

TaxPlanet is a worldwide organization of legal and accounting professionals primarily specializing in tax, both at national and international levels. The organization currently comprises independent tax advisors from more than 30 countries and is constantly growing and expanding.

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### **Background Story**

TaxPlanet was established in 2008 by Martin Ruchti, a Swiss economist, public accountant, and tax expert. After having earned an advanced master's degree in international taxation, he realized that international tax work requires more than just some technical knowledge. Tax laws and practices evolve through new judicial decisions, interpretations, and standards, and detailed up-to-date information is usually only available in local languages. That is why international tax work also requires sophisticated skills in modern methods of information sourcing (e.g. web research) and ways of cooperation. Last but not least, and probably one of the most important aspects besides the technical ones, is how a tax advisor is integrated, located, and ranked in the (virtual) global market place. A convincing 'backdrop' may be very helpful regarding the question how trustful a tax advisor appears in the eyes of his clients.

### **How TaxPlanet differs from other Organizations**

Legal and accounting networks are most often quite big and non-specialized, and although they may have specialized groups within their organizations, not seldom lack a certain level of strength and market coverage within one or another area of expertise. There is often no clear profile, except that they seem to be skilled in everything.

TaxPlanet, in contrast, is taking a focused and tailored approach. This allows the achievement of an optimal size, strength and worldwide coverage within a clearly defined and demarcated area of expertise, and thus also brings maximum exposure and value to every single tax advisor listed in the pool of experts. In other words, technical aspects (professional expertise) and the establishment of a strong global brand name and market presence outweigh the aspect of referring work to each other. The emphasis on this aspect does, however, not devalue the other. Both is important, it's just a question of preference.

### **The Members (Tax Experts)**

Registration is open to people with a higher qualification in (international) taxation and some years of practical experience as a tax expert in a renowned legal or accounting firm, resp. with a different professional career of the same value as regards the field of taxation. The requirements are fairly strong but essential to meet the quality standards in the international market.

### **In Alignment with future Trends**

No one really knows how the world is going to change and how these changes will affect our life, so we have no other choice than to make assumptions. There is actually good reason to believe that globalization and technical progress will force both, worldwide tax harmonization and standardization, as well as the way how international tax advisors have to do their job. TaxPlanet is probably heading the right direction with its strategic alignment. Key features of the concept are the focus on a subject (specialization), the international scope (worldwide), the lean and flat structures (cost efficiency), the ranking and visibility on the web (online presence), and the set-up as a highly flexible, non-formal organization (no fuss, no red tape) through relationships with some of the best tax experts around the globe (expertise).

The concept is simple, the task is not!

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