
8th Zurich Regional and Global Headquarters Conference

*Digital Economy, the evolving role of
Swiss-based HQ's*

.....
Wednesday,
31 October 2018
8.00 am to 2.00 pm

Renaissance Tower
Zürich Hotel



8th Zurich Regional and Global Headquarters Conference

Dear Sir, dear Madam

We are very pleased to invite you to the 8th Zurich Regional and Global Headquarters Conference that will focus on the increasing opportunities and challenges created by technology developments.

During our half-day conference, various subject matter experts will present their in-depth knowledge and expertise. Our keynote speaker **Jim Fanning from Amazon Web Services** will highlight the importance of being innovative as a firm and how to leverage the public cloud to move even faster. It needs to be in the DNA of the company. In two further plenary sessions, we will put the spotlight on disrupting factors in the tax area and on the impact of the «new world» on the operating model.

In our interactive break-out sessions one and two, we will discuss robotics and artificial intelligence around the finance function and the tax environment. Should you be interested in a more thorough look at the workforce or the latest international tax developments, we offer you to participate in the break-out session three or four.

After the panel discussion, you are invited to join the business lunch for further networking.

We are looking forward to an inspiring conference.

Kind regards,

Maire Walsh
Partner Tax & Legal
PwC Switzerland

Joanne Burgener
Partner Assurance
PwC Switzerland

Reto Brunner
Partner Advisory
PwC Switzerland

Programme

8.00–8.30 am **Registration, coffee and networking**

8.30–8.45 am **Welcome and introduction**

Maire Walsh, Partner Tax & Legal
Joanne Burgener, Partner Assurance
Reto Brunner, Partner Advisory

8.45–9.15 am **Keynote – Why innovation is more important than ever**



Jim Fanning, AWS Country Manager, Switzerland and Austria,
Amazon Web Services

9.15–10.00 am **Break-out sessions, round 1: (please choose a topic *)**



Topic 1: Digitalisation of the finance function

Thea Caminada, Director Advisory



Topic 2: Tax disruption – are you ready for the new world of tax?

Christoph Schärer, Partner Tax & Legal
Stuart Jones, Senior Manager Tax & Legal



Topic 3: The human story of automation – preparing your workforce for the digital age

Sarah Kane, Partner Advisory



Topic 4: Reinventing the public good – an outlook on international tax developments

Thibaut de Haller, Partner Tax & Legal
Michael Ruckstuhl, Director Tax & Legal

10.00–10.30 am **Break**

10.30–11.00 am **Tax disruption – How technology will revolutionise tax supervision**



Christoph Schärer, Partner Tax & Legal
moderated by Joanne Burgener

11.00–11.45 am **Break-out sessions, round 2 (please choose a topic from round 1)**

11.45–12.50 am **Digitalisation and impact on operating models**



Stefan Siegel, Head Finance Health & Digital Solutions and Support Functions,
Roche Diabetes Care

Robert Ballantine, Partner Advisory

followed by a panel session moderated by Richard Brunt, Director Tax & Legal

12.50–2.00 pm **Lunch**

Break-out session details

* In every break-out session, there will be corporate speakers who will share their insights and experiences.



Topic 1: Digitalisation of the finance function

“Digital” is not just about technology, it is about changing the entire operational approach. Reporting 5.0 will change the way planning and reporting is done. During the interactive session we will present our client use cases around predictive analytics and next generation reporting, and will discuss the first learnings.



Topic 2: Tax disruption – are you ready for the new world of tax?

Tax authorities are investing in digital technologies and this investment will deliver a huge productivity dividend over the years to come. As subjects of their supervision, we will undoubtedly feel the heat of this disruption. In this session, we will pinpoint some of the technologies that companies can use to prepare themselves for this new world of tax.



Topic 3: The human story of automation – preparing your workforce for the digital age

Automation and “thinking machines” are replacing human skills, changing the skill set that employers are looking for in their employees. Learn more about how to find the right talent to shape your organisation’s future.



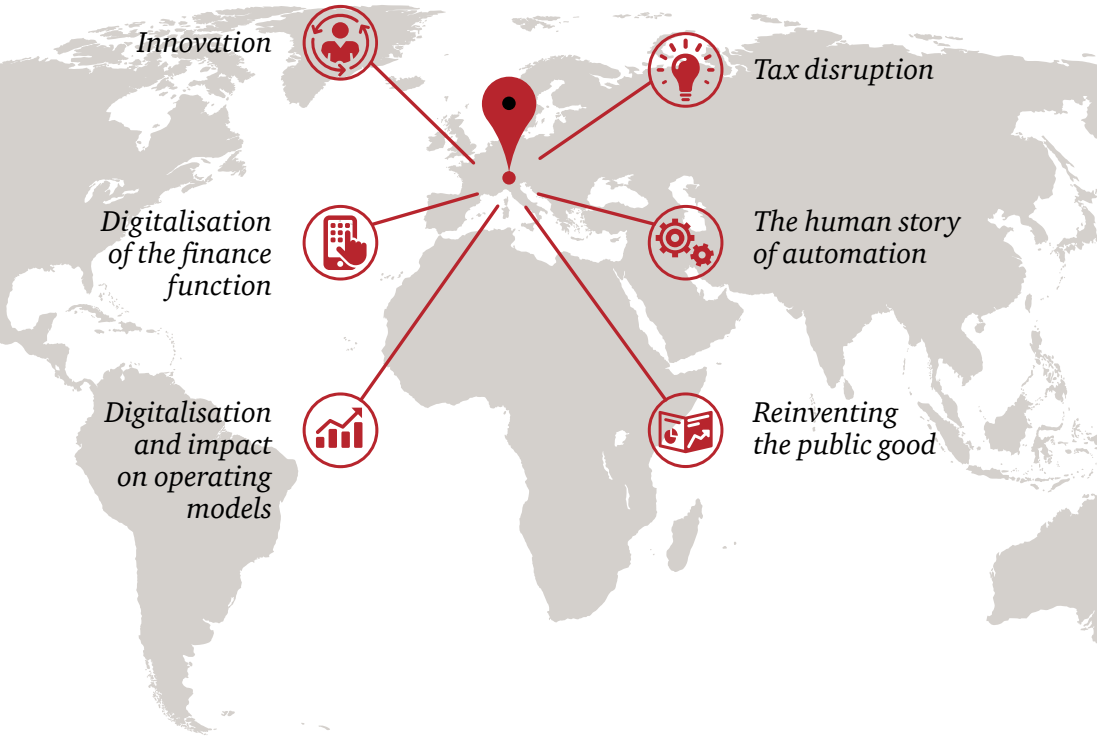
Topic 4: Reinventing the public good – an outlook on international tax developments

The concept of good tax policy has changed and is continuing to change significantly and rapidly; as a result, tax regulations and the tax landscape globally are changing too. This session aims to give you an understanding of some of the moving blocks and trends by looking at a series of relevant international tax developments.

Register on
www.pwc.ch/hqzhconference

Key topics

Digital Economy, the evolving role of Swiss-based HQ's



Organisation

Date

Wednesday, 31 October 2018

Time

8.00 am to 2.00 pm, including networking lunch and networking

Venue

Renaissance Tower Zürich Hotel, Turbinenstrasse 20, 8005 Zürich

Fee

Early bird fee CHF 200 (registration before 13 September 2018).

From 14 September. CHF 250 per participant (including VAT, lunch and refreshments).

Participants

The number of participants is limited.

Registration

Please register online via the PwC Switzerland Academy website on www.pwc.ch/hqzhconference

If Geneva is more convenient for you, please join our Geneva HQ Conference on 1 November 2018

www.pwc.ch/hqgeconference

Contact

PwC

Pamela Bissig

Grafenauweg 8

6302 Zug

+41 58 792 69 06

pamela.bissig@ch.pwc.com

www.pwc.ch/hqzhconference