

Exploiting New Technologies to Transform the Approach to Transfer Pricing

A joint initiative of the WU Global Tax Policy Center and the WU Transfer Pricing Center



April 19-20, 2021 • Online



Content and Structure

The conference - a joint initiative of the WU Global Tax Policy Center and the WU Transfer Pricing Center at the Institute of Austrian and International Tax Law, WU (Vienna University of Economics and Business) - will focus on the potential of New Technologies to transform the approach to transfer pricing analyses. The discussions will be around practical examples related to data management, price setting, price testing and benchmarking, as well as the availability of comparable information and documentation. There will also be a focus on the impact of these technologies for audit practices and managing cross border disputes.

The event is part of a broader program on tax technology held as part of the Digital Economy Taxation Network which brings together governments and business to discuss emerging issues in the area of tax and technology.

AGENDA

MONDAY, APRIL 19, 2021

14.45 – 15.00 **Introductory Remarks**

15.00 – 17.00 **Session 1**
The Use of New Technologies for Transfer Pricing Analyses: The Taxpayers' Experiences

This session will present some of the New Technologies available to taxpayers for performing and documenting transfer pricing analyses (e.g., data collection and management, price setting, price testing and benchmarking, compliance and documentation)

TUESDAY, APRIL 20, 2021

15.00 – 17.00 **Session 2**
The Use of New Technologies for Transfer Pricing Reviews and Dispute Management: The Tax Administrations' Experiences

This session will present some of the New Technologies available to tax administrations for reviewing transfer pricing analyses (e.g., audit performance) and for managing disputes (e.g., joint audits, APAs, MAPs).

17.00 – 17.15 **Conclusive Remarks**

Speakers

JEFFREY OWENS

Director, Global Tax Policy Center, **WU**

RAFFAELE PETRUZZI

Managing Director, WU Transfer Pricing Center, **WU**
Member, **UN Subcommittee on Transfer Pricing**

PAOLO V. BARBANTINI

DDG, **Italian Revenue Agency**

JEAN-LOUIS BARSAC

Head of Tax, **Valeo**

SVEN BREMER

Global Head of Transfer Pricing, **Siemens**

NICK DAVIES

Technology Lead, **HMRC**

MAURO FAGGION

Transfer Pricing Expert, DG TAXUD, **European Commission**

JORGE JAMBEIRO FILHO

Fiscal Auditor, **Receita Federal do Brazil**

AIRI JANSEN-UUEDA

Chief Risk Officer (CRO), **Estonian Tax and Customs Board**

RYAN MC MAHON

Financial Services Transfer Pricing Lead, **HMRC**

ZAHIRA QUATTROCCHI

Group Head of Tax, **Anglo American**

CHRISTIAN RUNGE

Global Head of Transfer Pricing, **Shell**

RITU SHARMA

Director, Transfer Pricing, **Netflix**

SAIDIMU TERRA

Commissioner Intelligence and Strategic Operations, **KRA**

RAUL ZAMBRANO

Director of Technical Assistance and Technology, **CIAT**



Registration

I hereby submit my application for the conference "Exploiting New Technologies to Transform the Approach to Transfer Pricing" on April 19-20 2021 - online.

Please send to: milena.jana.gegios@wu.ac.at

First name _____

Surname _____

Academic Title (e.g. BA, MA, LL.M., Dr.) _____

Gender male female

Nationality _____

Current position and company / organisation _____

E-Mail _____

WE WOULD LIKE TO STAY IN CONTACT

Please tick the boxes as appropriate:

I am happy for my personal details to be included in the list of participants which I understand will be distributed to all registered course participants:

- Yes (Name Country Affiliation)
 No

I consent to being informed about the activities of the WU Global Tax Policy Center / Institute for Austrian and International Tax Law (e-mail newsletter/post). For this purpose, I allow the Institute for Austrian and International Tax Law to file and process my data (name, address, e-mail address). I can revoke my consent at any time, whereby the legality of the data storage and processing on the basis of the prior consent until the point of the revocation is not affected. My revocation may be declared at any time in writing to the Institute for Austrian and International Tax Law or by e-mail to officetaxlaw@wu.ac.at.

- Yes (WU GTPC Institute)
 No

BILLING ADDRESS

Please indicate the exact name and address to be shown on the invoice. You will receive the invoice by email only unless you specifically request a hard copy by post.

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Name / Company _____

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Zip-Code, City _____

Country _____

Tax code / Reference _____

Date, Signature _____

PARTICIPATION FEE

The participation fee is EUR 450,-

Government officials will be granted a 50% discount upon request (resulting in EUR 225,-)

WU LL.M. Alumni: EUR 250,-

Active WU LL.M: EUR 100,-

A full waiver on the registration fee is granted to applications from full-time academics.

This includes all conference materials.

PAYMENT

You will receive an invoice for the participation fee. We kindly ask you to transfer your payment within three weeks from the date of the invoice.

CANCELLATION

Any notification of cancellation must be sent in writing to Milena J. Gegios (milena.jana.gegios@wu.ac.at). In case of cancelling before April 12, 2021, the participation fee will be refunded. No refund can be made for cancellations received after this date.

PHOTOS

We would like to inform you that this event will be photographed. Should you not wish to be photographed, we kindly ask you to inform Ms. Milena J. Gegios.

The screenshots will be used to inform the public about the activities of the Institute.

VENUE

Online conference via Zoom.

CONTACT DETAILS

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Information and Contact

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Getting there:
Underground: U2 Station Messe-Prater
or Krieau
Bus: 82A Stop Südportalstraße