Downloading & using the **IFA** app

IFA 2019 Congress

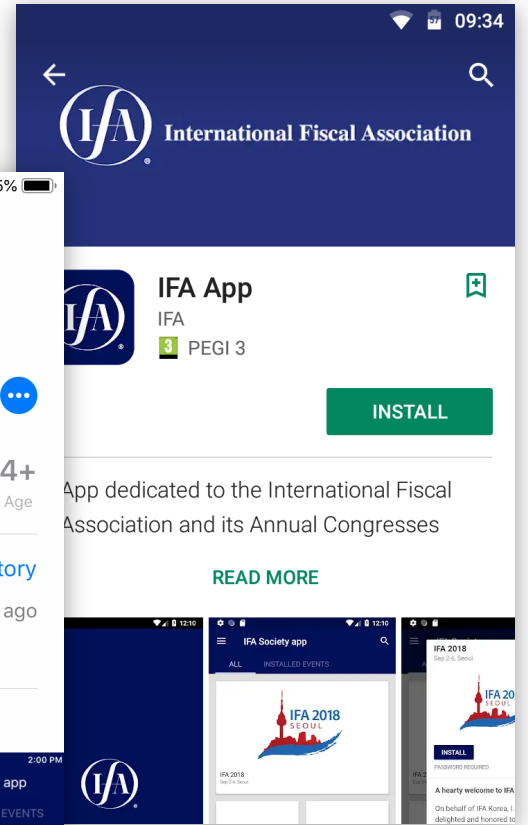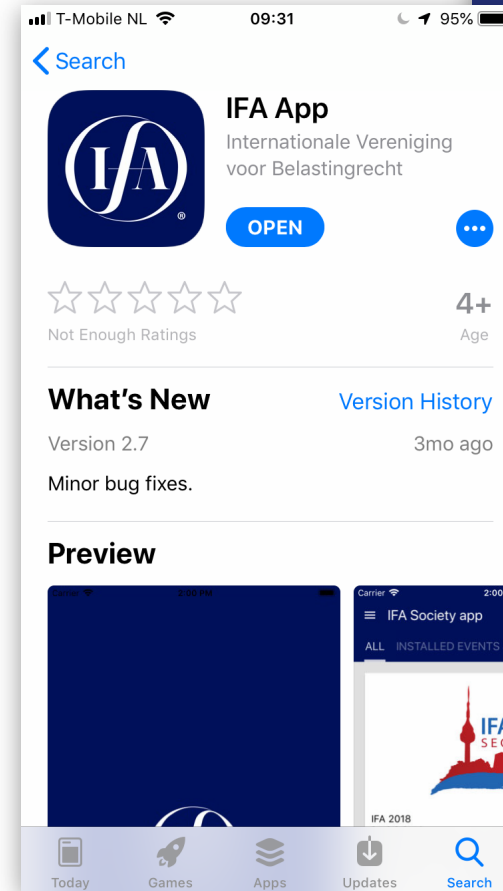8-12 September, London, UK

Downloading the app

Join the WiFi network available in the venue.

Search for **IFA App** in the App Store (iPhone and iPad) or Google Play (Android) and install the app.

Google Play Store not available on your Android device? Use the link http://bit.ly/2uRWZFI to download the app.
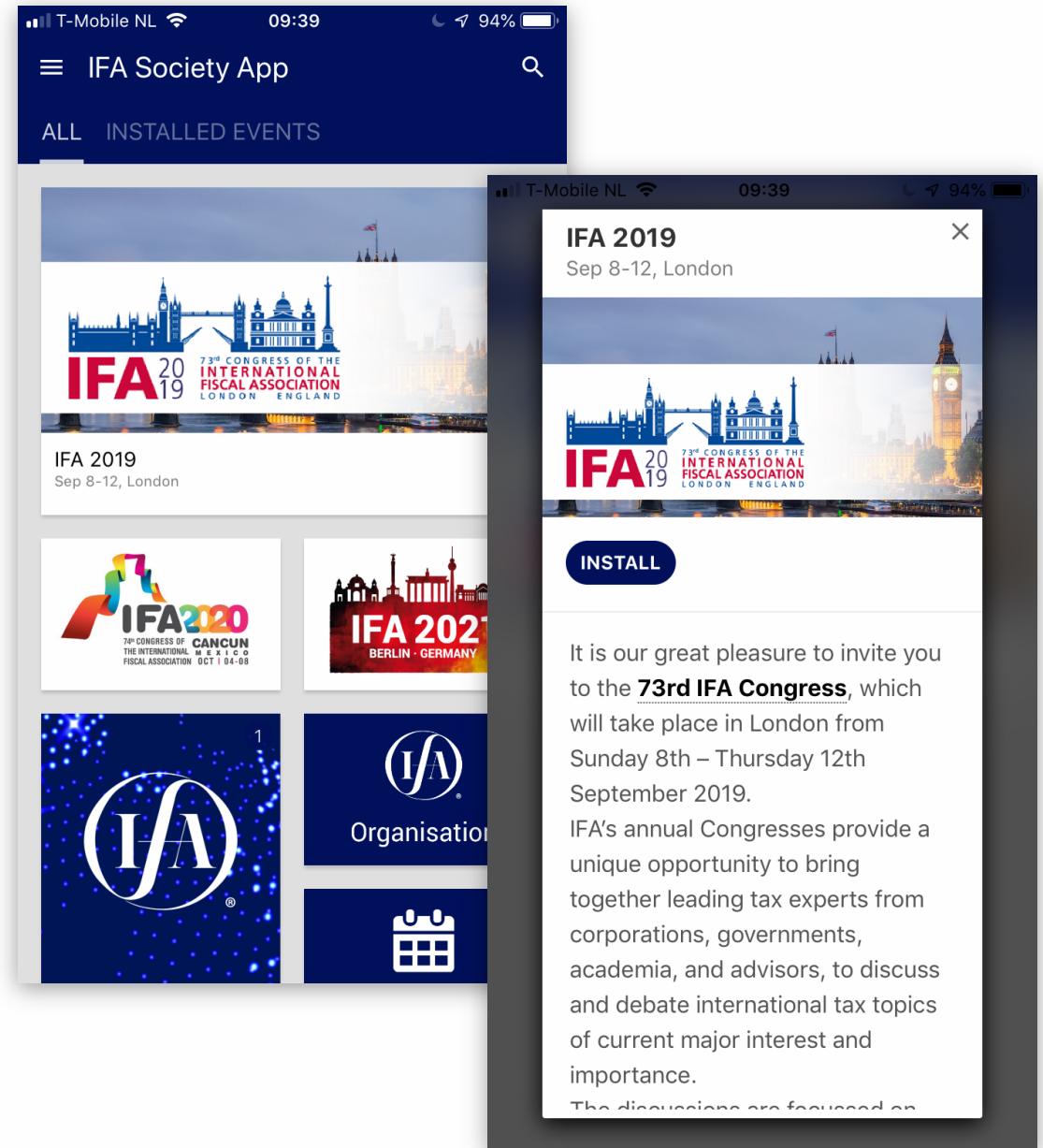
Installing the event

On the homepage of the app, you can find not only the **IFA 2019** event but also IFA-related information.

The event data needs to be installed before it can be accessed. To do so, choose **IFA 2019** and click on Install.

Most event data is **available offline**, so after installation no internet access is required to access the programme.

After this event, check the app regularly for **new events** and **news messages**.
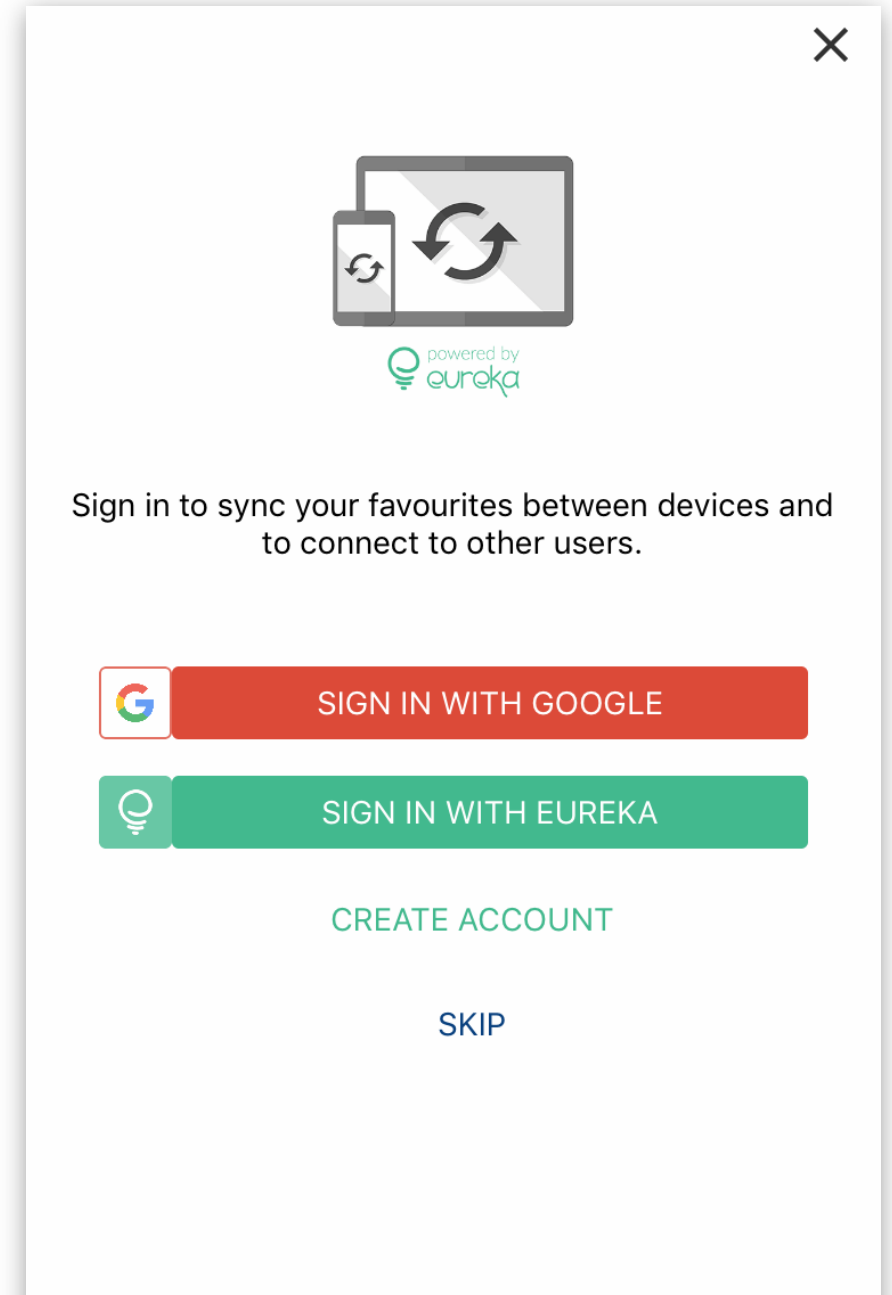
Signing in

Create an account with your Google credentials or your email address.

By signing in, you will have a personal profile, allowing you to interact with other attendees and use features such as **personal chat**, **session chat** and **social wall**.

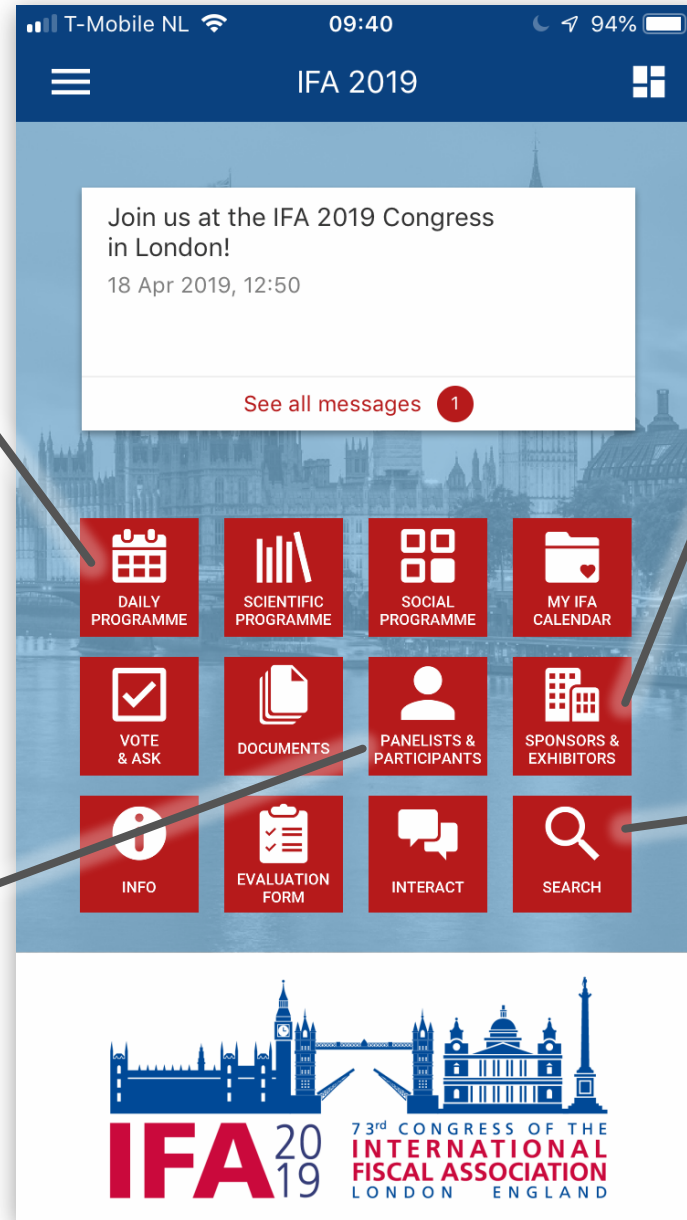Your favourites, notes and other personal content will be **synced** between all devices you sign in to.

powered by eureka

Sign in to sync your favourites between devices and to connect to other users.

SIGN IN WITH GOOGLE

SIGN IN WITH EUREKA

CREATE ACCOUNT

SKIP

The home page

Daily Programme
View the programme by day and create your own programme

Sponsors & Exhibitors
Find the full list of exhibitors

Panelists & Participants
Browse all event participants or search for a specific person

Search
Do you know (part of) the title of a session, presentation, poster, etc., or the name of a person or company? Use this button to find its details
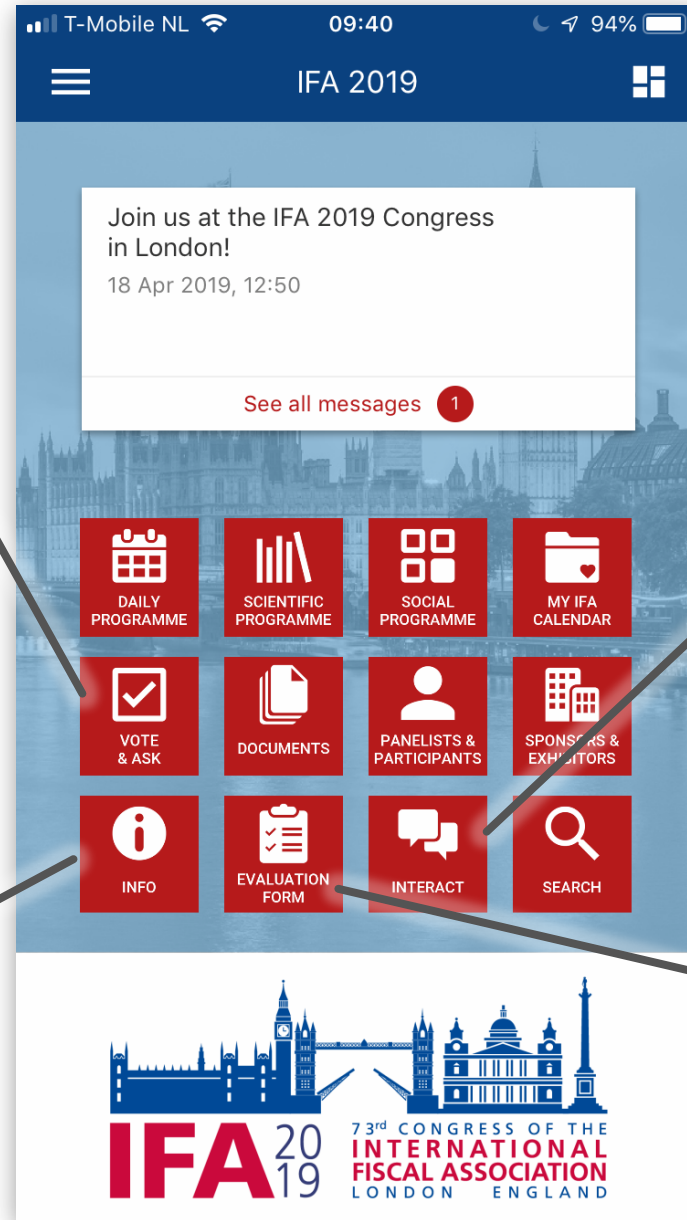
The home page

Vote & Ask
Vote and ask questions during the sessions using this feature

Info
Find more information about the congress and venue, as well as detailed instructions on how to use the app

Interact
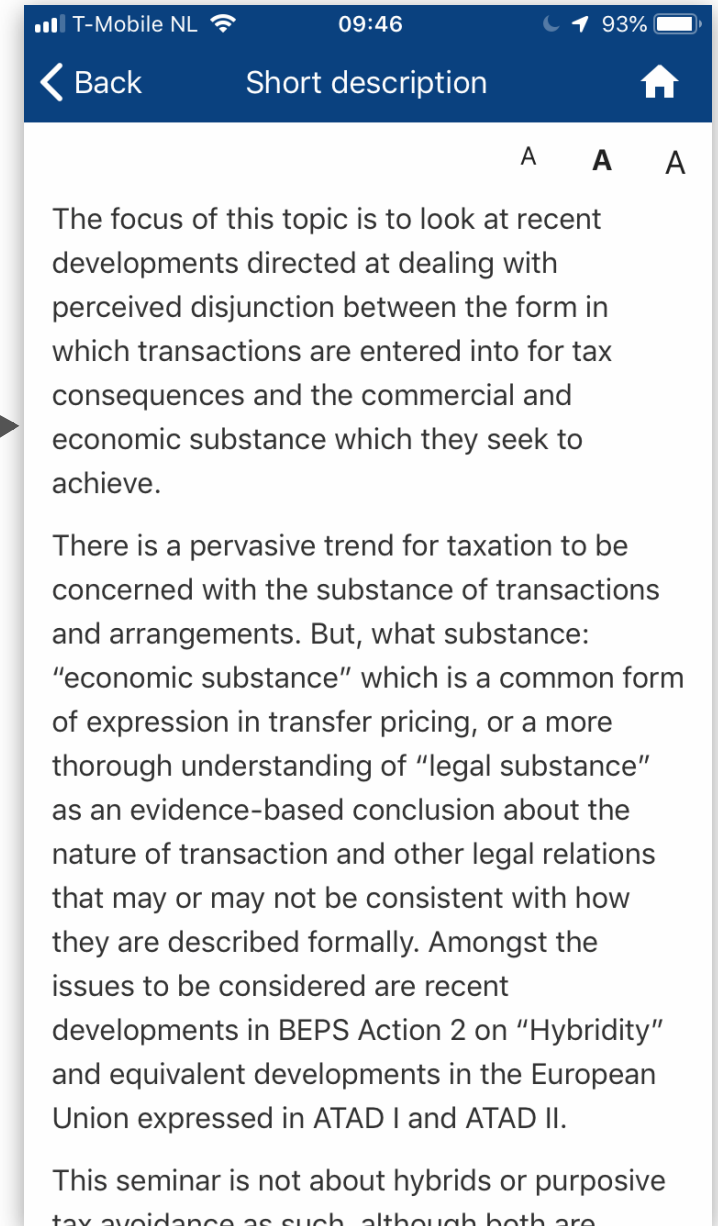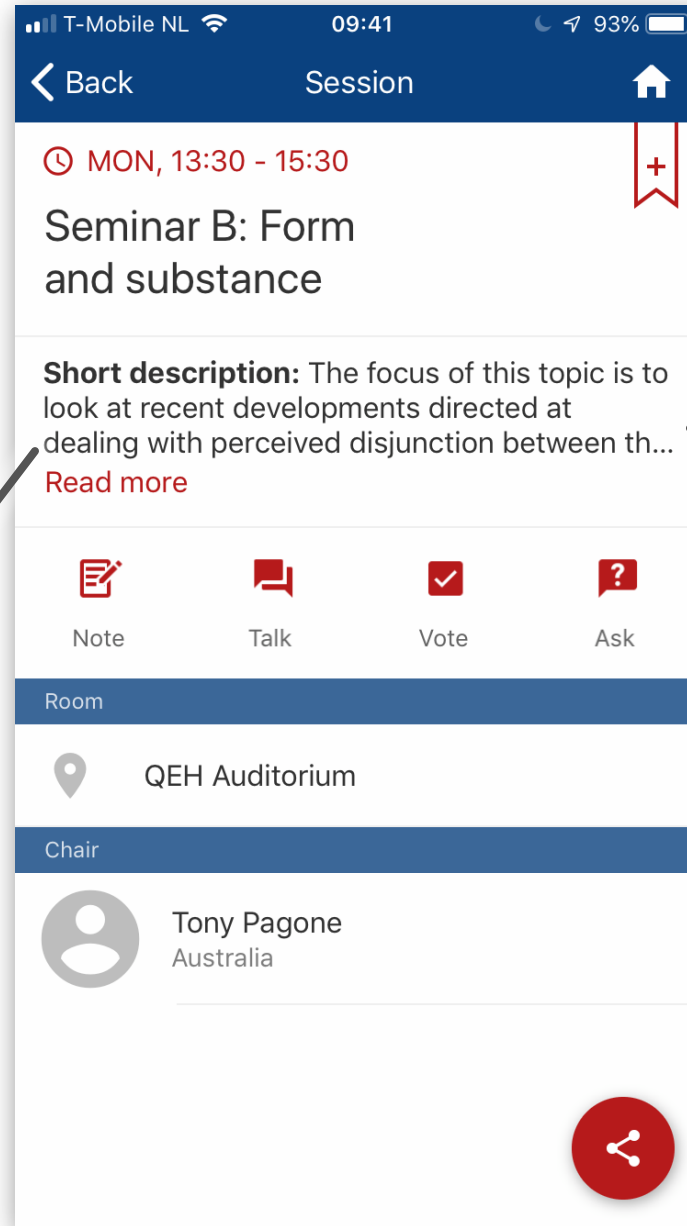Find attendees, start conversations and post on the event's social wall

Evaluation Form
After the congress you will be able to give us your feedback regarding the congress

Session details

In the programme, tap on the session you are interested in to find out more about it, such as who the speakers and chairs are, what room it is in or to see its presentation slides.

Tap on **Short description** to view the session description.

Session

MON, 13:30 - 15:30

Seminar B: Form and substance

Short description: The focus of this topic is to look at recent developments directed at dealing with perceived disjunction between th...

Read more

Note	Talk	Vote	Ask

Room

QEH Auditorium

Chair

Tony Pagone
Australia

Short description

The focus of this topic is to look at recent developments directed at dealing with perceived disjunction between the form in which transactions are entered into for tax consequences and the commercial and economic substance which they seek to achieve.

There is a pervasive trend for taxation to be concerned with the substance of transactions and arrangements. But, what substance: "economic substance" which is a common form of expression in transfer pricing, or a more thorough understanding of "legal substance" as an evidence-based conclusion about the nature of transaction and other legal relations that may or may not be consistent with how they are described formally. Amongst the issues to be considered are recent developments in BEPS Action 2 on "Hybridity" and equivalent developments in the European Union expressed in ATAD I and ATAD II.

This seminar is not about hybrids or purposive tax avoidance as such, although both are

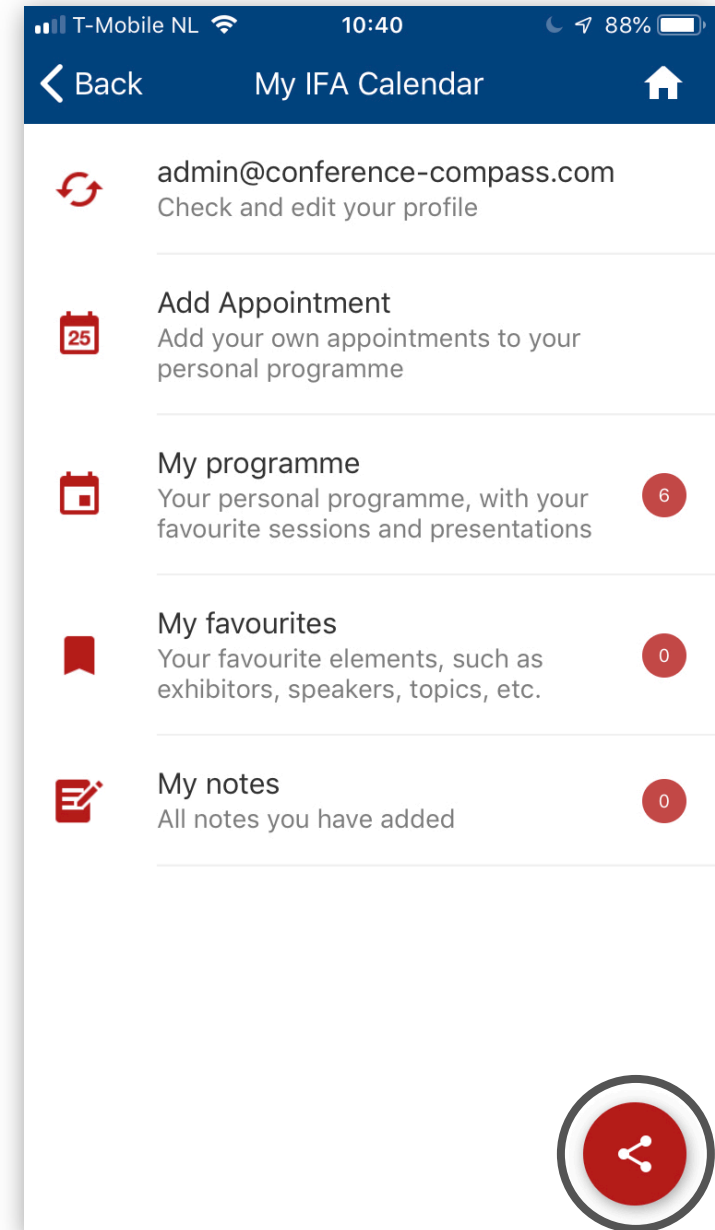# Save items & create your personal programme

Tap the **bookmark icon** to save items from the app for later reference.

Saved items can be found in the **side menu** or **My IFA Calendar**, both accessible from the home page.

Sessions from the programme will be saved to **My Programme**. Persons, posters, exhibitors, etc. are added to **My Favourites**.

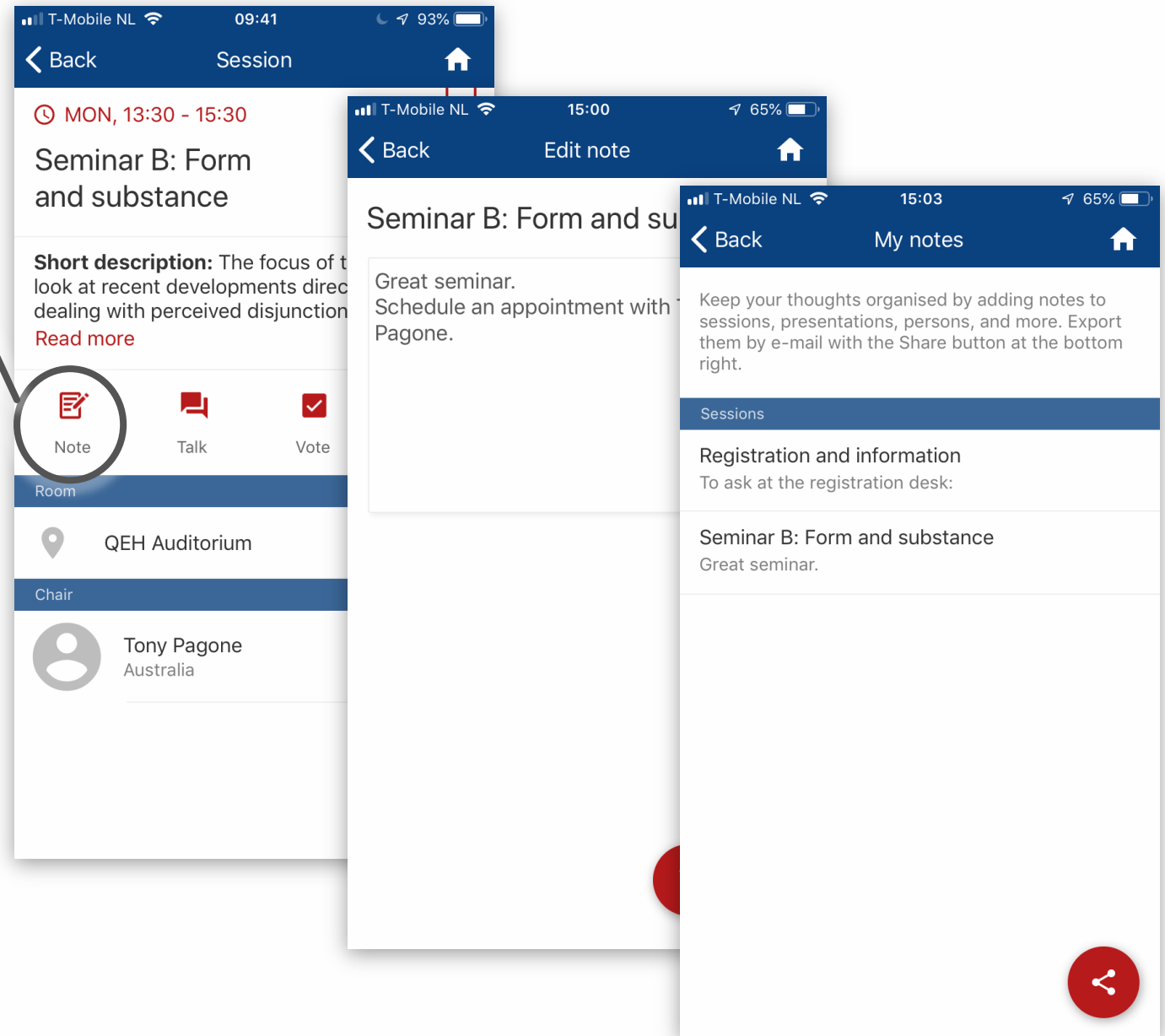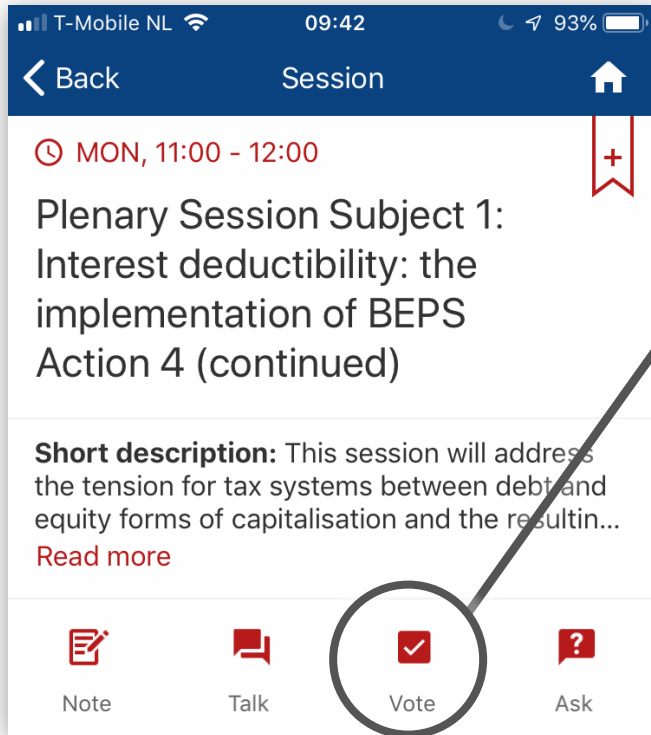You can export your agenda by email or to other apps using the Share button at the bottom.

Take notes

To take notes, tap the **Note** button in pages of sessions, persons, etc.

All your notes can be found in the **My IFA Calendar** button and the side menu, both accessible from the home page.

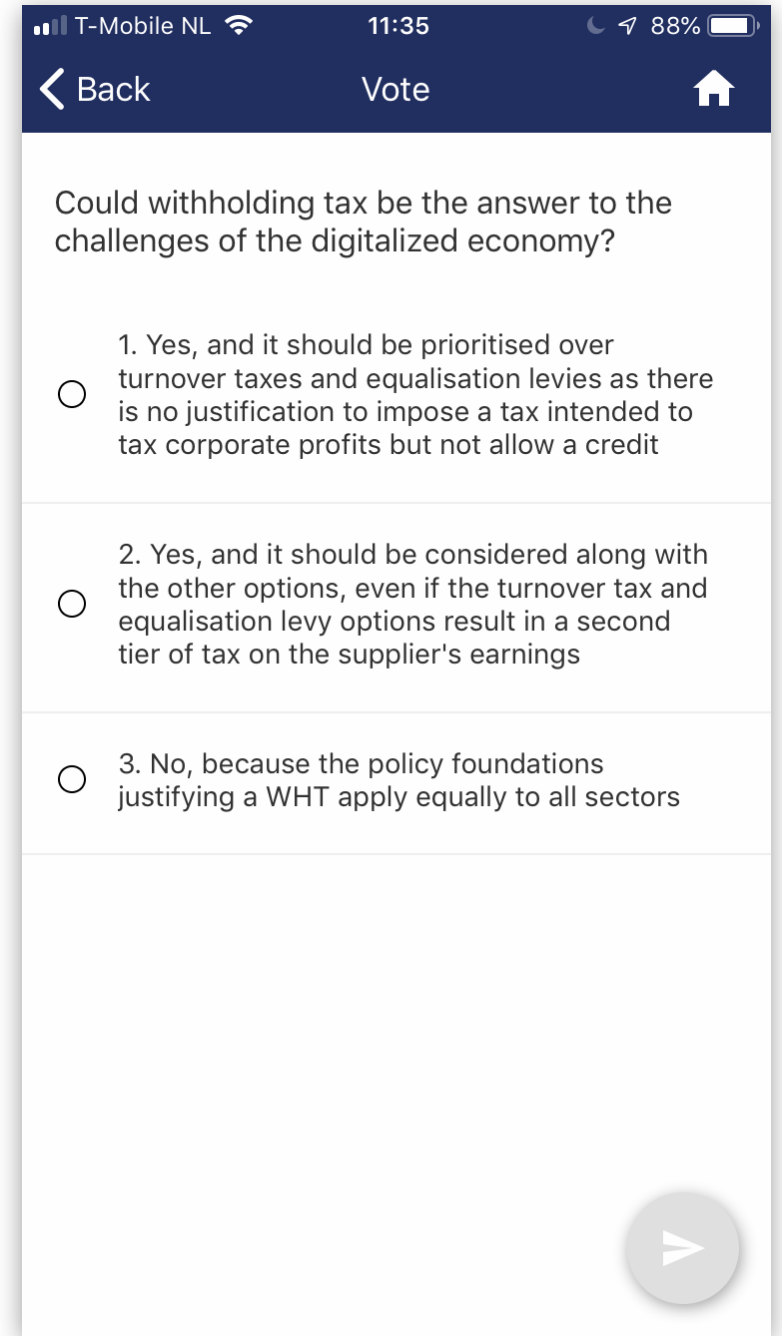You can export your notes by email or to other apps using the Share button at the bottom.
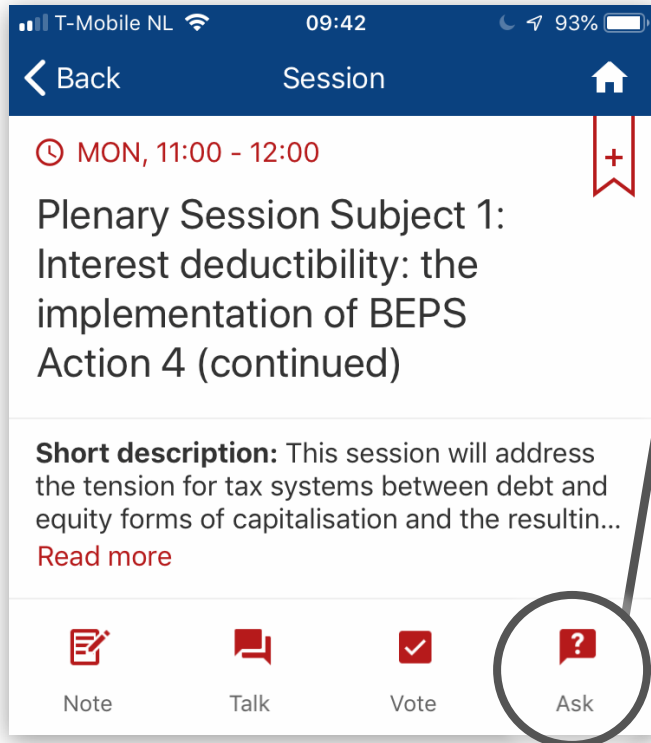
Interactive features: Vote

To **Vote**, tap the Vote button in the page of the session you are in.

Select your choice and tap the send button at the bottom right.

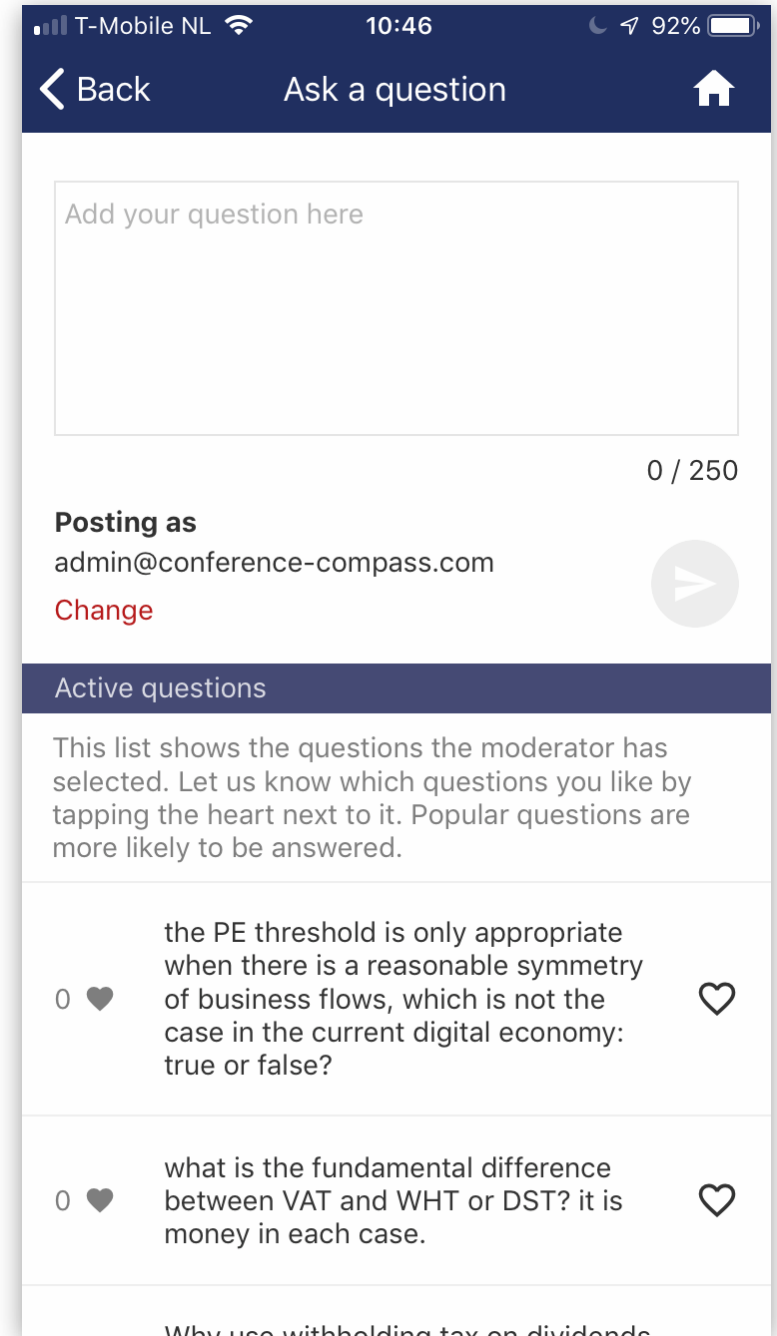The moderator will present the results on screen.
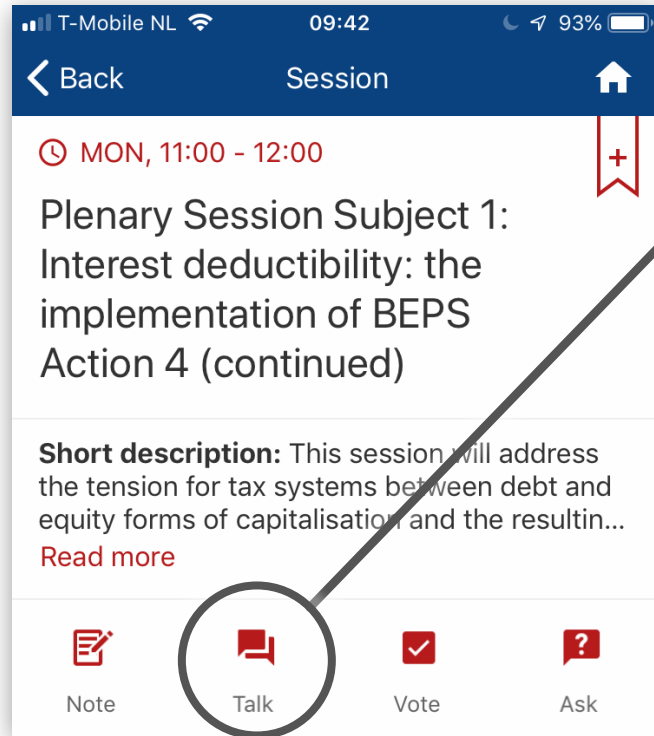
Interactive features: Ask

To **Ask**, tap the Ask button in the page of the session you are in.

Type your question and tap the button to the right below the field to send, anonymously or under your own name.

At the bottom you will see the active questions selected by the moderator.
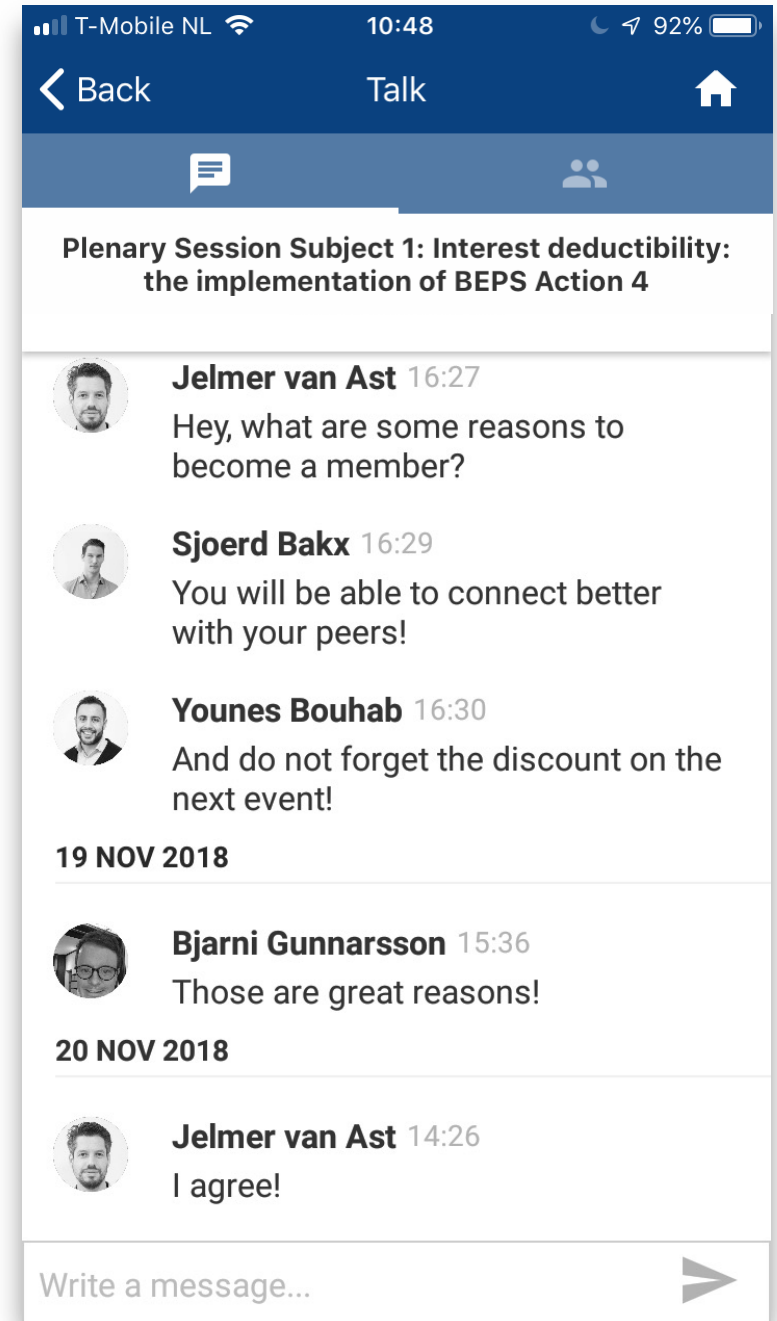
Interactive features: Talk

To chat with other attendees, tap the **Talk** button in the pages of sessions and presentations.
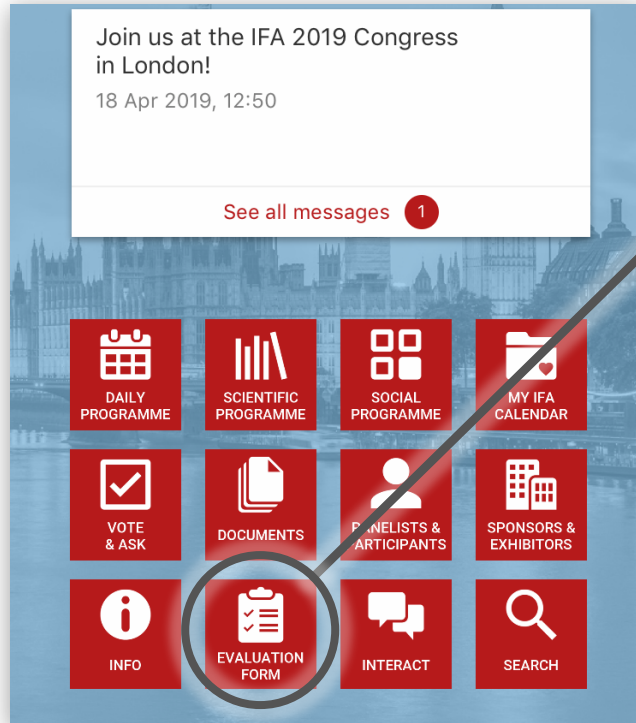
Enter your message at the bottom or view the other participants on the right-hand tab.

Start personal conversations with other attendees by tapping on their name and selecting the **Chat** button in their profile.

Find an overview of all your conversations in the side menu, under **My conversations**.

Evaluate

After the, you can send in your evaluation.

Tap the **Evaluation Form** button in the home page of the event and answer the questions.

IFA 2019 London

We kindly invite you to take a few minutes to fill out this evaluation form and collect your gift at the Registration desk. Your evaluation is highly appreciated. It will help us in further improving the services of IFA.

Subject 1 - Interest deductibility: the implementation of BEPS Action 4

How would you rate the choice of topic of Subject 1?
○ Good   ○ Satisfactory   ○ Unsatisfactory

How would you rate the presentation of Subject 1?
○ Good   ○ Satisfactory   ○ Unsatisfactory

Subject 2 - Investment funds

How would you rate the choice of topic of Subject 2?
○ Good   ○ Satisfactory   ○ Unsatisfactory

How would you rate the presentation of Subject 2?
○ Good   ○ Satisfactory   ○ Unsatisfactory

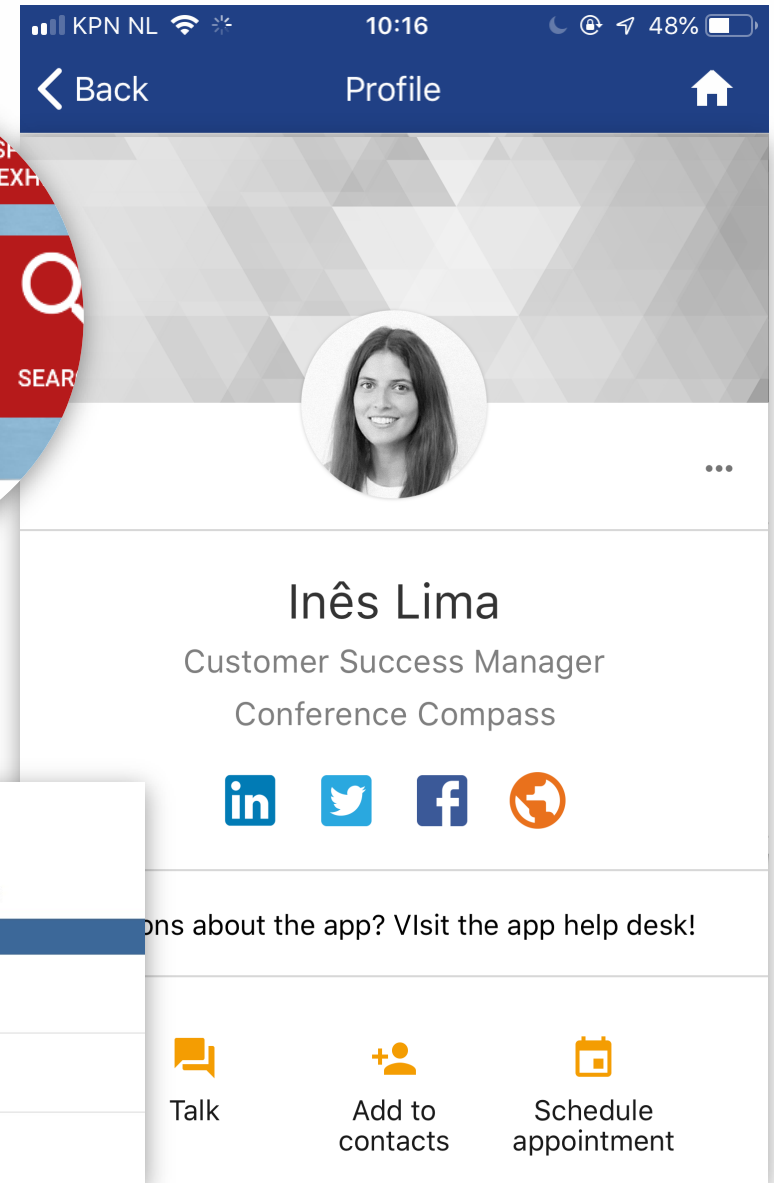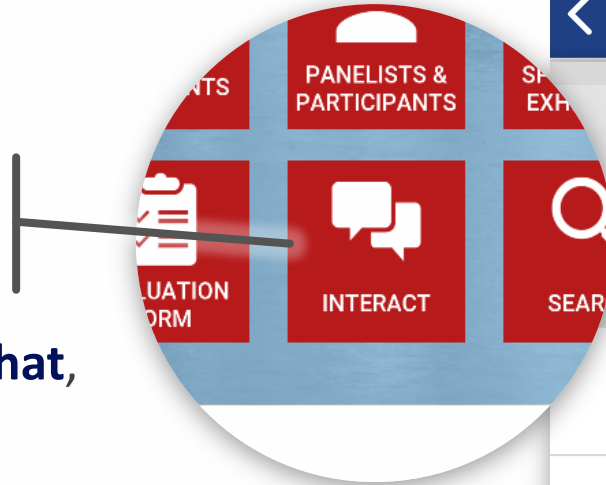### Seminar A - Tax and sharia instruments

How would you rate the choice of topic of Seminar A?
○ Good   ○ Satisfactory   ○ Unsatisfactory

Networking

Find other attendees of the event in the **Interact** button on the home page:

▶ Start a conversation by tapping the **Chat**, select the attendee and click on **Talk**

▶ Schedule an appointment by tapping the **Schedule appointment** button

▶ Add them as a **Contact**, by tapping the **Add to contacts** button. You may choose to fill in extra contact information in your profile (telephone number, address and email) that will only be visible to persons you have added to your contact list.
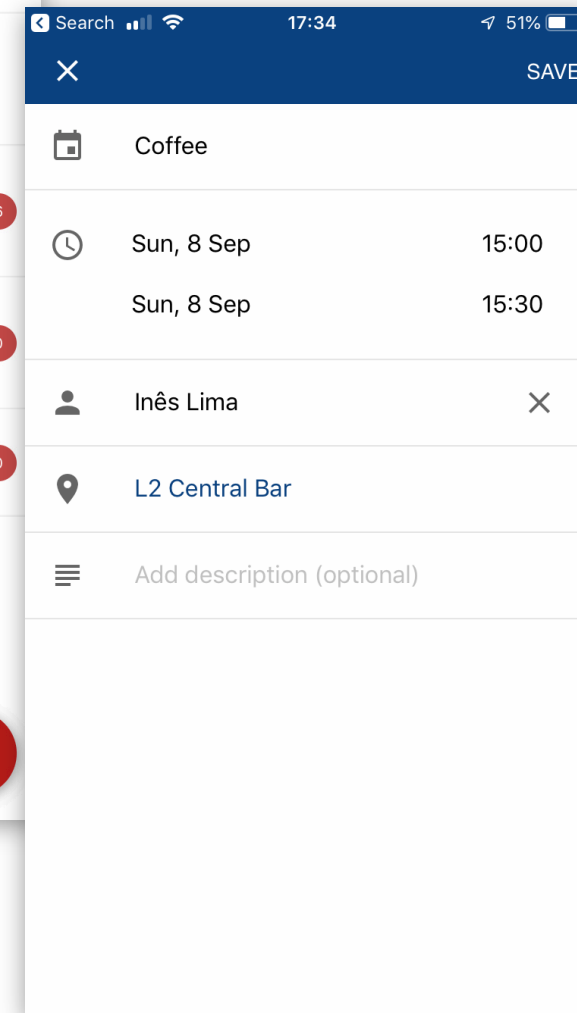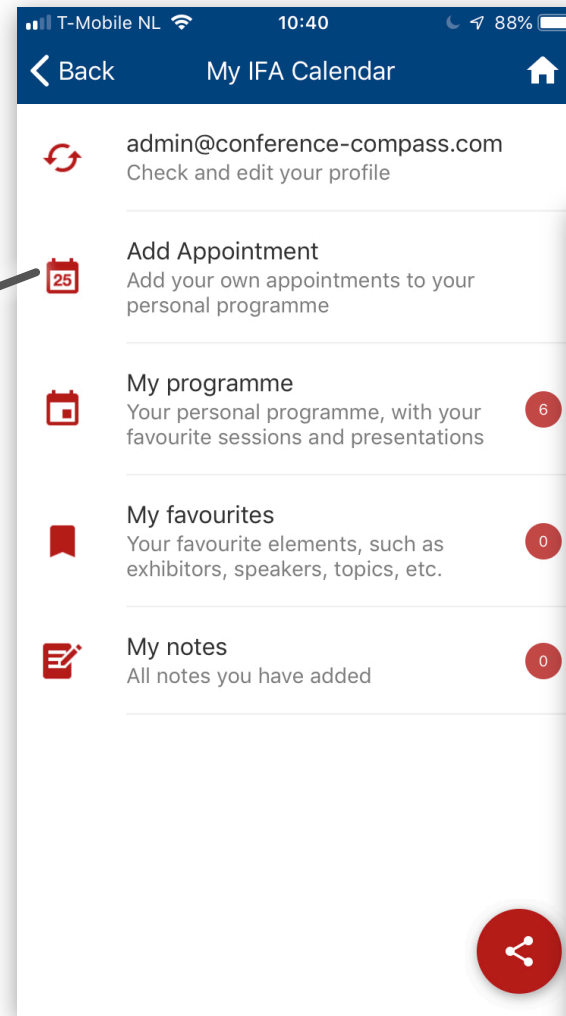
Appointments

Create appointments in your own personal programme with the **Add Appointment** button in My Congress.

Invite **another attendee** to your appointment through the Add Appointment screen or directly from their profile or a conversation with them.

You can add a place, a description, and save the appointment to your device calendar as well. The other attendee will receive notifications of appointment invitations and updates.

Social feed

See what others are posting about in the **Interact** button on the home screen and selecting **Social Wall**.

Share your experiences, thoughts and pictures of the conference by adding **your own posts** to the social feed.

Interact with other attendees by **commenting** and **liking** others' posts.