
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

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

Dear Sir, dear Madam

You are warmly invited to join us at the 8th Zurich Regional and Global Headquarters Conference. This year, we will focus on the increasing opportunities and challenges created by technology developments and digitalisation. Robotics, artificial intelligence and the internet of things, are just a few of the developments with an active impact on the way multinationals set up their operating models, optimise supply chains and organise their workforce. In the area of taxes we are also observing a significant effect with countries and tax authorities grappling with how to recognise the different ways value is created and shared in a digital economy.

During our half-day conference, we will provide you with various thought-provoking insights from subject matter experts. The combination of plenary and break-out sessions will allow you to interact with peers and PwC experts.

Are you still trying to figure out what digital economy could mean for you? Or are you ahead of the curve and ready to take off with new projects? We look forward to welcoming you at the HQ conference.

Kind regards,

Maire Walsh
Tax Partner

Joanne Burgener
Assurance Partner



Register on
[www.pwc.ch/
hqzhconference](http://www.pwc.ch/hqzhconference)

Save the date and register: 31 October 2018

Key topics will include

- Digitalisation
- Innovation
- Finance function of the future
- Workforce of the future
- Tax disruption
- Tax Proposal 17
- EU tax development
- EU Directive on intermediaries DAC 6
- EU Anti Tax Avoidance Directive ATAD
- Business Operating Model

Break-out sessions

- Interactive demo of new technologies applied in business
- Digitalisation of the finance function
- Impact of digitalisation on the workforce
- Hear about the latest tax hot topics

HQ Conference in Geneva

In addition to the event in Zurich, we'll be running an HQ Conference in Geneva for the 9th time on 1 November 2018. For those who are unable to attend the Zurich event, you can join us to discuss these topics at our Geneva HQ conference on 1 November.

Organisation

Date

Wednesday, 31 October 2018

Time

8.00 am to 2.00 pm, including light business lunch and networking

Venue

Renaissance Tower Zürich Hotel, Turbinenstrasse 20, 8005 Zürich

PwC Events App: our 'HQ Conference' goes digital!

Access information at your fingertips, interact with speakers and other participants, and develop your network. Your login information will be sent one week before the event.

Fee

Early bird fee CHF 200 (registration before 31 August 2018).
From 1 September 2018. 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.

Contact

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