

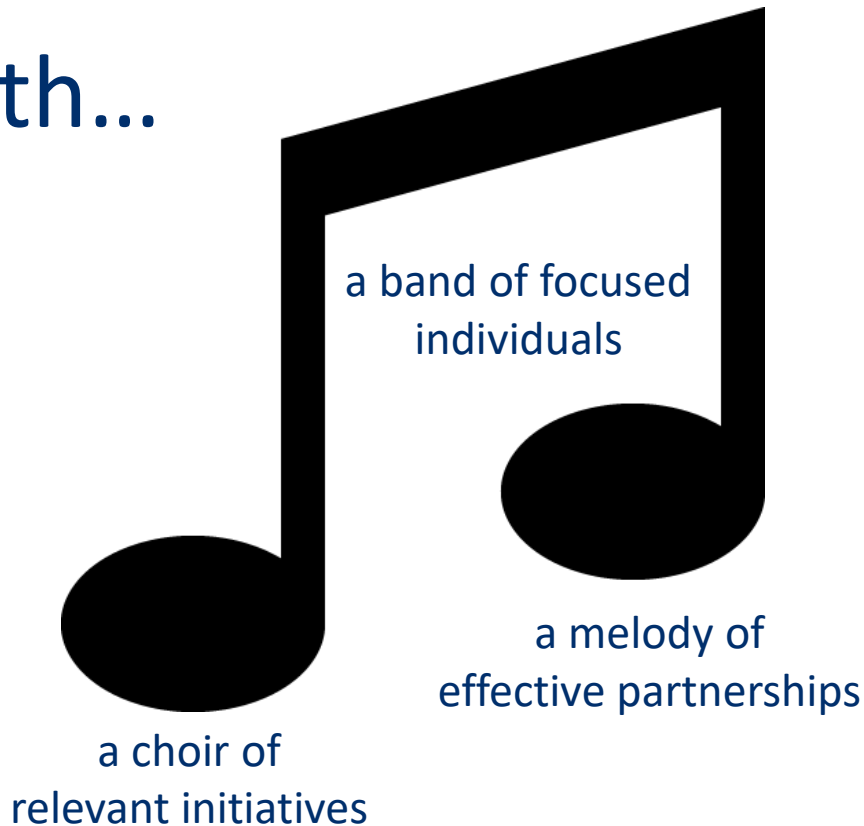
It started with a note.

**2019 orchestrated a song of
tax excellence by the
profession played with
passion, gusto
and focus.**

Thank you for the music.

The keys of success...

With...



2019

was characterised
with a strong steady
beat of
technical excellence
and
stakeholder
engagements.

Close to
450
Clicks

13 Articles published
2019's article on **FRS 116** was record-breaking as SIATP's most popular article across the last few years, garnering close to **450 clicks**

Positive feedback received on the articles jumped **three folds!**

Articles and dialogue summaries consistently appear in the **top 10** links of each week's eblasts

Top 10

10
Technical
consultations

Close to **10 technical consultation** meetings with IRAS (Budget, TP Roundtable, GST & TP, Tax Governance, etc)

14
Technical
submissions
made to
IRAS/ MOF

Taxlogue
(Quarterly eblasts)

Overall **increase** in unique opens and unique clicks for Taxlogue

4
Technical
surveys to
AOTCA

Less is More

- Enhanced how the content is consumed
"I like the new format of eblast..."

+ Addition of
Pro-Tem Committee
and the Preparations
to Transit to an
Independent Body

SIATP's Members are
in various sectors,
across a wide range
of industries.

In-house, academia, etc

Public Sector

International Consultancies
(tax & law firms)

Local Consultancies

**In 2019,
SIATP broke
its own record in
the number of
events completed
in a year!**

Singapore Topics

1. SG Tax Cases
2. Powers of Comptroller of Tax
3. CIT Powers and Tax Laws
4. Reverse Charge and OVR
5. GST e-Tax guides
6. M&A (Legal and Tax implications)
7. Tax Compliance
8. TP Compliance
9. Tax Incentives

International Topics

1. Functional Analysis
2. TP Methods
3. TP Benchmarking
4. Intercompany Loans
5. Regional TP Documentation
6. Employment Tax
7. Digital Tax & IP
8. Intangibles
9. Zero-rated Supplies
10. Tax Equalisation

Non-Tax Topics

1. FRS116
2. DTACT Funding & Tech Adoption (3x)
3. Tax Peek (TP and digital tax)

Singapore

Southeast Asia

Rest of the World
(Asia, AU, EU, US)

FRS (tax
implications)

Digital Economy

Soft Skills

Business Practices
(for SMPs)

A Record-breaking Year with 30 Successfully Completed Events in 2019

SIATP's Events continue to be well received.

ALL events achieved an **overall score of over 90%** and **almost all feedback received** indicated that participants **would recommend** SIATP's events to others because of the **content**. This is not by chance. SIATP simply tries harder at understanding the needs of members and the various tax issues.

As most of the participants are SIATP's members, it is understandable that their awareness of SIATP's events are from our eblasts or website.

It is a delight to note that **word-of-mouth** as the source of initial awareness of SIATP's event **has steadily increased from year to year.**



The image displays three SIATP event brochures and a screenshot of the SIATP website. The brochures are for 'The A to Z of Zero-rated Supplies', 'See the Unseen in Services Transactions', and 'The Hub of Tax Excellence'. The website screenshot shows the SIATP logo, navigation menu, and search bar.

"The session was informative and useful.
Definitely good to hear the IRAS's
perspective on TP compliance."

First-class presenters and good
refreshments at a great venue for
extremely reasonable pricing.

"Very
insightful."

"(The facilitator)
shares interesting
and relevant
information (on
the) international
scene of Reverse
Charge."

"A very good and
knowledgeable speaker."

Over the years, SIATP's events have become
highly regarded.

The **keys to success** are its engaging and
established **facilitators**, and enthusiastic
participants.

Thank you!

"Clear and well-
represented slides."

THE MUSIC TO OUR EARS

Take a breather from
SIATP's high octane journey.

There is more!

13

Articles
across the year

450

Clicked
on the most
popular article

+ve

Feedback
on the articles
increased 225%

Succinct and easily understood articles have been one of the **key building blocks** in skilling up the tax and business community on a wide range of tax issues.

Thank you for your feedback!

Excellent
article

Concise and well illustrated

Informative; a quick recap of
the session itself

Excellent
Article

Helps ensure (members) dont
miss out any updated changes

Well done

Appears in the top 10 most
popular links of
SIATP's weekly *Taxcellence*
most of the time

Our weekly e-communications with members continue to **surpass all industry benchmarks** in terms of open rates, click rates.

Over the years, members clicking on at least one link has **steadily increased** year-on-year.



Members are **increasingly taking notice** of our eblasts with increasing open rates and click through rates



Dialogue summaries, events and **articles** are the top three most popular items by our members.



NEW
this year

We have heard our members.
We understand our members.

A New **Job Listings section** was added. Interest has climbed steeply, particularly for members recruiting new talent in small and medium-sized practices.

Business Community
SIATP Recognition
FAQ
Tax Articles
Recognition
Events Search
SIATP
CPE Website FAQ
Conduct and Ethics
Contact Us
Events Search
Business Community
Tax Professionals in General
Hub of Tax Excellence
SIATP Useful Links
Contact Us
Events Search
Business Community
Mailing List
FAQ
SIATP Benefits
The Accredited
Recognition
The Accredited
Tax Resources

**SIATP's Brand New Website is live
on the Internet Highway!**



Designed with a focus on the web user.



Landing pages have been included to further ease navigation.



5

New Partnerships
forged

Includes
Sponsorships,
Book Promos,
Event Discounts &
Inter-Assoc
Networking

35 Promotions
of which **10**
were exclusive
arrangements

Sponsorships and
Outreach to
SMU Tax Society
NTU Tax Club
SIT Accounting
Students

Members enjoy
privileged access
to all MIS courses



A Note of Thanks for Your Support of
an Amazing Song of Tax Excellence in 2019.



Promoting Tax Excellence

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