

New York University School of Law is proud to announce that it will host the first  
**SwissAmerican Tax Conference**

# Relocation Switzerland

**A presentation of the competitive Swiss taxation  
system in today's global economy**

## *Featured speakers*

### **H. David Rosenbloom**

Director, International Taxation Program, New York University School of Law  
Partner, Caplin & Drysdale

### **Xavier Oberson**

Professor of Swiss and International Taxation, University of Geneva  
Partner, Oberson & Partners

### **Jacqueline Hess**

Partner, PricewaterhouseCoopers LLP

**We are honoured by the presence of**

**H.E. Raymond Loretan**

**Ambassador with the Consulate General of Switzerland in New York**

**Wednesday, April 6, 2005, 4:00 p.m.**

**New York University School of Law**

**Vanderbilt Hall, Greenberg Lounge**

**40 Washington Square South, New York City**

# SwissAmerican Tax Institute

Switzerland and the diversity of its cantons offer to multinationals and high net worth individuals a tremendous number of attractive tax planning tools, most of which remain unknown to international practitioners. The contributions of world-renowned panelists to this state-of-the-art conference is thus designed to satisfy the growing interest in the competitive Swiss tax system.

This conference is organized by the SwissAmerican Tax Institute, aimed at promoting relations between the Swiss and American tax communities. The Institute creates and supports innovative educational programs and business networking events. For further information, please contact the directors, Fouad Sayegh and Brice Thionnet, at [www.swissamtax.com](http://www.swissamtax.com).

## The Program

- 4:00 p.m.**      **Welcome**  
H.E. Raymond Loretan
- 4:10 p.m.**      **Taxation of Expatriates, High Net Worth  
Individuals, Artists and Sportsmen**  
Xavier Oberson
- 4:55 p.m.**      **Coffee Break**
- 5:15 p.m.**      **Cross-border Tax Arbitrage: Techniques and Issues**  
H. David Rosenbloom
- 6:00 p.m.**      **Break**
- 6:20 p.m.**      **Corporate Taxation, Holding and Auxiliary  
Companies, and Tax Holidays**  
Jacqueline Hess
- Geneva and Fribourg: Cantons in Vogue!**  
Steve Vorndran / Matthew D. Julian
- Testimonial: Why We Chose Switzerland  
as the Place to Grow Our Business**  
Polo Ralph Lauren/Bulova Corporation
- 7:15 p.m.**      **Panel discussion**
- 7:35 p.m.**      **Closing remarks**  
Christoph von Arb
- 7:45 p.m.**      **Reception**



# Profiles



## H.E. Raymond Loretan

Ambassador Loretan was appointed Consul General of Switzerland in New York in August 2002. Prior to this assignment, he was Ambassador of Switzerland in the Republic of Singapore and Brunei Darussalam.



## Xavier Oberson

Professor Oberson holds a law degree and a Ph.D. from the University of Geneva, Switzerland, and a LL.M. degree in international taxation from Harvard Law School. He has been a Professor of Swiss and International Taxation at the University of Geneva since 1995. He is a senior partner of Oberson & Partners, a leading tax law firm with offices in Geneva and Lausanne. He serves as a judge on the Swiss Federal Court of Appeals for Federal Tax Matters. He was also a Visiting Scholar at the NYU School of Law in the Spring of 2004.



## H. David Rosenbloom

Professor Rosenbloom holds a J.D. from Harvard Law School. He is the Director of the International Tax Program at NYU School of Law. Professor Rosenbloom is a senior partner of Caplin & Drysdale, one of the leading U.S. law firms in the taxation field. He is a former International Tax Counsel for the U.S. Treasury Department and a former lecturer in international and comparative taxation at Stanford University Law School, Columbia University Law School, the University of Pennsylvania Law School, and Harvard Law School. He has also taught international taxation at educational institutions in Taipei, Pretoria, Mexico City, Sydney, and Milan.



## Jacqueline Hess

Mrs. Hess holds a J.D. from Cornell Law School and a LL.M. degree in international taxation from the Katholieke Universiteit Leuven, Belgium. As a Swiss Certified Tax Expert, she is a director of the International Tax Services of PricewaterhouseCoopers AG, Zurich. From 2002 to 2003, she was the leader of the Swiss tax desk with PricewaterhouseCoopers LLP in New York.



## Steve Vorndran

Mr. Vorndran is the U.S. Representative for Economic Affairs for Geneva, Switzerland. He assists companies and NGOs to understand the tax, human resources, market, and quality of life benefits of a Geneva location.



## Matthew D. Julian

Mr. Julian is the Senior Representative in North America for the Ministry of Economy for the Swiss Canton of Fribourg. His role includes liaising between the Cantonal Government and North American corporations whose strategic globalization and restructuring initiatives may benefit from a Swiss component.

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## Christoph von Arb

Dr. von Arb is the Consul General of Switzerland in Boston and Director of the Swiss House for Advanced Research and Education (SHARE), the first Swiss scientific Consulate. He holds a Masters degree in Plant Physiology and a Ph.D. in Molecular Biology from the University of Bern, Switzerland. He is currently visiting lecturer at Harvard Kennedy School of Government.

# The New York University School of Law Program in International Taxation

The NYU School of Law is committed to legal education for a global economy. An important component of that commitment is the International Taxation Program for Foreign Students (ITP). Working side by side with colleagues from the United States and other countries, students in the program study international taxation in a global context. Whether remaining in the United States or returning to their respective countries after graduation, ITP students will be equipped intellectually for the practice of law in a rapidly changing global economy. The program offers the largest and most varied selection of international tax courses available at any U.S. law school. It also includes various enrichment programs, including the International Tax Program Lunch Lecture Series, a group of informal seminars offered by a variety of international tax experts.



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Consulate of Switzerland



This event is proudly sponsored by the Fribourg Development Agency; the Republic and State of Geneva; the Department of Economy, Labour and Foreign Affairs; Swiss House for Advanced Research and Education; and Swiss International Air Lines.

The SwissAmerican Tax Institute hereby expresses its deep gratitude towards NYU School of Law, and especially Professor H. David Rosenbloom, Professor Ruth Mason, and Greg Zwahlen for their valuable support.

**To RSVP and for further information please contact Gregory Zwahlen at (212) 998-6152 or [zwahleng@juris.law.nyu.edu](mailto:zwahleng@juris.law.nyu.edu). You may also visit the NYU Graduate Tax Program Web site: [www.law.nyu.edu/programs/tax/](http://www.law.nyu.edu/programs/tax/).**