

Aviva consolidation 'not just for tax'

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[Aviva consolidation 'not just for tax' - The Irish Times - Fri, Oct 23, 2009.](#)

Subject to regulatory approval, Aviva plans to establish a single European holding company in Ireland, to be named Aviva Europe General Insurance.

Mr Purdy said the decision was taken on the basis of streamlining and improving the services available to European customers.

He said Aviva believed that it was unlikely to generate ill sentiment in European countries that may potentially lose out on tax income should the planned integration take place.

Oh yes it will.