

Thinking big can help keep your tax controversy small.

Today's global connectivity means it is easier for companies to be faced with multi-dimensional, multi-country tax controversy. How can you manage the risk?



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Issue 27, October 2020

Managing transfer pricing risk in a rapidly changing environment

In today's world, economic conditions and government responses, including tax policies, are evolving at a fast pace. Increasing revenue pressures and the focus on transparency mean multinational enterprises can be subject to robust transfer pricing audits — and transfer pricing controversy continues to be one of the hot topics in international tax law. To manage these risks, companies need a nimble transfer pricing management strategy to align with shifting business models, markets, product lines and tax authority priorities. Read this recent [EY article](#) for tips on how to implement such a strategy. Also, listen to our recent EMEIA transfer pricing controversy [webcast](#) focused on distribution, in which we discuss real-life examples and provide country-specific comments on transfer pricing in Russia, Germany and France.

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EYG no. 010282-18Gbl, 006873-20Gbl

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