



WORLD **TAX**



WORLD **TP**

A detailed architectural wireframe drawing of a modern skyscraper, showing the grid of windows and structural elements. The drawing is rendered in a light gray color and occupies the lower half of the page.

Research Guidelines



Welcome to the *World Tax* and *World TP* research process, the comprehensive guides to the world's leading tax and transfer pricing practitioners. This document should provide you with all the information you need to take part in our annual research cycle, but if you have any further questions you may contact the editor:

Jonathan Moore: jmoore@euromoneyplc.com

Produced in association with the [*International Tax Review*](#), our research provides rankings and profiles of the most effective tax and TP practitioners in the world, covering more than 60 jurisdictions located on every continent. Tax is a multi-faceted enterprise covering a range of disciplines. Our rankings seek to reflect this by having law firms, consultancies and advisory groups all included in the mix. We also look to split our rankings into multiple tables, where appropriate, to recognise the varied expertise of different practices within each market.

WEBINAR

If you would like more information on the research process, we will also be producing a webinar about the research process that you can attend live or watch on demand after it has been completed:

The webinar takes place on **23 February 2021**. [***REGISTER HERE TO TAKE PART***](#)

After the live presentation, a recording of the webinar will be available at the same location.



RESEARCH PROCESS

If you work for a tax practitioner that advises on matters covered by any of the categories below, you can participate in the research by completing a research form.

- Alternative dispute resolution
- Customs
- General corporate tax
- Indirect tax
- Private client
- Real estate tax
- Tax controversy
- Transactional tax
- Transfer pricing

Companies can submit one research form for each practice area category in its country, one for World Tax and World TP, or just one form for both. Which you choose depends on how your practice is structured. For those companies that have distinct departments dealing with different areas it may make more sense to complete multiple forms, for those with more integrated teams it may be that one form is more relevant.

The form asks for basic information on the structure and focus of your practice, recent changes to the team, and up to 15 highlight deals per practice area. In the 2022 research cycle, highlight deals should be matters on which the firm has done substantial work since January 1, 2020, or which closed after that date.

Firms can provide an unlimited number of client referees in support of submissions. All referees provided by the submission deadline will be contacted by e-mail to ask for feedback on companies' and individual practitioners' work.

HOW TO PARTICIPATE IN THE RESEARCH

There is no fee to participate in the research, or to be ranked.

There are three steps to the submission process:

- Download our [RESEARCH FORM](#) and complete it fully
- Upload the research form(s) to our [ONLINE PORTAL](#)
- Upload your client referees to our [CLIENT SUBMISSION PORTAL](#)

PLEASE NOTE: We can no longer accept client referees or submission forms by email as it contravenes our GDPR policy. All submissions must be submitted via the above links.

COMPLETING THE RESEARCH FORM

From a ranking perspective, the most important section of the submission is **Practical evidence**. The reason for this is experience on complex matters is a key factor we use in determining our rankings.

We provide qualitative not quantitative rankings so matters should focus more on complex or innovative work, rather than simply those with a large monetary value.



Always give a clear explanation of your role on matters listed and provide details as to why they are considered significant.

Please provide us with as much information about matters as possible. The more information we have, the better the assessment we will be able to make of the firm. We will not disclose any information marked confidential, but please ensure **all** confidential information is highlighted in **RED**. Any information not highlighted in **RED** will be considered public and may be used by researchers in editorial coverage in both the guides and online.

CLIENT SURVEY

The process for collecting client feedback is designed to be as simple and straightforward as possible. We will contact all those individuals provided to us through the [CLIENT SUBMISSION PORTAL](#) by email. They will be invited to complete a simple online survey, asking them to provide feedback on their experience working with your practitioners. If they would prefer, they can arrange a short interview with the researcher instead. Please ask your clients to get in touch with the researcher if that is their preference.

We will contact the individual listed in the submission approximately a week before we send out the client survey, in case you wish to let your clients know to expect an email from the researcher ahead of time to encourage participation.

Clients providing detailed, explanatory feedback is the simplest way to have an impact on the rankings. Those who have experience of the wider market – domestically or internationally – and are able to explain why they choose to work with your practitioners over others in the market are especially useful to the research. This constitutes the most important pillar in the process is the best way to affect your ranking. As such, we encourage those submitting to vet client referees before sending their contact details, to ensure they are both willing and able to provide the kind of effective feedback we are looking for in the research.

PRACTITIONER SURVEY

All senior tax and transfer pricing practitioners are invited to participate in the peer feedback survey. This allows individuals to highlight their own recent work, to make a case for their inclusion as a leader in their field. This is perhaps the best way for an individual that feels they should be recognised to emphasise it to the research team. We therefore would encourage as many of your senior personnel as possible to complete this survey, when they have the chance.

We also ask them for their recommendations for other firms and individuals they have worked with, whether domestically or internationally. As frontline practitioners they have the best view of those doing the most impressive work – especially more junior staff whose importance in the work may otherwise not have been noticed by clients. We therefore highly value the input of practitioners in the research and would encourage as many as possible to take part.

[COMPLETE THE PRACTITIONER SURVEY](#)

If you have any questions please contact the editor, Jon Moore (jmoore@euromoneyplc.com).



RANKING CRITERIA

The guides are produced using our three foundational pillars of research:

- **Client feedback**, the most important pillar, is sourced from those with direct practical experience of their markets; those who can give a first-hand review of the skills and abilities of those they worked with.
- **Practical evidence** is gathered by our researchers from practices all over the world. We collect, collate and scrutinise the work of practitioners – both public and private – to gain a detailed understanding of their methods and capabilities.
- **Peer feedback** is secured from the leading names in their respective fields, through surveys and direct interviews with partners, directors and managers, to get the market's perspective on the rankings.

Our research teams combine these three sources – along with independent research – to produce the finished *World Tax* and *World TP* guides.

As part of the research we also produce several *Leaders* guides throughout the year that recognise the expertise and quality of individual practitioners. These are published in individual guides and online with our detailed practitioner profiles. The process for determining which individuals to include in these follows the same process.

When you submit you should try and provide referees for all the individual practitioners you feel should be included in these guides. A practitioner working on significant matters who receives a reasonable amount of good client feedback is more likely to be included.



LEADERS

Alongside our firm rankings, we also recognise the work of outstanding individuals through the publication of the following *Leaders* guides:

- Indirect Tax Leaders
- Tax Controversy Leaders
- Women in Tax Leaders

We are also introducing new guides to recognise practitioners in the following categories:

- General Corporate Tax Leaders
- Transfer Pricing Leaders

The guides are compiled as part of the *World Tax* and *World TP* process, using the same three pillars of research:

- **Client feedback**
- **Practical evidence**
- **Peer feedback**

As such, **there is no need for firms to nominate individuals** as all those eligible are automatically taken into consideration. From a candidate's perspective, the only thing you need to do is ensure their work is clearly highlighted in the submissions and that they have client referees willing to provide positive and detailed feedback on their work.

Leaders are currently ranked in one of two categories:

HIGHLY REGARDED

Practitioners who are highly regarded by their peers and the wider market and who possess a strong track record in dealing with significant matters.

RISING STAR

Ones to watch, these are practitioners at the early stages of their career whose work has already stood out to peers and clients and who are recognised as potential market leaders of the future.



COVERAGE

The ranking tables we produce vary by country, depending on the volume and type of work generally seen in each individual market. You can view which practice areas we are currently researching in your jurisdiction this year in the [Appendix](#).

However, as we look to expand and grow our coverage we are keen to receive submissions from a wider range of practitioners, to ensure we reflect each market as accurately as possible and recognise leading firms in as many jurisdictions as possible. To that end – in addition to the jurisdictions and practice areas we currently cover – we would welcome submissions from the following:

PRACTICE AREAS

In addition to general taxation and TP tables, we are also keen to hear from specialists whose work covers any of the categories listed below that are not yet included in their jurisdiction.

- Alternative dispute resolution
- Customs
- Indirect tax
- Private client
- Real estate tax
- Tax controversy
- Transactional tax

JURISDICTIONS

We are also keen to expand our coverage beyond the current jurisdictions we cover. If your firm has a practice in a jurisdiction we do not currently cover we would welcome a submission from that office detailing its recent work. While we may not be able to create a new ranking table without more input from other firms, **all firms that submit for the research process are guaranteed editorial coverage.**

In addition to national chapters, we would also be interested in receiving submissions relating to work in the following territories:

- Anguilla
- Aruba
- Bermuda
- British Virgin Islands
- Cayman Islands
- Cook Islands
- Channel Islands
- Gibraltar
- Isle of Man
- Labuan
- Montserrat

If you are interested in participating in this year's research and have not registered your interest, please do so [HERE](#).



RESEARCH TIMELINE

RESEARCH LAUNCHED:	January 14 2021
RESEARCH WEBINAR:	February 23 2021
SUBMISSION DEADLINE:	<u>March 31 2021</u>
WORLD TAX PUBLISHED:	Late September 2021
WORLD TP PUBLISHED:	Early October 2021

If you need an extension to the submission deadline, please contact the editor, Jon Moore (jmoore@euromoneyplc.com).



WHY PARTICIPATE?

Actively engaging with our research team ensures:

- Editorial coverage in the guide(s)*
- Accurate and in-depth representation of your recent activities
- Potential market endorsement in a well-established, highly regarded independent guide.
- Exposure to our wide audience of tax professionals based in leading corporations around the world.

***Our editorial policy dictates that all firms that participate in the research and provide relevant examples of transactional work are guaranteed editorial coverage.**



TIPS ON HOW TO FILL OUT AN EXCELLENT SUBMISSION FORM

PRACTIAL EVIDENCE

Audience = our researchers

- While we have training, you cannot compare it to your level of expertise. Our expertise is in research and assessment

Rankings = competitive

- Be sure to include your best work in your submission
- Quality over quantity

Context

- Why was the case so innovative or impactful?
- Explain in terms of your jurisdiction (something standard in one jurisdiction might not be in another jurisdiction)
- Client names: not mandatory to give the names of clients in deals, but it does help give context
- Your firm's role – e.g. were you the lead adviser or a local referral?
- Deal values: not compulsory but it can be very helpful in giving context
- Option to say “more than X amount” to give some idea of the scope and size of the matter.

Questions you can answer

- What benefit did it give to your client
- Methods used
- Capability
- Why did you include this matter
- Any new technologies arise from this case?
- Did it have a market influence such as an effect on policy?

Ranking tables

- Send us cases that reflect different practice areas (Indirect tax, Tax controversy, Transfer pricing, etc.) to be considered for ranking under the different tables

Confidentiality

- Highlight in **RED**
- We promise not to publish any confidential information

One, two or three forms?

- You can use a single form for all submissions, if it is easier for you



- You can also submit multiple forms (one for Tax, one for Transfer pricing and one for Controversy, litigation and disputes), which means you can submit 15 case deals for each practice

LEADERS GUIDES

- You can list your outstanding individuals for consideration for the World Tax Leaders, but this does not guarantee inclusion. Ideally, they should be linked to a case deal they have worked on as evidence

CLIENT REFEREES

Include client contacts:

- You know will respond
- That have had a positive client experience with you
- Who know the market; most senior does not always mean best
- Who know you – both your advisers and your firm
- Who can give accurate details of how you worked with them
- Who are able to give feedback that is constructive and comparative



AMERICAS

LATIN AMERICA AND THE CARIBBEAN

Argentina

- General corporate tax, Indirect tax, Tax controversy, Transactional tax

Aruba

- Tax

Bahamas

- Tax

Bolivia

- Tax

Brazil

- General corporate tax, Indirect tax, Tax controversy, Transactional tax

Chile

- General corporate tax, Indirect tax, Tax controversy, Transactional tax

Colombia

- General corporate tax, Indirect tax, Tax controversy, Transactional tax

Costa Rica

- Tax

Curaçao

- Tax

Dominican Republic

- Tax

Ecuador

- Tax

El Salvador

- Tax

Grenada

- Tax

Guatemala

- Tax

Honduras

- Tax



Nicaragua

- Tax

Panama

- Tax

Paraguay

- Tax

Peru

- General corporate tax, Indirect tax, Transactional tax

Puerto Rico

- Tax

Uruguay

- General corporate tax, Indirect tax, Transactional tax

Venezuela

- General corporate tax, Indirect tax, Tax controversy, Transactional tax

NORTH AMERICA

Bermuda

- Tax

Canada

- General corporate tax, Tax controversy, Transactional Tax

Mexico

- General corporate tax, Tax controversy, Transactional tax

UNITED STATES REGIONAL

California

- General corporate tax, Tax controversy

Colorado

- Tax

District of Columbia

- General corporate tax, Tax controversy

Florida

- Tax

Georgia

- Tax



Illinois

- General corporate tax, Tax controversy, Transactional Tax

Louisiana

- Tax

Massachusetts

- Tax

Minnesota

- Tax

Missouri

- Tax

Nevada

- Tax

New York

- General corporate tax, Tax controversy, Transactional Tax

North Carolina

- Tax

Ohio

- Tax

Pennsylvania

- Tax

Tennessee

- Tax

Texas

- General corporate tax, Tax controversy, Transactional Tax

Virginia

- Tax

Washington

- Tax

Wisconsin

- Tax

ASIA-PACIFIC

Australia

- General corporate tax, Indirect tax



Bangladesh

- Tax

Cambodia

- Tax

China

- Customs, General corporate tax, Private client

Hong Kong SAR

- Customs, General corporate tax, Private client

India

- General corporate tax, Indirect tax

Indonesia

- General corporate tax, Private client, Tax controversy

Japan

- Tax

Malaysia

- General corporate tax, Indirect tax, Tax controversy

Myanmar

- Tax

New Zealand

- General corporate tax, Tax controversy

Pakistan

- Tax

Philippines

- General corporate tax, Tax controversy

Singapore

- Tax

South Korea

- General corporate tax, Tax controversy

Sri Lanka

- Tax

Taiwan

- Tax



Thailand

- Customs, General corporate tax, Private client

Vietnam

- Customs, General corporate tax

EMEA

WESTERN EUROPE

Andorra

- Tax

Belgium

- General corporate tax, Tax controversy

Cyprus

- General corporate tax, Tax controversy

Denmark

- General corporate tax, Tax controversy

Finland

- General corporate tax, Indirect tax, Tax controversy, Transactional tax

France

- General corporate tax, Private client, Real estate, Tax controversy

Germany

- General corporate tax, Indirect tax, Tax controversy, Transactional tax

Greece

- General corporate tax, Private client, Tax controversy, Transactional tax

Ireland

- Tax

Italy

- General corporate tax, Private client, Tax controversy, Transactional tax

Luxembourg

- General corporate tax, Tax controversy

Malta

- General corporate tax, Private client

Netherlands

- General corporate tax, Indirect tax, Tax controversy, Transactional tax



Norway

- Energy, General corporate tax, Indirect tax, Shipping, Tax controversy, Transactional tax

Portugal

- General corporate tax, Indirect tax, Private client, Tax controversy, Transactional tax

Spain

- General corporate tax, Indirect tax, Tax controversy, Transactional tax

Sweden

- General corporate tax, Tax controversy

Switzerland

- General corporate tax, Private client, Tax controversy

United Kingdom

- General corporate tax, Indirect tax, Tax controversy, Transactional tax

CENTRAL AND EASTERN EUROPE

Albania

- Tax

Armenia

- Tax

Austria

- General corporate tax, Indirect Tax, Tax controversy

Azerbaijan

- Tax

Belarus

- Tax

Bulgaria

- General corporate tax, Tax controversy

Croatia

- Tax

Czech Republic

- General corporate tax, Tax controversy

Estonia

- Tax

Hungary

- General corporate tax, Tax controversy

Kazakhstan

- Tax

Latvia

- Tax

Lithuania

- Tax

Montenegro

- Tax

Poland

- General corporate tax, Indirect tax, Tax controversy

Romania

- Tax

Russia

- General corporate tax, Indirect tax, Tax controversy

Serbia

- Tax

Slovak Republic

- Tax

Slovenia

- Tax

Turkey

- General corporate tax, Tax controversy

Ukraine

- General corporate tax, Tax controversy

MIDDLE EAST

Bahrain

- Tax

Israel

- General corporate tax, Private client, Real estate, Tax controversy

Kuwait

- Tax

Lebanon

- Tax

Oman

- Tax

Qatar

- Tax

Saudi Arabia

- Tax

United Arab Emirates

- Tax

AFRICA

Algeria

- Tax

Angola

- Tax

Benin

- Tax

Botswana

- Tax

Burkina Faso

- Tax

Burundi

- Tax

Chad

- Tax

Egypt

- Tax

Eritrea

- Tax

Eswatini

- Tax

Gabon

- Tax

Ghana

- Tax

Guinea

- Tax

Kenya

- Tax

Liberia

- Tax

Madagascar

- Tax

Mali

- Tax

Mauritania

- Tax

Mauritius

- Tax

Morocco

- Tax

Niger

- Tax

Nigeria

- Tax

Senegal

- Tax

Sierra Leone

- Tax

South Africa

- General corporate tax, Tax controversy

South Sudan

- Tax

Sudan

- Tax

Tanzania

- Tax



Togo
- Tax

Tunisia
- Tax

Uganda
- Tax

Zambia
- Tax

Zimbabwe
- Tax



WORLD TP

AMERICAS

LATIN AMERICA AND THE CARIBBEAN

- Argentina
- Bolivia
- Brazil
- Chile
- Colombia
- Costa Rica
- Dominican Republic
- Ecuador
- El Salvador
- Guatemala
- Honduras
- Nicaragua
- Panama
- Paraguay
- Peru
- Uruguay
- Venezuela

NORTH AMERICA

- Canada
- Mexico
- United States

ASIA-PACIFIC

- Australia
- Bangladesh
- Cambodia
- China
- Hong Kong SAR
- India
- Indonesia
- Japan
- Malaysia
- Myanmar
- New Zealand
- Pakistan



WORLD TP

- Philippines
- Singapore
- South Korea
- Taiwan
- Thailand
- Vietnam

EMEA

WESTERN EUROPE

- Belgium
- Cyprus
- Denmark
- Finland
- France
- Germany
- Greece
- Ireland
- Italy
- Luxembourg
- Malta
- Netherlands
- Norway
- Portugal
- Spain
- Sweden
- Switzerland
- United Kingdom

CENTRAL AND EASTERN EUROPE

- Austria
- Azerbaijan
- Belarus
- Bulgaria
- Czech Republic
- Estonia
- Hungary
- Latvia
- Lithuania
- Poland



WORLD TP

- Romania
- Russia
- Serbia
- Slovak Republic
- Slovenia
- Turkey
- Ukraine

MIDDLE EAST

- Israel
- Kuwait
- Saudi Arabia
- United Arab Emirates

AFRICA

- Angola
- Egypt
- Ghana
- Kenya
- Mauritius
- Morocco
- Nigeria
- Senegal
- South Africa
- Uganda
- Zambia