

ATOZ TAX ADVISERS

“I BELIEVE THAT THIS MODEL IS OUR COMPETITIVE ADVANTAGE IN THE MARKET.”

We asked Keith O'Donnell, Managing Partner of ATOZ Tax Advisers, about his views, as a tax professional, on Luxembourg's financial centre and how ATOZ continuously aims to adapt to the evolving needs of its clients in this ever-changing environment.



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Why choose Luxembourg for doing business?

Luxembourg is a great place to grow a European or global business.

With 50% foreign residents and another 185,000 non-residents coming to work each day, it's international by essence. Geographically, its location in the centre of Europe allows an easy flow of people and goods.

The political and administrative environment is outward looking and business friendly. Everyone understands the need to have a competitive environment to attract and retain businesses when you are a small open economy. Public finances are in good shape so the country can invest to retain this competitive edge and ride out the cycles when needed.

On a personal level, having arrived as a foreigner 25 years ago, I found it easy to settle and enjoy a world class quality of life. Thousands of people have the same experience each year, creating a deep pool of talent.

What about the Luxembourg tax system?

The attractiveness of the tax system is, of course, only one of many factors to be taken into consideration when choosing where to do business. In addition, in an ever-evolving tax environ-

ment at global and EU level, the room for tax competition has clearly decreased.

The challenge, to which Luxembourg constantly rises, is remaining competitive while being totally in line with international tax rules and best practices. Decisions taken by the OECD and the EU in recent years have been fully implemented in Luxembourg. However, prudent management of public finances in the past means that Luxembourg still has the capacity to keep a business-friendly tax system within this international framework.

How can ATOZ make a difference for these future investors?

In the ATOZ group, our 230 team members help clients to handle the complexity of the international tax and regulatory environment. Our clients can focus on their business.

ATOZ Tax Advisers focuses on tax advisory services, offering direct and indirect tax solutions as well as transfer pricing, tax litigation and corporate finance services to both local and international clients. As a founding member of Taxand, we have a team spanning 50 plus other countries, essential when working with global clients.

ATOZ Services offers a 360° solution for Luxembourg-based businesses thanks to a complete range of corporate and management services. We have further expanded to provide a suite of investment fund and regulatory compliance services, as well as transfer pricing and transaction execution support services.

ATOZ Solutions develops software and dematerialised tools that go hand-in-hand with our core business and our clients' needs, such as the web application DAC6Connect®, which identifies transactions likely to be reported within the framework of the DAC6 Directive.

Our group has grown over the years, but we have kept our Partner-led model and our entrepreneurial spirit. This model is our competitive advantage in the market. ■

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