



Adrian Luca
Partner

Professional Background

- Founding partner of Transfer Pricing Services (the first Romanian independent advisory firm offering highly specialized transfer pricing consultancy);
- Certified Tax Consultant (Romania);
- Chartered Accountant (Romania);
- MBA Romanian – Canadian Program in collaboration with HEC Montreal, Ottawa University and Academy of Economic Studies Romania: Finance Specialisation;
- Degree in Accounting from the Academy of Economic Studies;
- Author of various articles on transfer pricing issues for professional journals and frequent speaker at corporate taxation and transfer pricing conferences and seminars.

Proven Track Record

- Over 8 years of experience in transfer pricing and international tax structuring projects for some of the world's largest multinational groups;
- Previous experiences include PricewaterhouseCoopers Romania and secondments to PricewaterhouseCoopers Poland and PricewaterhouseCoopers Belgium;
- Directly involved in drafting the proposed changes to the norms of the Romanian transfer pricing legislation and advance pricing arrangements;
- Extensive knowledge of transfer pricing systems in CEE region.

Capabilities

- Involved in domestic, regional and global transfer pricing projects for multinational clients in various industries, including CIPS, TICE, FMCG and Pharma;
- Project leader for numerous transfer pricing project. The services provided ranged from drafting the transfer pricing documentation in line with OECD TP Guidelines and EU Code of Conduct file to setting up and implementation of the transfer pricing policies;
- Provided assistance during tax audits and in preparing defence documentation supporting a taxpayer's position;
- Drafted the first advance pricing arrangement applications submitted in Romania and assisted the taxpayer during the negotiations with the tax authorities;
- Involved in FIN 48 projects for various multinational companies.