2018 WU Transfer Pricing Symposium
October 29, 2018, Vienna

Transfer Pricing and Intangibles: Current Developments, Relevant Issues and Possible Solutions

Programme

08.30 – 09.00  Registration and welcome coffee

09.00 – 09.15  Introduction
Raffaele Petruzzi (WU)

09.15 – 10.45  Session 1: Defining intangibles
Chair: Raffaele Petruzzi (WU)
Presentation: Ronald van den Brekel (EY)
Panellists: Rakesh Bhaskar (Indian Tax Administration), Jon Clark (HMRC), Jan-Paul Vesterling (Nestlé)

10.45 – 11.15  Coffee Break

11.15 – 12.45  Session 2: Attribution of intangibles related returns
Chair: Robert Risse (WU/Henkel)
Presentation: Martin Lagarden (Henkel)
Panellists: Giammarco Cottani (Ludovici Piccone & Partners), Marlinda Gianfrate (Italian tax Administration), Colin Miller (Swedish Tax Administration)

12.45 – 14.00  Lunch Break
14.00 – 15.30  **Session 3: Structuring intangibles**

Chair: *Alfred Storck* (WU)
Presentation: *Daniel Liebchen* (Flick Gocke Schaumburg)
Panellists: Heinz-Klaus Kropfen (PwC), *Martin Schwaiger* (Austrian Ministry of Finance), Michael Streibel (ABB), Anne Wenisch (BASF)

15.30 – 16.00  Coffee Break

16.00 – 17.30  **Session 4: Pricing and valuing intangibles**

Chair: *Robert Risse* (WU/Henkel)
Presentation: *Emmanuel Llinares* (NERA Economic Consulting)
Panellists: Yves Boulmer (The Norwegian Tax Administration), Axel Eigleshoven (PwC), Paul Simpson (HMRC), Konrad Szpadzik (Polish Tax Administration)

17.30 – 17.40  **Concluding remarks**

*Alfred Storck* (WU)