



Floran Ponce

Partner
Attorney at Law, LL.M., Certified Tax
Expert
+41 58 450 70 00
floran.ponce@lenzstaehelin.com

GENEVA
Route de Chêne 30
CH-1211 Geneva
www.lenzstaehelin.com

EXPERTISE

Floran Ponce is a partner based in Geneva, where he is a member of the Tax group and is a certified tax expert. He specialises in all aspects of corporate tax including private equity, fund structuring, public and private M&A, restructurings, complex financings and tax disputes. His experience includes acting for private equity funds, fund managers, multinational companies, banks, management teams and prominent families or family offices. Floran is also a regular speaker on tax-related topics and a member of a number of tax professional organisations. Floran has been listed as a leading lawyer in his practice area in Chambers & Partners since 2018. He has also been recognised as a Next Generation Partner in Tax in the highly respected Legal 500 EMEA 2024.

PROFESSIONAL EXPERIENCE AND EDUCATION

2017	Partner at Lenz & Staehelin
2010	Joined Lenz & Staehelin
2014	Harvard Law School (LL.M.)
2012	Certified Tax Expert (Akademie der Treuhand-Kammer Award)
2009	Admission to Geneva Bar
2006	Universities of Lausanne and Lucerne (lic. iur.)

SPECIALIST AREAS

Tax, Corporate, Commercial and Contracts

LANGUAGES

French, English, German, Spanish

MEMBERSHIPS

Geneva Bar Association (OdA), Swiss Bar Association (FSA), International Bar Association (IBA), International Fiscal Association (IFA), Swiss Association of Certified Tax Experts (ASEFID / SVDS), Western Switzerland Association of Certified Tax Experts (OREF), Harvard Club of Switzerland, Harvard Law School Association of Europe, Tax Chapter of the Swiss-American Chamber of

Commerce

SELECTED PUBLICATIONS

- Ponce F., Le bouclier fiscal 2023 - Switzerland, in: *Steuer Revue*, Août 2023
- Ponce F., Eckert J., The Corporate Tax Planning Law Review 2023 - Switzerland, in: *The Law Reviews*, 5th edition, May 2023
- Ponce F., Group approach and separate entity approach in domestic and international tax law 2023 - Switzerland, in: *Cahiers de droit fiscal international*, Rotterdam; Vol. 106a (2022), Pages 157 et seq.
- Neukomm F., Ponce F., The Inward Investment and International Taxation Review 2021 - Switzerland, in: *The Law Review*, 11th edition, January 2021, 423-435
- Ponce F., Increased Transparency and Exchange of Information in the Area of Transfer Pricing in Switzerland, in: *International Tax Journal*, November-December 2018, 41-46
- Ponce F., Swiss lump-sum tax regime - Recent changes, In: *International Tax News*, Bloomberg Tax, 8 November 2018
- Ponce F., The Status quo until the next corporate tax reform, in: *The Lawyer*, 13 March 2017, 28
- Barmes M., Ponce F., The Private Wealth & Private Client Review 2015 - Switzerland, in: *The Law Reviews*, 4th ed., October 2015, 407-420
- Eckert J., Ponce F., Swiss withholding tax aspects of financing, in: *Archiv für Schweizerisches Abgaberecht (ASA)* 83, no. 11/12, 2014/2015
- Eckert J., Ponce F., Swiss lump-sum tax regime: Applicable rules and political outlook, in: *BNA International* 07/2012, 10 et seqq.
- Ponce F., L'évasion fiscale en droit fiscal suisse, in: *RDAF* 2010 II 125 (OREF 2009 Award)

OTHER ACTIVITIES

- Member of the Tax Chapter of the Swiss-American Chamber of Commerce
- Member of the Conference Organization Committee of the Western Switzerland Association of Certified Tax Experts (OREF)

REFERENCES

Floran Ponce has an acute business mindset.

Chambers & Partners, 2024

He is pleasant to work with, very technically strong but pragmatic and explains things clearly.

Chambers & Partners, 2024

Floran Ponce excels in the corporate tax space, with interviewees praising his legal intellect and client management skills.

Who's Who Legal, 2024

Very smart and thoughtful

Chambers & Partners, 2021

He is a star in the corporate tax market, renowned for his "excellent technical skills".

Who's Who Legal, 2021

Gives innovative and new solutions on complex cases

Chambers & Partners, 2020