

# If you've got customers in Europe, it's important to understand VAT.

Value Added Tax (VAT) is a consumption tax used all over Europe. It's paid on many imports and purchases, by both you and your customers. No matter how you fulfil orders to Europe, you may have VAT obligations. You may choose to seek support from independent VAT service providers.

## Getting VAT right helps create repeat customers

Reaching new customers in new countries is hard work. Don't let VAT be the thing to waste your investment.

Getting the VAT wrong can potentially result in:

- Customs delaying or blocking your shipments
- Customers refusing delivery
- Tax Authorities issuing fines and penalties
- Marketplaces restricting or suspending your account

European shoppers are used to buying from international businesses, but they expect the delivery process to be like domestic purchases. If their parcel gets held at customs or they have to pay VAT at the border, they're less likely to buy from you again.

VAT compliance can feel like a chore, but many of these issues can be reduced by getting to grips with it from the start.

## VAT made simple by real people

SimplyVAT is an independent VAT service provider supporting ecommerce businesses with cross-border VAT compliance.

SimplyVAT services may include:

- VAT Registrations in 15 European countries
- Import One Stop Shop (IOSS) and One Stop Shop (OSS)
- EORI numbers
- Intrastat
- UK and EU Customs Clearance

### Book a free 15- minute consultation with SimplyVAT

Consultation offered by SimplyVAT, an independent third-party provider.

[Let's start](#)



# VAT FAQs

## Do I need to register for VAT before selling in Europe?

In most European countries, there's no sales threshold for international businesses, so you'll need to be registered before your first sale. However, the rules change by country. Tell the team at SimplyVAT about your business to find out what you need to do and where.

## Do I need to be based in Europe to register for EU VAT?

You can register for VAT in the EU or for any of the EU's VAT schemes, as long as you meet the requirements. Take [SimplyVAT's EU VAT quiz](#) to find out which VAT registration would be best for your business.

## How long does a VAT registration take?

Once all the paperwork is submitted, how long it takes a Tax Authority to process your application varies by country. In some it can take as little as two weeks, in others it can take 3 months or more.

## Do I need to register for VAT in every European country?

You only need to register in countries where you have a VAT obligation, which largely depends on:

- Where your stock is when it's sold
- Who your customers are (B2B or B2C)
- What the sales channel is

In some cases, you'll need to register in individual countries and in others you might be able to take advantage of a scheme like IOSS, which covers all 27 EU countries.

## Does Amazon handle VAT for sellers?

In the EU, online marketplaces like Amazon and eBay have certain VAT obligations. They're responsible for the VAT on B2C sales with a value up to €150. For anything else, including the VAT obligations that come with FBA Pan-EU, the seller is responsible.

## Why should I use a VAT agent, rather than do it myself?

Some businesses choose to work with third-party VAT agents for reasons such as:

- Save time by having us handle the ongoing filing obligation
- Communicate with the Tax Authorities without having to learn another language
- You'll have someone to turn to when you have a VAT question
- It's easier to scale when you're ready to expand into new countries

Depending on where your business is based, you may need to appoint an agent or a representative to register and file.

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