



September 23, 2025

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- Learning through Insight Sessions and Fireside Chats
- Training on Avalara products (All-Access Pass required)

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events.avalara.com

#AvalaraCRUSH

Trade and Tariff Tuesdays
is moving to bi-weekly
starting today!

➡ [Register for future sessions](#)

October

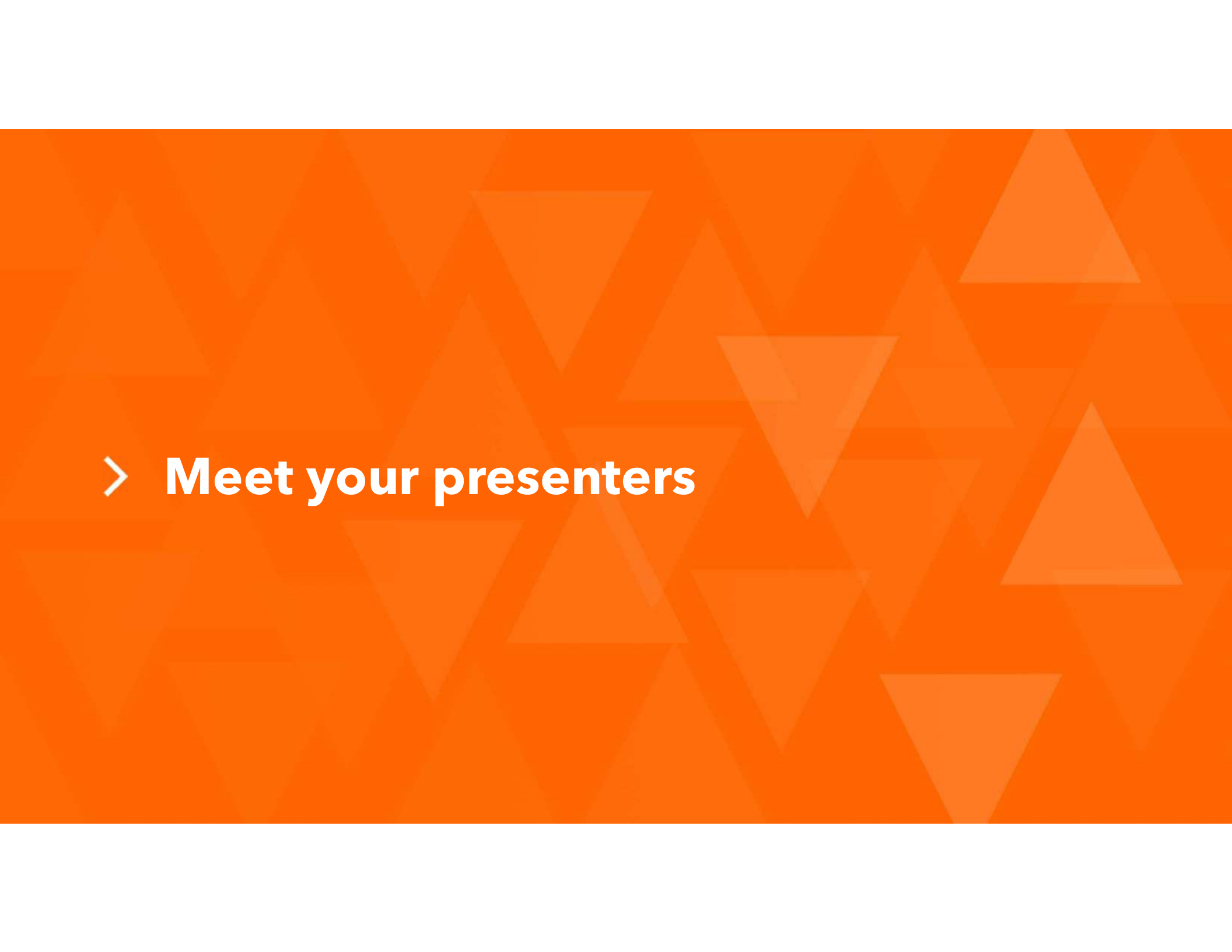
07 & 21

November

04 & 18

December

02 & 16



> **Meet your presenters**

Meet your presenters



Craig Reed

*General Manager,
Cross-Border*



Patrick Frith

*Sr. Director of Growth,
Cross-Border*



Agenda

01 **The latest news in trade compliance**

02 **Implications to your business**

03 **Take action with Avalara**

04 **Q&A**

POLL QUESTION #1

Recent estimates from J.P. Morgan put the average effective U.S. import tariff rate at what level – the highest in decades?

A ~5%

B ~10%

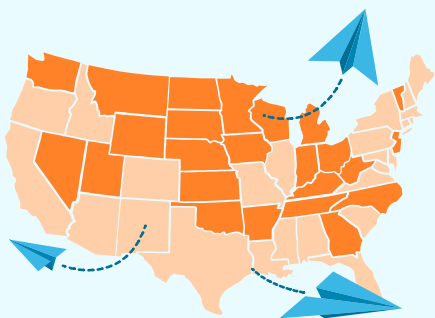
C ~20%

D ~35%



> The latest news in trade and tariffs

August- September at-a-glance



Reciprocal tariffs and trade deals

Starting September 8, there will be zero tariffs on key industrial goods from trade-deal partners. Agencies can also auto-waive tariffs once agreements are in place.

Japan

Baseline 15% tariff on nearly all Japan-origin imports; autos & parts capped at 15%. Retroactive to Aug 7 (refunds per CBP process).

EU

U.S. commits to a 15% max on most EU goods; MFN-only for specified categories incl. cork, aircraft/parts, and generics. EU intends to eliminate tariffs on U.S. industrial goods.

Canada

Effective Sept 1, Canada removed 25% retaliatory tariffs on USMCA-qualifying U.S. goods (keeps protective measures on steel, aluminum, autos).

CBP + end of de minimis

Postal carriers may delegate duty collection/remittance to one of these qualified parties to maintain operational continuity post de minimis.

Organic sugar

More than 90% of organic sugar used by U.S. manufacturers is imported, and prices are projected to jump about 30% after steep tariffs and new high-tier duties take effect Oct. 1.

Proposed trade deal frameworks



Canada

35% tariff on Canadian goods not covered by USMCA



The EU

Baseline 15% tariff across most sectors. 50% on steel and aluminum will remain.



Switzerland

Proposed 31% tariff increased to 39%



Mexico

Proposed 30% IEEPA tariff paused for another 90-days



Brazil

50% tariff on most Brazilian imports, 10% on exempt items, 76.4% on beef



India

Proposed 26% tariff decreased to 25%, then increased to 50%



China

Tariffs on Chinese imports held at ~30%, set to be reviewed on November 10



Vietnam

20% tariff on most Vietnamese exports, 40% tariff on goods deemed transhipped. Many U.S. exports could be duty-free



Japan

15% cap on Japanese exports across all sectors. 50% on steel and aluminum remain



Taiwan

Proposed 32% tariff decreased to 20%



Indonesia

19% tariff on Indonesian exports, 99% of U.S. goods could be duty-free, plus removal of non-tariff barriers

Overview of the tariff letters and July trade talks

- Decreased from April 2nd
- No change from April 2nd
- Increased from April 2nd
- Updated during July trade talks

	U.S. discounted reciprocal tariffs (April 2 nd)	Adjusted U.S. discounted reciprocal tariffs	Effective date		U.S. discounted reciprocal tariffs (April 2 nd)	Adjusted U.S. discounted reciprocal tariffs	Effective date
Algeria	30%	30%	August 7	Laos	48%	40%	August 7
Bangladesh	37%	20%	August 7	Libya	31%	30%	August 7
Bosnia and Herzegovina	35%	30%	August 7	Malaysia	24%	19%	August 7
Brazil	10%	50%	August 1	Mexico	25% 0% (USMCA)	30% (0% USMCA)	October
Brunei	24%	25%	August 7	Moldova	31%	25%	August 7
Cambodia	49%	19%	August 7	Myanmar (Burma)	44%	40%	August 7
Canada	25% 0% (USMCA)	35% (0% USMCA)	August 1	Philippines	17%	19%	August 7
The European Union (EU)	20%	15%	August 7	Serbia	37%	35%	August 7
India	26%	50%	August 27	South Africa	30%	30%	August 7
Indonesia	32%	19%	August 7	South Korea	25%	15%	August 7
Iraq	39%	35%	August 7	Sri Lanka	44%	20%	August 7
Japan	24%	15%	August 7	Switzerland	31%	39%	August 7
Kazakhstan	27%	25%	August 7	Taiwan	32%	20%	August 7
				Thailand	36%	19%	August 7
				Tunisia	28%	25%	August 7
				Vietnam	46%	20%	August 7



FOLLOW OUR BLOG

[Reciprocal tariffs explained: Impact on your business](#)

Where are we now?

As of August 25, 2025, 5pm PST

China

- **30%** on majority of Chinese imports (20% IEEPA + 10% baseline) – **May 14**
- Section 301 tariffs remain fully in effect, impacting many electronic and industrial products.
- Ended duty-free de minimis treatment for China and Hong Kong on **May 2**
- Section 301 tariff exclusions extended for 164 products and 14 solar manufacturing equipment items **June 1 - August 31**
- Truce keeping tariffs at 30% was extended again until **November 10**

Canada & Mexico (USMCA)

- **Canada: 35%** tariff effective August 1
- **Mexico: 30%** proposed on July 12 but paused for 90-days starting July 31. The current **25%** general tariffs and sector-specific duties apply to non-USMCA goods
- Unclear if energy products will continue to receive a 10% tariff
- Canada **removed 25%** retaliatory tariffs on USMCA-qualifying U.S. goods, effective **September 1**

Other major trading partners

- **10%** on all countries not under bilateral agreements effective **August 7**
- **UK: 10%** on exports still in place, **25%** on steel and aluminum, automobile tariffs reduced to **10%** for the first 100,000 vehicles annually.
- **EU: 30%** tariff reduced to **15%**
- **Indonesia: 32%** tariff reduced to **19%**
- **Japan: 25%** tariff reduced to **15%**
- **Vietnam: 46%** tariff reduced to **20%**
- **Brazil: 10%** tariff increased to **50%** for certain goods, **76.4%** for beef
- **Switzerland: 31%** tariff increased to **39%**
- **Taiwan: 32%** tariff decreased to **20%**
- **India: 50%** tariff effective **August 27**

Industry and material tariffs

- **25%** on countries that buy oil or gas from Venezuela effective **April 2**
- **50%** (except for the UK) on steel and aluminum effective **June 4**, expanded list effective **August 18**
- **25%** on automobiles effective **April 3**
- **50%** on copper effective **August 1**
- **100%** on imported semiconductors proposed on August 6, **effective date TBD**
- **0%** on certain industrial goods (nickel, graphite, gold, pharmaceuticals, LEDs) from countries with trade agreements effective **September 8**
- Increased tariffs on **organic sugar**, including **50%** on sugar from **Brazil** effective **October 1**.



BOOKMARK OUR TARIFF TABLE

[Overview and table of U.S. tariffs by country](#)

Global tariff snapshots

New Tariff Requirements for 2025

Send questions to: tradeinquiry@cbp.dhs.gov
Updated 8/25/2025
CBP Publication No. 5-17-8025

Through Executive Orders and Proclamations, the President has imposed new tariffs on goods imported into the United States pursuant to the International Emergency Economic Powers Act (IEEPA) and Section 232 of the Trade Expansion Act of 1962. **This is a high-level overview. Many exemptions and other detailed provisions may apply that are not summarized below.** For complete information, visit the CBP.gov website using the QR code below.

Autos, Auto Parts

As of May 3: 25%

Section 232: 25% on passenger vehicles and light trucks and auto parts of all countries, except UK and USMCA. See below for unstacking.

Copper

As of August 1: 50%

Section 232: 50% on imports of semi-finished copper products and intensive copper derivative products of all countries. See below for unstacking.

Steel

As of June 4: 50%

Section 232: 50% on imports of steel (including derivatives) of all countries, except UK (25%). See below for unstacking.

Aluminum

As of June 4: 50%

Section 232: 50% on imports of aluminum (including derivatives) of all countries, except Russia (200%) and UK (25%). See below for unstacking.

Brazil

As of August 6: 40%

IEEPA: 40% on all nonexempted goods. Stacks with Reciprocal rate.

Russian Oil (India)

As of August 27: 25%

IEEPA: 25% on all nonexempted goods of India. Stacks with Reciprocal rate.

Canada

As of August 1: 35%, 10% Energy & Potash

IEEPA: 35% on all goods except 10% on energy and potash; exemptions for USMCA-originating goods. See below for unstacking.

Mexico

As of March 7: 25%, 10% Potash

IEEPA: 25% on all goods except 10% on potash and exemptions for USMCA-originating goods. See below for unstacking.

China/Hong Kong

As of March 4: 20%

IEEPA: 20% tariff on all goods. Additional IEEPA reciprocal rate of 10%.

Reciprocal

As of August 7: 10% to 41%

IEEPA: 10% minimum for all countries, then specific rates for all nonexempted goods; 10% to 41% for 95 countries.

Unstacking Certain Tariffs

1. Products subject to Auto/Auto Parts 232 are not subject to Copper/Aluminum/Steel 232. Reciprocal, Brazil/Russian Oil/Canada/Mexico IEEPA.

2a. Content subject to Section 232 Aluminum/Steel is not subject to Reciprocal, Brazil, Russian Oil, or Canada/Mexico IEEPA.

2b. Content subject to Section 232 Copper is not subject to Reciprocal, Brazil, or Russian Oil.

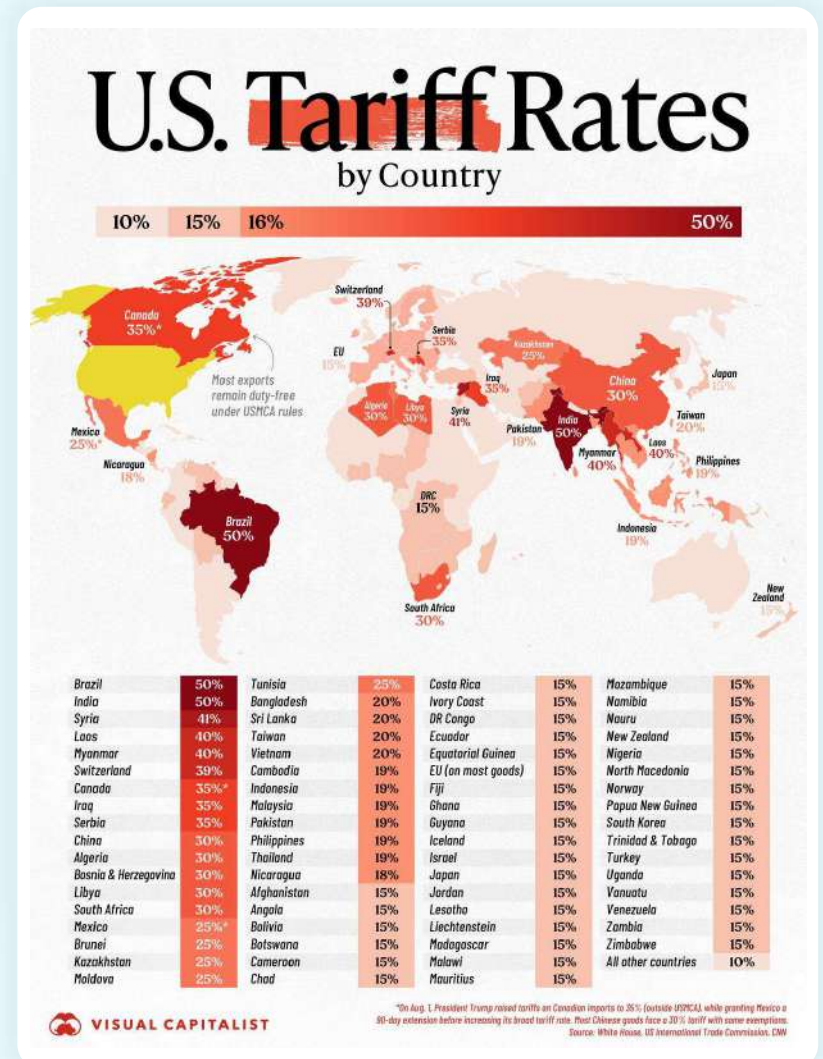
Products with a mixture of copper, steel, and/or aluminum content continue to be subject to all of the applicable Copper/Steel/Aluminum 232 tariffs.

De Minimis As of August 29, de minimis duty free entry is no longer available for goods from any country.

Office of Trade | Trade Remedies

https://www.cbp.gov/sites/default/files/2025-08/20250820_tariff_factsheet_0.pdf

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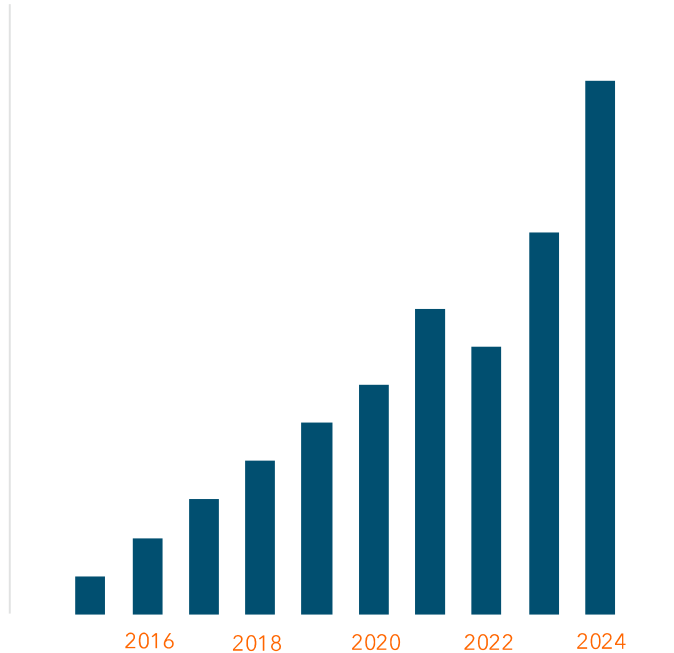


<https://www.visualcapitalist.com/mapped-u-s-tariff-rates-by-country>

End of de minimis exemptions

Evolving eliminations

VOLUME OF 'DE MINIMIS' SHIPMENTS TO THE US



Source: US Customs and Border Protection; National Bureau of Economic Research, [c/o BBC](#)

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May
2

Duty-free de minimis treatment ends for goods from China and Hong Kong under \$800

August
29

Duty-free de minimis treatment ends for all countries' imports under \$800

What this means for global trade compliance

- Low-value international postal shipments may be subject to applicable tariffs or to a flat duty ranging from \$80 to \$200 per item, depending on the country of origin.
- Carrier requirements may now include reporting shipments, proper tariff code, content information, maintain international bonds, and remit duties to CBP.
- CBP may require formal entry for any package.

End of de minimis exemptions

What changed and when

- **Before Aug 29, 2025**
 - ✓ Shipments $\leq$ \$800 entered duty-free under Section 321
 - ✓ Simplified processes (Entry Type 86), minimal data
- **After Aug 29, 2025**
 - **All imports must be filed in ACE**
 - Entry Type 1 (formal): $>$ \$2,500
 - Entry Type 11 (informal): most low-value shipments
 - Detailed documentation required, **including 10-digit HTS code**
 - Postal shipments still require HTS codes + fees (e.g., 54% or \$100 for Chinese goods)



No more “duty-free” small shipments



Higher compliance costs



Exposure to full tariff rates



Need to review supply chain, customs processes, and cost models

CBP Trade Statistics*

Trade Remedy Enforcement ¹	Imported Products	FY 2024	FY 2025
Section 201	Solar Products ²	\$296.49M	\$421.47M
Section 232	Steel ³	\$1.22B	\$4.46B
	Aluminum ⁴	\$388.98M	\$2.62B
	Automobiles ⁵	-	\$17.32B
	Automobile Parts ⁶	-	\$6.73B
	Copper ⁷	-	\$349.79M
Section 301	China Products ⁸	\$38.19B	\$33.82B
IEEPA	China and Hong Kong, all goods ⁹	-	\$26.48B
	Mexico, all goods ¹⁰	-	\$5.53B
	Canada, all goods ¹¹	-	\$1.84B
	Reciprocal all countries, all goods ¹²	-	\$45.37B
	Brazil, all goods ¹³	-	\$194.27M
	India, all goods ¹⁴	-	\$47.58M

Trade Remedy Duties Assessed = trade remedy duties due on imported goods.

¹ As of September 7, 2025

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As the Importer of Record, you're legally responsible—and the risks are real:

- Steep fines
- Seizure of your valuable inventory
- Business disruption
- Loss of import privileges
- Criminal charges

Enforcement in action:

- \$3.4 million civil penalty against Rayson Global, along with all unpaid duties, taxes, and fees.
- \$8.1 million settlement with Evolutions Flooring, Inc. and its owners.

\$166.7B

Total duties, taxes, and fees collected by CBP January-June 2025

\$103.86B

From IEEPA, Section 232 automobiles + copper, and reciprocal tariffs in 2025 that was not generated in years prior

What is the United States-Mexico-Canada Agreement (USMCA)?

Replaced NAFTA on July 1, 2020

6 steps to certify goods
to claim preferential
tariff treatment:

Verify eligibility

**Include 9 data
elements**

**Complete
certification**

Exemptions

**Submit and
maintain**

Special rules

USMCA governs
nearly \$1.5 trillion in
annual trade

USMCA: Submissions + negotiations

USTR will soon begin accepting submissions for the USMCA review process, likely starting with a request for stakeholder comments this month

Steps under USMCA statutory timeline

- The USMCA mandates a joint review every six years, triggering the 2026 review cycle. However, this appears to be moving forward earlier than the 2026 target.
- The USTR must hold at least one public hearing and deliver a report to Congress by early 2026.

Mexico seeks an accelerated review

- Mexican officials are pushing for an early review in late September or early October 2025 rather than adhering to the original July 2026 schedule.

Why early talks are gaining momentum

- Mexico is particularly motivated to advance the review, hoping to rebuild investor confidence amid a sharp 21% drop in foreign direct investment in Q1 and a major slowdown in economic growth forecasts.

U.S. courts challenge IEEPA tariffs

Timeline of events, 2025

The Supreme Court has ordered expedited briefing with a deadline around **October 30**. Oral argument is scheduled for **first week of November**.

May
28

CIT ruling

The CIT ruled that President Trump exceeded his IEEPA authority by imposing "Liberation Day" tariffs and permanently blocked their enforcement.

May
29

Stay granted

Federal Circuit Appeals Court granted a temporary administrative stay, allowing the tariffs to remain in effect while the government appeals.

July
31

En Banc Oral
Arguments

The full Federal Circuit (en banc) heard arguments, with media reporting skepticism toward the Trump administration's position.

August
29

Federal
circuit ruling

The Appeals Court upheld the CIT ruling that Trump lacked IEEPA tariff authority, but stayed enforcement until Oct. 14 pending Supreme Court appeal.

Sept.

Supreme
Court Appeal

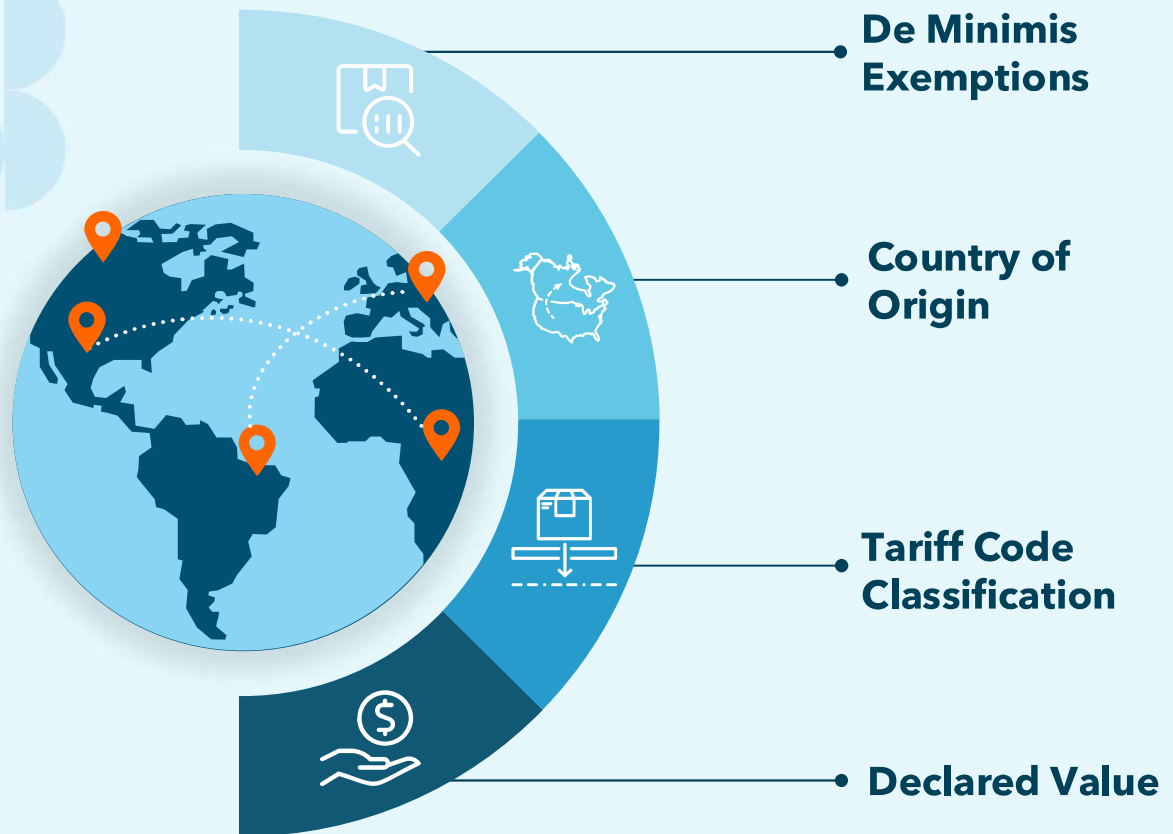
The Trump administration officially petitioned the U.S. Supreme Court for review, underscoring the high-stakes nature of the case.



> Implications to your business

4

**puzzle pieces
of global
trade**



Mixed bag – brands feeling de minimis pain while others are cheering



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\$32M

Lululemon cut its outlook after de minimis ended, expecting \$240M in tariffs this year and \$320M next year on Canadian shipments.

\$160M

The end of de minimis is a “meaningful factor” in the roughly \$160 million tariff impact **Coach and Kate Spade parent company Tapestry (TPR)** expects this year.

15%

Nissan is pulling its Ariya electric SUV from the US lineup for the 2026 model year, a move that industry observers say was pushed over the edge by the 15% tariff on Japanese-built EVs.

American companies celebrate

- The move “can only help” Urban Outfitters, CEO Richard Hayne said last month.
- Five Below shared a similar assessment of the new policy.
- Simon Property Group CEO said he wished a loophole that some Chinese companies took “real advantage of” was closed before Forever 21 was on the path to bankruptcy.

Tariff impacts on U.S. consumers



20%

Effective tariff rate as of September 2025—roughly **double the historical average** and well above the WTO-era norm of ~2-3%.

source: JP Morgan Research, Sept 2025

While importers are legally responsible for paying tariffs at customs, many companies plan to pass that added cost on to consumers:

- Nike, Adidas, Walmart, Home Depot all announced price increases.
- Nissan withdrew its Ariya EV from the U.S. rather than absorb the tariff.



2.9%



YoY inflation, with tariffs on autos, apparel, and home goods contributing significantly.

CPI data (Aug 2025)

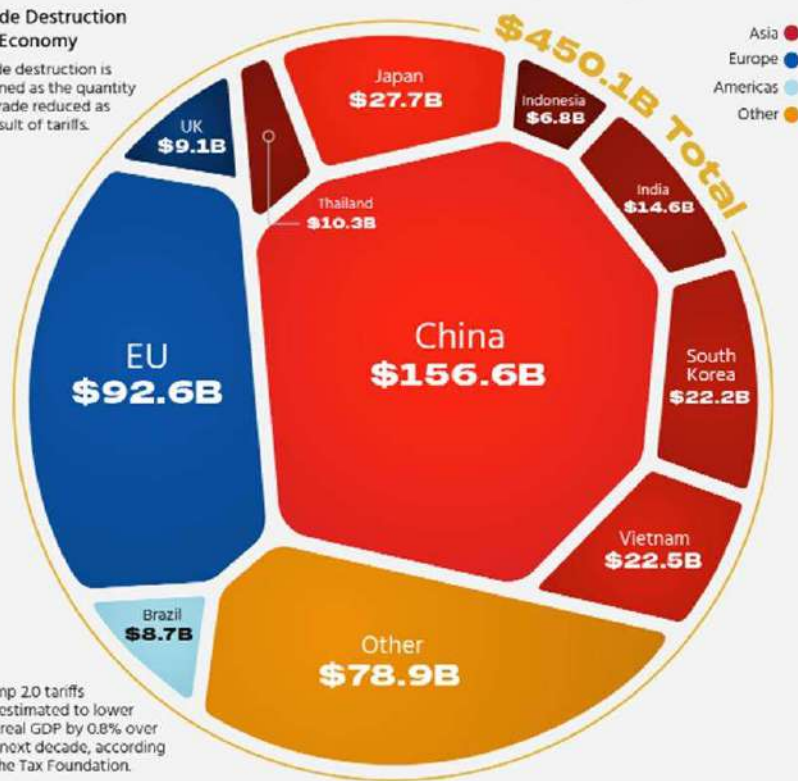
BREAKING DOWN

\$450.1 Billion of Trade Destruction from U.S. Tariffs

Trade Destruction by Economy

Trade destruction is defined as the quantity of trade reduced as a result of tariffs.

The UN has crunched the numbers projecting the ripple effects of Trump's May 12th tariffs using its new Trade Intelligence and Negotiation Adviser (TINA) simulator. Which economies are bracing for the biggest hits?



Trump 2.0 tariffs are estimated to lower U.S. real GDP by 0.8% over the next decade, according to the Tax Foundation.

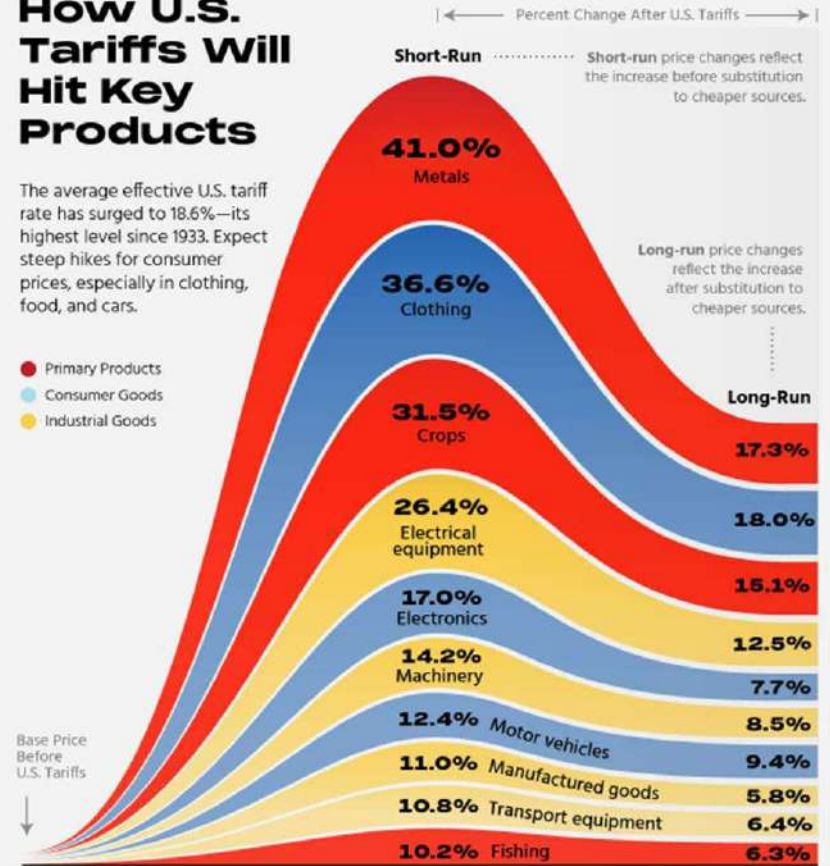
[U.S. Tariffs to Destroy \\$450 Billion in Trade](#)

CHARTING

How U.S. Tariffs Will Hit Key Products

The average effective U.S. tariff rate has surged to 18.6%—its highest level since 1933. Expect steep hikes for consumer prices, especially in clothing, food, and cars.

Legend: Primary Products (red), Consumer Goods (blue), Industrial Goods (yellow).



[Tariffs: Charting How U.S. Duties Will Hit Key Products](#)

5 proactive steps to building a resilient supply chain strategy



Explore diversification of shipping carriers and/or sources of supply

1

Automate global trade compliance

2

Work with a customs broker to lean on their network and expertise

3

Ensure product details are compliant with global trade regulations

4

Build inventory to absorb short-term headwinds

5

POLL QUESTION #2

Are you planning to adjust your supply chain due to impending global trade changes (duties, tariffs, regulation changes) in any of the following ways?

- A** Diversifying suppliers and manufacturers

- B** Switching to local suppliers and manufacturers

- C** Investing in new trade technology or tools for supply chain management and trade compliance

- D** Rethinking distribution strategies (e.g., new fulfillment center locations, carriers, shipping routes)

- E** Other - Please specify

- F** I don't know yet

POLL QUESTION #3

What are your plans for addressing the increased cost from global tariffs on your goods?

- A** Pass additional costs onto the customer by raising item prices

- B** Include a tariff surcharge

- C** Absorb the tariff costs

- D** Sharing the tariff costs with your suppliers

- E** Other - Please specify

Can your business keep up with these changes?

Out-of-date trade compliance information and tariff rates could result in:

01

Penalties, fines, and delays for non-compliance

02

Under- or over-charging customs duties and import taxes

03

Added costs for customers and supply chains

You're not alone.

55%

of respondents find cross-border eCommerce business environment challenging

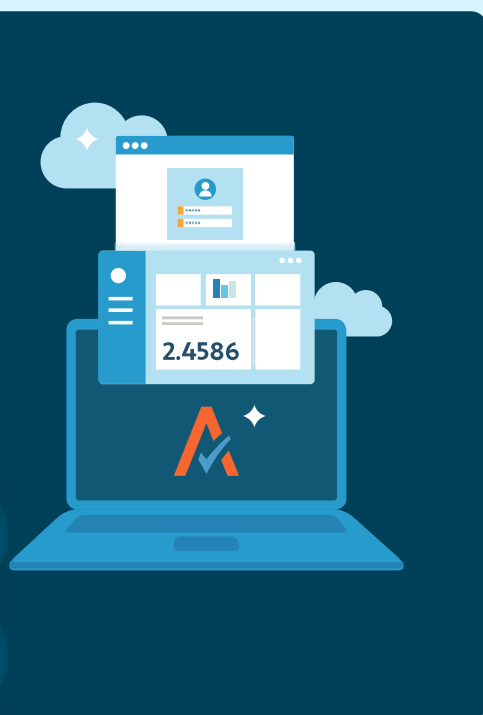




> Take action with Avalara

Go global with Avalara

A one-stop shop for your end-to-end international compliance needs



AvaTax Cross-Border

Simplify your compliance process with a flexible, unified platform to help calculate or estimate customs duties upfront with greater accuracy.



Tariff Code Classification

Automate the assignment of Harmonized System (HS) codes with a solution that scales to meet global needs, including AI-based and self-serve capabilities in addition to managed classification that combines automated services and human expertise.



Trade Restrictions Management

Learn about applicable government restrictions on selling goods across borders prior to shipment to alleviate products being denied at the border.



> **Demo**



Try Self-Serve Tariff
Code Classification for
yourself!

14-day

free trial limited offer

By signing up here you will receive communication from Avalara with your 14-day free trial login credentials. For registrations prior to Thursday at 4 p.m. ET, your free trial will start the following Monday. For registrations between Thursday at 4 p.m. ET and Monday, your trial will begin on the second Monday after registration and last for 14 days. Destination countries are limited to the U.S., Canada, and the EU countries. Country of Origin selections are unlimited. Number of classifications is limited to 30. Free trial offering is limited; [terms and conditions apply](#).



Access Self-Serve Tariff Code Classification 2 weeks starting the Monday after you sign up.

The offer includes:

- Three destination countries – U.S., Canada, EU
- Unlimited Country of Origins
- Up to 30 unique HS and Tariff code classifications

EXPLORE

how your specific product catalog could benefit from more accurate classification and trade compliance intel.

POLL QUESTION #4

Would you like to start a **14-day free trial of Avalara Self-Serve Tariff Code Classification?**

A Yes

B No

By signing up here you will receive communication from Avalara with your 14-day free trial login credentials. For registrations prior to Thursday at 4 p.m. ET, your free trial will start the following Monday. For registrations between Thursday at 4 p.m. ET and Monday, your trial will begin on the second Monday after registration and last for 14 days. Destination countries are limited to the U.S., Canada, and the EU countries. Country of Origin selections are unlimited. Number of classifications is limited to 30. Free trial offering is limited; [terms and conditions apply](#).

POLL QUESTION #5

Would you like to **talk with an Avalara expert** about your global trade compliance?

A Yes

B No

Q&A





Stay up to date with our blogs

- [The de minimis exemption is ending: Is your business ready? - Avalara](#)
- [How to prepare for Trump tariffs](#)
- [Reciprocal tariffs explained: Impact on your business](#)
- [What you need to know about the US-Canada trade war](#)
- [How to handle U.S.-China tariffs and the end of de minimis](#)
- [Trump steel and aluminum tariffs: What you need to know - Avalara](#)



Keep learning

- [View Tariff Code Classification Demo](#)
- [Cross Border Resources - Avalara](#)
- [U.S. Tariffs by Country - 2025 Overview and Impact Summary - Avalara](#)
- [De Minimis Threshold Table - Avalara](#)

Global trade glossary

Term	Definition
Delivered Duty Paid (DDP)	The seller assumes all responsibility, risk, and costs associated with transporting goods to the buyer's location, including import duties, taxes, and customs clearance.
Delivered Duty Unpaid / Delivered at Place (DDU /DAP)	The buyer being responsible for import duties and taxes. Under DAP, the seller delivers the goods ready for unloading but does not handle customs clearance or pay duties.
De minimis	A threshold below which imports are exempt from customs duties and/or taxes. Varies by country (e.g., USD 800 in the U.S. for most shipments). Critical for assessing cross-border e-commerce profitability and compliance.
Landed cost	The total cost of a product once it has arrived at the buyer's location. Includes product cost, shipping, insurance, duties, taxes, handling, and any other import charges.
Country of Origin (CoO)	A document certifying the country in which the goods were manufactured. It may impact duties under free trade agreements and is often required for customs clearance.
Tariff code	General term referring to classifications used to impose duties on imports, varying by country and often based on the HS system.
Harmonized System (HS) codes	Internationally standardized 6-digit codes used to classify traded goods.
Harmonized Tariff Schedule (HTS) codes	10-digit extensions of HS codes used by the U.S. to determine import duties and regulations.
Schedule B code	10-digit codes used by the U.S. to classify exported goods, maintained by the U.S. Census Bureau .
Product classification	The process of assigning the correct HS/HTS/Schedule B code to a product. Crucial for determining duties, eligibility for trade agreements, export controls, and reporting.
IEEPA	U.S. legislation empowering the President to regulate commerce in response to national emergencies, including sanctions and trade restrictions on entities or countries.
Section 232	Part of U.S. trade law that allows the President to impose trade restrictions (e.g., tariffs) on imports that threaten national security (e.g., steel and aluminum).
Section 301	Allows the U.S. to take action against foreign trade practices that are unfair or discriminatory. Often used to impose tariffs in response to intellectual property theft or trade imbalances (e.g., U.S.-China trade war).
Merchant of Record	The entity legally responsible for selling the product to the end customer, including handling tax collection, payment processing, compliance, and refunds.

Upcoming webinars

avalara.com/webinars

Webinars Calendar

- **9/30** 2025 Tax changes: Q4 outlook
- **10/7** Trade and Tariff Tuesdays
- **10/9** Building a Resilient Supply Chain
- **10/14** Untangling use tax: expert insights from the front lines
- **10/15** Breaking tax barriers to global growth
- **10/21** Trade and Tariff Tuesdays





Avalara

Tax compliance done right