

Dubai-based Domestic and International Tax Advisory, and Tax Dispute Resolution Practice

PB First FZ-LLC is a specialist Dubai based domestic and international tax advisory and tax dispute resolution practice which was formed in 2016 in Ras Al Khaimah and now practices in Dubai. We are a member of the Geneva Group International (ggi.com) affiliated membership firm, which is the largest global affiliation of professional services firms including accountants, tax advisers and M &A practitioners and has representation in more than 120 countries.

PB First is led by professionals having PhDs in taxation and given our many years of domestic and international tax experience (including in London, New York and now Dubai) , we are leaders in the field.

In the GCC, we advise on UAE corporate income tax, asset protection structures, Transfer Pricing, VAT and excise duties and on wider taxation in Bahrain, Oman, Saudi Arabia and Qatar. In the rest of the world, we advise on cross border taxation and if a foreign domestic matter requires local expertise (perhaps in the US, Germany or France) we can obtain expert assistance from a GGI colleague.

Our clients are large family groups, public companies, private companies, professional partnerships, funds, fund managers, license advisers and ultra high net worth individuals and their investment structures.

We regularly advise on the taxation implications arising from M&A transactions, group financing and refinancings, group restructure transactions including spin offs, redomiciliation, foundations, trusts, real estate investment and businesses, qualifying free zone transactions and businesses.

A growing speciality is the taxation of corporate liquidations, receiverships and administrations plus private clarification requests. We also resolve disputes with a tax authority and cross border dispute resolution via a mutual agreement procedure or appearing in court as an independent expert for a client. We also advise on the applicability of double taxation treaties, bilateral investments treaties and multilateral tax treaties to resolve a tax problem.

- **Global and Domestic Tax Advice.**
- **Dispute Resolution and Tax Litigation Support.**
- **Transfer Pricing & Benchmarking.**
- **Collective Investments Mergers.**
- **Acquisitions.**
- **Group Restructuring.**
- **Intra Group and Listed Financing.**
- **International Asset Ownership & Structuring Family Offices.**
- **Education & Training Services.**
- **FATCA, CRS and Pillar 2.**

Dr Peter Wilson



40 Years of experience with PwC and EY in London, Sydney, New York and Dubai. PhD from Queen Mary, University London.

Dr Alicja Reuben



14 Years of experience with Big 4 in Transfer Pricing. Lectured at NYUAD and PwC Academy. PhD Columbia University.

Ms Maria Khattar



15 Years of experience in International Taxation. Auditor at a Big 4 practice, Graduated from American University Beirut.

Dr Ajay Kumar



20 Years of experience in Tax Litigation, Pillar 2, International Tax and Anti-Bribery. PhD from University of Manchester.

Ms Jackie van Rooyen



15 Years of experience in both the UAE & South Africa. Former Tax Compliance lead SAIT member. SARS & FTA expert.

Dr Leopoldo Parada



Reader in Tax Law at King's College London. Leopoldo is Of Counsel and available to advise clients at PB First Global Tax.

Hozefa Rashid



21 Years of Tax Consulting and Audits. Masters in Accountancy from University of Pune. 30+ Countries Cross-Border Big 4 experience.

Ms Faiza Sayed



Intern. Previously with a Lower Gulf Big 4 practice. Masters in Business & Finance from Heriot Watt University.