



The **European coalitions for cultural diversity** invite you to a Conference

How to adapt fiscal policies for cultural and audiovisual goods and services in the digital era?

Tuesday February 11th, 2014 from 14:00 to 17:15

European Parliament, Brussels, Room A1G-2, Altiero Spinelli building, entrance Simone Veil

The digital revolution brings numerous challenges for cultural and audiovisual goods and services: divergent VAT rates between member states, depending on whether they apply to physical or digital devices; Internet giants which establish their headquarters so as to escape taxation and obligations to support creation; the need to renew and modernize cultural policies to take the digital dimension into account It is time for decisions!

Programme:

14:00-15:30: Integrating digital multinationals into tax regimes and the creative economy in Europe

Chaired by **Carole Tongue**, Chairman of the UK Coalition for Cultural diversity and former MEP

Introduction by **Pervenche Berès**, MEP, Chairman of the committee on employment and social affairs.

Speakers: **Lorena Boix-Alonso**, Head of Unit, Converging media and content, DG Connect at European Commission; **Nicolas Colin**, co-writer of a report on the taxation of the digital economy (to be confirmed); **John Higgins**, Director General of Digital Europe (to be confirmed); **Pierre Lescure**, supervisor of the mission on “Culture at the digital era” commissioned by the French government; **Radu Mihaileanu**, writer and movie director.

15:45-17:15: Are we applying the right fiscal policy to culture?

Chaired by **Pascal Rogard**, president of the French coalition for cultural diversity Introduction by **Helga Trüpel**, MEP, vice-president of the Culture and Education committee

Speakers: **Richard Charkin** executive director of Bloomsbury Publishing Plc and vice-president of International Publishers Association ; **Michel Lambot**, co-president of the PIAS label and of IMPALA ; **Catherine Sustek**, member of cabinet of Androulla Vassiliou, European Commissioner for Education and Culture; **Jacques Toubon** French delegate for the *Taxation of Cultural Goods and Services* and former French minister of Culture.

17:30 : Cocktail