Global Transfer Pricing Conference  
February 7-9, 2018, Vienna  
Transfer Pricing Developments around the World 2018  
Draft Programme

**WEDNESDAY, FEBRUARY 7, 2018**

14.00 – 16.00  **WU Transfer Pricing Workshop: Exploring the Potential of Blockchain Technologies**

17.00 – 18.15  **Fire Side Chat at The Institute Library**

18.30 – 21.00  **Cocktail reception**

**THURSDAY, FEBRUARY 8, 2018**

**DAY 1: TRANSFER PRICING DEVELOPMENTS IN SPECIFIC REGIONS**

08.30 – 09.00  **Registration**

09.00 – 09.30  **Welcome Address**  
**Jeffrey Owens (WU), Alfred Storck (WU)**

09.30 – 11.00  **Session 1: Global Transfer Pricing Developments with Special Reference to the Determination of Value in a Digitalised Economy**  
Chair: **Jeffrey Owens (WU)**  
Presentation: **Raffaele Petruzzi (WU)**  
Panellists: **Tomas Balco (OECD), Christian Kaeser (Siemens/WU), Michael McDonald (EY), William Morris (PwC/BIAC), Stig Sollund (Norwegian Ministry of Finance), Richard Stern (EY), Mike Williams (HM Treasury)**
11.00 – 11.30 Coffee Break

11.30 – 13.00 **Session 2: Transfer Pricing Developments in the European Union**

Chairs: Christian Kaeser (Siemens/WU), Robert Risse (Henkel)
Presentation: Isabel Verlinden (PwC)
Panellists: Krister Andersson (EESC/BUSINESSEUROPE/BIAC), Hartmut Foerster (German Federal Central Tax Office), Bruno Gibert (CMS Bureau Francis Levebvre/EU Joint Transfer Pricing Forum), Stefan Greil (German Federal Ministry of Finance), Philipp Kaiser (Bayer)

13.00 – 14.30 Lunch Break

14.30 – 16.00 **Session 3: Transfer Pricing Developments in the United States**

Chairs: Josef Schuch (WU), Alfred Storck (WU)
Presentation: Komal Dhall (KPMG)
Panellists: Michael McDonald (EY), David Swenson (PwC), Sanford W. Stark (Morgan, Lewis & Bockius), Graeme Wood (Procter & Gamble)

16.00 – 16.30 Coffee Break

16.30 – 18.00 **Session 4: Transfer Pricing Developments in Developing Countries and Emerging Economies**

Chairs: Raffaele Petruzzi (WU), Pasquale Pistone (WU)
Presentation: Giammarco Cottani (Ludovici, Piccone & Partners)
Panellists: Mukesh Butani (BMR Legal), Carlos Perez Gomez Serrano (Mexican Tax Administration), Stig Sollund (Norwegian Ministry of Finance), James (Yimin) Zhao (Deloitte)
FRIDAY, FEBRUARY 9, 2018

DAY 2: RECENT DEVELOPMENTS ON SPECIFIC TOPICS

09.00 – 10.30  Session 5: Recent Developments on Transfer Pricing Documentation and Country-by-Country Reporting

Chairs: Heinz Jirousek (WU), Robert Risse (Henkel)
Presentation: Oliver Wehnert (EY)
Panellists: Robert Glansberg (Swedish Tax Agency), Stefan Greil (German Federal Ministry of Finance), Danny Houben (Shell), Paolo Ludovici (Ludovici, Piccone & Partners)

10.30 – 11.00  Coffee Break

11.00 – 12.30  Session 6: Recent Developments on Comparability Analysis in Transfer Pricing

Chairs: Raffaele Petruzzi (WU), Alexander Rust (WU)
Presentation: Stefaan De Baets (PwC)
Panellists: Melinda Brown (OECD), Marlies De Ruiter (EY), Hartmut Foerster (German Federal Central Tax Office), Jérôme Monsenego (Stockholm University), Sing Yuan Young (Inland Revenue Authority of Singapore)

12.30 – 14.00  Lunch Break

14.00 – 15.30  Session 7: Recent Developments on Transfer Pricing and Intra-Group Financing

Chairs: Raffaele Petruzzi (WU), Alfred Storck (WU)
Presentation: Antonio Russo (Baker McKenzie)
Panellists: Tony Clark (OECD), Gianni De Robertis (KPMG), Marlies De Ruiter (EY), Florian Zirnstein (Bayer)
15.30 – 16.00  Coffee Break

16.00 – 17.30  **Session 8: Recent Developments on the Profit Split Method**

Chairs: Robert Risse (Henkel), Alfred Storck (WU)
Presentation: Sébastien Gonnet (NERA Economic Consulting)
Panellists: Melinda Brown (OECD), Axel Eigelshoven (PwC), Sam Sim (Tax Executive Institute), Graeme Wood (Procter & Gamble)

17.30 – 17.40  **Conclusive Remarks**

Raffaele Petruzzi (WU), Robert Risse (Henkel), Alfred Storck (WU)