

# AGENDA

## Thursday 24 February 2022:TIMES CET - Morning sessions

09:00 - 09:10 Welcome to the Taxand Global Transfer Pricing Virtual Conference – [Stefano Bognandi \(Italy\)](#)

09:10 - 10:00 Procurement and distribution activities in Asia – Practical experience from European clients

- Operations, intragroup flows and transfer pricing compliance
- Asian specificities affecting the transfer pricing policies
- The role of regional hubs

[Speakers: Fabien Billiaert \(France\), Sandrine Woirnesson \(Kiabi Group\) and Aaron Meneghin \(Valentino\)](#)

10:00 - 10:15 Break

10:15 - 11:00 Strategic planning perspectives

- Implementation of the DEMPE concept in Asian countries
- HQ and regional service charges
- Supply chain reorganisation

[Speakers: Michael Puls \(Germany\), Sarah Chew \(Malaysia\), Eve Xiao \(China\) and Rohit Jain \(India\)](#)

11:00 - 11:15 Break

11:15 - 11:55 An example of concluded MAP case

[Speakers: Permana Adi Saputra \(Indonesia\) and Alberto Lissi \(Switzerland\)](#)

11:55 - 12:00 Closing remarks – [Stefano Bognandi \(Italy\)](#)

# AGENDA

## Thursday 24 February 2022: TIMES CET – Afternoon Sessions

- 15:00 - 15:10 Welcome & Introduction - Another pandemic? New tax reforms are multiplying at a fast rate across the Globe. How can we prepare for the new "variants"? A practical overview on transfer pricing changes across the Americas. - [Fabrizio Lolliri \(US\)](#)
- 15:10 - 15:30 A helicopter view of the US, Canada and Mexico - New and upcoming Transfer Pricing rules and changes
- 15:30 - 15:50 A pandemic within a pandemic? - Short and long-term impact of COVID-19
- 15:50 - 16:10 Plan, defend, fix and repeat – the new “normal”? – A practical case study on complexities and sustainability of tax and TP planning
- 16:10 - 16:25 Q&A
- [Speakers: Fabrizio Lolliri \(US\) Steve Suarez \(Canada\) and Enrique Ramirez Figueroa \(Mexico\)](#)
- 16:25 - 16:30 Closing remarks – [Fabrizio Lolliri \(US\)](#)