

# Tech, Creative, Fashion

## Key Facts

1

Providing e-services to EU customers, and importing and exporting will be different from 2021

2

Future long-term assignments in Europe will be affected by local rules

Examples include: Designers, artists, app and software developers, web designers, e-service providers, ISPs, online sellers, platform providers, content hosts, gaming businesses, e-learning providers, website hosts

How you buy and sell products, services and e-services from and to the EU will be different from next year. Hiring people from EU countries will also change. Businesses are advised to consider their route to market and look at what trading as a business from a country outside the EU would mean for their margins.

- Employed and self-employed workers carrying out projects in Europe may be subject to local employment and immigration rules. Their professional qualifications may not be recognised.
- Roaming charges may apply to UK customers using their devices in the EU

## Trade

- Import and export of goods will be subject to customs controls and may attract tariffs
- This includes taking items such as samples or equipment temporarily to the EU

## People

- EU nationals currently in the UK can apply for (pre-)Settled Status under the Settlement Scheme
- From 2021, future EU staff will need to apply under a points-based immigration system if they want to work here
- UK nationals travelling to the EU will require a passport that is valid for at least 6 months and they can stay for a maximum of 90 consecutive days in any 180 day period

## Regulation

- The legal basis for holding personal data from EU customers may become a problem
- eu domain names can no longer be registered by UK citizens and businesses
- B2C e-commerce rules will change from UK rules to the rules in the country of your client
- UK digital service providers will need a representative in the EU if offering digital services to the EU such as automatic downloads or cloud computing

- Owning or running a business in the EU will mean different requirements, depending on the sector and country in which the business is operating
- Business in the audiovisual media sector may find that their services require licences or registration for content to be seen in Europe
- There will be a difference between new UK and EU rules on hosting content

## Other

- Your existing EU Trade Marks and Designs will be treated as a UK trademark and new UKTMs and Designs will be generated, while keeping your EUTMs and Designs
- VAT: The place of supply of digital services will be where the customer is located and the €10,000 (£8,818) threshold to sales in the EU will no longer apply. Business have to either:
  - VAT register in one EU country and use the VAT Mini One Stop Shop (VATMOSS) to sell in the rest of the EU;
  - or register in all the different countries of their customers;
  - or use the Non-Union VATMOSS scheme

## To do

### People

- Support and encourage current EU staff to apply for (pre-)settled status. Check out the [Settlement Scheme Employer Toolkit](#)
- Follow the development of a new points-based immigration policy
- Find information about [travel](#), [living and working in the EU](#)

### Trade

- Find out what [selling goods to EU countries](#) will mean
- Find out what [buying goods from EU countries](#) will mean
- Read how [selling online](#) will change
- [Apply for an ATA Carnet](#)
- Call the UK Export/Import helpline for support: 0300 3301 331

### Regulation

- Check the ICO guidance on GDPR and analyse the direction of data flows (e.g. personal data from EU players in games)

## BEST Growth Hub

[info@bestgrowthhub.org.uk](mailto:info@bestgrowthhub.org.uk)

- Look into licensing requirements and ensure you comply with EU rules around audiovisual media if you have European customers
- Anticipate new Government and EU plans on hosting content
- Check your Intellectual Property Rights
- Check what it means to provide services in EU countries after Brexit
- Understand changes to your VAT obligations and what it means to trade as a business from a non-EU country with regard to VAT
- Register your Horizon 2020 project at the UK Research and Innovation portal

### For more information on the changes next year:

Visit [London Growth Hub](#) or [sign up](#) for free business resilience training

### What's next

Trade under EU rules will continue as normal until December 2020 during an “implementation” or “transition” period. A new trade agreement will lay down the final conditions for UK-EU trade from 2021. In addition, an adequacy decision on personal data, as well as a Security and Information Agreement will lay down the final conditions for UK-EU data flows

### London Growth Hub

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