

It was hard to imagine 25 years ago that it would be asked one day to provide solutions to a new cross-border e-commerce, where the goods are sold, in small quantities and with low values, directly to consumers via online platforms.

And who could have predicted that for a number of goods, their value

3. E-COMMERCE, A CHALLENGE FOR THE NOTION OF TRANSACTION

The Preamble of the CVA states that

. With international trade through e-commerce, not only the sources of supply are at stake but how goods are ordered, paid and supplied, and by whom.

E-commerce is of course to be welcomed, for the benefits it brings for businesses and consumers.

It represents however, for tax and customs authorities, a challenge to ensure the compliance of goods purchased online, in small quantities and often low value but in high numbers.

Customs in particular shall address both the financial and non-financial risks that such increasing part of global trade entails.

E-commerce is therefore both an opportunity and a challenge that requires a multi-faceted approach.

From a customs perspective, the European Commission recently launched a new strategic Plan for Action, where the management of e-commerce is one of the main headings.

4. INTANGIBLES, A CHALLENGE FOR THE NOTION OF GOOD

Another major challenge is the valuation for customs purposes of for example intellectual property rights, software and related technology linked to or embedded in imported goods.

The Agreement addresses already the topic of royalties and license fees and assists. However, sometimes it might be a challenge to clearly classify intangibles , in particular under the categor

Another situation that may present difficulties may be the treatment of additional payments for activating specific software functions of goods after their import.

The European Union has developed various internal instruments on theseW*nBTF1 1

I cannot of course speculate on whether, in 2045, there will be a 50th anniversary of the present Agreement or a future new agreement on Customs Valuation to commemorate

But it is clear that any such celebration will be for my, our, successors!

Thanks for your attention.