




## 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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### Transfer Pricing Controversy in Asia: BEPS 1.0 implementation

In its ambitious BEPS 1.0 initiative, the OECD outlined goals for improving the application of, and adherence to, international tax rules, coordinating approaches across countries and increasing transparency. Now, more than five years after BEPS 1.0 was launched, some have questioned whether the initiative achieved these goals. In an [EY video](#), Danielle Donovan, Transfer Pricing Partner, Ernst & Young Partnership, discusses some of the anticipated and unanticipated outcomes of the BEPS 1.0 project, and proposes a number of practical solutions for taxpayers to avoid double taxation and manage transfer pricing risk.

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