



## AWARDS SUMMARY

On September 8, ITR will present its annual ITR Europe, Middle East and Africa Tax Awards 2022, celebrating the best tax and transfer pricing firms and lawyers across Europe, the Middle East and Africa.

There are five sets of awards: national/jurisdictional firm of the year; regional firm of the year; practice leader of the year; 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 2022 awards will review all the work and achievements that had key milestones between February 1 2021 to January 31 2022. For impact deal and case awards, deals/cases must have closed between February 1 2021 and January 31 2022.

### Research overview

A single, multi-use submission form will provide the basis for the awards research. Please submit the completed form using the online submission portal, available on ITR.com.

**The submission deadline is March 9 2022**

As well as reviewing the written submissions, which form 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: [james.wilson@legalmediagroup.com](mailto:james.wilson@legalmediagroup.com)

You may include confidential matters on the submission form, but please mark all confidential information clearly in **RED** on the form. All information will be used *strictly* for research purposes only. We are also happy to accept submissions in alternative document format, but please take care to note the information that the form asks for.

The ITR EMEA Tax Awards will recognise:

- National Tax Firm of the Year
- Regional Tax Firm of the Year
- Impact Deals and Case Awards
- Practice Leader of the Year
- In-house Team / Individual of the Year

**Note: categories within each segment may be added or modified based on quantity and quality of submissions**

## CATEGORIES AND CRITERIA

### Judging process

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

- **Size:** not conclusive but 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 or jurisdictions etc?
- **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 editors, the ITR awards team and the ITR World Tax research team. All decisions are made independently.

### National / Jurisdiction Tax Firm of the Year

- **Tax Firm of the Year:** the best overall tax firm in its jurisdiction based on its record advising clients on direct and indirect tax matters, disputes, and compliance and reporting, as well as its policy work, innovation, diversity and inclusion and technology
- **Transfer Pricing Firm of the Year:** the best overall TP firm in its jurisdiction, based on its record advising clients on standalone or transaction-related TP projects and TP disputes, as well as TP policy work, diversity and inclusion and technology
- **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

These awards will be given for the following jurisdictions:

- Africa
- Austria
- Baltic States<sup>1</sup>
- Belgium
- CEE<sup>1</sup>
- CIS<sup>1\*</sup>
- Cyprus
- Denmark
- Finland
- France
- Germany
- Greece
- Hungary
- Ireland
- Israel\*
- Italy
- Luxembourg
- Malta\*
- Middle East<sup>1</sup>
- Netherlands
- Nigeria
- Norway
- Poland
- Portugal
- Russia
- South Africa
- Spain
- Sweden
- Switzerland
- Turkey
- UK
- Ukraine

\*In these jurisdictions there will only be a single, overall Tax Firm of the Year award

- Baltic States: Estonia, Latvia and Lithuania
- CEE: Albania, Bosnia and Herzegovina, Bulgaria, Croatia, Czech Republic, Kosovo, Montenegro, North Macedonia, Romania, Serbia, Slovak Republic and Slovenia
- CIS: Armenia, Azerbaijan, Belarus, Georgia, Kazakhstan, Moldova
- Middle East: Bahrain, Jordan, Kuwait, Lebanon, Oman, Qatar, Saudi Arabia and UAE

## Regional Tax Firm of the Year

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

The “Deal/case highlights” section of the submission form is key for judging these award categories; however, further research will also be conducted by the team. The submission form also allows for direct nominations to specialised award categories.

The Firm of the year award categories are:

- Diversity & Inclusion Firm of the Year\*
- Best Newcomer\*
- US Corporate Tax Firm of the Year in EMEA\*
- CJEU Firm of the Year\*
- Tax Innovator of the Year\*
- Tax Technology Firm of the Year\*
- Tax Compliance and Reporting Firm of the Year\*
- Tax Policy Firm of the Year\*
- Indirect Tax Firm of the Year\*
- Tax Litigation and Disputes Firm of the Year
- Transfer Pricing Firm of the Year
- Tax Firm of the Year

\*These awards have dedicated sections on the submission form

The criteria for the above awards are:

- **EMEA Diversity & Inclusion Award:** 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 its diversity policy has had a positive impact on its performance and client offering. Where possible, please include examples of programmes and statistics.
- **EMEA Best Newcomer Award:** will go to the best performing and most promising young tax firm that has been set up in a jurisdiction in the EMEA region in the past five years (incorporation no earlier than 2017). Evidence of sophisticated, impactful, and complex work during the review period will be a key factor.
- **US Corporate Tax Firm in EMEA Award:** will go to the best firm headquartered in the US which, during the review period, demonstrated a deep commitment, integration and understanding of EMEA’s markets; outstanding performance on sophisticated and challenging projects; or an impressive growth into the region.
- **CJEU Firm of the Year:** the winning firm will need to demonstrate a market-leading record providing tax litigation advice in cases that were decided by the European Court of Justice (CJEU). For cases to be eligible, the proceedings may have commenced before the review period but the final decision, after all appeals, must have been delivered before January 31 2022.

- **EMEA Tax Innovator Award:** 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; brings certainty to new areas of business; or provide clients with a new way of handling a tax issues.
- **EMEA Tax Technology Award:** 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.
- **EMEA Compliance and Reporting award:** 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; multi-jurisdictional projects; or matters with complex or uniquely challenging compliance demands.
- **EMEA Tax Policy Award:** will recognise a firm for its contribution to the development of national or multinational tax policy in consultation with public authorities between February 1 2021 - January 31 2022. 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.
- **EMEA Indirect Tax Award:** 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.
- **EMEA Tax Litigation and Disputes award:** will go to the firm with the most impressive court wins during the review period. The award will reflect a firm's achievements in resolving / concluding disputes decided by courts in EMEA. To be considered, the final decision on proceedings, after all appeals, must have been delivered before January 31 2022.
- **EMEA Transfer Pricing Award:** will go to the best transfer pricing firm in EMEA 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.
- **EMEA Tax Firm Award:** will recognise the best overall tax firm in EMEA, based on performance and impact across tax, indirect tax, disputes, policy, innovation, diversity and inclusion, and technology. Impact across the region as a whole and beyond national borders will score highly.

## Impact Deal and Case Awards

ITR will award the most impactful deals and cases that closed between February 1 2021 and January 31 2022. The deal/case highlights from the submissions will form the basis of this research. 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 EMEA. To be considered, the final decision on proceedings, after all appeals, must have been delivered before January 31 2022.

## Practice Leader of the Year (individual)

Candidates must be a practice leader; they must either be actively leading a tax practice in the firm, or the TP or tax disputes and litigation practice.

Award winners will need to demonstrate the best record in having led their practice in the relevant area: tax (including all areas of tax), litigation and disputes and TP. The awards will consider a candidate's record in leading their team on client matters, as well developing the firm's practice 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 leaders will be:

- Tax Practice Leader of the Year
- Transfer Pricing Practice Leader of the Year
- Tax Litigation and Disputes Practice Leader of the Year

## In-house Team / Individual of the Year

There is a dedicated submission form for all in-house awards. Awards will be based on the work handled by a team / individual between February 1 2021 and January 31 2022 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 an EMEA jurisdiction. 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 Tax Team of the Year
- In-house Transfer Pricing Team of the Year
- In-house Indirect Tax Team of the Year
- In-house Diversity & Inclusion Team of the Year
- In-house Compliance and Reporting 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:

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