



Letter from the Chairman, no 12
Stockholm July 30th 2015

Dear members and friends of the World Taxpayers Associations!

The world economic interest has quickly changed from Greece to China. For a while "everyone" was an expert on Greece and what had gone wrong. Most agreed that the Euro had been a "quick fix" which felt good for a bit and then backfired when the initial effect wore off. Few comments went in depth to actually also see what measures for instance the international banking interests had contributed to get Greece into such deep trouble.

Now the focus is on China and slower growth than the projected 7% for this year. The general growth in Asia is still high - projected at 5.5 %, but over the next two years India is thought to be growing faster than China as China settles after the real estate bubble and is gradually - in spite of rapid stock exchange shifts - going into more stable growth pattern. The Shanghai stock exchange is in free fall - after having increased by 100% in a year! Few realise this exchange is primarily an internal Chinese exchange, with the major international trading done in Hong Kong where the effect is not so dramatic.

Japanese for Tax Reform Launch "Children's Day" in addition to "Tax Freedom Day"

Many in our network of taxpayer groups have the last two months published the "Tax Freedom Day" for their country - the day when a normal family or worker has finished paying all his taxes for the year and is finally working for his own benefit. In Japan this date was the 5th of June. Mr. Hiroshi Yoshida and Mr. Masaru Uchiyama (Mr. You) of the Japanese for Tax Reform have added a "Children's Day" to also include the government spending of borrowed money on top of the tax money - in effect taxes deferred to our children to pay. In Japan this day is as late as July 5th compared with the Tax Freedom Day of June 5th! WTA is trying to summarize and publish the Tax Freedom Days for as many countries as possible, so do send us your day!

Georgia - a tax example for other countries!

The country of Georgia has made great changes in the tax system - 22 taxes have become just 6, a flat tax has been introduced and perhaps most importantly the social security tax formerly paid from the employers directly has been added and merged with the income tax so it is visible and not hidden. The actions have been effective, reducing the combined taxes on income in two steps from 32 to 25 and now 20 % flat tax. Corruption has been greatly reduced by doing away with hundreds of import regulations and a complicated customs process. Bjorn Tarras-Wahlberg, former Secretary General of WTA and Chairman of the Asia Pacific Taxpayers have written an article for one of the major Swedish newspapers on these developments. We know our thoughtful and highly regarded Georgian taxpayer advocates have had a great part in achieving these changes. We will add an English translation to our web page.

<http://worldtaxpayers.org/wp-content/uploads/2015/07/Georgia-World-Champion-of-Taxes-By-Bjorn-Tarras-Wahlberg.pdf>

Practical ideas and experiences on our web page

Our members section on the web page now includes a number of links and examples.

Go to Resources on the Members Area page:

<http://worldtaxpayers.org/members-area/resources/>

You will find a number of useful sub sections:

Fundraising Tips: <http://worldtaxpayers.org/members-area/resources/fundraising-tips/>

How to Start a Group: <http://worldtaxpayers.org/members-area/resources/how-to-start-a-group/>

Marketing Tips: <http://worldtaxpayers.org/members-area/resources/marketing-tips/>

Tax Facts: <http://worldtaxpayers.org/members-area/resources/tax-facts/>

as well as previous editions of the **Letter from the Chairman**

<http://worldtaxpayers.org/members-area/resources/letters-from-the-chairman/>

and the newsletter **Taxpayer Leaders Forum**.

<http://worldtaxpayers.org/members-area/resources/taxpayer-leaders-forum/>

We will continue to develop this and so do send us your ideas and experiences.

For now, the Members Area's username and password is wta2015.

WTA on Facebook

WTA now has a closed Facebook page, to facilitate exchange of ideas and communication. I think this venue can very useful as we add spontaneous comments and information. <https://www.facebook.com/groups/WorldTaxpayersAssociations>

Suggested reading

Kevin Gentry, the American direct marketing guru, recommends Al Ries' and Jack Trout's book *Positioning: The Battle for Your Mind*. It is already a marketing classic on the key aspect of communication, advertising and marketing. Here is a link to Amazon where you can read more. <http://www.amazon.com/Positioning-The-Battle-Your-Mind/dp/0071373586>

One quote from the book:

People who depend on communication for their livelihood know the necessity of oversimplification. You should look for the solution not inside the product, not even inside your own mind. The solution to your problem is inside the prospect's mind.

Quote of the month

Two quotes from the world of sports:

"It is hard to beat a person who never gives up." - Babe Ruth, Member of the U.S. National Baseball Hall of Fame

"Talent wins games, but teamwork and intelligence wins championships" – Basketball star, Michael Jordan.

Go champs!

Best wishes,

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