



Your Global Partner



Audit / Tax / Advisory / Risk / Technology

Smart decisions. Lasting value.



David Mellor
Chief Executive Officer
Crowe Global
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Message from Global CEO

UAE one is our lead firm and one of the Key Economic Country (KEC) within the Crowe Global network. It is ranked as the 6th largest accountancy network in United Arab Emirates by International Accounting Bulletin.

The firm continually demonstrates a commitment to quality and provides an exceptional experience to clients. Crowe UAE is an important component of our vision to create a global network of firms embracing a common brand recognized by national and multinational business as essential to their need for audit, tax and advisory services.

Crowe Global is ranked among the top 8 global accounting networks with more than 200 independent accounting and advisory services firms in over 130 countries around the world.

Our solid foundation as an integrated network and our expansive global footprint enables us to adapt swiftly to the many changes facing the profession and continue to build on our position as a valued business advisor. I am passionate about this network, its member firms and the people who work with us. We are recognized in the market for bringing smart decisions that create lasting value to our clients and my vision is to build on this success.



Dr. Khalid Maniar
Founder & Managing Partner
Crowe UAE
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Message from Founder & Managing Partner

It does take time to become an expert in any field and we have put in over 35 years of our dedication to provide satisfaction to our clientele.

Simply stated, it is how we live our core values – care, share, invest and grow.

We share a common purpose of building value for clients through international business. Still placing great emphasis on establishing long-term relations with each of our clients. This enables to work together in an atmosphere of openness and trust.

We believe our quintessence is not only about independence and professionalism but is also about providing convenience and competitive services to our clients. This helps us ensure that your success is always our priority.



Zayd Maniar

International Liaison Partner

Crowe UAE

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Message from International Liaison Partner

As an International Liaison Partner, developing and maintaining strong cross border relationships helps our clients do business efficiently and effectively across the globe.

As a Key Economic Center, UAE continues to attract new investment as it consistently works to maintain its position as a leading business hub.

Clients who come to Crowe, can expect a smoother and efficient reporting pattern. Our team of globally experience and bilingual colleagues can assure, whether you are looking to do business in UAE or through UAE, we can help you make smart decisions that bring lasting value.

Who's in charge of your global agenda?

Globalisation's pace has increased and with it the demand for agility to react with precision, brevity and accuracy. For many, the idea of rapid globalisation conjures up images of threat, fear, risk and the need for protection. For others, it provokes anxiety when considering opportunities missed.

Business leaders around the globe are asking themselves, "how do we prepare our firm for the threats and opportunities from globalisation?" But this reactive mindset takes the control out of the hands of the leadership – and leaves firms scrambling with every twist and turn in the global economy.

- We believe the key question for your firm should be, "what kind of globalisation do we want for our firm"?
- Companies who know their own core beliefs about their place in the global economy will be the best positioned to take advantage at every turn.
- Companies that are quick to react to global trends benefit in a myriad of ways, the most important being that through their constant search for new knowledge, opportunities, relationships, and markets.

Define your global future

Successful global business never neglect the roots, the local market, the home community from where they achieve their identity. History shows that truly sustainable business, in fact, those in the "millennium club" (over 100 years of age) are all highly active in their local communities, markets and nations. In fact, we know it is essential for global success to maintain strong financial capability that only comes from a core presence in your home market.

Are you nurturing the roots of your globalising business?

Audit and Assurance.

Crowe is one of the world's top audit and assurance service providers for the following reasons:



Quality

The global methodology and quality assurance programs of Crowe help executives and audit committees manage their responsibilities in an era of heightened concern for financial reporting and corporate governance. Efficient, coordinated global audit processes result in informative reports, and timely financial reporting and disclosure, which is an expectation of regulators, as well as creditors, lenders, investors, and other stakeholders.



Insight

The audit professionals of Crowe apply their knowledge of the business. In doing so they have the ability to understand complex financial transactions and audit the effectiveness of internal controls. Our professionals are experts on the application of International Financial Reporting Standards, US GAAP and the reporting requirements of specialist industry sectors.



Service

We apply risk-based processes that reflect detailed knowledge and understanding of the business. Prompt identification and communication of issues and timely delivery of results eliminates surprises, which promotes more respectful business relationships and improvements in financial reporting. We deliver informative and robust reports.

Deep specialization

Seasoned professionals with local expertise and a global network.

Your business needs local expertise in the global markets in which you operate. You also need auditors and assurance providers with a strong international network. Crowe offers both. Our network of leading independent member firms includes more than 200 firms located in major economic centers throughout the world.

The professionals employed by us are all highly experienced, and senior personnel are significantly involved in all engagements. Understanding your business is important to us, and our reports reflect this understanding. **Our professionals are widely respected with many holding professional and specialist sector leadership positions.**

Our Audit & Assurance services.

- Reporting on financial statements and other financial information
- Reporting on Non-Financial Information
- Reporting on other business information and processes
- Regulatory compliance reporting
- Reporting to providers of finance
- Reporting on frameworks such as the Global Reporting Initiative (GRI) and Integrated Reporting (IR)
- Advising on the implementation and application of IFRS.

Tax

Crowe is a partner with Federal Tax Authority (FTA) of UAE as a registered Tax Agency. Our Tax Agent is approved by the FTA, holding a GCC VAT compliance Diploma, Certified Public Accountant (CPA) from USA.

Crowe's tax professionals use their in depth knowledge of your industry, local expertise and worldwide reach to take the complexity out of tax challenges and put the control back in your hands. Ultimately, we ensure you have a truly efficient tax structure – so you can focus on your growth.

- International and local tax compliance, consulting, and structuring are crucial elements in a global strategy.
- Extensive worldwide network of experienced international tax and business professionals delivers seamless services related to complex international tax issues and help clients navigate the complex international tax laws and gain higher levels of profitability.
- We maintain policies and procedures for achieving and monitoring quality that are fully consistent with international and local professional standards.
- We provide an ongoing training program that provides constant updates on the practical implications of professional developments.

Our tax services include:

- Transfer Pricing Audits, Planning, and Compliance
- VAT Advice on Cross-border Transactions
- Finance and Ownership of Real Estate Worldwide
- International Corporate Structuring
- International Tax Planning of Cross-border Transactions
- Managing Foreign Tax Credit Position
- Representation in Tax Litigation

Advisory

Global Corporate Advisors is a team of Crowe that operate with a single goal in mind - providing you the advice, guidance, support and resources you need to take control of your local and global future. In addition to our experience as transaction advisors, we also have access to a global network of other professional advisors who can support your needs, including strong connections in the banking, legal, and industry communities, as well as local and national governments.

We use integrated merger and acquisition processes designed to deliver the value you seek. Your team leader – and single point of contact – is a professional with years of cross-border experience, supported by a specialist in your industry, and by local experts in each country the target company has operations. All of them have together worked closely before, and provide the information you need to create a successful result.

Our advisory services include:

- Mergers and Acquisitions
- Due Diligence
- Valuation Services
- M&A Integration
- Executive Resourcing
- Intellectual Property
- Technology

Our local resources and international network help to make better decisions on a micro and macro level

Risk

We have deep subject-matter expertise in governance, risk and compliance to keep clients advised of emerging trends, industry benchmarks, and best practices.

- Improve Corporate Governance

Offer deep skills, practical technologies, and innovative tools to help clients improve corporate governance processes.

- Experienced risk professionals

Global practice model guides member firms to hire full-time experienced governance, risk and compliance professionals.

A flexible and scalable approach that helps clients assess and prioritize their greatest areas of need and develop risk management processes to manage those risks.

- Experienced thought leaders who practice

Risk thought leaders bring extensive knowledge to client projects including Fortune 500 or Big Four partner experience.

Our delivery model for impeccable service is based on our practice leaders working on client engagements to develop and design the best solution to meet our clients' needs.

Our risk consulting services include:

- Corporate governance
- Enterprise risk management
- Internal controls
- Information technology
- Fraud risk
- Anti-money laundering assessment and model validation
- Regulatory compliance
- IRAP / ICAPP

Help clients improve process to protect the interests of its diverse stakeholders

Hotel, Tourism & Leisure

We are the world's largest and most prestigious consulting organization specializing in the hospitality industry. We are recognized as the pre-eminent specialist in Hotels, Tourism and Leisure, providing solutions through a combination of international experience and expert local knowledge.

Our industry experts have decades of experience assisting clients with local, regional and global challenges to developing and growing their business.

By thoroughly understanding market characteristics and trends, we are able to identify development opportunities and provide corresponding concept and product positioning recommendations for maximising project performance.

Our reports are relied upon by developers, operators, lenders and investors requiring an impartial assessment of project viability, while our market and product descriptions form the basis for architectural briefs and short listing appropriate operators and branding for the project. By understanding operator qualifications and characteristics, management contract formats and terms, and systems to oversee and reward operator performance.

Our HTL services include:

- Appraisal Reports
- Destination and Large Scale Project Master Planning
- Facilities Programming
- Highest and Best Use of Land Analysis
- Hotel Management Company Selection and Contract Negotiation
- Macro Tourism Analysis
- Market Entry Strategy
- Market and Financial Feasibility Studies
- Product Conceptualization
- Project Capitalization and Financial Structuring
- Residual Land Valuation
- Strategic Planning

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- DIFC
- Fujairah

