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SYNERGY TAS

+ Speaker Profile

Dr Choong Kwai Fatt



“Complexity is your
+ enemy; any fool can
make something
complicated.
It is hard to make
something simple.”

Sir Richard Branson, founder of Virgin Group



Taxation is a complex concept. More so when it comes to the newly modified Sales and Services Tax, which covers updates on sophisticated documentations required.

Dr Choong is a renowned tax speaker and author of taxation books and publication used as key reference for majority of tax practitioners and students at large. He is well-known for his ability to *present complex tax principles in an easy-to-understand* manner.

Where its treatment has direct impact on other direct taxes. Tax law being Dr Choong's forte, his diverse and in depth knowledge in income tax, real property gains tax & SST makes him an invaluable asset for taxpayers and their advisors to highlight areas of SST caution and precautionary advice.

Why Him⁺

Three reasons why this SST 2018 is different from all other Sales and Services Tax seminar?

“ The "time bomb" is ticking and requires business operator and decision maker to act immediately to guard against easily avoided tax risk and loss out on tax planning opportunities in relation to the updates to be introduced in this Malaysia SST 2018 seminar.”

(i) Identify the key areas in SST 2018 on all other prevailing corporate restructuring and tax issues

Dr Choong being a tax author and tax planning expert has an in-depth knowledge of the current prevailing tax in relation to Sales and Services Tax. The Challenges and Professional Solutions will be discussed in great depth during this Malaysia SST 2018 seminar.

(ii) Record keeping

Honour lies on the shoulder of the taxpayer.

Dr Choong being an Advocate and Solicitor, he is the right candidate to advice on adequacy and types of modality in relation to Corporate Structures and imminent Tax Issues and potential or hidden liabilities lie ahead from this SST 2018.

(iii) GREAT Speaker

Dr Choong is known for his ability to make complex tax principle easy to comprehend. Being a seasoned speaker and having tax planning ideas at his finger tips make him priceless.

**+ We provide the speaker
trusted by reputable
professional bodies and
event organiser.**



Speaker's+ Profile



Dr Choong Kwai Fatt

Dr Choong Kwai Fatt is an acknowledged tax authority and a leading tax specialist in Malaysia, highly sought after speaker and provided tax consultancy services to listed companies, audit firms, legal firms and the Malaysian Government for more than 25 years.

He is one of the eight *panel members appointed by the Malaysian Ministry of Finance to review tax reforms* in Malaysia. His research works have been quoted in many tax cases and have influenced the formulation of tax policies in Malaysia.

Dr Choong is a highly respected and stands out as a professional tax expert speaker due to his rare combination of experience and expertise.

Advocate and solicitor

Dr Choong currently practices as an advocate and solicitor. He holds Bachelor degree in Law (honours) from the University of London, a Master degree in Comparative Law and Doctorate (Ph.D) in Taxation Law both from the International Islamic University of Malaysia. He had also studied Bachelor degree of Accounting (honours) with University of Malaya.

Researcher and author

Dr Choong has carried out research extensively. He is currently a research fellow of SEGi University. He has written 90 books and more than 600 articles in law journals, newspapers and research reports both internationally and in Malaysia. He is the author of the leading taxation books, "Advanced Malaysia Taxation: Principles and Practice" (2013, 15th edition) and "Malaysian Taxation: Principles and Practice (2013, 19th edition). Both of these books are used as reference textbooks in local universities and professional accounting examinations and are regarded as practitioners' text in the accounting profession.

Dr Choong won the *Gold Award* in 2008 for the best tax research paper in the Articles of Merit Awards presented by the Malaysian Institute of Accountants to Professional Accountants in Business (PAIB). The following year (2009) he won First Prize in the Malaysian Outstanding Research Papers in Taxation, organised by the Malaysian Accountancy Research and Education Foundation.

Speaker

Dr Choong is an active professional tax speaker for more than 20 years. Sought after by professional bodies, professional event organisers, for in house training, conferences and public events.

His more than 20 years as a speaker has perfected his public speaking skill to being able to personalised and deliver difficult tax concepts to diverse crowd ranging from experts in tax field, decision maker of multinationals and corporate, accountants, under graduates and person with no accounting nor tax background.

History

Dr Choong's initial training was in audit and tax, having been a tax consultant with Price Waterhouse Tax Services Sdn Bhd (now known as Price WaterhouseCoopers Tax Services Sdn Bhd), an international accounting firm. His interest in tax led to his study and practice of law. His knowledge, experience and skills in taxation and tax laws are very much sought after by the accounting profession, listed companies and legal firms.

Specialisation

Being conversant in both accounting and law, Dr Choong is well qualified to provide good advice regarding income tax legislations, their applications and interpretations, and the proper maintenance of accounts and documentation by companies to reflect commercial substance. He specialises in GST, tax planning, tax restructuring

and tax appeal in relation to transfer pricing, tax investigation, penalties, tax evasion and anti-money laundering matters.

Impressive list of professional qualifications

Diverse knowledge and study of tax regime in various countries and field related to tax is needed to provide a practical tax advice and ground breaking research.

Dr Choong is a fellow member of the Association of Chartered Certified Accountants of UK (ACCA), a member of the Institute of Chartered Accountants of Australia (ICAA), a member of Certified Practising Accountants of Australia (CPA, Australia), a member of the Malaysian Institute of Certified Public Accountants (MICPA), a member of Malaysian Institute of Accountants (MIA), a member of the Institute of Chartered Accountants in England and Wales (ICAEW), a member of the Certified General Accountants of Canada (CGA), a fellow member of the Malaysian Certified Company Secretary (MACS) and a member of the bar in Malaysia.

Like a diamond with multiple façade, Dr Choong shines for his depth of tax knowledge, rare combination of skill and experience derived from being a speaker, writer, researcher, advocate and solicitor, consultant and his passion towards tax education.

Collectively this has resulted in his outstanding presentation skill and charming persona as a speaker and advisor.

+ Recent Media Appearances



8TV

2014 Impact of GST on consumers

Invited by 8TV to provide his comment on impact of GST on Malaysian economy.



988 RADIO STATION

2014 Budget proposal

Annual date with listener of 988 to comment on the introduction of key tax changes.



SIN CHEW JIT POH

Public seminar on impact of Anti Money Laundering on income tax.

“He is funny and makes old and boring tax a lively, fun and provide practical solution.”

“He really know his stuff, everything at finger tips. So passionate about tax, thank you for sharing.”



+ Contact Speaker

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