



**ACCOUNTANCY  
EUROPE.**

# **TAX DAY: EMBRACING CHANGE!**

**Conference**

30 May 2017, 10:00 – 17.30 CEST

**#TAXDAYEU**

# PROGRAMME

## MODERATED BY JAMES CRISP, EURACTIV, POLITICAL EDITOR

- 10:00 – 10:30**     **REGISTRATION AND WELCOME COFFEE**
- 10:30 – 10:40**     **PRESIDENT OPENING**  
Prof. Dr. Edelfried Schneider, Accountancy Europe, President
- 10:40 – 11:00**     **OPENING ADDRESS**  
Edward Scicluna, Minister of Finance for Malta (To be confirmed)
- 11:00 – 11:30**     **LEAKS: WHAT IS THE NEW NORMAL?**  
Jeppe Kofod, European Parliament, MEP, S&D/Denmark
- 11:30 – 12:00**     **BUSINESS CASE STUDY: TAX POLICY IN THE 21ST CENTURY**  
John Connors, Vodafone Group plc., Group Tax Director
- 12:00 – 12:45**     **TAX TAPAS: TECHNOLOGY FOR THE BENEFIT OF TAX SYSTEMS**  
Rivo Reitmann, EMTA/ETCB - Estonian Tax and Customs Board, Deputy-Director General  
Martin Villig, Taxify, Co-Founder  
Eelco van der Enden, Accountancy Europe, Chair of Tax Policy Group
- 12:45 – 13:45**     **LUNCH**
- 13:45 – 14:45**     **TAX TAPAS: HOW TO TAX THE FUTURE?**  
Prof. Marie Lamensch, Vrije Universiteit Brussel, Research Professor in Tax Law, Institute for European Studies  
Femke Groothuis, The Ex'tax Project, Founder and President  
Paul Tang, European Parliament, MEP, S&D/Netherlands  
Delphine Siquier Delot, Institut Friedland, Tax Analyst
- 14:45 – 15:00**     **COFFEE BREAK**

**15:00 – 15:30      KEYNOTE SPEECH**

**Pierre Moscovici**, European Commission, European Commissioner for Economic and Financial Affairs, Taxation and Customs

**15:30 – 16:30      THE ELEPHANT IN THE ROOM: TAX REFORM IN THE US**

**Harold Hancock**, McGuireWoods, Partner

**Mark Peterson**, AICPA, Executive Vice President – Advocacy

**Howard Liebman**, Jones Day, Senior Partner and American Chamber of Commerce Belgium, President

**16:30 – 17:10      FIRESIDE CHAT: PREPARING FOR CHANGE**

**Pascal Saint-Amans**, OECD Centre for Tax Policy and Administration, Director

**Valère Moutarlier**, DG TAXUD, European Commission; Director - Direct Taxation, Economic Analysis and Evaluation

**17:10 – 17:20      CLOSING REMARKS**

**Olivier Boutellis-Taft**, Accountancy Europe, CEO

**17:20 – 18:30      NETWORKING COCKTAIL**



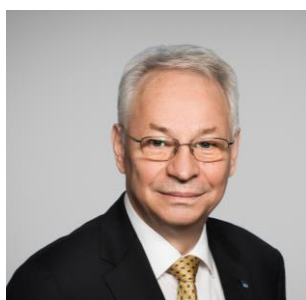
## SPEAKERS

### JAMES CRISP



James Crisp is an experienced British journalist based in Brussels, active in freelance journalism, writing, editing, media training and moderation. James was financial services correspondent for MLex Market Intelligence, a global news agency specialising in regulatory risk. Prior to that, he worked for national and local newspapers in the UK. He has worked for The Sun, New Statesman, The Times, Daily Telegraph, Daily Mail, Daily Star Sunday, Sport Newspapers, and Dow Jones' Private Equity News and Financial News. His stories have also appeared in La Tribune and Der Tagesspiegel.

### EDELFRIED SCHNEIDER



Prof. Dr. W. Schneider became President of Accountancy Europe in December 2016, after he had joined its board in 2013. Priority tasks during his term will be to help adapting EU regulation to the needs of SMEs and advance the digitization of auditors' work. Edelfried is a long-term partner in the midsize auditing company Dr. Dienst & Partner. He was also Chairman of the Institute of Public Auditors in Germany (IdW) from 2011 until 2015. Edelfried's international experience includes leadership roles in the HLB International network, where he is a member of the Executive Committee and the Council. During the years 2005 to 2015 he was an alternate member of the TAC (Transnational Auditors Committee) of the FoF (Forum of Firms).

### OLIVIER BOUTELLIS-TAFT



Olivier Boutellis-Taft has been Accountancy Europe's CEO since 2006. He benefits from a diversified professional experience, having been director with PricewaterhouseCoopers and with the European Policy Centre (a leading multi-constituency think-tank in Brussels), lecturer on EU affairs at Toulouse Business School, public prosecutor in France, and consultant serving in particular the banking and media industries. A lawyer and economist by training, Olivier also held several board positions as a non-executive director. He started his professional career in equestrian sports (jumping).

## LEAKS: WHAT IS THE NEW NORMAL?

### JEPPE KOFOD



Jeppe Kofod is a Member of the European Parliament since 2014. He is Vice-President of the Socialists Democrats Group (S&D) and the head of the Danish Social Democratic delegation. Prior to the European elections, he was a Member of the Danish Parliament for 16 years (1998-2014) where he served as the Danish Social Democrats' foreign affairs spokesperson and chairperson of the Foreign Affairs Committee. He holds a Master of Public Administration from Harvard University and is a Marshall Memorial Fellow since 2004 and was a Fulbright Fellow from 2006 to 2007. Mr Kofod is a member of the Industry, Research and Energy Committee, a substitute member of the Committee on Economic and Monetary Affairs, Member of the Committee of Inquiry into Money Laundering, Tax Avoidance and Tax Evasion, where he is the co-rapporteur and Deputy Chairman of the EU-US delegation.

## BUSINESS CASE STUDY: TAX POLICY IN THE 21ST CENTURY

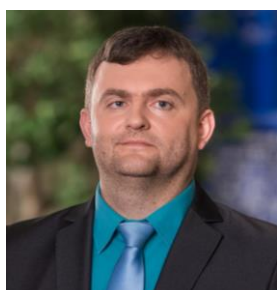
### JOHN CONNORS



John Connors is the global head of tax for Vodafone, responsible for their tax strategy, tax compliance and any tax issues across the Group. He instigated the publication of Vodafone's annual 'Total tax and economic contribution' report. John is a former tax inspector with HMRC and international tax policy advisor at HM Treasury and spent three years at DG Taxud at the European Commission, where he primarily supported the work on the Code of Conduct for business taxation under Commissioners Monti and Bolkestein.

## TAX TAPAS: TECHNOLOGY FOR THE BENEFIT OF TAX SYSTEMS

### RIVO REITMANN



Rivo Reitmann is the deputy director general in the capacity of Director General of the Estonian Tax and Customs Board (ETCB) since January 2017, the deputy director general since October 2016. He has been involved with the ETCB for 15 years and a big part of his work has been developing the services of the board. He values a good team, innovation and a courage to try out something that has not been done in Estonia or anywhere else before.

## MARTIN VILLIG



Martin Villig is co-founder of Taxify, leading ridesharing app operating in 25 cities and 18 countries in Europe and Africa. Taxify has over 1.5M clients and 25,000 drivers doing tens of millions of rides. Martin has 20 years of entrepreneurship experience, started 6 companies and worked at Skype, Fortumo and Tallinn Stock Exchange. He is an active start-up community enthusiast, co-founder of Estonian Start-up Leaders Club (80 founders) and Garage48 Foundation and organizer of hackathons in Europe. Martin likes sports, travelling and weekend boating trips to Estonian smaller islands.

## EELCO VAN DER ENDEN



Eelco van der Enden is chair of the Tax Policy Group of the Federation of European Accountants. Besides this he leads PwC's Global Tax Administration Consulting practice. Before joining PwC in 2007, he worked for various multinationals as head of tax, treasury, risk management and corporate finance. He is guest lecturer at many universities. Eelco published more than 50 articles on tax governance and is chief-editor of Tax Assurance Magazine. He lives with his family and cat Achilles in Brussels, Belgium.

## TAX TAPAS: HOW TO TAX THE FUTURE?

### PROFESSOR MARIE LAMENSCH



Marie Lamensch (PhD, Vrije Universiteit Brussel 2014) teaches VAT law at the Catholic University of Louvain (UC Louvain), Taxation Principles at the Katholieke Universiteit Brussel (KU Leuven) and International and European Taxation at the IES, where she also works as a Senior Research Fellow. She also guest lectures at the IBFD's International Tax Academy and works as Technical Editor of the International VAT Monitor. She is also academic advisor for the Organisation for Economic Cooperation and Development and the World Customs Organisation. She previously acted as researcher for the G20 task force on the Financial Transactions Tax, practiced as a lawyer in Brussels and Luxembourg and worked as teaching assistant in contract law at the Université Libre de Bruxelles (ULB). She obtained the 2015 Maurice Lauré Prize (International Fiscal Association).

## FEMKE GROOTHUIS



Femke Groothuis is President of [The Ex'tax Project](#), a think tank focused on the role of tax in the transformation to inclusive and circular economies. Her latest study in cooperation with Deloitte, EY, KPMG Meijburg, PwC, Cambridge Econometrics and Trucost presents a fiscal strategy for 27 EU member states. The modelling results show that switching taxes from labour to pollution and resource use could increase GDP levels by 2%, create 6.6 million more jobs and cut carbon emissions by 8.2% by 2020 ([www.neweranewplan.com](http://www.neweranewplan.com)). Between 1999 and 2009 Groothuis was Investment Manager at Ex'tent Green Venture Capital, a pioneering impact investment fund.

## PAUL TANG



Dr Paul Tang is a Dutch MEP for the S&D group and is a member of the ECON committee since 2014. After obtaining a Phd in economics, Paul joined the Bureau for Economic Policy Analysis (CPB) where he became intrigued by the impact of political choices on people's lives. He therefore ran for parliament for the Dutch Labour Party in 2006. In the European Parliament, Paul fights for more jobs in Europe, a healthy financial sector that serves all, and more legitimacy for European institutions. In 2016 he is appointed rapporteur for the draft report the STS securitization and more recently on the Common Corporate Tax Base.

## DELPHINE SIQUIER DELOT



Delphine Siquier Delot first worked as Chief Editor of the bi-monthly journal *Les Nouvelles Fiscales* for the Éditions Lamy publishing company. She then practiced as a tax consultant and focused her professional practices on tax credits, the structuring of projects and the optimisation of the tax burden on companies. She supported her clients in their lobbying effort and in litigation before French and European courts with a particular focus on compatibility issues regarding Community law. In 2013, she joined the Chamber of Commerce and Industry (CCI) of Paris Île-de-France as Head of Corporate Taxation Issues. She then joined Institut Friedland, an economic think tank created in June 2016 by the CCI of Paris Ile-de-France and she analyses tax issues affecting companies, in a national, European and international environment. Delphine is a graduate of EDHEC, holds a post-graduate Diploma of Advanced Studies (DEA) from Paris Panthéon-Sorbonne University and also holds the Certificate of Professional Competence required by practising lawyers. She writes articles on a regular basis for several journals specialising in tax law.

## KEYNOTE SPEECH

### PIERRE MOSCOVICI



Pierre Moscovici has been European Commissioner for Economic and Financial Affairs, Taxation and Customs since September 2014. Prior to his appointment to the Juncker Commission he was Minister of Finance of France from 2012 -2014. Born in 1957, Pierre Moscovici holds an advanced degree in economics, and is a graduate of the Institut des Sciences Politiques (Paris) and of the Ecole nationale d'administration. He was an MEP between 1994 and 1997, and again between 2004 and 2007. He was European Affairs Minister from 1997 to 2002.

## THE ELEPHANT IN THE ROOM: TAX REFORM IN THE US

### HAROLD HANCOCK



After more than six years as tax counsel to the Ways and Means Committee, Harold now serves as a strategic federal tax advisor to clients in a wide range of industries. He brings a unique, bipartisan perspective to several areas of tax law, including business deductions and credits, tax accounting, tax-exempt organizations, and estate and gift taxes. During his tenure, Harold served under three Ways and Means Committee chairs, including the current chairman, Rep. Kevin Brady (R-Texas), and Brady's predecessor, Speaker of the House Paul Ryan. He was responsible for devising key provisions in major legislation, including the Bipartisan Budget Act of 2015 and the Protecting Americans from Tax Hikes (PATH) Act of 2015. Before joining the Ways and Means Committee staff in 2011, Harold was a writer and analyst for CCH. In addition to providing strategic legal counsel, Harold advises clients on strategy and business planning as a senior advisor to McGuireWoods Consulting, the firm's public affairs subsidiary.

### MARK PETERSON



Mark G. Peterson is the Executive Vice President – Advocacy at the American Institute of CPAs (AICPA). In this position, he sets the direction for global advocacy for management and public accounting, CPA and CGMA issues. Peterson works closely with state CPA societies, national governments, US state governments, regulators, legislators and accounting bodies to influence and shape policy decisions impacting the profession. Peterson leads the Congressional & Political Affairs, and State Society Affairs, State Regulatory and Legislative Affairs and Tax Advocacy teams.



## HOWARD LIEBMAN



Howard Liebman chairs Jones Day's Tax practice in Brussels. He focuses on international tax and corporate structuring. Howard has advised on many tax and corporate structuring and M&A projects for major IT and telecoms companies and private equity funds and U.S. tax matters for large and small European corporate groups. Howard chaired the Legal & Taxation Committee of the American Chamber of Commerce in Belgium for 12 years and was elected President of the Chamber in April 2015. He is the co-author of the BNA Portfolio (No. 999 - 2nd) on "Doing Business in the European Union" and has chaired and spoken at Congresses of the International Fiscal. He is also the Belgian correspondent of Tax Management International Forum.

## FIRESIDE CHAT: PREPARING FOR CHANGE

### PASCAL SAINT-AMANS



Pascal Saint-Amans is the Director of the Centre for Tax Policy and Administration at the OECD. Mr. Saint-Amans, a French national, joined the OECD in September 2007 where he played a key role in the advancement of the OECD tax transparency agenda in the context of the G20. Prior to his appointment as Director, he was the Head of the Global Forum on Transparency and Exchange of Information for Tax Purposes since 2009. Mr. Saint-Amans graduated from the National School of Administration (ENA) in 1996, and was an official in the French Ministry for Finance for nearly a decade.

### VALERE MOUTARLIER



Trained as a lawyer, Valère Moutarlier practiced tax law in France before joining the European Commission. In the Commission, he worked in the Taxation and Customs Directorate General (DG), then the Budget DG. In 2003, he joined the Enterprise and Industry DG as head of the Planning and Management Unit and subsequently the Global Monitoring for Environment and Security Bureau, in charge of building a European space-based earth observation program. After spending five years in the private office of the Commissioner in Tax Policy, he returned to the Taxation and Customs DG as Director in charge of Direct Taxation, Economic Analysis, and Evaluation.



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### **ABOUT ACCOUNTANCY EUROPE**

Accountancy Europe unites 50 professional organisations from 37 countries that represent close to **1 million** professional accountants, auditors, and advisors. They make numbers work for people. Accountancy Europe translates their daily experience to inform the public policy debate in Europe and beyond.

Accountancy Europe is in the EU Transparency Register (No 4713568401-18).