



## A new International Internet Project for Tax- and Business Experts

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## Initial Position: Demographic change



- ▶ people and companies
  - are increasingly mobile
  - think in international dimensions
  - and even small businesses offer their goods and services cross-border
- ▶ Communication and information technology
  - Exchange of information very predominantly with email, mobiles with internet access (smartphones), Skype, websites, social media

## Initial Position: Demographic change



- information search mainly on the Internet - from Wikipedia to IBFD
- Shopping on the Internet - the Internet is the largest marketplace in the world:
  - from Amazon and iTunes to millions of online shops,
  - from underwear or MP3 files to company formation in foreign countries
- ▶ The private and professional use of this technology has become a matter of course for us- and our children are not able to live without it

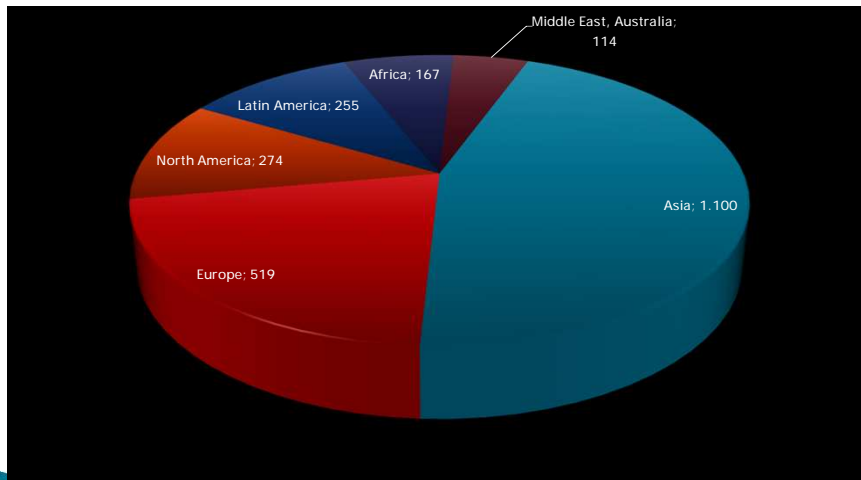
## Initial Position: Demographic change



- ▶ So that markets close ranks
  - European Union anyway
  - but even B2B and B2C dealings with non EU countries are now technically simple: buying and selling in the rest of the world has become absolutely normal



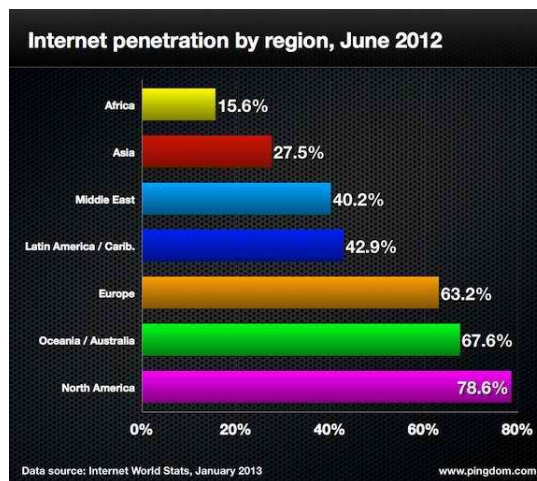
## 2013: 2.400 million Internet user



ITPG Wintermeeting Amsterdam 9 February 2013

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## Internet penetration



ITPG Wintermeeting Amsterdam 9 February 2013

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## Internet penetration



- ▶ In Central Europe, 97% of companies use the internet in the business world although to varying degrees.



- ▶ How many people in 2015?
- ▶ How many people in 2020?

## Internet users as potential customers of tax experts



- ▶ A significant number of Internet users
  - needs expert information about other countries or/and
  - needs the help of experts in other countries

## Internet users as potential customers of tax experts



- ▶ f.e. because
  - they use the Internet already today professionally as a marketplace or are planning to do it tomorrow or
  - offline businesses are also looking for expert information, expert help and expert solutions in other countries or
  - consultants without network like GGI search the Internet for information, assistance and solutions for their online and offline business clients going to new markets

## Internet users – Why do they search for tax assistance?



- ▶ International business leads to tax obligations in various countries, especially VAT liability
  - f.e. Online shops, triangular trade, land related services to private customers ...
- ▶ each country has prospective customers

## Time theft on the Internet



- ▶ The Internet is a dangerous and unreliable source of information, especially free information
  - old information,
  - information from dubious sources
  - anonymous "consultants" in forums that are not experts (Django25, Dr. No ...)

## Time theft on the Internet



- ▶ If you are looking for reputable information and services you need shorter for searching in hitlists of thousands hits than for verifying whether the offer is reliable
  - The vast majority of internet users may have time for long searches for free information, but
  - some users are willing to pay small fees for quick and reliable information.

One approach to the problem



▶ [www.taxfex.com](http://www.taxfex.com)

Backstage



▶ A few glimpses behind  
the scenes:

Coming soon ...

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## Development

- ▶ Development step by step
  - more countries, more eBooks, more services
  - design relaunch
  - more traffic
- ▶ TaxfEXPERTS: expertise and time investment
- ▶ Thank you very much to existing experts
- ▶ Please don't be angry if I contact you and if you have any questions, please don't hesitate...