

## 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.