



Crowe Global

Helping Chinese Enterprises Succeed Globally

Audit / Tax / Advisory

Smart decisions. Lasting value.

“We believe that the partnership between Crowe Global and Ruihua is strongly positioned to deliver value to all our global clients wanting to do business with China.”



Yuen Lok, Mok

Regional Executive Director
Asia Pacific





At Crowe Global, we take pride in living our core values of caring, sharing, investing and growing. As a leading mid-tier network of accountants and consultants offering professional services, we have partnered with our largest member firm in Asia Pacific, Ruihua Certified Public Accountants, to help Chinese enterprises expand overseas and at the same time, assist global companies invest into China.

Our network offers over 40 China Desks located in more than 27 countries and regions. It has also developed 4 specialty services that support investing enterprises in the areas of audit, international tax, corporate advisory and risk consulting.

Our strength is supporting entrepreneurial clients that have a regional and global footprint. You will have a centralized client liaison partner as your main contact point. Just call it a relationship that you can always count on.



A message from Jiantao Yang, Co-Chairman Crowe Global

With the carry forward to the Belt and Road Initiative and the trend of international industrial capacity cooperation, China's outward foreign investment (OFDI) will remain robust. To meet the needs of the Chinese market, Crowe member firms in key countries have established China Desks, aiming to support China enterprises' overseas investments. A key feature of these China Desks is the availability of professionals with Chinese language capabilities and sufficient experience in doing business with China and other Asian countries. They will also be the main contact facing the Chinese market, thus ensuring responsiveness and reducing the cultural divide when serving Chinese clients.

Our China member firm is Ruihua Certified Public Accountants, one of the largest domestic CPA firms in the country. It is also one of the CPA firms serving the largest number of Central SOE clients and publicly-listed companies.

Together with Ruihua, Crowe is committed to providing high-quality personalized audit, tax, advisory and risk services to Chinese clients on a global basis.

A handwritten signature in black ink, consisting of stylized Chinese characters, positioned above the printed name.

Jiantao Yang
Co-Chairman



A message from David Mellor, Crowe Global Chief Executive Officer

At Crowe Global, we fully understand both the cultural and business challenges associated with global business. Our China Desk has been established with this in mind - dedicated to helping Chinese enterprises do business and expand on a worldwide scale.

The China Belt and Road initiative has seen an unprecedented level of investment along these international trade corridors. As a result, our China Desk has now expanded to a network of more than 40 bilingual experts in over 27 countries and regions. We offer a personalized, bilingual service with experts who are there to provide sound advice for the needs of our global clients across accounting, tax and advisory. Crowe's cross-border tools and resources will make your transition into global markets or business expansion as seamless as possible.

Whether it be tax advice or investment restructuring, we are on hand around the clock to help you take your business to the next level. Let us be your business partner, supporting you in making the smart decisions today, so your business may succeed in the future.

A handwritten signature in black ink, appearing to read 'David Mellor', written in a fluid, cursive style.

David Mellor,
Chief Executive Officer


The Belt and Road Initiative

This is an initiative presented by President Xi Jinping in 2013 which enhances trade and political relationships between Europe, Asia and China. This transcends continents and revitalizes old trade routes, international canals and major ports, with the aim to build 6 economic corridors that connect the following:

- New Eurasian Land Bridge
- China - Mongolia - Russia
- China - Indo-China Peninsula
- China - Pakistan
- China - Central Asia - West Asia
- Bangladesh - China - India - Myanmar

The Belt and Road Initiative: 6 Economic Corridors Spanning Asia, Europe and China:





Ruihua is the largest domestic firm in China that is well positioned to serve outbound Chinese investments.

At The Heart of The Belt and Road Initiative Sit Two Main Economic Corridors:

Silk Road Economic Belt

This land-based economic corridor includes countries situated on the original Silk Road through Central Asia, West Asia, the Middle East, and Europe. The initiative calls for the integration of the region into a cohesive economic area through building infrastructure, increasing cultural exchanges, and broadening trade. Apart from this zone, which is largely analogous to the historical Silk Road, another area that is said to be included in the extension of this ‘belt’ is South Asia and Southeast Asia.

21st Century Maritime Corridor

The Maritime Silk Road, also known as the “21st Century Maritime Silk Road” is a complementary initiative aimed at investing and fostering collaboration in Southeast Asia, Oceania, and North Africa, through several contiguous bodies of water – the South China Sea, the South Pacific Ocean, and the wider Indian Ocean area. The initiative calls for the development of infrastructure like ports, canals, harbors and waterways to facilitate trade within Europe, the Middle East, Africa and Greater Asia.

Strengths of our China Member Firm Ruihua

As an acclaimed major professional services firm, we offer the following advantages to our valued clients:

Brand Recognition

Being No. 1 among China's local accountancy firms over consecutive years, Ruihua has won the trust of global clients.

Professional Workforce

We have more than 10,000 members of staff, including 2,500 Certified Public Accountants and 357 Partners. Many of our professionals have overseas working and education experience. We also have a wide range of subject-matter experts. Many serve as experts and committee members of national institutions.

Integrated Services

We service more than 40 central state-owned enterprises, 400 publicly-listed companies, and 300 financial services institutions, which covers numerous industries. We have extensive experience in serving clients across a wide range of industries.

Technical Strength

We have built and been operating an effective technical research and support framework, a comprehensive quality control system, and an advanced information management system.

Extensive Network

Operating out of 40 offices across China, Ruihua is a member of Crowe Global which has member firms around the world. Ruihua's Party Committee Secretary Jiantao Yang is the Co-Chairman, and Lianqi Zhang is a Board member, of Crowe Global. This has further enhanced the firm's contribution to and influence in the Crowe Global network.

Government Support

Ruihua's accomplishments have been acknowledged and encouraged by President Xi Jinping and other Party and State leaders as well as other prominent leaders on many occasions.



Select Clients

 国家电网 STATE GRID Energy	 CNPC Oil & Gas	 SINOPEC Energy & Chemical	 中国移动 China Mobile Telecom	 中国中铁 Construction
 中粮 COFCO Food	 中国交建 CHINA COMMUNICATIONS CONSTRUCTION Infrastructure	 FAW Automobile	 中国神华 CHINA SHENHUA Coal & Mining	 中国人民保险 Insurance
 CNGC Arms Industry	 AVIC Aerospace	 中国电建 POWERCHINA Infrastructure	 中国中车 CRRC Automobile	 BAOSTEEL Manufacturing
 CSIC Manufacturing	 MINMETALS LEOITOTOI Mining Industry	 国家电投 SPIC Infrastructure	 CASC 中国航天 Aerospace	 中國保利集團公司 CHINA POLY GROUP CORPORATION Multi-industry

Where Crowe Global Comes in

To support the Belt and Road Initiative, Crowe Global together with its member firm Ruihua, have established “China Desks” amongst our major member firms in key countries.

These China Desks engage professionals with ample Chinese language capability and sufficient experience on doing business with Chinese/Asian countries. These China Desks will serve as the key contact facing the China market, which can ensure the responsiveness and cultural integration while serving Chinese clients. Crowe Global member firms aim to provide the best-quality customized services to China enterprises.

Our Global Specialty Practices

Crowe Global has a worldwide reputation in the areas of audit, tax and advisory services. We adhere to impeccable quality and service standards and combine our global reach with local delivery.



Audit

- Audits, Reviews and Compilations
- Agreed-upon Procedures
- Forecasts and Projections
- Securities Exchange Reporting
- Benefit Plan Audit Services



Tax

- Transfer Pricing
- Value-Added Tax
- Wealth Management
- Real Estate
- Expat Taxes
- Corporate Tax Compliance
- International Tax Restructuring



Advisory

- Transaction Support
- Deal Structuring
- Foreign GAAP Conversions



Risk

- Enterprise Risk
- Regulatory Risk
- Technology Risk
- Fraud Risk
- Operational Risk
- Financial Risk

Crowe Global China Desks Around the World

• **The Americas**

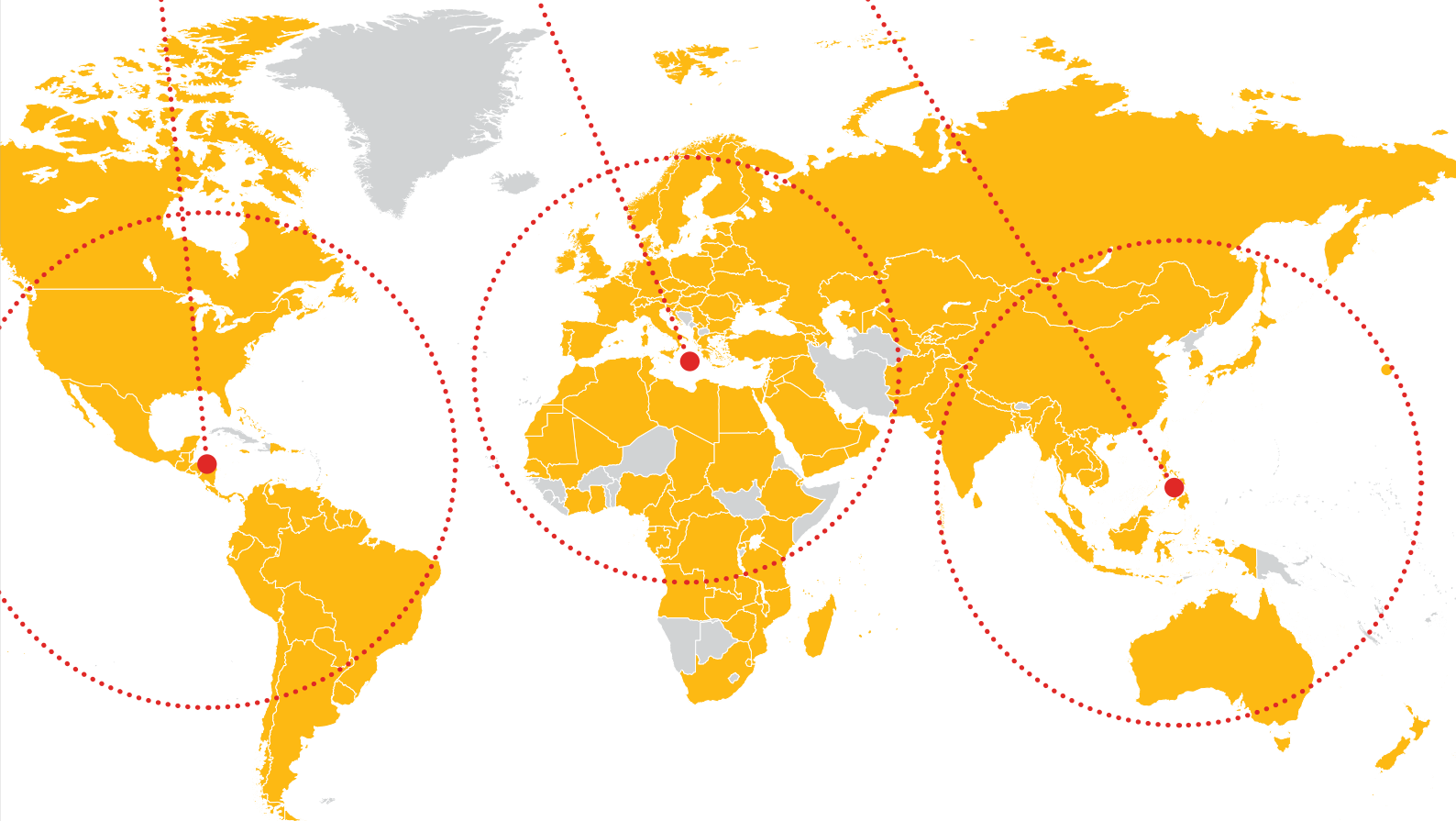
Brazil
Canada
United States

• **Europe, Middle East & Africa**

Cyprus
France
Germany
Ireland
Italy
Kazakhstan
Spain
Turkey
United Arab Emirates
United Kingdom

• **Asia Pacific**

Australia
Cambodia
Hong Kong SAR
India
Indonesia
Japan
Korea
Malaysia
New Zealand
Pakistan
Singapore
Sri Lanka
Taiwan Region
Thailand
Vietnam





Contact Us

Ruihua Certified Public Accountants:

Harvey Zhu
haiwu.zhu@crowe.cn

Olivia Liu
olivia.liu@crowe.cn

Lisa Chen
lisa.chen@crowe.cn

Crowe Global:

Mok Yuen Lok
Regional Executive Director
Asia Pacific
yuenlok.mok@crowe.org

Mía Wang
Financial Analyst and
Member Support Officer
mia.wang@crowe.org

About Crowe Global

Ranked eighth largest accounting network in the world, Crowe Global has over 200 independent accounting and advisory firms in 130 countries. For almost 100 years, Crowe has made smart decisions for multinational clients working across borders. Our leaders work with governments, regulatory bodies and industry groups to shape the future of the profession worldwide. Their exceptional knowledge of business, local laws and customs provide lasting value to clients undertaking international projects.

www.croweglobal.org