

BDO'S EUROPEAN CHINA DESK



BDO'S EUROPEAN CHINA DESK, WITH BOTH EUROPEAN AND CHINESE NATIONALS, HAS SUBSTANTIAL COMMERCIAL KNOWLEDGE AND EXPERTISE IN ESTABLISHING, STRUCTURING, AND OPERATING A BUSINESS IN CHINA.

We provide the strategic, operational, accounting and technical guidance necessary to ensure the successful design and implementation of your China strategy by:

- ▶ Working with you to ensure your strategic plan reflects the view of the business as a whole
- ▶ Sharing information, experiences and knowledge about the China market place
- ▶ Tailoring our advisory, planning and compliance services to your needs
- ▶ Adopting a flexible approach to working alongside you in getting your business operations up and running in China
- ▶ Serving your ongoing business requirements by working seamlessly with our teams in both Europe and China

CHINA UNLOCKED



CONTACT US

For further information or advice on how we can help you please contact:

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The European China Desk comprises core and extended teams of individuals who have a passion to work with China. Members of the team have Chinese client experience and some are ethnic Chinese individuals who are fluent Mandarin speakers and all have a deep cultural awareness and an enthusiasm to work on cross-border client work with China.

BDO International is the world's fifth largest accountancy network with more than 600 offices in over 100 countries. BDO International is represented in the Greater China Region with locations including: Beijing, Dalian, Tianjin, Changchun, Nanjing, Suzhou, Shanghai, Hangzhou, Xi'an, Chengdu, Chongqing, Wuhan, Changsha, Ningbo, Fuzhou, Xiamen, Zhuhai, Shenzhen, Guangzhou, Kunming, Hong Kong, Taipei.

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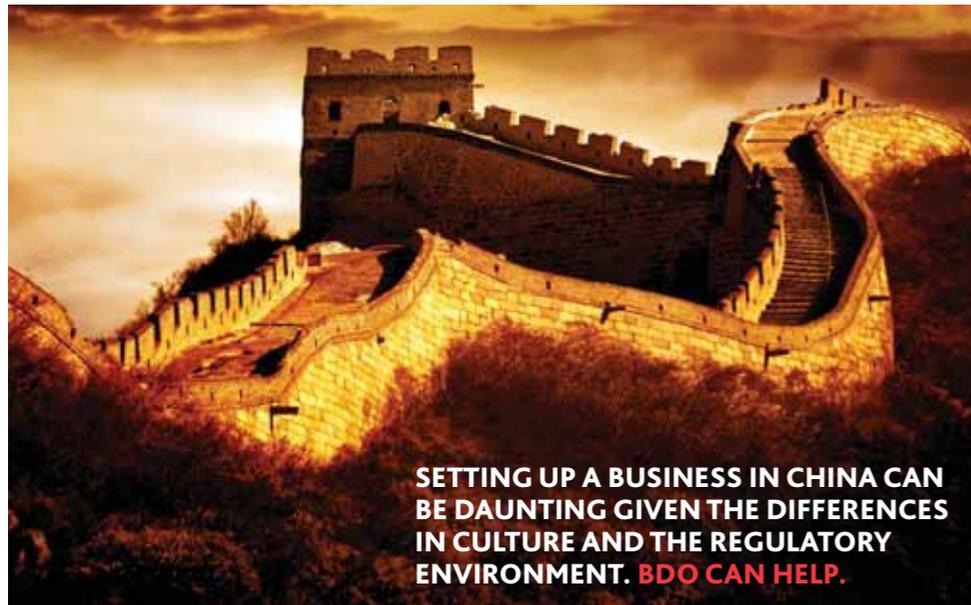
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BDO'S EXPERTISE AND INTERNATIONAL REACH

Over the last two decades China has firmly put itself on the map as a country in which to invest, to date mainly for Manufacturing and Consumer Products. Going forward a more knowledge based economy is taking shape and China's fast economic growth looks set to continue. China promises a vibrant and exciting market fuelled by accession to the WTO, sustained global economic interest and the Chinese government's plan to continue a steady and more balanced growth. The region presents many opportunities for foreign companies to achieve substantial international expansion.

Together with our BDO Member Firms in the Greater China Region, we provide a comprehensive range of services to assist you through your planning and implementation stages to ensure that any operational issues in China are anticipated and addressed.



THE ROADMAP TO INVESTING AND OPERATING IN CHINA

YOUR ORGANISATION'S CHINA STRATEGY

WHY CHINA?

Given its increasingly important role in the global economy and huge growth potential, China is firmly on the strategic map for businesses aspiring to succeed in the international arena.

HOW CAN BDO HELP?

BDO will assist you with your strategic planning and challenge your current thinking. We work with our clients to provide practical and pragmatic commercial advice, helping to establish a clear vision, and formulate and execute short, medium and long-term business strategies in China.

MARKET ANALYSIS

WHAT ASPECTS DO I NEED TO CONSIDER?

Regulatory environment, licensing restrictions, demographics, investment incentives, risk analysis and location analysis are the main areas to consider when investing or operating in China.

HOW CAN BDO HELP?

BDO will conduct or manage tailor-made market analysis to provide a clear view of the potential opportunities and pitfalls your strategy presents and how to adapt your plans to maximise your chances of success.

INVESTMENT VEHICLES

WHAT OPTIONS DO I HAVE?

There are a range of business structures to consider such as merger, acquisition, joint venture, wholly foreign owned entity, representative office, branch and franchising.

HOW CAN BDO HELP?

BDO provides advice on the most suitable structure for entry into China, taking into account factors such as your aspirations, market analysis, your financial and operational processes and protocols, and your attitude to risk.

IMPLEMENTATION

WHAT HURDLES DO I NEED TO OVERCOME TO SUCCESSFULLY IMPLEMENT MY STRATEGY?

This will involve several different stages from finding the right partner, assisting with negotiations, due diligence, obtaining relevant government approvals, company registration and post deal integration.

HOW CAN BDO HELP?

In addition to project management support, BDO is able to introduce you to the right advisers for your needs, be they Slovak or China based, professional advisers, regulators or government representatives.

TAX SERVICES

HOW DO I MAKE SURE THE TAX STRUCTURE IS OPTIMISED FOR MY BUSINESS?

You need to consider areas such as foreign exchange, corporate income tax, customs duty, and VAT planning, profit repatriation, compliance, employee incentivisation, employee taxes and the impact on your overall international tax profile.

HOW CAN BDO HELP?

BDO advises on international tax planning including the interpretation of the Chinese tax system and its impact on your business and plans. We can also help you to structure an efficient remuneration package for your key executives and keep up to date with your compliance matters.

FINANCE AND ACCOUNTING

WHAT CORPORATE FINANCE AND ACCOUNTING FUNCTIONS CAN I OUTSOURCE?

You may wish to outsource book keeping, preparation of company reports, tax, accounting and regulatory compliance, system selection, implementation and training.

HOW CAN BDO HELP?

BDO Member Firms in China are well established in providing accounting, compliance and reporting services to a range of sectors and businesses. Consultation and training in reporting systems in China can also be provided.

OPERATIONAL ISSUES

WHAT OTHER OPERATIONAL CONSIDERATIONS ARE THERE?

A range of issues need to be managed properly for the efficient operation of the business including office set-up, recruitment and development, management control, and supply chain management.

HOW CAN BDO HELP?

BDO advises on management control, staff development, and international supply chain management (eg international procurement and outsourcing). We can introduce you to other professional service providers such as logistics businesses and recruitment agencies.