

Indirect tax in focus: Practical insights into trade, customs and SST

9:00 a.m. - 5:00 p.m.

16 April 2026

AICB Centre of Excellence, Kuala Lumpur

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Indirect tax in focus: Practical insights on trade, customs and SST

As global trade continues to evolve, shifts in US tariff policies and regional supply chain movements are reshaping risks and opportunities for businesses. This workshop provides practical insights to help organizations strengthen trade resilience, optimize tariff exposure and respond effectively to key global developments. Participants will gain guidance on Malaysia's trade facilitation initiatives and essential technical areas – including Harmonized System (HS) Code classification governance, customs valuation and transfer pricing interactions – which often drive duty exposure, compliance challenges and post-clearance audit findings.

In parallel, this workshop also provides insights on the domestic compliance under the Sales Tax and Service Tax (SST) framework, including the Royal Malaysian Customs Department's (RMCD) expectations, challenges arising from SST expansion, developments in the Compliance Verification Audit Programme (AViP) and the growing interdependencies between SST and e-Invoicing.

Supported by industry case studies and professional insights, the workshop aims to help organizations strengthen governance, enhance process integrity and manage regulatory risks across cross-border trade and local indirect tax compliance. Participants will also engage directly with representatives from the Ministry of Investment, Trade and Industry (MITI) and RMCD for perspectives on Malaysia's trade priorities, compliance expectations and facilitation initiatives.

Session highlights

- Understanding the evolving US tariff landscape and its impact on Malaysia.
- Gain clarity on Malaysia's trade facilitation initiatives and improve visibility of global trade compliance risks with targeted reduction measures.
- Develop a high-level understanding of customs valuation principles and HS Code classification practices to reduce compliance risk.
- Gather insights into the RMCD's requirements, current challenges facing businesses post-SST expansion and practical approaches to maintain compliance.
- Manage the interdependencies between SST and e-Invoicing for stronger reporting and risk control.

Who should attend?

- Chief financial officers
- Chief legal officers
- Tax directors, managers and executives
- Finance and operations managers
- Procurement, supply chain and trade compliance managers and executives
- Business owners

Agenda

Time	Event details
8:30 a.m.	Registration
9:00 a.m.	Welcome remarks by Amarjeet Singh, EY Asean Tax Leader; and Partner, Ernst & Young Tax Consultants Sdn. Bhd.
9:15 a.m.	Leveraging bilateral and regional trade agreements
9:45 a.m.	<p>Panel session: Implications of US trade tariffs and opportunities for Malaysia</p> <p>Moderator:</p> <ul style="list-style-type: none">▪ Amarjeet Singh <p>Panelists:</p> <ul style="list-style-type: none">▪ MITI representative▪ Sockalingam Murugesan, EY Asean Transfer Pricing Leader and Malaysia Transfer Pricing Leader; and Partner, Ernst & Young Tax Consultants Sdn. Bhd.▪ Jalbir Singh Riar, Partner, Indirect Tax, Ernst & Young Tax Consultants Sdn. Bhd.
10:30 a.m.	Tea break
11:00 a.m.	HS Code classification governance
11:30 a.m.	Bridging customs valuation and transfer pricing in Malaysia
12:00 p.m.	Controversies in the global trade space
12:30 p.m.	Managing customs exposures through better trade visibility
1:00 p.m.	Networking lunch
2:00 p.m.	<p>Panel session: SST unfiltered – What RMCD expects and what businesses need to know</p> <p>Moderator:</p> <ul style="list-style-type: none">▪ Farah Rosley, Malaysia Tax Managing Partner, Ernst & Young Tax Consultants Sdn. Bhd. <p>Panelists:</p> <ul style="list-style-type: none">▪ RMCD representative▪ Yeoh Cheng Guan, Partner, Indirect Tax, Ernst & Young Tax Consultants Sdn. Bhd.
2:45 p.m.	Practical issues businesses are facing post-SST expansion
3:30 p.m.	Tea break
4:00 p.m.	SST and e-Invoicing interdependencies
4:25 p.m.	Matters to note on AViP
4:45 p.m.	Closing remarks
5:00 p.m.	End

Speaker profiles



Amarjeet Singh

EY Asean Tax Leader;
and Partner,

Ernst & Young Tax
Consultants Sdn. Bhd.

Amarjeet has more than 20 years of professional experience in taxation, focusing on tax structuring and incentives, as well as group reorganizations and initial public offerings (IPOs). Amarjeet has served clients across a wide range of sectors, including some of Malaysia's largest conglomerates and government-linked corporations. He has also been involved in some of the country's largest mergers and group reorganizations, including investment structuring for the public utilities, plantation, property, leisure, tourism and automotive sectors.

His vast incentive experience includes global incentive benchmarking and feasibility studies, multijurisdictional studies on the economic benefits of treasury center incentives and assisting multinationals in negotiating and securing special incentive packages in Malaysia.



Farah Rosley

Malaysia Tax
Managing Partner,

Ernst & Young Tax
Consultants Sdn. Bhd.

Farah has more than 25 years of experience in handling a variety of corporate tax advisory, tax audits and investigations, tax incentives, transfer pricing and tax structuring. Farah also works closely with the Ministry of Finance (MOF), Inland Revenue Board of Malaysia (IRBM), Malaysian Investment Development Authority (MIDA), RMCD and other government agencies and ministries on various taxation matters.

She was also the president of the Chartered Tax Institute of Malaysia (CTIM) from 2019 to 2022. Farah was also part of the advisory committee on corporate tax matters and during the implementation of the goods and services tax (GST) in the country.



Sockalingam Murugesan

EY Asean Transfer
Pricing Leader;
Malaysia Transfer
Pricing Leader; and
Partner,

Ernst & Young Tax
Consultants Sdn. Bhd.

Socka has over 30 years of experience in tax consultancy and transfer pricing. He focuses on preparing transfer pricing documentation for a broad range of intercompany transactions, including intangibles such as royalties, technical fees and management services, as well as designed tax-efficient supply chain models for clients with significant cross-border operations.

He is highly experienced in managing Advance Pricing Arrangements (APAs) and Mutual Agreement Procedures (MAPs) and transfer pricing audits, having successfully negotiated with tax authorities in Malaysia and other foreign jurisdictions. He chaired the CTIM APA task force during the early implementation of Malaysia's APA framework.



Yeoh Cheng Guan

Partner, Indirect Tax,

Ernst & Young Tax
Consultants Sdn. Bhd.

Cheng Guan has more than 25 years of tax experience, including five years in corporate income tax compliance and advisory before moving on to indirect tax.

He provides advisory and compliance services on indirect tax matters, such as SST, excise duty, customs importation and exportation, free zones, licensed manufacturing warehouses and duty exemption facilities. Additionally, Cheng Guan is experienced in conducting GST and SST due diligence projects, from the initial stages to post-deal implementation, for companies in deal restructuring or mergers and acquisitions (M&A).

Speaker profiles



Jalbir Singh Riar
Partner, Indirect Tax,
Ernst & Young Tax
Consultants Sdn. Bhd.

Jalbir has 18 years of experience in providing advisory and compliance services on indirect tax matters, covering SST, GST, excise duty, customs importation and exportation, free zones, licensed manufacturing warehouses, import duty exemption, refund and drawback, customs procedures and facilities, various free trade agreements and cross-border indirect tax planning for a wide variety of industries. He has also conducted indirect tax training for clients with MOF and RMCD on GST and SST related matters.



Poh Ai Yeen
Director, Indirect Tax,
Ernst & Young Tax
Consultants Sdn. Bhd.

Ai Yeen has over 13 years of experience in the field of taxation, three of which were spent in corporate income tax and personal income tax, before she moved to indirect tax, specifically SST and GST. She has completed multiple SST implementation projects for companies across various industries including property development, construction, manufacturing, trading, information technology (IT) and education.

She has assisted clients in reviewing contracts to determine the appropriate tax position, professional assistance provided to SST clients including contract reviews to arrive at a tax position or to seek written confirmation/private rulings from the RMCD, which have resulted in favorable outcomes for the clients.



Nadia Mohd Nasir
Director, International
Tax and Transaction
Services- Transfer
Pricing,
Ernst & Young Tax
Consultants Sdn. Bhd.

She brings 12 years of experience supporting and coordinating transfer pricing engagements across diverse industries, covering intercompany transactions involving tangible goods, intangibles such as royalties, intercompany financing arrangements and intragroup management services. Her work includes assisting clients during transfer pricing audits, developing defense strategies and preparing detailed technical submissions to substantiate transfer pricing positions.

Nadia is well-versed in the three-tiered transfer pricing documentation framework – Country-by-Country Reporting, Master File and Local File. She has served a wide range of clients including Fortune 500 oil and gas companies and organizations in sectors including property development, automotive, financial services, fast-moving consumer goods (FMCG), insurance, pharmaceuticals, agriculture and electrical and electronics.



Aljo Barias
Senior Manager,
Indirect Tax,
Ernst & Young Tax
Consultants Sdn. Bhd.

Aljo has more than 15 years of experience in taxation, especially in business tax compliance services, tax compliance reviews, audit-integrated test of tax controls and tax advisory services. He has been actively involved in several implementation projects, advisory work, tax compliance, health check services, due diligence and training sessions for several clients in Malaysia across various industries.

Aljo has assisted groups of companies in Malaysia with their GST, SST and e-Invoicing implementation and compliance needs, conducted detailed studies of clients' business practices to assess compliance with the relevant tax legislation and provided practical solutions to certain issues of tax non-compliance.

Speaker profiles



Ice Liew Ruo Ping

Senior Manager,
Indirect Tax,
Ernst & Young Tax
Consultants Sdn. Bhd.

Ice has more than 15 years of experience in taxation. Her career includes an eight-year period dedicated to corporate income tax compliance and advisory roles before transitioning to indirect tax, where she provides tax compliance reviews and advisory services.

She is well-versed in GST, SST and digital service tax, supporting clients across industries, such as manufacturing, IT, logistics, construction and pharmaceuticals, through tax implementation projects, audits, refund applications and advisory services, often working closely with the RMCD. Her experience also includes due diligence for M&A deals.



Chooi Yee Leng

Senior Manager,
Indirect Tax,
Ernst & Young Tax
Consultants Sdn. Bhd.

Yee Leng has over nine years' experience in the field of indirect tax, focusing on SST and RMCD matters. She has experience in various industries including logistics, manufacturing, automotive, FMCG, IT and digital industry, construction, as well as service-oriented companies.

Yee Leng has been involved in the RMCD's GST closure audit exercise, where she gained familiarity with the audit processes conducted by the RMCD in Malaysia. She has also worked on projects involving SST implementation, including liaising with the RMCD on SST treatment, tariff classification, customs valuation, global trade advisory and other indirect tax advisory matters.

Registration

Registration fee (per person)	Fee (RM)
Normal rate	1,500.00
EY Tax Academy (EYTA) subscribers <i>Please visit https://www.ey.com/en_my/tax/ey-tax-academy for details.</i>	900.00

HRD Corp training program number: 10001665584

Location	Date	Time	Enquiry	Registration link
Kuala Lumpur: AICB Centre of Excellence	16 April 2026	9:00 a.m. - 5:00 p.m.	Click here	Click here

Seats are limited. Secure your spot now to stay ahead in the evolving trade and indirect tax compliance environment!

Registration closes three working days before the event date or once all seats are taken.

Important notes:

- The registration fee stated above includes 8% Service Tax.
- Please select the participant category carefully. No alterations are allowed after the registration has been made.
- Participants are entitled to:
 - Breakfast, two tea breaks and one lunch
 - CPE credit: 7

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Remittance information:

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For enquiries

Email: seminar@my.ey.com

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