

How to approach tax governance as a strategic issue?

A discussion for board members

ecoDa/PwC
Joint webinar

9th of June 2021
4.00 - 5.00 pm CET



Today, due to an increased interest from the society, companies are aware of the importance of behaving in a socially responsible manner and of promoting good tax behaviour. Responsible tax behaviour is an important element of the corporate social responsibility of enterprises and their reputation with their stakeholders is consequently at stake. A growing number of stakeholders, such as investors (via the United Nations Principles for Responsible Investment), pension funds, financial regulators and banks, are paying attention to a company's tax strategy and also take tax behavior into account in investment or financing decisions.

Encouraged by a growing public demand, the European Union, including the Parliament, is moving forward on taxation and the next step could be to harmonise and institutionalise fair taxation and tax responsibility. These developments are likely to have a substantial impact on the environment of corporate governance.

That is why the June 9 Webinar will focus on the different tax governance aspects for directors and the need to make it a strategic issue in the board rooms. In order to raise awareness, ecoDa has brought together leading experts to discuss and to guide directors on this essential topic.

Our Speakers

Cristiano Borean, Generali Group CFO



Cristiano Borean has been appointed Group Chief Financial Officer of Generali in July 2018, with effective date September 1st, 2018. Since 2015 he has been Chief Financial Officer and Member of the Executive Committee of Generali France. He joined Generali Head Office in 2003 in the role of Derivatives Trader, becoming in 2004 Fixed Income portfolio and Treasury manager in Generali UK Branch. In 2005 he was appointed Deputy Head of Financial Risk Management Group Project Coordination. In 2006 he was senior analyst in the Asset and Liability Department of Generali France with focusing over savings and pension business. From 2007 he was in charge of the Quantitative Finance and Deputy Head of Strategic Asset Allocation in Generali Head Office. In 2009 he joined Genertel as Head of Non-motor sector becoming in 2012 Head of Products and Services Area. In 2013 he was appointed Group Head of Corporate Finance of Generali Head Office.

Edwin Visser, Tax policy leader for the EMEA region and of PwC Europe



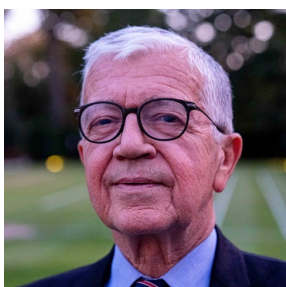
Edwin's practice includes representing PwC in tax policy matters (e.g. with the EU institutions and the OECD), sharing his and PwC's vast experience and insights with policymakers to help improve tax, legal and regulatory systems for the future. He provides strategic advice to boardrooms, to help shaping sustainable tax strategies, and is involved in tax controversy and tax government consulting (advising governments on tax matters). Edwin also leads PwC's international expert group on EU mandatory disclosure requirements.

Before joining PwC he was deputy director-general for Tax and Customs Policy and Legislation and Director for Direct Taxes at the Dutch Ministry of Finance, responsible for advising the Minister and the State Secretary of Finance on tax policy and legislation, with a focus on personal income tax and corporate income tax. He represented the Netherlands in the Bureau of the OECD's Committee on Fiscal Affairs (2012-2014) and he co-chaired the OECD Informal task force on tax and development (2010-2014).

Edwin was director for International Tax Policy and Legislation (2009-2012). In that capacity he also acted as competent authority. From 2004 to 2008 he was responsible for a coordinated treatment of the 2000 largest companies in the Netherlands by the Netherlands' Tax and Customs Administration. From 2000 to 2004 he was head of the Transfer pricing division of the Dutch tax administration.

Our Moderator

Michel de Fabiani, Chairman of the Policy Committee of ecoDa



Michel de Fabiani mainly held executive positions in the energy sector, where he began his career at BP in 1969 and rose to the position of Regional President Europe of the BP Group in 2005 and Vice President of EUROPIA. He is still Independent Director of two entities, Valco and Ebtrans and Founding Chairman and President for Le Cercle Economique Sully.

Anglophile and deeply European Michel was also President of the Franco-British Chamber in 2005 and 2010, of which he is currently Vice-President.

Director of industrial companies and specialist in Corporate Governance, he is also Chairman of the Policy Committee of ecoDa (The European Confederation of Directors' Associations) in Brussels and the Chair Nomination and Remuneration Club of IFA (Institut français des administrateurs).

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