

## AGENDA

### IOTA Annual International Conference Transforming Tax Administration - Involving Taxpayers in Developing Better Compliance and Business Processes

8-9 November 2016 - Budapest, Hungary

#### Monday, 7<sup>th</sup> November 2016

15.00 – 19.30 Arrivals, check-in at Budapest Marriott Hotel

19.30 – 22.30 Welcome Reception hosted by IOTA  
Entertainment by the National Tax and Customs  
Administration of Hungary Brass Band

Location: "Corso" restaurant, Ground level, Budapest Marriott Hotel

#### Tuesday, 8<sup>th</sup> November 2016

Location: Budapest Marriott Hotel – Erzsébet Room, Mezzanine level

09.00 – 09.15 Welcome by the National Tax and Customs  
Administration of Hungary

Mrs. Csilla Tamásné Czinege, Director General for Taxation  
Issues, National Tax and Customs Administration of  
Hungary

09.15 – 09.30 Opening Address by IOTA

Mr. Miguel Silva Pinto, Executive Secretary, IOTA



## Session 1 - Transforming Tax Administration: Strategy and Methods

09.30 – 10.15	<b>Keynote 1: The ATO Reinvent Blueprint</b> Mr. Chris Jordan, Commissioner, Australian Taxation Office
10.15 – 10.45	<b>Presentation 1: Customer Segmentation and the Change to Customer Oriented Management</b> Mr. Marko Myllyniemi, Director, Corporate Taxation, Finnish Tax Administration
10.45 – 11.15	<b>Presentation 2: Development and Implementation of a Customer Engagement Strategy in the Irish Revenue</b> Mr. Declan Rigney, Head of Planning Division, Revenue, Ireland
11.15 – 11.45	<i>Coffee Break</i>
11.45 – 12.15	<b>Presentation 3: Rethinking the Tax Collection Process in Norway</b> Mr. Petter Haandlykken, Strategic Adviser, Norwegian Tax Administration
12.15 – 13.00	<b>Panel Discussion in Plenary I</b> Moderator: Mr. Erling Andersen, International Director, Danish Tax Administration
13.00 – 14.30	<i>Commemorative photo and Lunch break</i> <i>Location: Restaurant "Peppers!" on the ground floor</i>

## Session 2 - Involving Taxpayers in Developing Taxation Processes

*Location: Budapest Marriott Hotel – Erzsébet Room, Mezzanine level*

14.30 – 14.45	<b>Keynote 2:</b> Mr. Daniil Egorov, Deputy Commissioner of FTS, Russia
14.45 – 15.00	<b>Keynote 3:</b> Mr. Chas Roy-Chowdhury, Head of Taxation - Professional Insights, ACCA, UK
15.00 – 15.30	<b>Presentation 4: Involving Business and Intermediaries in Developing Good Taxation Processes</b> Mr. Kors Kool, Senior Adviser, OECD-CTPA
15.30 – 16.00	<i>Coffee Break</i>
16.00 – 16.30	<b>Presentation 5: From Crooks to Customers: The Danish Experience with Shifting Perspective on Taxpayers</b> Mr. Soren Eikers, Senior Advisor, Danish Tax Administration
16.30 – 17.00	<b>Panel Discussion in Plenary II</b> Moderator: Mr. Chas Roy-Chowdhury, Head of Taxation - Professional Insights, ACCA, UK
19.00 – 19.30	<i>Organised Walk in Budapest from Marriott Hotel to the venue of Social Event and Dinner</i>
19.30 -	<i>Dinner hosted by the National Tax and Customs Administration (Dress Code: Smart Casual)</i>

Wednesday, 9<sup>th</sup> November 2016

Location: Budapest Marriott Hotel – Erzsébet Room, Mezzanine level

### Session 3 - Changing Needs and Expectations of Society and Stakeholders Facing Tax Administrations

09.00 – 09.15      **Keynote 4: Challenges to Tax Collection in the Early 21<sup>st</sup> Century – Emerging Patterns and Where To Look for Solutions**

Ms. Caroline Edery, European Commission

09.15 – 09.45      **Presentation 6: A Changing Technological Landscape and the Impact on Tax Revenue Collection and Processes**

Mr. Clement Migai, WU Vienna University of Economics and Business

09.45 – 10.15      **Presentation 7: Adapting European Revenue Administrations to meet the Challenges of Tomorrow**

Mr. David Regan, Global Managing Director, Accenture Revenue Industry Group

10.15 – 10.45      *Coffee Break*

10.45 – 11.15      **Presentation 8: European Business Perspectives on Good Tax Collection Processes**

Mr. Mark Hammond-Giles, Technical & Policy Manager, GE Global VAT/GST

11.15 – 11.45      **Presentation 9: Public Interest, Societal Expectations and Transparency – “the new normal” and its impact on effective tax systems**

Ms. Mary Monfries, PwC

11.45 – 12.15      **Presentation 10: Change in the Approach of the NTCA to Support Compliance**

Ms. Dóra Júlia Makai, Deputy Head of Department, National Tax and Customs Administration, Hungary



12.15 – 12.45

**Panel Discussion in Plenary III**

Moderator: Mr. Pierre Vandenberghe, European Commission

12.45 – 13.00

**Closure and wrap-up of the conference**

Mr. Miguel Silva Pinto, Executive Secretary, IOTA

13.00 -

*Departures*

13.00 – 14.00

*Lunch – Location: Restaurant “Peppers!” on the ground floor*

14.30 -16.00

*Opportunity for a guided tour of the Hungarian Parliament hosted by the National Tax and Customs Administration of Hungary*