

BASEFIRMA ANNOUNCES OPENING OF ITS NEW OFFICE IN HOUSTON, TEXAS

NEW YORK, NY
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International transfer pricing firm BaseFirma is excited to announce the opening of its new office in Houston, Texas, with the hiring of Eduardo Emmerich to lead the practice. BaseFirma's Houston office will provide clients with valuation and transfer pricing consulting services with the highest level of global coordination.

Eduardo Emmerich has a degree in economics and international business from Sam Houston State University and a master's degree in international affairs from Texas A&M University, with concentrations in international economics, transfer pricing, and international economic development.

Before joining BaseFirma, Eduardo was a senior manager at Ernst & Young Houston and provided transfer pricing services for more than 12 years to many of the world's largest multinationals in various industries. Eduardo has extensive experience in transfer pricing global documentation, TP planning and supply chain optimization, audit defense, IP valuation, and APA projects, as well as advising clients on the implications of tax reform for their operations.

"We are delighted to announce the opening of our office in Houston, a city that, in addition to serving as home to several multinational enterprises across a variety of sectors, is a prime location for BaseFirma to continue serving many of our US clients with operations in the US and Latin America" shared BaseFirma's CEO, Ricardo Rosero. "Our Houston practice

will be led by Eduardo Emmerich, who is a highly recognized and experienced transfer pricing advisor in Texas."

"This is truly an exciting day and development for BaseFirma," remarked Bernardo Solano, BaseFirma's senior partner, based in Madrid, Spain. "Our firm has observed Houston's relevance in the coordination of transfer pricing projects in Latin America with keen interest in recent years. It makes total sense for BaseFirma to expand to this market."



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About BaseFirma

BaseFirma is a leading independent, international advisory firm for transfer pricing services. For over 20 years, BaseFirma has been successful in assisting top multinational companies with their transfer pricing needs on a global basis and is widely recognized as the go-to firm in Latin America. The BaseFirma business philosophy is to be the leader in its field, to provide exceptional quality, and to contribute not only to our clients' and our own betterment, but to the improvement of the societies that we so successfully do business with. BaseFirma has offices strategically located in: Amsterdam, Asheville, Bogotá, Buenos Aires, Caracas, Houston, Lima, Madrid, Mexico City, Mérida, Miami, Monterrey, New York, Querétaro, Santiago, Sao Paulo, and The Hague.

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