



AUREN news

INTERNATIONAL **NEWSLETTER** no. 34 - May 2018



OUTSTANDING EVENTS

In this issue, we highlight Auren & Antea conferences in Budapest and Lima, new developments at Auren offices worldwide, seminars and workshops as well as events in which Auren has participated.







INTERNATIONAL COMMUNITY

New offices, international expansion, rankings positions, institutional representations, common projects, Auren beyond borders!



WHAT'S NEW AT OFFICES

CSR events, seminars, new products and services, new partners, appointments and much more. What is happening in the Auren offices?



CORPORATE MATERIAL

New corporate materials, by offices, by countries... Along with values we share a common image!



PRESS NOTES

Do you know in which media Auren appeared? Impacts in written press and media.

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OUTSTANDING EVENTS

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- Auren Colombia. Auren Talent



AUREN INTERNATIONAL COMMUNITY

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- Auren, a leader firm in audiovisual and media law



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- Auren Mendoza. SAP for SMEs that want to grow

- Auren Munich. Trainees' day
- Auren Colombia. Sharing knowledge to create growth
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CORPORATE MATERIAL



PRESS NOTES

Auren & Antea EMEA and LATAM Conferences

In May the 11th Auren and 10th Antea LATAM Conferences took place in Lima, Peru. Our host member in the city and Antea member, Estudio Morales, helped with the organization and welcomed the 29 participants from 11 different countries in the region.

Two weeks later, in Budapest, it was held the 10th Antea Spring Conference, approximately 55 members from some of the EMEA region's leading independent accounting and law firms, being 25 countries represented. In this occasion, the host member was Gobert & Partners, one of Antea newest members.

In both conferences the main topics discussed included some lectures about blockchain, cybersecurity, how to attract and retain the best people,







New Antea logo

women in professional firms and gender equality.

During the Budapest Conference, it was officially presented Antea's new

logo, which was chosen by Antea members through a survey carried out some weeks ago. The implementation of the new logo in all marketing materials, webpage, email, and social media will be done gradually in a six month term.

We hope that beyond meetings and conference sessions attendees had enjoyed their stay in Lima and Budapest, and that you will be able to join us in the next Worldwide Conference in Dominican Republic. See you soon!

Visi Cuestas visi.cuestas@bcn.auren.es Auren International

Auren Germany. "Rewe-Tag 2018", annual day on financial accounting

Every year in March all Auren financial accounting employees get together to share their knowledge and keep up to date. This year it was held on March 21st, and the employees from sites Munich, Garmisch and Leipzig met to the "Rewe-Tag" in the Hotel Holiday Inn in the west of Munich.

In the morning our tax consultant Alexander Hradecky introduced the latest updates in the law of taxation. New legislations and their future changes were discussed based on concrete examples which are part of the workaday.

After lunch it continued with some tips and tricks in the accountancy sector.

Mr. Michael Berg from DATEV showed





us how to simplify the workflows in the program "Kanzlei Rechnungswesen" and informing us about the innovations and how to use all the given features to work more efficiently. All employees from the different offices exchanged information and dis-

cussed different practical examples. We are looking forward to the next "Rewe-Tag!

Lena Schindler lena.schindler@muc-auren.de Auren Germany

Auren Colombia. **Auren Talent**

Auren Colombia redirects all its efforts in providing moments to share, to be close to their employees and help them go further. Therefore, a great event was created, to highlight those qualities and abilities that Auren employees, managers and people within Auren have.

This year, it was celebrated the second edition of the event "Talentos Auren" which was very well received, highlighting the creativity of our employees. Thanks to this event we have achieved an idea: every person within Auren Colombia has great skills, they are people that are projected daily, who have goals and objectives and as a firm we want to participate in that growth.

"Talentos Auren" event gives the possibility to have a space for sports,



entertainment and exhibition, and finally the event culminates giving some prizes to the great talents of our employees. We suggest to all Auren offices around the world to generate this kind of activities.

Angelica Puentes aurencolombia@bog.auren.com Auren Colombia





INTERNATIONAL COMMUNITY

Auren Spanish -German desk

The connection between Spain and Germany, from a business point of view, is obvious. For many years, Auren has been sharing clients located in both countries needing our services. The continuous increase of common customers with these needs and, above all, the large market to be discovered and exploited, has led to the setting-up of the Spanish-German Desk.



Eulalia Galcerán

Since February 2018, Eulalia Galceran, after almost eight years of experience in the tax area at Auren Barcelona, joins the Stuttgart office to promote this project.

As a matter of fact, the incorporation of Eulalia Galceran to the Stuttgart office has meant a major step forward in this new initiative, which is bearing immediate fruits. In Germany, there are many customers from Spanish-speaking countries who appreciate this service, as now they can receive legal and tax advice in their own language.

The advice of Spanish-speaking clients is an expanding sector and now Auren Germany joins the league of big Law firms that are betting on it.

Eulalia Galceran eulalia.galceran@str-auren.de Auren Germany



INTERNATIONAL COMMUNITY

Antoni Gómez, new **President of the Institute of Chartered Accountants in** Catalonia

Antoni Gómez, vice president of Auren Spain and president of Auren International, has been elected unanimously as new president of

the Institute of Chartered Accountants in Catalonia, which mission is to achieve public recognition to the auditing profession and representing this group. The main challenges that Antoni Gómez will face at the head of the Institute are: the increasing regulatory and supervisory in auditing, the attraction of young talent and how the auditing professionals can respond to new technologies.

Antoni was vice president of this Association since 2014, which represents Catalonian auditors and groups, among 1.600 auditors and more than 200 professional firms.

Congratulations, Antoni!

Communication Office



The Media and Technology Department, headed by Pilar Sánchez-Bleda, has been included in the prestigious publications The Legal 500 and Media Law International rankings.

The Legal 500 has highlighted the importance of Auren Spain in Intellectual Property and Copyright Law, and the leading figure of Pilar as one of the

most recognized professionals in the sector. On the other hand, Media Law International established Auren as one of the best firms specialized in Audiovisual and Media Law in Spain.



Blanca Menéndez blanca.menendez@mad.auren.es Auren Spain



Auren Barcelona. **Training session** Personal **Data Protection Act**

Last April 24th it was held at the Clinic Creu Blanca auditorium, a meeting organized by ACES (Catalan Association of Sanitary Establishments) with the title "Impact of the European Regulation of Protection of Information in the sanitary ambience". 53 people atten-





ded the meeting as representatives of the main hospitals, clinics and private health centers in Catalonia.

Albert Lladó, Government, Risks and Compliance managing partner at Auren Barcelona was one of the speakers. Albert explained the keys of the new Regulation and the tasks to carry out by Data Protection Officers.

Cristina Adam cristina.adam@bcn.auren.es Auren Spain

Auren Argentina. **AHK Argentina Human Resources Forum**

The 14th AHK Argentina Human Resources Forum was held on May 17th, welcoming more than 200 attendees, a space to share experiences and obtain information on best practices and latest trends in HR.





Sandra Scarlato, HR Consulting Manager at Auren Buenos Aires, gave a speech under the title "Key Factors of Engagement in talent management of the 21st Century"

Luciana Innocenti Linnocenti@bue.auren.com Auren Argentina

Auren Colombia. **Team activities**

Day by day Auren Colombia creates activities which generate proximity between its employees taking into account the year's celebrations. Auren strengthens, connects and crea-





tes spaces for celebrating; for these reasons we would like to share some pictures of our celebrations; Mother's day and some other moments into our offices.

Angelica Puentes aurencolombia@bog.auren.com Auren Colombia

Auren The Netherlands. Recruitment Day

Auren The Netherlands recently organized a recruitment event for talented students who want to start a career in accounting. By letting the students participate in The Auren Game, the students got an ideal opportunity to show off their skills and meet their (possible) future employer!

During The Auren Game the participants were divided into different teams to battle with each other. Each team



represented a state and the goal was to turn their state into a prosperous one where the people were happy! To achieve this, they had to acquire certain assets (schools, hospitals etc.). The students were challenged to show their communication and negotiation skills and impress the Auren management. Two of the participants have already signed their contracts at Auren today and soon will join our team!

Karin Houwer KarinHouwer@auren.nl Auren the Netherlands

Auren Barcelona. Sant Jordi's day

Last April 23rd the "Diada of Sant Jordi" was celebrated in Barcelona, one of the nicest days of the year in Catalonia.



Due to this celebration, the Auren Barcelona office was filled with roses and decorated with 12 literature curiosities, distributed in different places within the office.

Lidia Andreo lidia.andreo@bcn.auren.es Auren Spain

Auren Mendoza. "SAP for SMEs that want to grow"

Auren and SAP held on April 25th the Working Breakfast "SAP for SMEs that want to grow" at the Diplomatic Hotel in Mendoza, with the presence of Jorge González, Partner at Auren Mendoza and the dissertation of Diego Erben, IT Director at Auren and David Pereyra, General Manager at Consultare.

Auren supports companies and firms to achieve organizational transfor-





mation to be able to compete in this changing world.

The goal of the event was to present SAP's management software for SMEs, the world market leader in business application software, showing its benefits, how it operates in the cloud, and subsidies that can be accessed by SMEs for the acquisition of SAP B1.

Luciana Innocenti Linnocenti@bue.auren.com Auren Argentina

Auren Munich, Auren trainees' day

Our first day for the trainees took place this year at May 8th at the emplovment tribunal in Munich. During the morning we were present in several court cases in two different groups. A very interesting experience seeing what the proceedings were and the lawyers discussing several cases. Most of the cases were about legal termination and it took between 2 and 30 minutes to come to a decision.

After this, we had lunch at the café Bellevue and in the afternoon, we spoke with Mr. Heese, one of the lawyers at our office, about the cases and



he answered all the questions which came up in the morning.

We had lots of fun and it was a great experience and hopefully we don't have to come back for our own trial!

Julia Glück julia.gluck@muc-auren.de Auren Germany

Auren Colombia. Sharing knowledge to create growth

On 19th April and 15th May 2018 was the beginning of Auren Colombia conferences, with conciliation tax subjects and deferred tax respectively, these conferences generated by Auren Colombia strengthens its mission to share knowledge to create growth, it impacts the nation's accounting and financial community.

Conferences are actively generated for clients and potential clients of Auren Colombia and at the same time trains em-





plovees on the topics to be an integrated and multidisciplinary team.

Also with the support of the INCP (National Institute of public accountants) generated digital content with themes and concepts of the sector, thus generating greater proximity to the knowledge of our Auren Colombia's leaders.

Angelica Puentes aurencolombia@bog.auren.com Auren Colombia

Auren Portugal. Supporting the **Lisbon Eco Marathon**

As part as the commitment to Social Responsibility, Auren Portugal together with Estrela's ReFOOD NGO had participated in the Lisbon Eco Marathon through the volunteer work of its team. With this NGO (devoted to the end of food waste and hunger) Auren's Portuguese team was responsible for supporting the participants of the Lisbon Eco Marathon on May 6th, delivering water and signposting the filling stations at the Monsanto Natural Park.

"Supporting a marathon that stands out for being eco-friendly makes perfect sense," says Vitória Pinhão, Auren's partner.

"These are initiatives that enable us to put into practice the UN's sustainable development goals, which we formally endorse, both at the national level and





at Auren International level," adds Rui Carrilho, Auren's partner.

Tania Areias comunicacao@auren.pt Auren Portugal

Auren Barcelona. **Solidarity Women's Paddle Tournament**

On May 5th and 6th, Auren sponsored a Solidarity Women's Paddle Tournament, where all benefits collected were destined to help Yeray and Lara, twin siblings diagnosed with rare illnesses.



The Hospital St. Joan de Déu of Barcelona collaborated as well, raising awareness to society on these and other illnesses difficult to treat.

Laia Segarra laia.segarra@bcn.auren.es Auren Spain

Auren Mexico. Auren LATAM Conference

On October 18, the 11th Latinamerican Auren Convention took place in Peru, Lima. The accountant Juan Antonio Guzmán, current president of Auren Mexico, attended the event.

Juan Antonio presented the other Auren partners and team a report on the progress regarding different issues in Auren Mexico. The convention was very enjoyable and the Mexican participants were very ha-



ppy to spend some time with their South American colleagues

Anna Gabriela Tamm agabriela.tamm@bjx.auren.com Auren Mexico

Auren Argentina. **Sponsor of "RH** Community"

Auren Argentina will be present in the HR Guide 2018-2019, a leading publication for HR suppliers in South America which is published, in Argentina, Paraguay and Uruguay.

Besides all this, we will participate in the most important Recruitment and Selection Congress in the country "Recruiter Summit", in which more than



120 professionals participate, and also in the Performance Management Congress "Performance Summit" in the month of August.

Luciana Innocenti Linnocenti@bue.auren.com Auren Argentina

Auren Madrid, San **Pablo CEU University** - Audit Master's Degree

San Pablo CEU University with Auren collaboration, are launching an Audit Master's Degree. Some of the bests Auren Audit associates and managers take part of initiative as teachers of some of the subjects taught.

The Master includes a three months internship in Auren Madrid, which will be



the best complement for the student's education.

Blanca Menéndez blanca.menendez@mad.auren.es Auren Spain

CORPORATE MATERIAL



Corporate Report Argentina



Corporate Report Portugal



International Business April 2018



Labour Vademecum Argentina



Labour Vademecum Uruguay



Tax Vademecum Uruguay

CORPORATE MATERIAL



GDPR Brochure Portugal



Doing Business in The Netherlands



Gender Equality Plan Brochure Spain



Human Resources Brochure Germany





Argentina











Argentina





Germany





PRESS NOTES

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Spain







Uruguay



FINANZAS CORPORATIVAS

Dividendos fictos -Sentencia de la SCJ

8 ACTUALIDAD



AUDITORÍA CONSULTORÍA FINANZAS CORPORATIVAS **IMPUESTOS** OUTSOURCING

REGISTRO DE TITULARESY BENEFICIARIOS FINALES ANTE EL BCU-ULTIMA ETAPA

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AUDITORÍA CONSULTORÍA FINANZAS CORPORATIVAS **IMPUESTOS** DUTSOURCING

PROYECTO

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EUROPE

Andorra Austria Belgium Bulgaria Cyprus

Czech Republic

Denmark Finland

France

Germany

Greece Hungary Ireland

Italy

Luxembourg

Malta

Montenegro Norway Poland

Portugal

Romania Russia Serbia

Spain

Sweden Switzerland

The Netherlands

Ukraine

United Kingdom

AMERICA

Argentina

Bolivia Brazil

Canada Chile

ColombiaCosta Rica

Dominican Republic

Ecuador El Salvador Guatemala Honduras

MexicoPanama
Paraguay

Peru **Uruguay**

USA Venezuela

MIDDLE EAST AND AFRICA

Algeria
Angola
Egypt
Israel
Jordan
Mauricio
Morocco
Nigeria
Saudi Arabia

South Africa

Tunisia Turkey UAE

ASIA-PACIFIC

Australia
China
India
Indonesia
Japan
Malaysia
New Zealand
Pakistan
Singapore

Thailand





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