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# TRANSFER PRICING CONFERENCE 2023

*Staying Ahead of the Transfer Pricing Curve:  
Emerging Trends and Developments*

1 June 2023 (Thursday), 9.00am – 5.00pm  
Kuala Lumpur Convention Centre



**ENJOY  
10% GROUP  
DISCOUNT**  
for registration of  
3 pax and above  
from the same  
organisation

Transfer Pricing (TP) is a practice that involves setting prices for transactions between related entities within a multinational corporation. The goal of TP is to ensure that the prices charged for these transactions are fair and reasonable, and that they reflect the true value of the goods or services being transferred. This is important because transfer pricing can have a significant impact on the taxes paid by a multinational corporation, as well as on its financial statements. Overall, TP is a critical issue for multinational corporations, and requires careful attention to regulatory compliance and best practices in order to avoid legal and financial risks.

To support affected companies, the “*Transfer Pricing Conference 2023*” will deliver key updates on the implementation exercise and the 15% global minimum tax's impact on TP within the global and Malaysian context. Informative dialogues with Lembaga Hasil Dalam Negeri Malaysia (LHDN) leaders and our expert speakers will provide vital insights into transfer pricing best practices, which include technology adoption and process automation to ensure regulatory compliance and optimise your transfer pricing model for a globally realigned supply chain.



WELCOME REMARKS BY  
**SURIN SEGAR**  
Council Member and  
Member of Taxation  
Practice Committee,  
Malaysian Institute  
of Accountants

## OBJECTIVES

This Conference seeks to help you:

- Stay updated on how the 15% Global Minimum Tax will have a significant impact on TP
- Focus on preventing TP risks and dealing with them effectively while complying with tax legislation
- Learn how to enhance the processes in managing cross-border transactions and maintaining TP documentation
- Carefully weigh the benefits and challenges of using the profit split methodology

## WHO SHOULD ATTEND

- Tax Personnel from MNCs
- Tax Practitioners
- CFOs
- Accountants
- Tax Lawyers
- Company Directors

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## CONFERENCE PROGRAMME

8.30 am	Registration & Welcome Refreshments
9.05 am	<b>WELCOME REMARKS</b> <b>SURIN SEGAR</b>   Council Member & Member of Taxation Practice Committee, Malaysian Institute of Accountants
9.15 am	<b>15% GLOBAL MINIMUM TAX'S IMPACT ON TRANSFER PRICING</b> In response to the introduction of Pillar Two (a global minimum effective corporate tax rate of 15%), Multinational Corporations (MNCs) need to transform their transfer pricing (TP) model that will help ensure true allocation of taxable income across jurisdictions. The role of TP is to help create a fiscally optimal supply chain model and defend the remuneration of MNC companies in line with their value in a realigned supply chain. This session discusses how the 15% Global Minimum Tax will have a significant impact on TP as the heart of the analysis when it comes to important business functions. <b>SPEAKERS</b> <b>ADRIANA CALDERON</b>   Co-Founder, Transfer Pricing Solutions Asia and Malaysia <b>HONG CHUAN TAN</b>   Director, Transfer Pricing Solutions Malaysia
10.00 am	Morning Refreshments & Networking
10.30 am	<b>SPECIAL DIALOGUE WITH LHDN: UNFOLDING PERTINENT ISSUES</b> This session discusses and provides clarity on the updates and other issues encountered by taxpayers in preparing their transfer pricing documentation while sharing best practices for documentation, pricing methods, and compliance with tax legislation. By following these tips, taxpayers in Malaysia can ensure that their TP practices are transparent, consistent, and compliant with tax legislation and the latest TP developments. <b>DIALOGUE FACILITATOR</b> <b>THENESH KANNA</b>   Partner, TraTax <b>PANELLISTS</b> <b>HAIRANEY BINTI MHD</b>   Director, Transfer Pricing Division, Department of International Taxation, Inland Revenue Board of Malaysia <b>NORZILAH MAT ARBAK</b>   Director, Audit on Distribution and Services Division, Multinational Tax Branch Inland Revenue Board of Malaysia
11.30 am	<b>THE PROFIT SPLIT METHODOLOGY: A GAME CHANGER FOR TRANSFER PRICING COMPLIANCE</b> Assess the benefits and challenges of using the profit split methodology, enriched by case studies and examples of how the profit split methodology has been successfully used by MNCs to optimise cross-border transactions and ensure compliance with tax legislation. <b>SPEAKER</b> <b>SM THANNEERMALAI</b>   Managing Director, Thannees Tax Consulting Services Sdn Bhd
12.15 pm	<b>THE TRANSFER PRICING BALANCING ACT: MANAGING RISKS IN COMPLIANCE WITH TAX LEGISLATION</b> Effective TP audit and risk assessment requires a proactive approach that integrates a comprehensive understanding of local and international tax legislation within a changing tax landscape for better adaptation and assessment of risks. This session will focus on preventing and mitigating TP risks effectively while complying with tax legislation. <b>SPEAKER</b> <b>THERESA GOH</b>   CEO & Founder, TG Consulting Sdn Bhd
1.00 pm	Lunch & Networking
2.15 pm	<b>EMBRACING TECHNOLOGY AND PROCESS AUTOMATION FOR TRANSFER PRICING EFFECTIVENESS</b> An increased volume of work and a shortage of qualified transfer pricing experts can impede TP effectiveness. The solution could lie in technology adoption and process automation to enhance processes for managing cross-border transactions and maintaining TP documentation. This session discusses the potential benefits to be gained from full automation, such as maximisation of tax efficiency, alignment with business objectives, enhanced compliance with tax legislation, and mitigation of risks associated with cross-border transactions. <b>SPEAKER</b> <b>LIM YING TIAN</b>   Director, Transfer Pricing Specialist Team, PwC Malaysia
3.00 pm	<b>THE EMERGENCE OF SUSTAINABILITY AND ESG IN TRANSFER PRICING</b> With renewed emphasis on sustainability across all industries, transfer pricing leaders will need to take steps to ensure their ESG strategies directly influence every aspect of the business, including their tax departments and, more specifically, TP. This session discusses ESG-related changes to the business and TP principles in allocating the ESG-related costs. <b>SPEAKER</b> <b>YOHAN FRANCIS</b>   Executive Director, Transfer Pricing and International Tax, Baker Tilly Malaysia
3.45 pm	<b>PANEL DISCUSSION</b> <b>TRANSFER PRICING LITIGATION: PROTECTING YOUR BUSINESS IN DISPUTES</b> This session provides guidance on how to effectively litigate a TP dispute against IRBM. It covers the key elements of a litigation strategy, including case preparation, evidence gathering, and expert witness testimony. <b>MODERATOR</b> <b>K. SANDRA SEGARAN</b>   Tax Advisor <b>PANELLISTS</b> <b>AHMAD ISYAK MOHD HASSAN</b>   Division Director, Special Appeal Department, Inland Revenue Board of Malaysia <b>S SARAVANA KUMAR</b>   Partner, Rosli Dahlan Saravana Partnership
4.30 pm	Afternoon Refreshments & Networking
5.00 pm	End of Conference

Supported by:



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## CONFERENCE SPEAKERS



### ADRIANA CALDERON

Adriana is the co-founder of Transfer Pricing Solutions Asia and Malaysia. She has extensive international experience with Big Four and mid-tier firms advising multinational companies in the areas of corporate and international taxation across South America, the US, Australia, and the Asia Pacific Region. As a TP practitioner, she has advised companies in the Asia Pacific Region across various industries and in a wide range of projects associated with planning, compliance, and dispute resolutions with tax authorities. She has also participated in specialised projects involving pricing of financial transactions, business restructures, and negotiation of APAs. Most recently, she participated in TP planning projects to implement BEPS's Action Plan and country-by-country reporting. Adriana also enjoys teaching and is a regular speaker and facilitator of Transfer Pricing seminars and workshops. She is a transfer pricing trainer for the Institute of Singapore Chartered Accountants and Singapore Institute of Accredited Tax Professionals. She has also facilitated training sessions for CFOs, tax teams of large companies and consultancies, and tax executives at the Australian Taxation Office. Adriana is an associated lecturer at Singapore Institute of Technology.



### AHMAD ISYAK MOHD HASSAN

Ahmad Isyak is the Division Director, Special Appeal Department at the Inland Revenue Board of Malaysia (IRBM). He joined IRBM's Legal Department in 1999, attached to the Civil and Criminal Division conducting various tax recovery cases at the lower court, High Court, Court of Appeal and the Federal Court as well as providing legal opinions. He joined the Tax Appeal Division in 2007, handling tax appeal cases at the Special Commissioners of Income Tax, High Court, Court of Appeal, and the Federal Court. In November 2022 he was transferred to Special Appeal Department, the newly set up department focussed only on appeal cases at the Court of Appeal and Federal Court level as well as high impact and high-profile cases as determined by management. Ahmad Isyak holds a Bachelor of Laws (LLB Honours) from the International Islamic University Malaysia.



### HAIRANEY BINTI MHD

Hairaneey Mhd is Director of the Transfer Pricing Division, Department of International Taxation, Inland Revenue Board of Malaysia since 2020. She has served the IRBM for 26 years, starting in 1997. Her strong academic foundation and passion in taxation helped her in her work at Johor Bahru Branch, the Compliance Department (TP Unit), Malaysian Tax Academy, and Multinational Tax Branch. Her background of over 17 years of experience in TP audit and training has proven useful in tackling her responsibilities in Transfer Pricing Division where she was in-charge in International Taxation and TP Policy, Selection of TP Cases, and Country-by-Country Reporting. She has attended numerous technical trainings at local and international levels that enhanced her expertise in Transfer Pricing through the various OECD programmes which significantly contributed to identifying significant issues arising in updating and amending TP policies. Hairaneey Mhd holds a Diploma and Bachelor's Degree in Accountancy from the University of Technology Mara and a Master of Management from Open University Malaysia.



### HONG CHUAN TAN

Hong Chuan has over ten years of experience in transfer pricing and GST. He played a key role in pioneering and developing the transfer pricing practice in Transfer Pricing Solutions Malaysia Sdn Bhd. He has assisted clients with transfer pricing planning and risk management, transfer pricing documentation, Country-by-Country Reporting statements, and tax effective supply chain management in the Asia Pacific region. He manages a portfolio of clients comprising companies from a broad range of industries such as mining, electrical and electronics, plastic products, construction and property development, hotels, real estate, oil and gas, amongst others. He possesses experience in working with leading brands with the primary focus to exceed the expectations on clients' service delivery while ensuring optimum brand impact. He provides effective and resourceful information on transfer pricing related problems, and recommendations for clients' business and process improvements.



### K. SANDRA SEGARAN

Segaran began his career in Taxation with the Inland Revenue Board (IRB) in 1983 where he served 22 years in various branches and the headquarters of IRB. He joined the private sector in 2006 and served as Technical Director and later as Executive Director in Deloitte Malaysia, where he served 8 years, including a stint of 3 years as head of International Tax in the Malaysian practice. From consultancy, he moved on to the commercial sector when he joined PETRONAS as General Manager in the Group Tax, Finance Division. He retired from PETRONAS in 2021. His over 39 years of tax experience covers a wide range of industries and legislation relating to all matters of Malaysian Taxation. On the professional front, he served as a council member of the Chartered Tax Institute of Malaysia (CTIM) and in various subcommittees of CTIM and continues to serve as a member of the Direct Tax Technical Committee, the Editorial Committee, and the Joint National Tax Conference (NTC) organising committee. Segaran is the consultant editor of Malaysia Master Tax Guide 2023 published by Wolters Kluwer and is also the immediate past Chairman of the Board of Trustees of the Malaysian Tax Research Foundation.



### LIM YING TIAN

Ying Tian is Director of Transfer Pricing Specialist Team at PwC Malaysia. She has worked on a variety of transfer pricing assignments including presenting arguments before local tax authorities regarding audits, preparing transfer pricing documentation, coordinating global restructuring exercises, and providing advice on financial services transfer pricing, financial transactions, intragroup services, and intangibles licensing. She collaborated with locally headquartered multinational enterprise groups on risk assessments related to the Base Erosion and Profit Shifting Action Plan, with a focus on documentation needs, permanent establishments, and transfer pricing (profit splits and value creation assessment). She also worked with professional bodies in coordinating the approach for an industry-wide tax audit of the insurance sector, including review of documentation submitted, addressing tax authority queries, and providing explanations on common. She has conducted external client trainings, including to BNM and the IRB on profit splits applied to offshore booking models.



### NORZILAH MAT ARBAK

Norzilah is the Director of Audit on Distribution and Services Division, Multinational Tax Branch at the Inland Revenue Board of Malaysia (IRBM) and started her career with the IRBM in 2001. She has diverse experience in Taxation matters with focus on tax investigation and audit, including money laundering investigation and transfer pricing auditing, building up her specialisation in examination of group tax planning. Apart from managing audit teams, she is also responsible to lead the Tax Corporate Governance Team for the branch, and a prominent member for Two Pillars Committee for IRBM. She is a Certified Islamic Financial Planner and Chartered Islamic Financial Professional, and holds a Master in Islamic Finance Practice from INCEIF and a Bachelor of Accounting (Hons) from University Tenaga Nasional.



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## CONFERENCE SPEAKERS



### SM THANNEERMALAI

SM Thanneermalai is the Managing Director of Thannees Tax Consulting Services Sdn Bhd, and a renowned tax expert in Malaysia with over 40 years of experience in handling complex tax issues, resolving tax disputes, and obtaining special permissions from various government agencies. He is a pioneer in transfer pricing, establishing Malaysia's first transfer pricing practice in 1996 at PricewaterhouseCoopers Malaysia. As former President of the Chartered Taxation Institution of Malaysia and Chairman of the Board of Trustees of the Malaysian Tax Research Foundation, he contributed to the development of tax laws in Malaysia. He was also a Senior Tax Partner at PricewaterhouseCoopers for 22 years and Managing Director of Crowe Horwath KL Tax Sdn Bhd for 2 years. Currently, he is a licensed tax agent and a member of multiple professional organisations—the Institute of Chartered Accountants in England & Wales, the Malaysian Institute of Accountants, and the Chartered Tax Institute of Malaysia.



### S SARAVANA KUMAR

Saravana has appeared in benchmark litigations with a sizeable volume of wins in tax disputes. Praised for his ability to “think outside the box” and “innovative approach” in interpreting the law, Chambers Asia Pacific acknowledged Saravana for being “dynamic, efficient and helpful”. Meanwhile, Chambers Asia Pacific also commented that clients have remarked, “His tax knowledge is very in-depth, and he is fast at responding.” Saravana has been recognised as one of the leading lawyers by Asialaw Profiles and has been named one of the 40 leading lawyers under 40 in Asia by Asian Legal Business. He has been named as one of the top 100 lawyers in Malaysia by Asia Business Law Journal before. Saravana chairs the Taxation & Customs Section of LAWASIA.



### THENESH KANNA

Thenesh Kannaa is a partner at TraTax, an independent tax advisory firm. He has experience representing clients from diverse industries including automotive, distribution, manufacturing, oil & gas, property developers and the service sector. Thenesh is the Chairman of CTIM's Technical Committee on Direct Taxation, and a member of the Institute's Technical Committee on Transfer Pricing. He is also member of ACCA's expert panel on taxation and an exco member of the International Fiscal Association's Malaysia branch. In addition to technical publications encompassing authoring of two chapter-in-books for IBFD and IFA, three books on Malaysian taxation and various local and regional tax journals, he also contributes to mainstream media such as the Star newspaper, the Sun daily, BFM radio and FMT on contemporary tax matters.



### THERESA GOH

Theresa is the Founder and CEO of TG Consulting Sdn Bhd. She is currently providing Transfer Pricing (TP) services to multinational as well as local clients. These services include TP Audit Defence, Tax and TP Advisory, Preparation of TP Documentation and APA negotiation. She also advises and assists local and multinational clients with their applications for tax incentives. She is a Certified and Accredited Trainer with HRD Corp. She has conducted training for professional bodies (MIA, MICPA & CTIM) and has provided in-house training to Local Conglomerates on Transfer Pricing. Prior to TG Consulting, she was a Senior Tax Partner in Deloitte Southeast Asia for 19 years. In a career spanning more than 40 years in Deloitte, she served major multinational clients in addition to domestic corporates. She set up and grew the Transfer Pricing practice in Deloitte Malaysia to become the largest in the country. She served as the National Transfer Pricing Leader for 18 years. Theresa led Deloitte Malaysia to win the Malaysia Transfer Pricing Firm of the year award bestowed by International Tax Review (ITR), a prominent global tax publication for several years. Additionally, Theresa has been nominated as Asia Transfer Pricing Practice Leader by ITR 2021 and received numerous personal awards such as 2022 Accountant of the Year Recognition Award by Taylor's College in 2013-2022 Malaysia Tax Controversy Leader, International Tax Review, 2015-2022 International Tax Review's Women in Tax Leaders Guide, 2021-Expert Guides Transfer Pricing Advisers and 2021-Leading Lawyers Worldwide by Worldwide Financial Advisor Awards Magazine. Also, Theresa is a Certified Public Accountant (MICPA), a Chartered Accountant (MIA), and a fellow member of Chartered Tax Institute of Malaysia (CTIM). She is also an Approved Tax Agent under the Malaysian Income Tax Act, 1967. Notwithstanding her retirement from Deloitte, she remains a Technical Committee Member of the CTIM Transfer Pricing Committee and a Council Member of the MICPA. She continues as Chair of its Membership Affairs Committee and participates in its Tax Committee.



### YOHAN FRANCIS

Yohan Francis is the Executive Director for International Tax and Transfer Pricing at Baker Tilly Malaysia, with member firms in 145 territories. He is also a committee member of Baker Tilly International Core Transfer Pricing Team. He has over 20 years' experience in taxation with a focus on Transfer Pricing, which involves documentation, planning, advisory, supply chain restructuring and audit defence across various industries in Malaysia. He has extensive experience in handling both multinationals and local corporations. He also has extensive hands-on experience in providing solutions to various clients in the region and has spoken at various tax seminars and conducted workshops for clients on the topic of transfer pricing in the region.

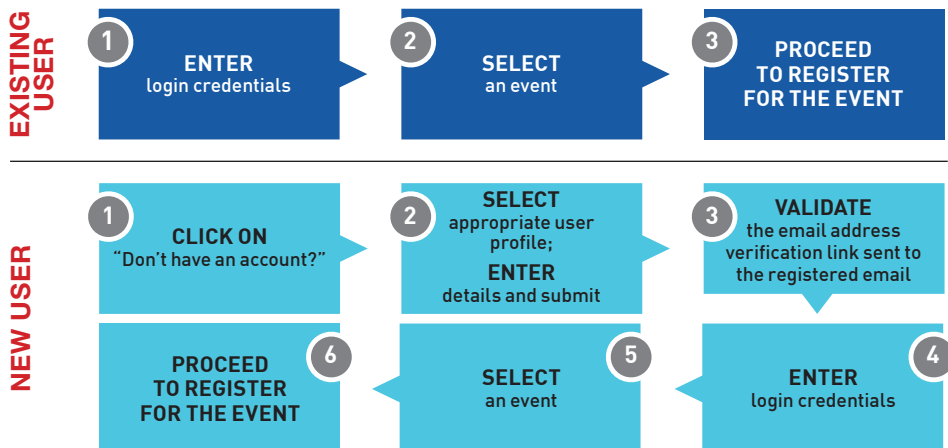
# Transfer Pricing Conference 2023

## Staying Ahead of the Transfer Pricing Curve: Emerging Trends and Developments

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**STRICTLY VIA ONLINE REGISTRATION ONLY**

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- Click 'Register' to experience the new system by continuing with the respective steps below:



For any assistance, please call (8.45am-5.30pm, Monday-Friday)  
**MIA Help Desk @ 603-2722 9000**

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#### PROGRAMME FEE

- Fee is payable to MALAYSIAN INSTITUTE OF ACCOUNTANTS
- Depending on the event, the fee includes course materials and/or lunch and/or tea breaks.
  - Individual Registration:** Full payment shall be made at the point of online registration.
  - Corporate Registration:** Full payment shall be made within thirty (30) days from the date of the Invoice or 1 day before the programme, whichever earlier.
- Admittance to the programme shall be granted only upon full payment as per the above requirement.

#### PAYMENT MODE

- Payment must be made through the **electronic channels i.e. online payment via the MIA member service portal and electronic fund transfer (EFT)**.
- Payment by **cash and cheque is NOT ACCEPTABLE** effective from 1 January 2022.

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- No refunds will be made for written cancellations received on the day of the programme or for participants who failed to join the programme. Unpaid registrations will also be liable for full payment of the registration fee.
- Replacing registered participants is not allowed.
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- Corporate/Individual is required to provide the EFT form each time when a refund is requested.

#### PARTICIPANT'S CLASSIFICATION AND INFORMATION

Category: Corporate/Individual

- Please select the participant classification carefully as it determines the fee payable. No alteration will be allowed upon registration.
- The information on Corporate/Individual provided shall be deemed true and correct. No alteration will be allowed upon registration.

#### VERIFICATION OF ATTENDANCE

- All participants are required to present photo identification (NRIC, driving licence or company's ID card) at the point of registration prior to signing the registration list when attending the programme. Admittance may be denied upon failure to present photo identification.

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### CONFERENCE FEES

Member (AFA/CIMA/MICPA)*	
Member Firm	RM 980
Non-member	RM 1,280
Academician	RM 680

\* AFA, CIMA and MICPA members are required to contact MIA to register for this conference

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### CONFERENCE DETAILS & REGISTRATION

HRDC Training Programme No. : 10001302770

1 June 2023 (Thursday), 9.00am – 5.00pm  
Kuala Lumpur Convention Centre

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