

Your single point of contact for EU market entry

Customs, VAT and logistics operational advisory for companies
importing into the European Union

THE CHALLENGE

Entering the EU market means five decisions at once

01

Which country to enter through

02

Which customs regime to use

03

**Whether you need EU
warehousing**

04

**Which sales channel fits
your model**

05

Who is legally the importer

Get one of these wrong and shipments get blocked, margins get taxed twice, or the customer experience breaks.

HOW I HELP

One advisor, coordinating every moving part

Instead of juggling separate contacts for customs, tax, logistics and marketplaces, you have a single point of contact inside the EU — someone who understands the regulation and manages your local partners on your behalf.

Customs & Tax

Regime design, VAT/customs registration, compliance

Logistics & Warehousing

Storage strategy, customs broker sourcing and management

Marketplace & Distribution

Channel strategy, introductions to marketplace partners

WHY CB CONSULTING

An operational partner on the ground — with legal grounding when it matters

- 22 years running customs, tax and supply-chain operations in-house at Shell, Air France, Atos, Avalara and Glocal
- Hands-on execution: broker selection, warehouse setup, registrations and filings
- Legal background allows me to give accessory legal input directly on customs and tax matters; for anything beyond that, I brief and manage your local lawyers so you keep a single interface
- Independent boutique, no conflicting mandates

22

years of in-house operational experience

1

point of contact — execution, legal input and local counsel, coordinated on your behalf

Entry strategy & customs regime design

Country of entry

Which EU port or border best fits your distribution network, cost structure and VAT strategy — assessed across options such as Rotterdam, Antwerp, Le Havre, Hamburg or Duisburg.

Customs regime

Import followed by a suspensive regime (bonded / customs warehouse) to defer duties, versus import into free circulation with duties paid upfront — modelled against your cash-flow and distribution timeline.

SERVICE 2

Warehousing & customs brokerage

Storage strategy

Do you need an EU warehouse at all — and if so, bonded or standard? Sized to your inventory levels and delivery-time targets, not a default assumption.

Customs broker selection

Sourcing, vetting and coordinating a licensed customs broker on your behalf, so declarations are handled correctly from day one — one relationship, managed for you.

SERVICE 3

Choosing the right sales channel

	Direct B2C (IOSS)	Marketplace	B2B via an EU importer
Importer of record	You (or your fiscal rep)	You, via the marketplace's flows	Your EU customer
VAT / customs handling	IOSS registration required	Largely handled by the platform	Handled by your EU customer
Speed to market	Slower — full setup needed	Fast — platform infrastructure	Fast — if the relationship exists
Control over pricing & brand	Full control	Shared with the platform	Limited — set by the distributor

I help you assess which model — or combination — fits your product and existing EU customer relationships, and make the introductions where useful.

SERVICE 4

Importer of record & VAT registration

Every import needs a legally responsible importer of record — you, a fiscal representative, or your EU customer. I help you determine the right structure and register accordingly, so liability and compliance obligations are clear from day one.

Importer of record determination

VAT & OSS / IOSS registration

Fiscal representation, where required

Liability & compliance review

GET IN TOUCH

Let's talk about your EU entry

Cyril Bray — CB Consulting & Management

Website

cbconsulting-management.com

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LinkedIn

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