



EUROPEAN COMMISSION
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TAXATION AND CUSTOMS UNION
Customs
The Director

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**NOTE FOR THE ATTENTION OF THE
MEMBERS OF THE TRADE CONTACT GROUP (TCG)**

Subject: Withdrawal of United Kingdom from the EU – second phase of the European Commission information campaign for businesses

In February of this year, the European Commission's Directorate General for Taxation and Customs (DG TAXUD) launched a large communication campaign to nudge businesses to prepare for a possible "no-deal" Brexit scenario.

The objective of this EU27-wide campaign was to urge companies, especially SMEs, to check whether they are ready to continue doing business with the UK and to take the necessary steps to prepare.

In addition to the dissemination through DG TAXUD's own communication-channels and the Commission's corporate channels, we received very valuable support from our partners and networks in the Member States acting as local multipliers.

The help of national/local multipliers was crucial in disseminating the campaign to local stakeholders on the ground.

This was especially useful for reaching small and medium-sized businesses, something which had a tremendous impact on the success of the campaign in terms of website visits and downloads of the different publications.

Results of the campaign were good – we have seen an increase in businesses applying for AEO status and EORI numbers - but we need to continue our efforts to increase "Brexit-preparedness".

That is why DG TAXUD has now launched **the second phase of the campaign**.

For this second phase, we would be also be extremely grateful if we could count on your support again. You can help us by:

- Disseminating the link to our [dedicated website](#), available in all languages – by changing the language code at the end of the URL.
- Publishing links to our publications: the [Trader checklist](#) and [Customs Guide for Businesses](#). These are also available in all languages by changing the language code at the end of the URL.
- Publishing the provided [web-banner](#) – linking it to DG TAXUD’s dedicated website in your national language.
- Disseminating these [pre-prepared messages / Tweets in your language](#) on your Social media channels (using this **PowerPoint presentation / visuals** in [square format](#) or [16:9 format](#)).
- If possible – print and disseminate the [Trader checklist](#) and [Customs Guide for Businesses](#) **in your offices** / info-centre or at any events you might attend.
- Send an **e-mail message or newsletter** – and further disseminate this material to your national contacts (such as Press & Media outlets, National Trader associations, Chambers of Commerce, your contact list) – and encourage them to disseminate the information further.

It is crucial that EU businesses continue preparing for any outcome and it is our role to support them and inform them on how to best prepare.

Should you have any questions or remarks, please feel free to contact Edson Ramos (edson.amos@ec.europa.eu) or Momchil Sabev (momchil.sabev@ec.europa.eu) from DG TAXUD’s Communication team.

(e-signed)
Philip Kermode