Brand Finance®
Forum

Transfer Pricing Forum

The Future of Brands/Intangibles in a Post BEPS Environment

22nd June 2015, 16:30 - 21:00

A joint event by Brand Finance, Mazars and Praxity

MAZARS

Praxity™
GLOBAL ALLIANCE OF INDEPENDENT FIRMS

Our theme for 2015. ‘The Future of Brands/Intangibles in a Post BEPS Environment’.

The event explores the current debate and possible implications of the OECD’s Base Erosion and Profit Shifting (BEPS) Action Plans on transfer pricing for intangibles, Action Point 8 and others.

This invite only event will examine the key issues and challenges arising from the OECD’s transfer pricing guidelines and the proposed amendments from the perspective of tax authorities, practitioners and multinational enterprises (MNEs). Prior to guidance scheduled to be finalised this year, the event should provide anyone with an interest in intellectual property management an overview and insight in to what is a complex and contentious area.

Speakers.

Graeme Gordon
Executive Director/ CEO, Praxity

Agostino Nuzzolo
General Counsel - Tax and Compliance Director, Italcementi

Mark Carnduff
Senior Transfer Pricing and International Advisor, HMRC

David Sayers
International Tax Partner, Mazars

David Haigh
Chief Executive, Brand Finance

Praxity GLOBAL ALLIANCE OF INDEPENDENT FIRMS

Italcementi Italcementi Group

HM Revenue & Customs

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Timetable.

16:30 - 17:00	Registration & Drinks
17:00 - 17:10	Graeme Gordon, Executive Director/CEO, Praxity
17:10 - 17:25	David Sayers, International Tax Partner, Mazars
17:25 - 17:55	Mark Carnduff, Senior Transfer Pricing and International Advistor, HMRC
17:55 - 18:25	Agostino Nuzzolo, General Council, Tax and Compliance Director, Italcementi
18:25 - 18:40	David Haigh, CEO, Brand Finance
18:40 - 19:15	Panel Session
19:15 - 21:00	Drinks & Networking

Contact.

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Venue.
Brand Exchange,
3 Birchin Lane.

The Transfer Pricing Forum will be hosted for the first time at our headquarters. Brand Exchange is a recently renovated, grade II listed building, steeped in history, character and elegant architectural features.

Located on Birchin Lane, just a stone's throw from Bank Station, the venue is in the City's bustling alleyways south of The Royal Exchange, where some of London's oldest bars and restaurants can be found.

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About us.

Brand Finance.

Helping clients to measure, manage, maximise and monitor the value of their brands to drive business performance.

Unique
We possess a unique combination of marketing, research, management and financial expertise.

Independent
Brand Finance is entirely independent. We manage brands, not create them.

Technical recognition
We are accredited with the ISO 10668 global standard for brand valuations and our assessments are widely accepted by regulatory bodies worldwide.

Experience
With over 15 years experience Brand Finance has worked with clients of all sizes across all sectors.

Global
We are headquartered in London with offices in over 15 countries.

Mazars.

Mazars is an international, integrated and independent organisation, specialising in audit, advisory, accounting and tax services. As of 1st January, 2015, the Group operates in 73 countries and draws on the expertise of 15,000 professionals to assist major international groups, SMEs, private investors and public bodies at every stage in their development. In the UK, Mazars has over 1500 partners and staff serving clients from 19 offices, and is ranked as the ninth largest firm nationally.

At Mazars we believe the best strategies are driven by collective intelligence. We see it as our responsibility to independently advocate financial and operating models that promote stability, quality, transparency, confidence and sustainable growth.

We believe in customised solutions, addressing each of our client's challenges with a dedicated team of experts combining local market knowledge and global technical expertise. Serving public interest entities and owner-managed businesses, Mazars' professionals operate across six business lines as experts in the financial, industry, services and public sectors.

Praxity.

Praxity is an award-winning Alliance of global independent accountancy, tax and business consulting firms. The volume of 'word of mouth' recommendations validates this, and winning the Association of the Year at the 2014 International Accounting Bulletin Awards reaffirms Praxity's market leadership.

Praxity has access to a pool of 35,400+ professional and independent minds. As a result, we can instantly source the very best experts to:

- Manage a single or long-term audit and financial reporting program, in multiple countries
- Offer regulatory and cross-border tax direction
- Provide transfer pricing guidance
- Assist with planning for global expansion, a business sale and corporate finance options
- Talk through succession preparations
- Prepare comprehensive business and asset valuations
- Advise on personal tax implications, e.g. capital gains.

Because of our reach we can form multi-disciplinary teams, providing as much weight, insight or business credentials, as each client's project requires.

Contact Brand Finance.

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