



# Maximizing incentives, grants, and tax credits: optimizing opportunities in a quickly changing landscape

2025 KPMG EMA Tax Summit

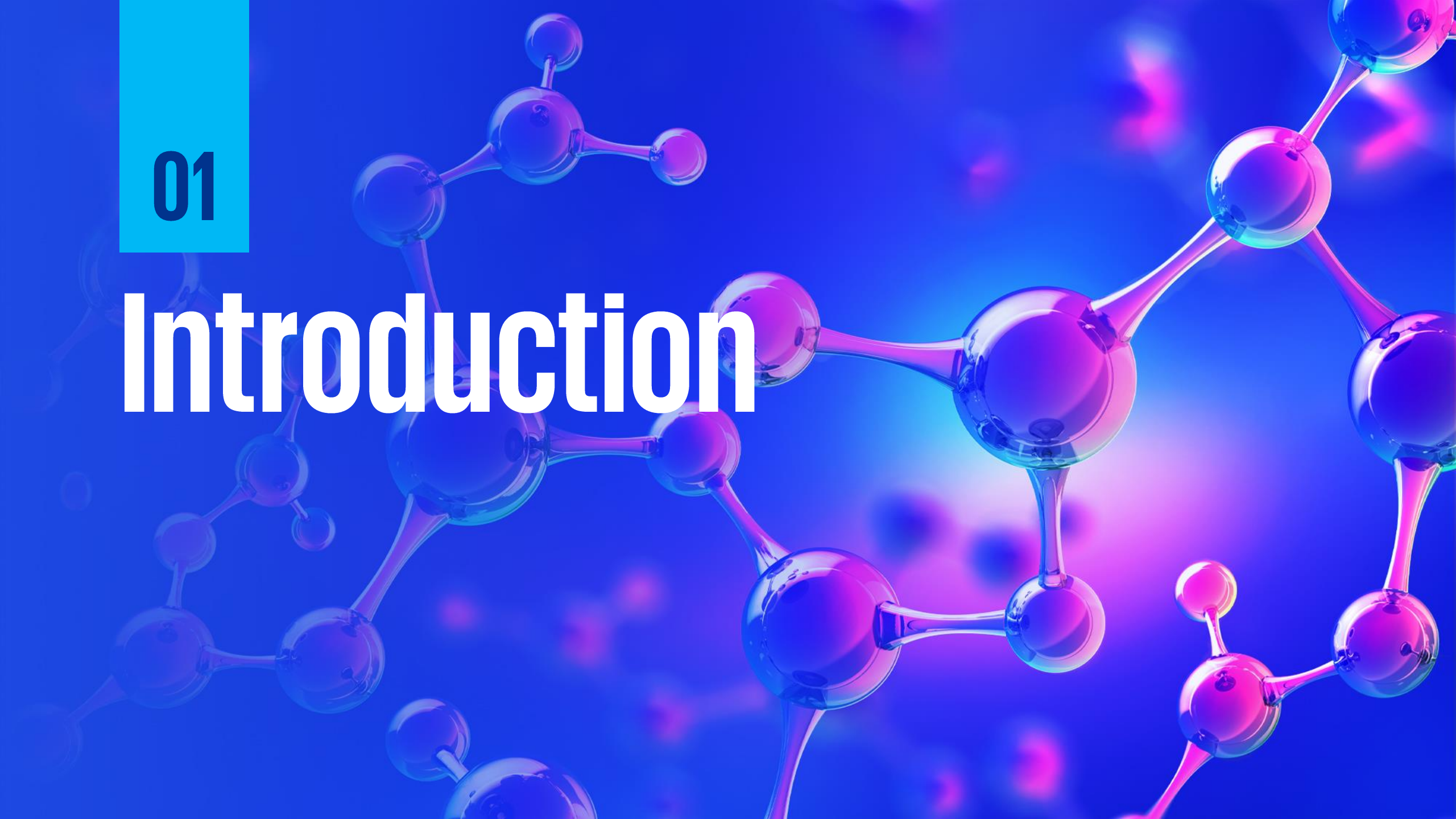
Location

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24 June 2025

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# Introduction





# External Funding Environment



ACCIO Generalitat de Catalunya  
Government of Catalonia  
Catalan Trade & Investment

Jaguar Land Rover-owner to pick UK over Spain for giant car battery plant



## European Chips Act



## The Green Deal Industrial Plan

Putting Europe's net-zero industry in the lead



AstraZeneca to invest \$360m in advanced manufacturing facility in Ireland

Romania well-positioned to attract high levels of FDI in 2023

# Today's panel



**Richard Marcos**  
Global Leader  
Credits, Grants,  
Incentives



**Nawaz Sharif**  
Corporate Vice President  
European Finance &  
Investor Relations  
Microchip Technology Inc.

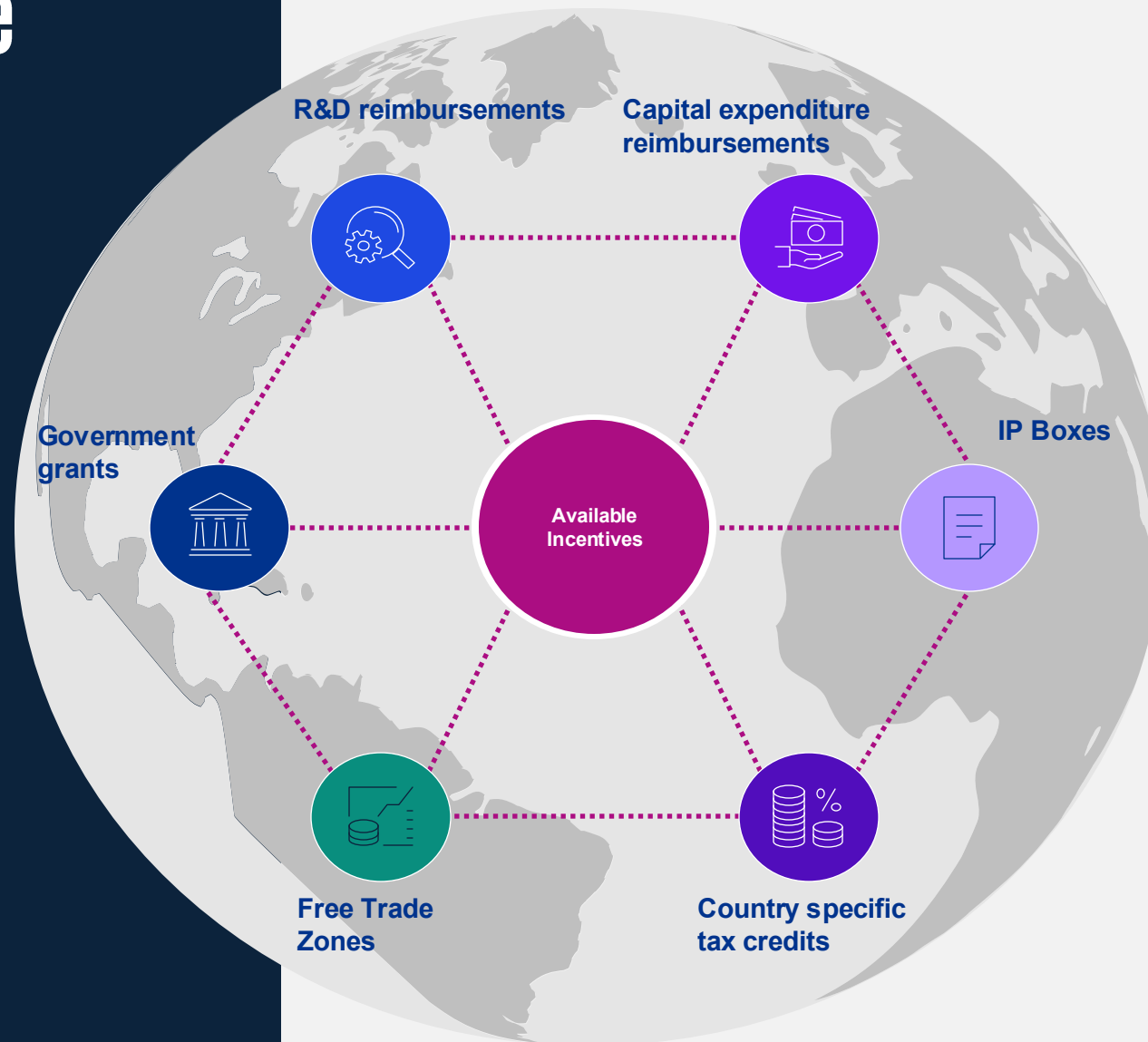


**Merijn Betjes**  
Partner  
KPMG Meijburg, NL



**Carol Johnson**  
Partner  
KPMG UK

# Navigating the complexity





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