

**Transfer Pricing Associates**

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Director

Professional Background

- Ying is a director with TPA Global in Amsterdam.
- Previously her working experience includes advising United Nations' development programs for China, assisting MNEs with quality audit and certification of ISO quality system.
- She is leading the Global Benchmarking Platform of TPA Global to provide high quality economic analysis to support MNE's TP structures.
- Ying also leads the Greater China practice of TPA Global with respect to transfer pricing, investment and supply chain optimization to meet the needs of MNEs operating in China as well as Chinese outbound companies operating abroad.

Proven Track Record

- Advised and supported MNEs through a large number of TP engagements including global value chain analysis, design and implementation of transfer pricing systems, transfer pricing documentation, financial and economic analysis, IP mitigation, business restructurings, valuation, audit support, dispute resolution and negotiation of APAs.
- Assisted MNEs operate in a broad range of industries including, but not limited to technology, food, FMCG, banking, chemicals, publishing, engineering, oil and gas, telecommunications, healthcare, electronics and commodities.
- Assisted many MNEs in preparation of master file, local file and Country-by-Country report, including leading project teams working on multi-year assignment of TP documentation process.
- Advised MNEs with various business restructuring cases, including using value chain analysis to support with practical TP solutions and profit split methodologies.
- Assisted MNEs in resolving TP disputes with tax authorities in Europe and China.
- Involved in using TP software solutions to reduce TP compliance works for MNEs.

Capabilities

- Specialized expertise and insights with respect to global value chain analysis from a TP perspective (Author of various articles published on the Bloomberg BNA Transfer Pricing Report/Tax Management International Journal and China Taxation Journal)
- Instructor at IBFD tax courses with respect to TP valuation - comparability analysis.

- Extensive knowledge and practical experience with respect to using various financial databases and license/service agreement databases to provide high quality economic analysis for MNEs.