

Navigating EU Customs Valuation: Trends, Challenges & Best Practices

Date: 19th March 2025 (Wednesday) Time: 13:30–15:30 Location: Shanghai

Seminar briefing >>>>

The valuation of goods imported into the EU is a fundamental aspect of the customs process, directly impacting duty calculations and reflecting market dynamics. Accurate valuation is not only critical for determining the amount of duty payable but also plays a significant role in regulatory scrutiny, as the European Commission assesses these values when considering trade measures such as anti-dumping investigations.

EU customs valuation follows the World Customs Organization (WCO) rules and is governed by Article VII of the GATT Agreement on Customs Valuation. However, the interpretation and application of these rules can differ among EU member states, influenced by judicial opinions and evolving trade practices. Understanding these nuances is essential for businesses engaged in EU-bound trade to ensure compliance and mitigate risks.

Through expert insights and practical guidance, this seminar aims to equip businesses with the knowledge to navigate evolving customs valuation challenges and maintain regulatory compliance in the EU market.

This seminar will explore recent key developments >>>> in EU customs valuation, including :

- Sales Ex-Warehouse – Understanding valuation implications when goods are sold from storage facilities.
- Trading Company Platform Discounts – How digital trading platforms and bulk purchasing impact valuation.
- Price Verification & Statistical Values – The increasing role of statistical data in customs assessments and risk profiling.





Douglas Mackay

Douglas has more than 30 years' experience, the last 14 with a major US multinational auto Tier 1 industry in charge of their Customs and VAT[GST] department for Asia including India. He was responsible for all compliance, sanctions, advisory and operational tax planning through the whole supply chain, including business transformation planning, M&A, duty planning, free cash flow and audits (Royalty, price verification/TP, VAT etc.),

He began his career in Cape Town, South Africa with the South African Revenue Services, before moving to supply chain industry as customs operations manager for a major international freight forwarder. He then worked as a Customs Valuation manager for a customs reform and modernization project in Africa before relocating to Asia in 2007.

Douglas worked at PwC in 2022 He works as an advisor on supply chain transformation across Asia for China + 1 strategies including advisory and indirect tax planning through the supply chain.

He has actively participated in Valuation and HS Classification committee meetings at the WCO.

Qualifications

Douglas is a certified compliance and risk professional as well as sanctions specialist he is also ISO qualified in compliance management systems (37301), anti-bribery management systems (37001) and IRM risk management.