



# 瑞华全球 中国市场中心

Crowe Global China Marketing Center

审计 / 税务 / 咨询

Audit / Tax / Advisory

Smart decisions. Lasting value.





**Crowe Global (瑞华全球)**  
**杨剑涛**  
**联席主席致辞**

A message from  
**Jiantao Yang,**  
**Crowe Global Co-Chairman**

纵观世界经济发展历史, 中国企业全球化已是一个必然的趋势。作为全球领先的会计网络, Crowe Global (瑞华全球) 以服务全球经济的蓬勃发展为己任, 以推动中国企业的国际化发展为重心, 依托瑞华会计师事务所和瑞华集团, 成立了隶属于Crowe Global总部管理的瑞华全球中国市场中心。

瑞华全球中国市场中心整合协调全球130多个国家和地区成员所的专业优势, 发挥瑞华会计师事务所及瑞华集团在各专业领域的主场优势, 通过全球专业力量的聚合与协同, 打造全方位服务中国企业走出去的专家团队, 为更多的中国企业走向世界舞台提供支持。

我们相信, 瑞华全球中国市场中心将融世界智慧和中国特色于一体, 为每一个充满梦想的中国企业提供完整、高效的解决方案。

让我们携手奋进, 共迎新时代!

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Throughout the history of world economic development, the globalization of Chinese enterprises has been an inevitable trend. As one of the world's leading accounting networks, Crowe Global has established a China Marketing Center in Beijing, supported by Ruihua's CPA firm and the Ruihua Group. Its mission: to serve the booming global economy with a focus on promoting the international development of Chinese enterprises.

The Crowe Global China Marketing Center works closely with Ruihua CPAs and Ruihua Group professionals while liaising with Crowe's network of member firms in over 130 countries and regions in the world. It brings together Crowe's vast global resources to offer a comprehensive service for China enterprises, supported by a network of experts worldwide.

Crowe Global's China Marketing Center leverages both Crowe's global and Chinese expertise to provide solutions for all Chinese businesses seeking to fulfil their aspirations.

Let's work together as we usher in this new era!



**Crowe Global (瑞华全球)**  
**David Mellor**  
**首席执行官致辞**

A message from  
**David Mellor,**  
**Crowe Global CEO**

中国是当今世界上三大海外投资者之一。财富500强企业中近四分之一为中国企业, 从这个事实中可以看出中国经济的增长。

Crowe 全球希望助力中国企业走出去。我们的独到之处在于:

- Crowe China (瑞华) 是中国最大的会计、咨询公司之一;
- 我们是亚太地区第五大会计网络, 也是全球最大的会计网络之一;
- 我们在全球网络范围内拥有一个由华人/华语构成的中国业务组, 在文化上全方位适应中国企业的需求。

为了进一步帮助中国企业, 我们今年成立了全球中国市场中心。总部设在北京, 由 Crowe 总部管理, 中美专家组成。其使命是与在海外投资的中国企业建立关系, 并将它们与我们在全球130个国家及地区的成员所的本地专家联系起来。

我们知道与中国企业的关系是多么重要, 我们希望您能相信Crowe的专业团队, 在您的业务拓展到中国以外的時候, 他们将帮助您得心应手地处理复杂的国际业务。


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China is one of the three largest overseas investors in the world today. Its economic growth can be seen in the fact that nearly one quarter of the Fortune 500 companies are Chinese owned. Crowe Global wants to be part of the success of overseas expansion of Chinese-owned enterprises.

**We are uniquely qualified to do this for a few reasons:**

- Crowe China (Ruihua) is one of the largest accounting and consultancy firms in China;
- We are the fifth largest accounting network in Asia Pacific, and one of the largest globally; and
- We have a comprehensive China-Desk network of Mandarin-speaking people around the world, culturally attuned to the needs of Chinese businesses.

We know how important relationships are to Chinese businesses, and we hope that you will trust the experts at Crowe to help ease the complexity of doing business internationally as you grow your business beyond China.



Crowe 全球成员所  
行业排名名列前茅。

2018年, 全网络实现14%的增  
长, 总收入达到43亿美元。  
亚太地区全球排名第5,  
总收入12亿美元。

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*In the Asia Pacific region we  
are ranked 5th overall, with  
revenue of USD \$1.2 billion.*

# 瑞华全球中国市场中心

瑞华和Crowe Global (瑞华全球) 为更好的整合全球专业优势, 提供更加高效全面的服务, Crowe 全球依托瑞华设立“瑞华全球中国市场中心”, 由瑞华及关键国家成员所组成专业职能团队, 密切联系客户, 协调整合瑞华专业合伙人、瑞华集团专业服务团队、瑞华国际业务和国际联络团队、Crowe 全球总部及各成员所、全球成员所中国业务组, 配合开展专业、全面、综合的全球化服务工作。

Crowe 全球中国市场中心是目前国际会计网络在中国设立的第一个具有总部职能的机构。

## Crowe Global - China Marketing Center

Ruihua and Crowe Global support the development and increasing globalization of Chinese business. In order to better integrate Crowe's global expertise and provide a more efficient and comprehensive service to customers, Crowe Global, Ruihua and Crowe LLP in the US established the Crowe Global - China Marketing Center.

Staffed by Chinese and American professionals in close contact with customers, the Center leverages Ruihua's platform to ensure a seamless, coordinated service with their professional partners. These include the Ruihua Group, Ruihua's International Business Team, Crowe Global and its member firms, and in-country China Desks.

Amongst international accounting networks, the Crowe Global China Marketing Center is the only such entity with established headquarters in China.





## **Crowe Global 瑞华全球 - 遍布全球的成员所网络**

Crowe Global (瑞华全球) 为全球第八大国际会计网络, 在全球130个国家及地区拥有超过200家独立会计咨询服务事务所。Crowe 全球成员所致力于将深度专业化的服务以及专业经验与创新技术相结合, 秉承网络核心价值观, 为客户创造价值。

网络每个成员所在当地地位领先, 拥有来自全球的专家, 熟悉当地法律法规, 这一点对于想要在当地建立跨国企业或子公司的客户来说至关重要。

Crowe 全球成员所以其人性化服务而著称, 客户来自各行各业。在审计、税务、咨询及并购等专业领域, 在全球范围内都享有良好口碑。在多个关键经济区域和国家, Crowe 全球成员所行业排名名列前茅。

2018年, 全网络实现了14%的增长, 总收入达到43亿美元。

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## **Crowe Global**

Headquartered in New York, Crowe Global is the eighth largest global accounting network with over 200 independent accounting and advisory services firms in 130 countries and regions around the world.

We have a worldwide reputation in Audit, Tax and Advisory services and are known for adhering to impeccable quality and service standards, combining global reach with local delivery. Our members are committed to combining deeply specialized services and professional experience with innovative technologies, while adhering to the core values creating value for customers.

In 2018, the network grew by 14 percent, bringing total revenue to \$4.3 billion.

## 瑞华会计师事务所

瑞华会计师事务所(特殊普通合伙)是Crowe 全球在中国的唯一成员所,在中国注册会计师协会发布的《会计师事务所综合评价前百家信息》中,连续多年保持行业领先,业务涉及年报审计、股票发行与上市、公司改制、企业重组、资本运作、财务咨询、管理咨询和税务咨询等领域。瑞华总部设在中国北京,在全国各省会及重要城市设有 40 家分所,执业网络遍及全国。

瑞华具有雄厚的专业技术力量,凝聚了一大批具备深厚专业素养、丰富实践经验、良好沟通能力及团队精神的行业精英。目前有从业人员近万人,其中,注册会计师 2500 人,资深注册会计师 102 人,合伙人近 350 人,全国政协常务委员 1 人,省级政协委员 5 人,各地区人大代表、政协委员 12 人,全国会计领军人才 27 人,先后有 5 人担任证监会发审委委员,多人担任最高人民检察院、财政部、证监会、国资委、科技部、中国注册会计师协会等机构的专家委员,多人主持或参与国家社会会计及审计标准的制订,并出版多部专业著作,近 100 人担任各地注协专家、理事、高等院校兼职教授等。



## **Crowe China (Ruihua CPAs)**

Crowe China is headquartered in Beijing, China, with 40 branch offices across the country. It has nearly 10,000 employees include 2,500 CPAs and 350 Partners.

We are a leading professional services firm committed to professionalism, diversification and globalization in the information age. According to the annual 'Top 100 Public Accounting Firms in China' publication, Crowe China has been one of the top firms in the country for several consecutive years.

Amongst our areas of expertise are audit, IPOs, corporate restructuring, capital operations, financial consulting, management and tax consulting.



## 瑞华专业集团

瑞华着眼客户发展需要,整合旗下风险咨询、税务、工程造价管理、法律服务、计算机信息、网络专业培训等专业公司,组建了瑞华专业服务集团,实现了服务与管理的一体化与信息化。在提供传统鉴证业务的基础上,为客户提供全方位、一体化服务的价值服务。

## 瑞华客户

为国家多个部委办局提供审计服务,包括国资委、国家发展和改革委员会、科学技术部、工业和信息化部、国家民族事务委员会、民政部、财政部、自然资源部、水利部、农业农村部、商务部、中国人民银行、审计署、国家体育总局、国防科技工业局、中国民用航空局、国家广播电视总局、国家税务总局等。同时,为近1000家行政事业单位、各省市厅局、医院、高等院校等单位提供服务。

瑞华是服务中央企业、上市公司、新三板客户最多的会计师事务所之一。截至2018年12月31日,在96家国务院国资委监管的中央企业中,瑞华提供审计及咨询服务的有40余家,其中主审15家;A股上市公司总数为3567家,瑞华审计客户318家,A股上市公司审计业务量排名第三;新三板挂牌公司总数超过10000家,其中瑞华审计客户超过1000家。

**300<sup>+</sup>**  
**A股上市公司**

**10000<sup>+</sup>**  
**新三板公司**

**40<sup>+</sup>**  
**中央企业**

## 服务的中央企业:

中国航天科工集团有限公司

东风汽车集团有限公司

中国煤炭科工集团有限公司

中国国际技术智力合作有限公司

中国冶金地质总局

中国兵器工业集团有限公司

中国中煤能源集团有限公司

中国化工集团有限公司

中国交通建设集团有限公司

中国黄金集团有限公司

国家电力投资集团有限公司

国家电网有限公司

北京矿冶研究总院

国家能源投资集团有限责任公司

华侨城集团有限公司

机械科学研究总院集团有限公司

中国航空工业集团有限公司

中国中车集团有限公司

中国航空发动机集团有限公司

南光 (集团) 有限公司

中国石油天然气集团有限公司

中国建筑工程集团有限公司

中国移动通信集团有限公司

中国宝武钢铁集团有限公司

中国保利集团有限公司

中国石油化工集团有限公司

中国节能环保集团有限公司

## 服务的金融保险企业:

中国农业发展银行

亚太财产保险有限公司

华龙证券

财达证券

国家开发银行

中原农业保险股份有限公司

国信证券

北部湾银行

华安财产保险股份有限公司

恒泰证券 ...

Crowe China is one of the accounting firms that serves the largest number of state-owned enterprise clients, listed companies and New Third Board clients.

**300<sup>+</sup>**

**A-Share Listed Companies**

**1000<sup>+</sup>**

**New Third Board Companies**

**40<sup>+</sup>**

**Central State-Owned Enterprises**

**Crowe China currently supports over 300, or about 10% of the nearly 4000 A-share listed companies. Meanwhile, we provide annual audit service to nearly 1000 New Third Board companies, and multiple S-share and H-share clients.**

**We also provide audit and advisory services for nearly 40 central state-owned enterprises.**

## Ruihua Group

In addition to the CPA firm, other associated and integrated entities include management consulting, tax, cost engineering, legal services and other professional services to better serve our clients.

## Ruihua's Clients

We serve many national governmental bodies, including:

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State-owned Assets Supervision  
and Administration Commission  
of the State Council (SASAC)

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National Development and  
Reform Commission (NDRC)

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Ministry of Science and Technology

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Ministry of Industry and  
Information Technology

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State Ethnic Affairs Commission (SEAC)

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Ministry of Civil Affairs

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Ministry of Finance (MoF)

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Ministry of Natural Resources

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Ministry of Water Resources

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Ministry of Agriculture and Rural Affairs

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Ministry of Commerce

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The People's Bank of China

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National Audit Office

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General Administration of Sport of China

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State Administration of Science

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Technology and Industry  
for National Defense

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Civil Aviation Administration of China

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National Radio and Television  
Administration

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State Taxation Administration...

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We also serve nearly 1000 other government entities such as public and administrative institutions, bureaus at the provincial and municipal levels, hospitals and universities.

## 瑞华国际业务团队

瑞华目前在北京、上海、深圳以及部分重要城市设有近300人的国际业务团队。大部分专业人员具有海外工作、留学背景，多人持有英格兰及威尔士特许会计师公会、英国特许公认会计师公会、美国注册会计师协会和澳大利亚会计师公会等颁发的执业资格。具有丰富的境外投资项目的审计、咨询、风险管理、并购及尽职调查等经验。

## 瑞华国际联络团队

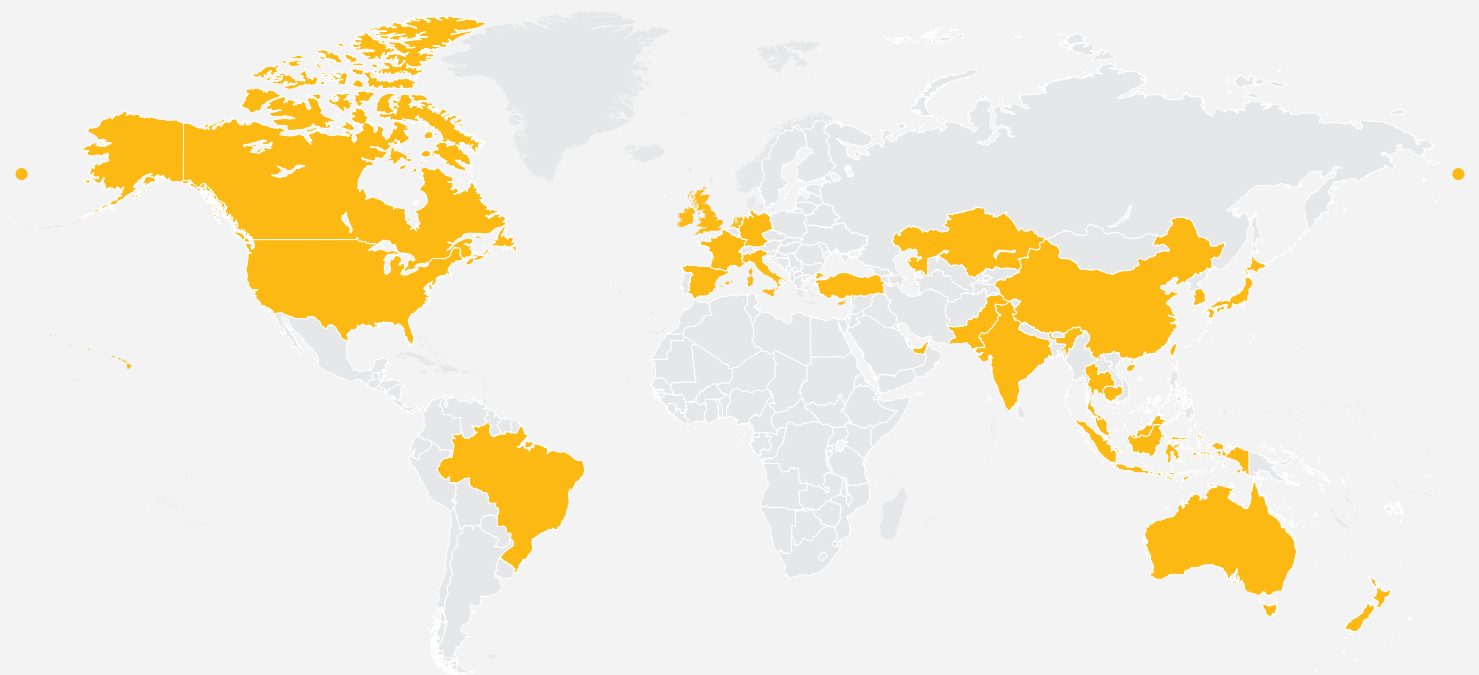
为快速响应客户需求，瑞华专设国际联络团队和国际联络官，对接全球130多个国家及地区的成员所，以及关键国家中国业务组，协调解决专业服务中的技术、效率和跨文化沟通问题，提升客户服务的满意度。

## Crowe China's International Business Teams

Nearly 300 International Business Team members are engaged in cross-border business in Beijing, Shanghai, Shenzhen and other key cities. The majority of professionals have international educational and professional backgrounds, and hold ACA, ACCA, CPA, and CPA Australia qualifications. They also have a wealth of experience in audit, consulting, risk management, M&A and the due diligence of overseas investment projects.

## Crowe China's International Liaison Team

In addition to dedicated in-country China Desks, Ruihua has established an International Liaison Team and dedicated Officer to connect with member firms in 130 countries and regions. This coordination ensures technical efficiency and cross-cultural communication across our professional services.



## Crowe 全球中国业务组 为中国企业走出去保驾护航

为响应“一带一路”倡议, Crowe Global (瑞华全球) 与中国成员所瑞华会计师事务所共同启动“中国桌”计划, 即在关键热点国家的成员所设立中国业务组团队。将懂得中文或有丰富中国/亚洲业务经验的专业人士设为成员所面向中国市场的主要联络人, 以保证服务中国客户时的迅速响应, 提高服务中对中国文化的理解和融合。Crowe Global (瑞华全球) 成员所希望向中国企业提供最优质的定制化服务。

### Crowe Global's China Desks

To support the Belt and Road Initiative, Crowe Global together with Crowe China, have established 42 China Desks in 28 countries and regions. The China Desks are supported by professionals with native Chinese language capability and significant Chinese or Asian business experience. They are the primary contact for the Chinese market, ensuring the responsiveness and cultural know-how required to serve Chinese clients.

澳大利亚 Australia  
巴西 Brazil  
柬埔寨 Cambodia  
加拿大 Canada  
塞浦路斯 Cyprus  
法国 France  
德国 Germany  
香港 Hong Kong  
印度 India  
印度尼西亚 Indonesia  
爱尔兰 Ireland  
意大利 Italy  
日本 Japan  
哈萨克斯坦 Kazakhstan  
马来西亚 Malaysia

荷兰 Netherlands  
新西兰 New Zealand  
巴基斯坦 Pakistan  
新加坡 Singapore  
韩国 South Korea  
西班牙 Spain  
台湾 Taiwan  
泰国 Thailand  
土耳其 Turkey  
阿联酋 United Arab Emirates  
英国 United Kingdom  
美国 United States  
越南 Vietnam





## **Crowe 全球中国市场中心**

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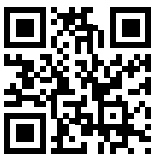
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### **瑞华全球服务**

#### **微信公众平台**



[www.croweglobal.org](http://www.croweglobal.org)

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