRE OF AUTHORITY

- Contacts the authority responsible for the problem
- Provides evidence of misapplication & asks for redress
- Keeps the other centre updated on progress

10 -14 week deadline

SOLVIT & mutual recognition regulation



- Regulation (EU) 2019/515 art. 8 gives a specific role to SOLVIT
- SOLVIT centres can ask the EC to **issue an opinion** on compatibility of the authority's decision with EU law
- The EC issues the opinion within 45 working days after completion of the file - *normal SOLVIT deadlines do not apply*
- SOLVIT communicates the decision to the economic operator and to the authority – *uses the decision to convince the authority if applicable*
- The EC communicates the decision to all member states

Examples of cases solved

Avoidance of double taxation for a Belgian company

A BE company supplied services as an intermediary for another BE company in LU. According to art. 44 (2) of DIR 2006/112, the place of supply of the services is BE (customer of the services supplied by the intermediary is identified for VAT purposes in BE).

But the LUX authority claimed that the machines installed by the company are immovable assets and so VAT for the services provided was due in LUX.

SOLVIT could clarify to the LUX authority that VAT had to be paid in Belgium.

Following SOLVIT's intervention, the company was exempted to pay €7.650 for VAT in LUX

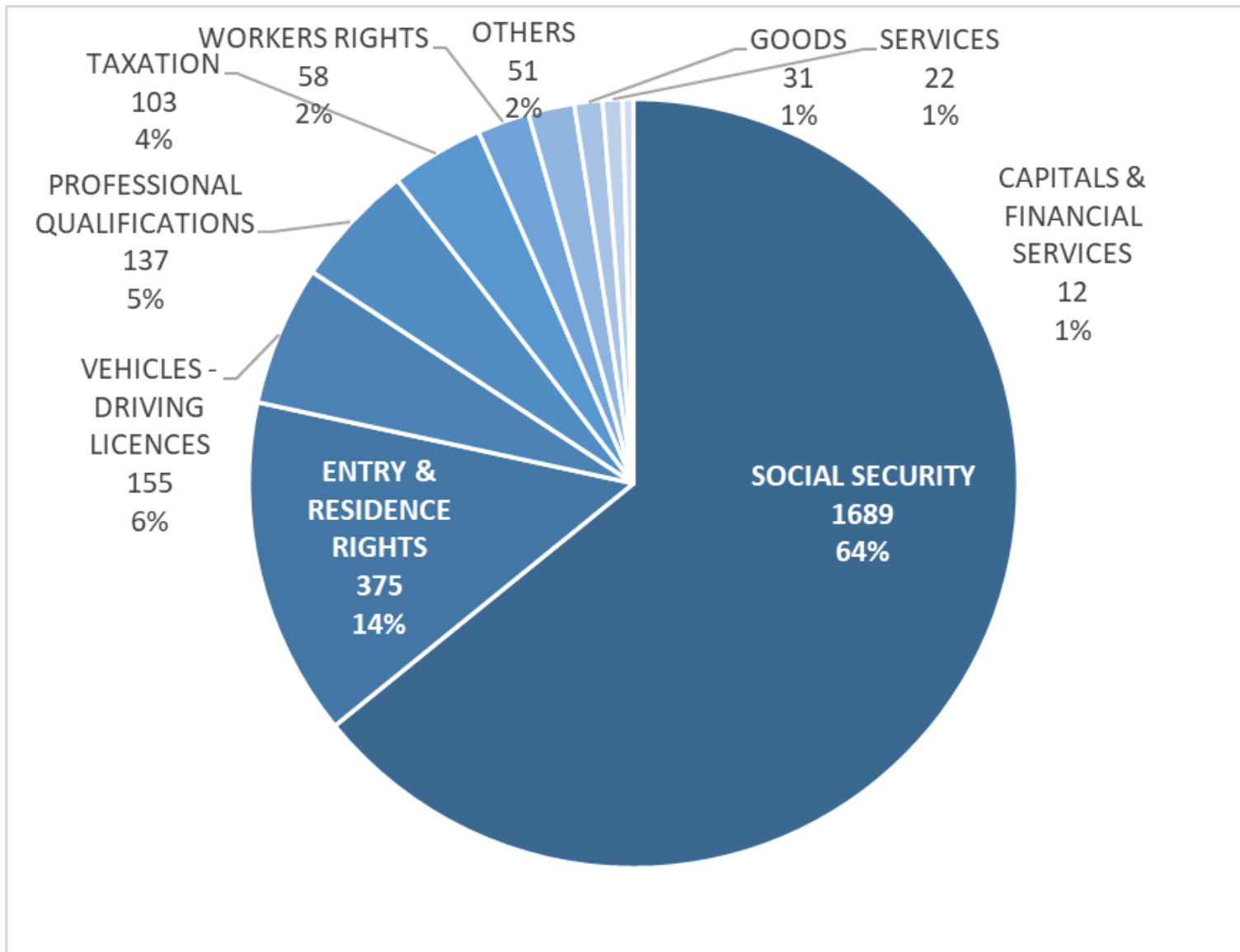
Market access for goods

The applicant is a Czech producer of growth enhancing products. The product is being sold in Czechia and other EU countries. But the French authorities advised that one of the substances used in this product is prohibited according to the French law.

SOLVIT convinced the authority to reconsider the ban if the producer gives evidence that this substance is not harmful to the human life.

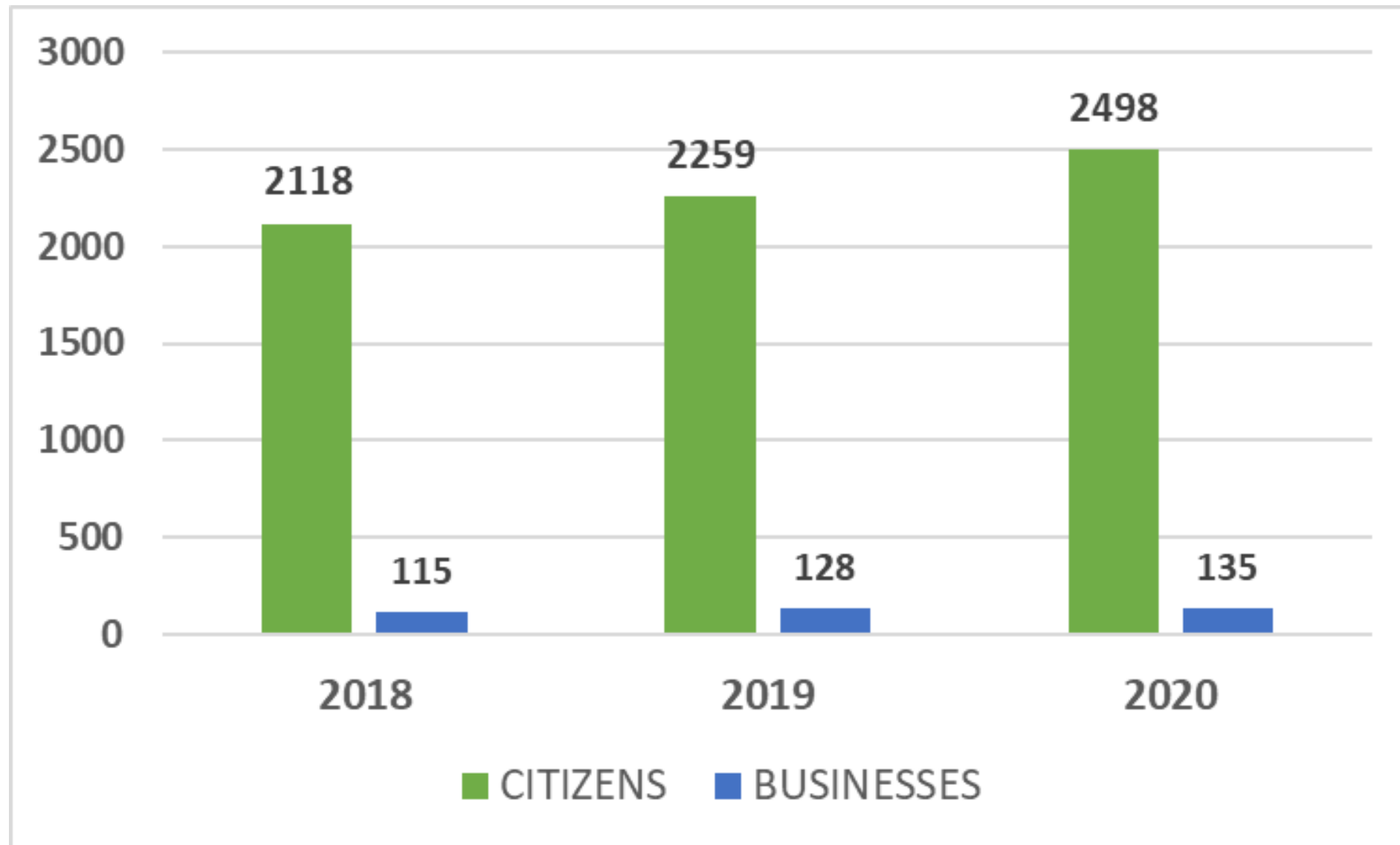
Thanks to SOLVIT the producer received the special information which he wouldn't get otherwise.

Problem areas – SOLVIT in 2020

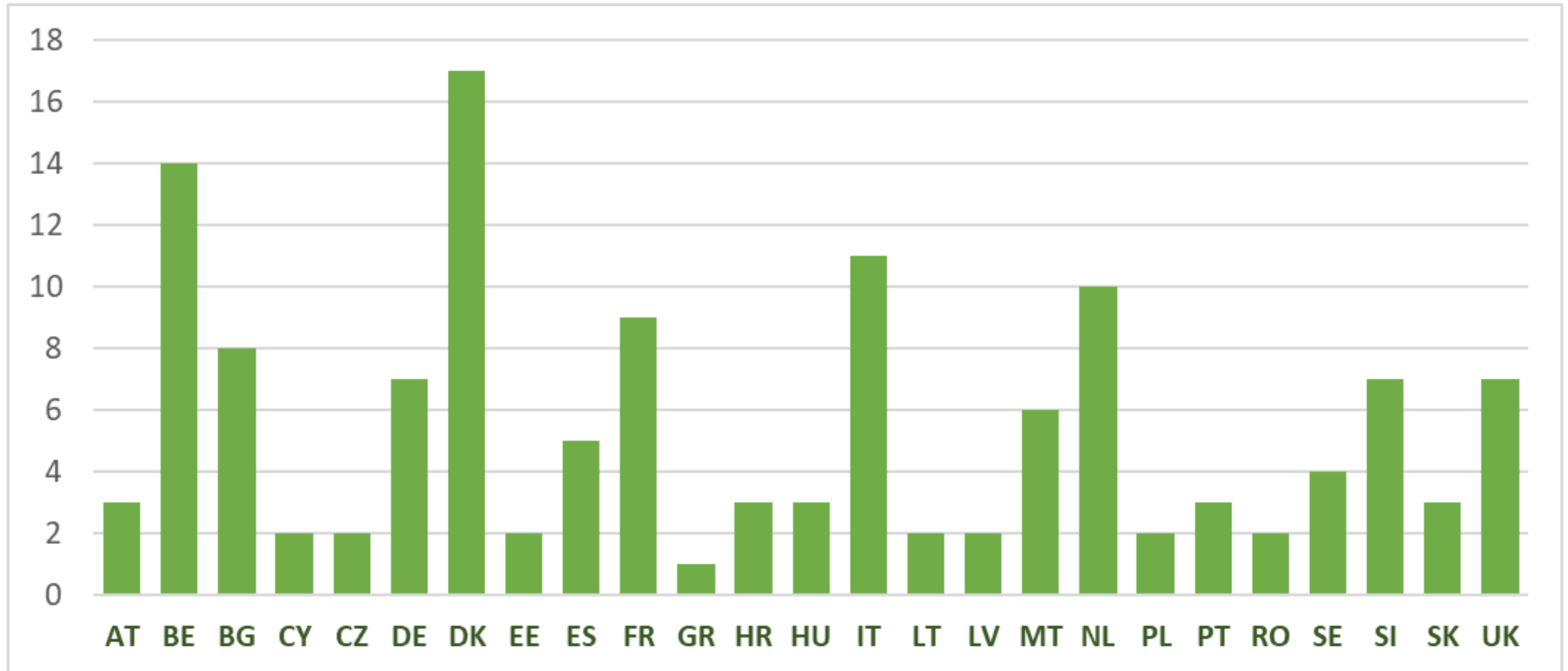


2633
accepted cases

Business-related cases in SOLVIT 2020



Business cases per country - 2020



More information - contacts

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Thank you