ITR ASIA-PACIFIC TAX AWARDS 2026

AWARDS SUMMARY

This autumn ITR will host its annual ITR Asia-Pacific Tax Awards, celebrating the best tax and transfer pricing firms and lawyers throughout the region.

There are five sets of awards: jurisdiction firm(s) of the year; regional firm of the year; individual awards including practice leaders and rising stars; in-house awards for teams and individuals; and the impact case and deal awards, recognising the most influential deals and cases from across the region.

The 2026 awards review period spans January 1 2025 to December 31 2025. For impact deal and case awards, deals/cases must have closed during calendar year 2025.

Research overview

Firms are invited to submit to all award categories key to their practice as part of their annual ITR World Tax research submission. The submission form now includes places for submitting information regarding the regional award categories. Individual award nominees will be taken from the key practitioners and rising stars submitted on the form and our research team will set up interviews with potential shortlist candidates.

The submission deadline is March 13 2026

As well as reviewing the written submissions, which are a vital part of the awards research, ITR will speak with leading practitioners and in-house counsel across the market.

For any queries about the research, please contact ITR's Head of Research John Harrison.

You may include confidential matters on the submission form, but please mark all confidential information clearly in the manners indicated on the document. All information will be used *strictly* for research purposes only. All submissions must be made to the Legal Benchmarking Group submission portal. To uphold the highest data protection standards, we cannot accept submissions made in any other format or via email.

CATEGORIES AND CRITERIA

Judging process

The primary basis for awarding firm, team and individual awards is the role that a firm, team or individual had on key deals/cases/matters, judged according to four metrics:

- **Size:** not conclusive, though it does indicate what a tax team is capable of handling
- **Innovation:** did a firm's advice show something more than the straightforward answer that is commonly used? Did the matter address tax issues that were novel or untested? What ingenuity did the firm show? Has the work set any precedents?
- **Complexity:** did the matter have complexities that were out of the ordinary? What specialist attributes did a firm draw from to solve them? Were there pressures on the project that added complexity to managing the work, such as timing issues, political/public scrutiny, multiple parties etc? Were there cross-border considerations?
- **Impact:** what effect did the matter have on the client's business? Was it transformative? What has the conclusion of the matter enabled the client to achieve? Did the work have a wider impact than just for the client?

Decisions will also encompass the broader research undertaken by the ITR World Tax researchers. All decisions are made by an internal panel consisting of the ITR editorial team and the ITR World Tax research team. All decisions are made independently.

Jurisdictional Awards

- **Tax Firm of the Year:** will go to the best overall tax firm in its jurisdiction based on its record in advising clients on direct and indirect tax matters; disputes; policy; and compliance and reporting
- **Transfer Pricing Firm of the Year:** will go to the best overall TP firm in its jurisdiction based on its record in advising clients on TP projects, standalone or transaction-related; TP disputes; and TP policy work
- **Disputes Firm of the Year:** the best overall disputes firm in its jurisdiction based on its record of resolving disputes and court wins across all tax fields
- **Indirect Tax Firm of the Year:** the best overall indirect tax firm in its jurisdiction based on its record advising clients on indirect tax matters, as well as its innovation in producing impactful solutions

These awards will be given for the following jurisdictions:

- Australia
- Cambodia
- China
- Hong Kong SAR
- India
- Indonesia
- Japan
- Macau SAR
- Malaysia
- Myanmar
- Nepal
- New Zealand
- Philippines
- Singapore
- South Korea
- Sri Lanka
- Taiwan
- Thailand
- Vietnam

Note: categories may be added or modified based on quantity and quality of submissions

Regional Awards

The regional awards will go to firms that demonstrated an outstanding record in the relevant pan-Americas regionwide category.

For consideration in any of the Regional awards categories, please provide information in the relevant section of the ITR World Tax submission form in Section 1.

The regional award categories are:

- Best Newcomer
- Diversity & Inclusion Firm of the Year
- ESG Firm of the Year
- Pro Bono Firm of the Year
- Tax Compliance and Reporting Firm of the Year
- Tax Court Firm of the Year
- Tax Innovator of the Year
- Tax Policy Firm of the Year
- Tax Technology Firm of the Year
- Transfer Pricing Technology Firm of the Year
- Indirect Tax Firm of the Year
- Transfer Pricing Firm of the Year
- Tax Firm of the Year

Please note the following specific criteria:

- **Best Newcomer**: will go to the best performing and most promising young tax firm that has been set up in a jurisdiction in the APAC region in the past five years (incorporation no earlier than 2018).

- **Diversity & Inclusion Firm of the Year:** the winning firm will not only need to show a strong record for and commitment to initiatives promoting diversity, equity, and inclusion, within their own firm, the markets and wider industry, over the review period, but will also need to demonstrate that their diversity policy has had a positive impact on their performance and their client offering. Where possible, please include examples of programmes and statistics. Career development, diversity in women practitioners, gender diversity and work-life balance will be considered.

- **ESG Firm of the Year**: judges will evaluate a firm's commitment to ESG principles. These include environmental practices and programmes, to dedication to social development programmes, to establishing a track record for enhancing good governance standards.

- **Pro Bono Firm of the Year**: judges will evaluate a firm's commitment to its pro bono programmes; to reducing the environmental impact of operations; promoting workforce development and social mobility; innovative and effective initiatives to strengthen local communities in which firms are domiciled; and ethical business conduct.

- **Tax Compliance and Reporting Firm of the Year:** the winning firm will have demonstrated an exceptional record in tax compliance and reporting for clients during the awards period, including: the delivery of sophisticated reporting solutions for clients and work across multiple jurisdictions or with complex or uniquely challenging compliance demands.

- **Tax Innovator of the Year:** seeks to reward pure innovation. Judges will consider a single innovation or a series of innovations that have come into live production and that solve real world-problems for customers, or improve, strengthen or clarify the tax environment. This could include innovative proposals that develop tax policy, rules, frameworks and treatment; bring certainty to new areas of business; or provide clients with a new way of handling a tax issues.

- **Tax Policy Firm of the Year**: seeks to recognise a firm for its contribution to the development of national or multinational tax policy in consultations with public authorities between January 1 2025 - December 31 2025. The importance and impact of the policy change will be considered, along with the role that the firm played in its development. Results of a firm's contributions should be included in the submission.

- **Tax Technology Firm of the Year:** will award a firm for its development and application of a piece of technology that has come into live production and that solves real world-problems for clients. We will consider the firm's work in developing the technology; how the technology has helped the firm to better support clients; and how the technology has transformed a client's approach to tax. Judges will look at impact, efficiency savings, sophistication, and precedent value.

- **Transfer Pricing Technology Firm of the Year:** will award a firm for its development and application of a piece of technology that has come into live production and that solves real world-problems for clients. We will consider the firm's work in developing the technology; how the technology has helped the firm to better support clients; and how the technology has transformed a client's approach to transfer pricing. Judges will look at impact, efficiency savings, sophistication, and precedent value

- **Indirect Tax Firm of the Year:** the winning firm will have demonstrated exceptional performance in delivering sophisticated tax advice on complex, challenging and high-stakes cross-border or domestic indirect tax work during the awards period.

- **Transfer Pricing Firm of the Year:** will go to the best transfer pricing firm in Asia-Pacific during the awards review period, based on a firm's record in delivering sophisticated advice in cross-border or domestic TP work. We will pay particular attention to the delivery of multi-jurisdictional client solutions and TP projects that involve new or developing frameworks.

- **Tax Firm of the Year:** will recognise the best overall tax firm in Asia-Pacific, based on performance and impact across tax, indirect tax, disputes, policy, innovation, diversity and inclusion and technology. Impact across the region and beyond national borders, will score highly

Note: categories may be added or modified based on quantity and quality of submissions

Impact Deal and Case Awards

ITR will award the most impactful deals and cases that closed between January 1 2025 and December 31 2025. The deal/case highlights from the submissions will form the basis of this research as well firms have the opportunity to submit their most impactful deals/cases to the awards portal. The ITR team will also review other sources and consult leading practitioners and in-house counsel.

The four key metrics for judging deals/cases are:

- **Size/value:** only where size/value is a direct indicator of a matter's impact on the market and where it added to the complexity and challenges of that matter
- **Innovation:** did a deal/case address tax issues that were novel or untested? Did the matter set any precedents, or will it change how similar matters in the future are approached or resolved? Did the matter result in any rule clarifications or changes?
- **Complexity:** did the matter have complexities that were out of the ordinary? Did they require specialist advice across different disciplines? Were there other challenges that compounded the matter: number of parties, political sensitivities, public scrutiny, timing etc
- **Impact:** was the matter transformative for the client's business? Has it had a wider impact on the industry/sector?

Cases must have been decided by a court in the APAC region. To be considered, the final decision on proceedings, after all appeals, must have been delivered before December 31 2025.

Leading Practitioner: Practice Leader of the Year

Candidates must be a practice leader. The awards will be given to the individual that demonstrates the best record in leading their team in the relevant area: tax, indirect tax, litigation and disputes and TP. The awards will reflect the individual's record in leading their team's work for clients, as well as in development of their team to better service clients and for the betterment of the firm. The winner from the previous year will be excluded from the following year's shortlist.

The research team will also consider individuals that led on the most impactful cases/deals in each market.

The award categories for Practice Leader of the Year will be:

- Tax Practice Leader of the Year
- Tax Lawyer of the Year
- Transfer Pricing Practice Leader of the Year
- Transfer Pricing Lawyer of the Year
- Tax Disputes Practice Leader of the Year
- Tax Litigation Lawyer of the Year
- Indirect Tax Practice Leader of the Year
- Indirect Tax Lawyer of the Year

Leading Practitioner: Rising Stars

Candidates must be an emerging leader within your practice; they must have no more than 15 years professional experience, be under 40 years old, and be acting at leadership level within the tax, TP, tax disputes and litigation, or indirect tax practice.

Note: categories may be added or modified based on quantity and quality of submissions

Award winners will need to demonstrate top level record of work in their relevant practice area. The awards will consider a candidate's record of professional accomplishments, as well as their influence within the practice and their thought leadership.
The award categories for Rising Stars will be:

- Indirect Tax Advisory Rising Star
- Indirect Tax Lawyer Rising Star
- Tax Disputes Advisory Rising Star
- Tax Litigation Lawyer Rising Star
- Transfer Pricing Advisory Rising Star
- Transfer Pricing Lawyer Rising Star
- Tax Rising Advisory Star
- Tax Lawyer Rising Star

For litigation and disputes, we will consider successful work on pre-court settlements, court cases that made a material difference to clients and cases that have had a substantial impact on the development of tax law

In-house Awards: Teams & Leaders of the Year

There is a dedicated submission platform for all in-house awards. Awards will be based on the work handled by a team / individual between January 1 2025 and December 31 2025, as well as a team/individual's performance, achievements and influence in supporting their companies. The awards will recognise industry-leading in-house teams / individuals in tax, indirect tax, disputes and transfer pricing.

Teams/individuals must be based in Asia-Pacific. They may be part of a wider tax team, or work across several tax areas, but the examples presented must highlight achievements specific to the relevant award category.

There will be in-house awards recognising the achievements of both in-house tax teams and individual in-house counsel. The in-house team awards will include the following categories:

- In-house Compliance and Reporting Team of the Year
- In-house Diversity & Inclusion Team of the Year
- In-House ESG Team of the Year
- In-house Tax Technology Team of the Year
- In-house Indirect Tax Team of the Year
- In-house Transfer Pricing Team of the Year
- In-house Tax Team of the Year

Individual awards will be based on an in-house tax director's work, including deals/cases; transformative projects; team development; and industry-wide advocacy, influence and thought leadership. Candidates will need to demonstrate an outstanding record in leading their team on projects that made a material difference to the company; in championing the importance of good tax planning and practice at the highest level of the company; or in influencing tax developments through industry associations or participation in government consultations.

Individual in-house awards will cover the following categories:

- In-house Indirect Tax Leader of the Year
- In-house Transfer Pricing Leader of the Year
- In-house Tax Leader of the Year

Note: categories may be added or modified based on quantity and quality of submissions