

Țuca Zbârcea & Asociații Tax wins the “Romania Transfer Pricing Firm of the Year” Award



Țuca Zbârcea & Asociații Tax, the tax advisory arm of the law firm Țuca Zbârcea & Asociații, was named “Romania Transfer Pricing Firm of the Year” at the ITR Awards 2025 ceremony. This accolade reflects the firm’s outstanding achievements over the past year, strengthening Țuca Zbârcea & Asociații Tax’s position within Romania and the broader regional market for tax advisory and transfer pricing services.

The ITR Awards Gala, organised by International Tax Review (ITR) and ITR World Tax, took place in London and brought together hundreds of professionals specialising in tax advisory and transfer pricing from across Europe, the Middle East and Africa (EMEA). The event serves as a platform to celebrate excellence and innovation in the field of international taxation.

From a total of five local contenders in the transfer pricing sector, Țuca Zbârcea & Asociații Tax emerged as the recipient of the coveted “*Romania Transfer Pricing Firm of the Year*” trophy. This win underscores the firm’s exceptional performance over the last 12 months and reconfirms the expertise and professionalism of the transfer pricing team in managing complex projects both locally and internationally.

Upon accepting the award at the gala ceremony held in London, **Narcisa Ichim**, *Tax Partner and TP practice coordinator*, said: "I am extremely proud and happy to receive this award on behalf of the entire transfer pricing team at Țuca Zbârcea & Asociații Tax. Indeed, our transfer pricing activity has experienced steady growth, reflected in the increasing complexity of the matters entrusted to us. We thank ITR World Tax, our clients, and our TP team members for their contributions to this success and to the development of the firm’s TP practice throughout these years!"

Țuca Zbârcea & Asociații Tax boasts a team of highly experienced tax consultants, being a leading player on the Romanian tax advisory market. The firm provides comprehensive tax and transfer pricing services, while at the same time collaborating closely with the team of lawyers at Țuca Zbârcea & Asociații on different multidisciplinary projects such as corporate restructuring, mergers and acquisitions, real estate developments, tax litigation, etc.

The firm’s client portfolio spans various industries, including energy, automotive, FMCG, transportation, construction, real estate, pharmaceutical and medical services, financial and banking services, gambling, telecommunications, IT&C, media and advertising, agribusiness, etc.

Since 2019, Țuca Zbârcea & Asociații Tax and Țuca Zbârcea & Asociații have been collaborating with Andersen Global, a global association of independent law and tax firms, enabling us to deliver seamless cross-border

solutions and expand our international footprint and expertise in tax and legal services. Andersen Global comprises more than 20,000 professionals worldwide, more than 2,000 global partners and maintains a presence in over 600 locations across more than 170 countries.

ITR World Tax is the world's leading guide to tax and transfer pricing firms and practitioners, covering over 60 jurisdictions across every continent. Produced in association with the International Tax Law Review (ITR), ITR World Tax generates annual rankings of the most innovative and the most effective tax advisory firms and practitioners worldwide, as well as a shortlist of nominees for the various ITR Awards' categories.

The ITR EMEA Tax Awards celebrate the accomplishments of top tax professionals and teams over a 12-month period, highlighting excellence across 33 jurisdictions in this year's 21st edition.