VAT COMPLIANCE

How a food services leader **secured global sporting compliance**

A leading contract food service company, **one of the world's largest in its sector** and employing more than 580,000 people, delivers **catering and hospitality** services across multiple continents. When they secured a contract to provide high quality services to a UK based team competing in an international sporting competition, those services needed to be delivered across numerous event locations worldwide.

The complexity was immediate: each country had its own VAT or GST system, its own rules, and its own requirements for foreign suppliers. Despite working with a single UK customer, the client's activities **triggered tax obligations in multiple jurisdictions**, each with different interpretations of place of supply rules.

To continue operating confidently across the competition calendar, the client needed clarity, direction, and a trusted partner capable of handling global compliance.

The challenge

The client faced a maze of global VAT/GST rules that varied significantly between race locations. **This complexity made it difficult for internal teams to align on requirements,** and the risk of incorrect treatment, or missing obligations entirely, was real. The lack of local language capabilities and on-the-ground knowledge meant navigating each country's tax authority would be time-consuming and resource-intensive.

To operate seamlessly across dozens of global events, the client needed a partner who could interpret complex legislation, identify historical and ongoing compliance obligations, and manage all registration and reporting requirements directly with tax authorities.

Our solution

VAT IT's global consulting team conducted a full review of the client's arrangements, supported by commercial agreements and a complete list of event locations. **For each country, we analysed:**

- Whether a VAT/GST system applied
- How the client's services should be treated for VAT/GST
- Registration and reporting obligations
- Recoverability of VAT/GST and any exclusions

Our assessment was based on current legislation and the client's specific operating model, including the fact that their sporting client had no establishment or VAT/GST registration in any of the relevant countries.

Once our advisory report was issued, we worked collaboratively with client stakeholders to ensure every element was clear and actionable. Our team then developed a tailored implementation plan covering historical and future compliance.

VAT IT handled

- ✓ All VAT/GST registrations across multiple jurisdictions
- ✓ Historical reporting where required
- ✓ Direct communication with every tax authority
- ✓ Ongoing compliance and reporting
- ✓ Full project coordination through a single dedicated account manager

Our approach combined deep global tax expertise with simplified, digestible reporting and a coordinated compliance model. Each stage of the project flowed seamlessly from consulting into execution, with complete alignment across all VAT IT teams.

The results

The impact was immediate and far-reaching:

- **Clear, confident compliance across all event locations**
- **Successful VAT/GST registrations** in each required jurisdiction
- **Streamlined reporting,** handled through a single point of contact
- **A fully transparent compliance setup,** enabling seamless ongoing operations
- **Reduced risk** through proper treatment of historical and future obligations
- **Significant efficiency gains** versus traditional Big Four-style approaches
- **Faster implementation,** thanks to automated indirect tax reporting tools

The client can now execute its international competition calendar with complete certainty, fully registered, fully compliant, and fully prepared for any new event locations.

Strategic impact

Beyond achieving compliance,the client gained a scalable global VAT framework that supports future growth. With a clear understanding of local obligations, and automated reporting in place, **they can now:**

- Operate confidently in any new event location
- Accurately collect and remit VAT worldwide
- Reduce administrative burden on internal teams
- Plan ahead rather than react to tax challenges
- Maintain strong relationships and good standing with tax authorities

This project demonstrates how proactive VAT management enables global operations, not just safely, but successfully.

Ready to simplify global compliance?

If you're navigating complex, multi-country VAT obligations, we can help.

Explore what's possible with VAT IT:

Talk with our VAT specialists. | Recover your hidden VAT. | Stay compliant with e-Invoicing.

Let's make global VAT compliance simple, scalable, and efficient.