

How does it work?



Whom can I contact?

- French Customs website:
<https://www.douane.gouv.fr/dossier/ioss>
- French Inland revenue website:
<https://www.impots.gouv.fr/portail/international-particulier/services>
- Find your Customs Attaché:
<http://www.douane.gouv.fr/contactcustoms-attache-your-country>

INFOS DOUANE SERVICE

0 800 94 40 40 Service 0,06 € / min + prix appel

Attention, from now on free phone number for France.
See details on the [douane.gouv.fr](http://www.douane.gouv.fr) portal



USEFUL TIPS FOR DISTANCE SALES OF GOODS TO EUROPE

AS FROM JULY 1ST 2021

E-COMMERCE

- Anticipate the new customs and tax regulations
- Tailor your import formalities
- Discover the new VAT collection system : IOSS



1

What are the new customs requirements for importing low value goods into the European Union?

As from 1st July 2021, an electronic customs declaration is required for every shipment entering into the European Union (EU), irrespective of its value.

Under certain circumstances, the import declaration can be lodged in any country of the European Union (EU) (for example, France). Once declared, goods can then be delivered freely into all the EU.

2

What is specific to low value goods?

In Europe, low value goods refer to consignments with a value not exceeding 150 euros.

This category of goods can be imported free of customs duties.

In addition, as from 1st July 2021, they can be customs cleared through a new electronic declaration with super-reduced dataset, called «H7».

In France a brand new electronic system has been designed for the clearance of low value consignments: **Delta H7**. Delta H7, a specific clearance system only for low value consignments is a French specificity.

3

Is there a tax relief?

Not anymore.

As from 1st July 2021, Value Added Tax (VAT) has to be paid from the very first euro.

Value Added Tax (VAT) is to be paid to the country of consumption of the goods.

4

Who is liable for VAT?

In case of distance sale through an electronic interface (e.g. a marketplace) destined to a French customer, the electronic interface will be liable for VAT on distance sale of goods in France when goods are consigned within a value not exceeding 150 euros.

In case of distance sale without an electronic interface, the seller will be liable for VAT in France in the following cases:

- the goods are imported directly into France to a French customer and the IOSS is used to declare such sale, or the seller is declared as the importer on the customs import declaration;
- the goods are introduced through another Member State before being cleared in France, where the customer is located.

5

How to collect VAT?

A new VAT collection and payment tool can be used as from 1st July 2021: the Import One Stop Shop (IOSS).

Under the IOSS, the VAT is collected directly at the time of the online purchase, rather than at import.

If the IOSS is not used, the VAT had to be paid at the time of the importation.

6

How is the IOSS working?

First, the market place or the e-seller needs to register with the French tax authority. After registration, it will get an IOSS number.

Second, the registered market place or e-seller will collect the VAT at the time of sale.

Third, the registered market place or e-seller provides his(her) IOSS number to a customs broker to be keyed into the customs import declaration.

Fourth, the VAT is declared and paid monthly to French tax authority through the IOSS.

7

What are the main advantages of the IOSS?

You will need only one tax registration for sales throughout Europe, and you pay only one fiscal administration. On the contrary, if you do not use the IOSS, VAT registration is required in each Member-State in which goods are sold.

No VAT collection at import means faster customs process and release.

You can choose to customs clear goods in France, no matter the European country of consumption.

Your customers' experience will be smoother as no extra VAT will be charged upon delivery. The risk of goods being refused or returned will also be minored.

Registering to the IOSS can leverage your brand image with European consumers.

8

Shall I register to the IOSS?

No, the IOSS remains optional. Still it will be more convenient for you and your customers.

9

Can I register to the IOSS, if i am not established in the EU?

Yes. For that purpose, you will need a fiscal representative.

10

How to register to the IOSS ?

From 21st April 2021, you can pre-register to IOSS in France.

Registration details with French tax authorities, are available here: www.impots.gouv.fr