



**MOORE**



**MOORE - MS ADVISORY  
CHINA COMPANY  
BROCHURE**

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# ABOUT US

## WHO ARE WE?

Moore MS Advisory is a financial advisory firm based in China which has affiliations with Moore Belgium and is a member of the Moore Global Network.



## WHAT DO WE DO?

For more than a decade we have provided support to foreign companies across an array of different industries, in China and Hong Kong. Our comprehensive set of services include assurance and auditing, tax advisory, corporate services and more.



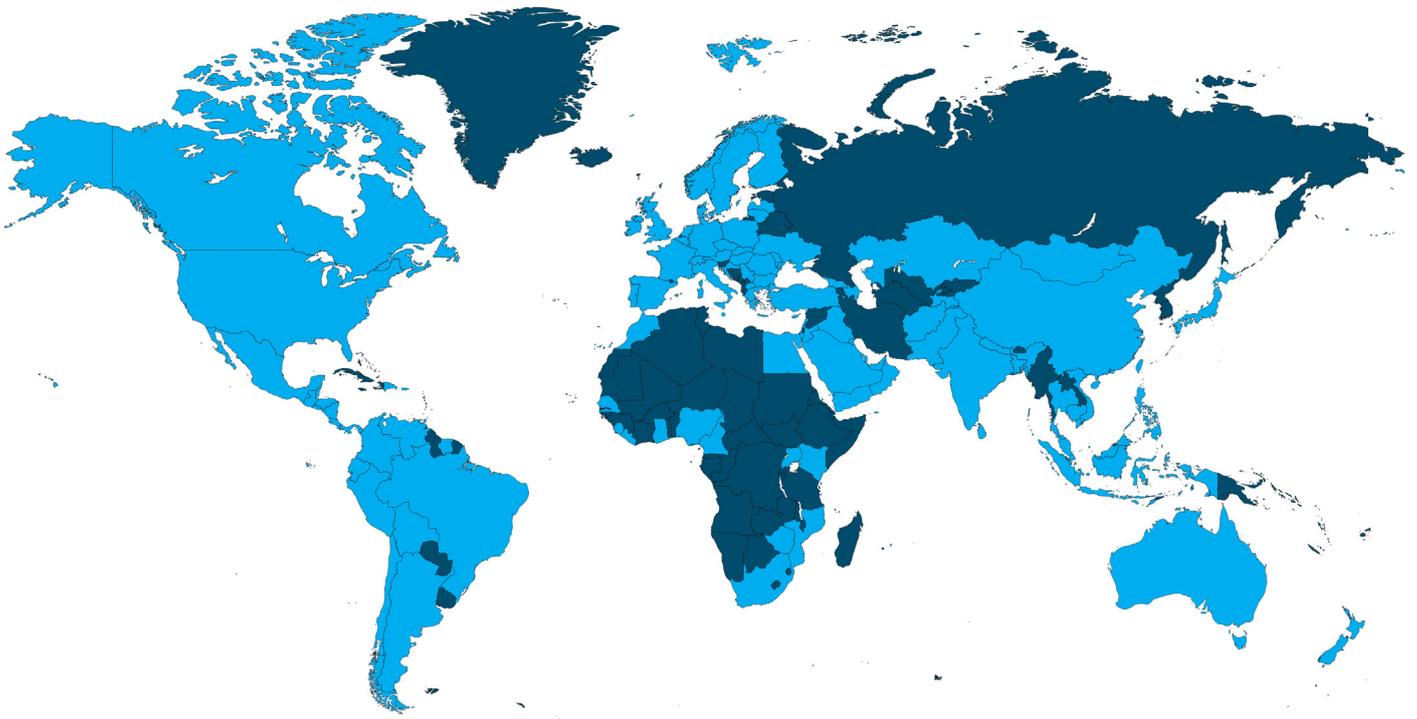
## WHO WE SERVE?

We specialize in serving SMEs and large multinationals who have offices or business queries in China and Hong Kong. We aim to assist foreign enterprises by providing a full range of transparent, compliant and sustainable financial services to each one of our clients.



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# MOORE GLOBAL NETWORK



116 countries  
614 offices

30,000  
Employees

+\$3 billion  
Revenue

Moore is a global accounting and advisory network with more than 30,000 people, spread across more than 600 offices and in 116 countries. Moore's wide network allows its members to connect and collaborate, while taking care of client needs on a local and international level.

The interconnectivity provides your business with world class service, while also gaining access to local expertise aimed at helping you solve your problems and allows you to make more informed decisions, driving you towards success.

# SERVICES

*It is our mission to provide a full range of financial services to foreign enterprises active in China and Hong Kong, where we focus on delivering transparency, compliance and sustainability to your business.*

*We commit ourselves to provide our clients with a good understanding of compliance and reporting requirements in China and ensure they have full control over their finances, which in turn enables our clients to focus on their business.*

## OVERVIEW OF OUR SERVICES



### Accounting & Tax Filing

- Accounting
- Tax Filing
- Consolidation



### Assurance

- Statutory Audit
- Annual CIT Filing
- Publication Report



### Corporate Services

- Corporate Establishment
- Corporate Restructuring
- Company Liquidation
- Profit Repatriation



### ERP & Accounting Access

- ERP System
- International Accounting Access



### Financial Advisory

- Tax Advisory
- Corporate Finance
- Transfer Pricing



### HR & Payroll

- Payroll, IIT & Social Security
- Global Mobility
- Visa Application
- HR Management
- Dispatching



### Review & Due Diligence

- Company Review
- Due Diligence
- Corporate Social Credit System



### Other Services

- CFO Services
- Interim Staffing
- Company Training
- Trademarking

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## ACCOUNTING & TAX FILING

*Our accounting team understands the complexities involved in keeping our clients' accounting practices compliant through a deep understanding of local regulations, as well as in-depth industry knowledge and experience.*

Companies are required to maintain a reliable record of accounts and submit monthly financial statements according to Chinese accountings standards (PRC GAAP). Maintaining full compliance with the different accounting standards can pose a challenge and administrative burden for foreign businesses.

At Moore, our accounting and tax services team take an integrated approach to help your finance departments manage accounting and tax related risks and create value for your organization by introducing optimized financial processes. We alleviate administrative burdens and ensure full compliance, while providing our clients access to qualified China CPAs, licensed tax advisors and accountants.



- Monthly accounting
- Preparation of financial reporting
- Banking & treasury
- Custody of company chops
- VAT invoicing
- Corporate Income Tax filings
- Value Added Tax and Surtaxes filings
- Withholding tax filings

# ASSURANCE

*Our team is vastly experienced with Chinese national statutory requirements as well as group reporting packages, group component audits and international reporting standards such as IFRS and IAS.*

On an annual basis, companies in China must complete certain annual statutory requirements. These include an audit done by a licensed CPA firm, the annual Corporate Income Tax Filing and the submission of the Annual Publication Report.

At Moore we recognize the commercial importance of assurance, and we support our clients and their stakeholders to make informed decisions based on reliable and verifiable information.

Our team of audit and assurance experts supports an array of clients from a broad range of industries to meet Chinese compliance requirements, performs internal audits and also goes beyond regulatory requirements to support with the enhancement of your performance and ensure our clients are well positioned for growth.



- Annual Statutory Audit
- Annual Corporate Income Tax Filing
- Annual Publications Report
- Conversion of audit into group reporting standards
- Conversion of local audit into IFRS or other accounting standards
- Internal audits

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## CORPORATE SERVICES

*We offer a wide range of business support and consulting services. Our team of experts deliver insights and information combined with pragmatic solutions to ensure your Chinese subsidiary operates efficiently.*

China has its own unique set of rules and regulations when it comes to an entity's registration. The incorporation of an entity as well as any changes to the company structure, must be updated with a range of authorities from the Administration for Market Regulation, the Ministry of Finance and Commerce, to the company's bank, the Tax Authority and Customs Authority.

We advise on China market entry, including the type of investment vehicles in China best suited to the specific industry, size and background of our clients. Our support further ranges from legal incorporation in China, local and international business expansion and profit repatriation. Via our range of corporate services, we guide our clients through their entire life cycle in China, from company setup, to ongoing operational support and repatriation of funds, to the selling and/or liquidation of the company.

- **Corporate Establishment and Legal Incorporation**
  - WFOE
  - Joint Venture
  - Branch Office
- **Corporate Restructuring**
- **Company Liquidation**
- **Profit Repatriation**
  - Dividends
  - Service fees and royalty fees
  - Intercompany loans



# ERP IMPLEMENTATION AND ONLINE ACCESS ACCOUNTING

*Gain accurate insights into your company's financial position at all times. Our ERP and online accounting access services provide you with live access to the information you need to make well informed decisions, fast.*

A major challenge for foreign companies scaling-up in China is the availability of timely, accurate and relevant information regarding their operations in China.

Information regarding sales/purchase orders, accounting and taxation, payroll, cashflow and bank statements as well as authorization management seems often unavailable and complicated for SMEs. Our ERP solution and our licensed international access to our ERP, has been specifically designed to address the needs of these companies.



- Microsoft Business Central
- ERP Implementation
- Hosting
- Integration with headquarter ERP
- Live viewing access

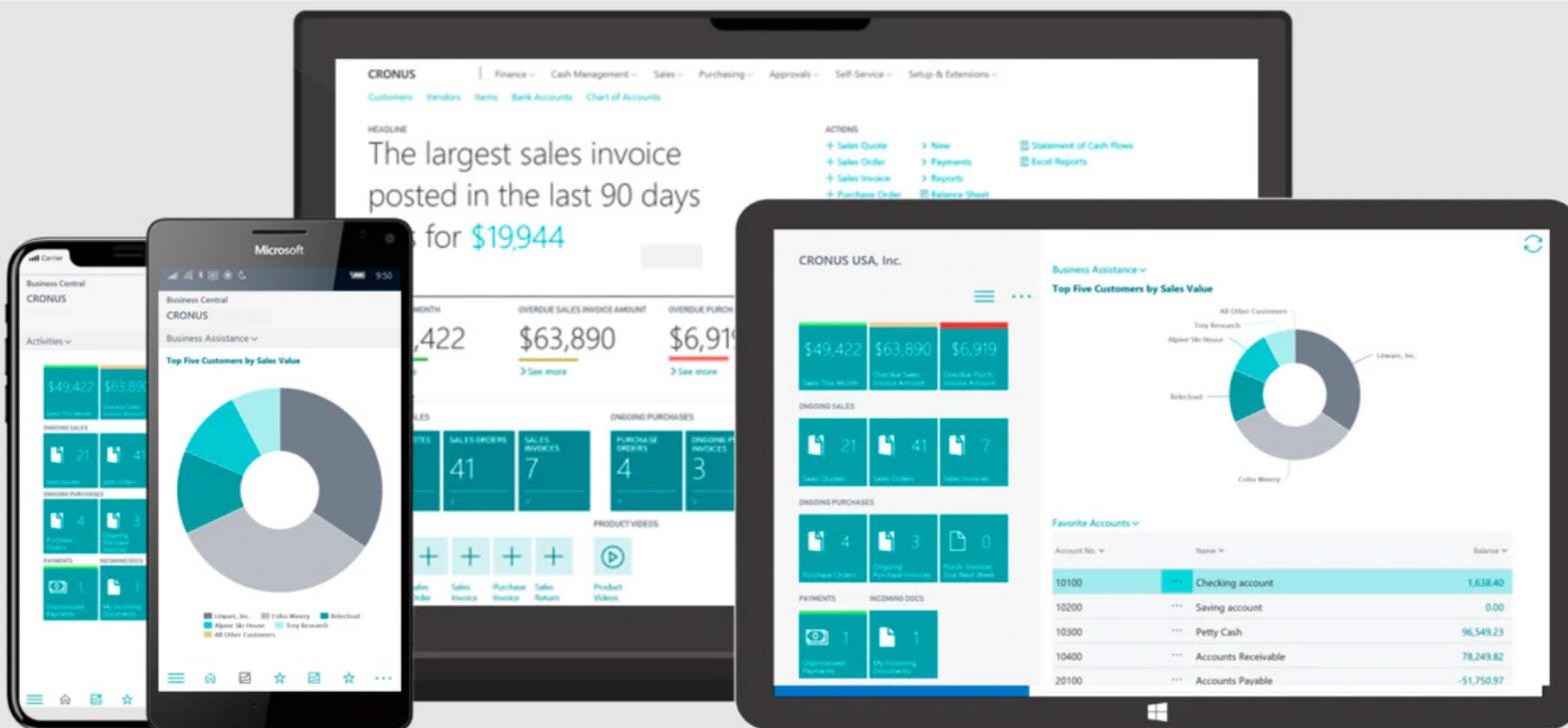
# MICROSOFT BUSINESS CENTRAL

*Enhance your financial visibility and performance through our integrated ERP solution. Your business will be able to connect people with the relevant processes and insights, allowing you to make decisions faster and improve operational performance.*

Microsoft Dynamics 365 Business Central is an ERP built for SMEs, which helps you manage all the processes in your business. With its wide range of applications, this software is perfect for businesses looking for a robust program to manage their backend business processes efficiently.

Business central plays host to a range of financial management capabilities and provides all the features you can expect from an ERP including the management of payables and receivables, cash flow overview, preparation of VAT reports and executing year end and periodic closes.

- Set up general and recurring journals
- Manage inventory costs and operational budgets
- Keep track of fixed assets and related transactions
- Assign audit trails and descriptions to all transactions



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## FINANCIAL ADVISORY

*Our multinational team combines a thorough understanding of the international perspective of your business with strong expertise in local legislation and compliance, to provide you with tailored advice that will help your company achieve its business goals.*



China's legislative and fiscal systems are unique and difficult to navigate for foreign investors. Moore – MS Advisory helps foreign companies in understanding local regulations and requirements and supports in optimizing the company's business structure to maximize your business goals.

Through our financial advisory offering we provide you with comprehensive taxation advisory and tailored financial services to optimize your company's tax position and business strategy.

- **Tax Advisory**
- **Corporate Finance**
- **Transfer Pricing**
- **Company Structure Advisory**

## HR & PAYROLL

*Our human resources and payroll experts reduce the burden of administrative tasks for foreign companies operating in China. Whether it is related to insurance, employment law, pensions or benefits we ensure full compliance.*

We offer support in a range of HR services aimed at reducing the administrative duties, allowing you to focus more on the operational activities of your business.

We understand the administrative issues and regulatory challenges that foreign companies face in China, and we are able to provide the necessary support to ensure you are able to overcome it.

Our full range of payroll services allows your business to streamline its monthly operations, reduce administrative time and costs, and ensure you stay compliant with Chinese regulations.

- Global mobility
- Immigration
- Visa applications
- PEO and dispatch services



# REVIEW & DUE DILIGENCE

Our team provides financial and internal reviews, as well as operational diligence to facilitate our clients in reducing their risks. We ensure transparency and compliance for your Chinese entity.

Compliance, transparency, avoidance of being defrauded and clear communication are the key issues that every foreign company invested in China faces.

We provide all the necessary tools and mechanisms to the foreign investors abroad to maintain full control over their Chinese entity and obtain clear and transparent data and information regarding the business of their subsidiary.

With the implementation of the Corporate Social Credit System, compliance is more important than ever. Our company reviews identify and assess any risks to your company's compliance and provide plans on how to solve any issues. Additionally, when entering contracts with suppliers, purchasers, or business partners, we provide you with the required due diligence to ensure you can make a fully informed decision.

- **Company reviews**
  - Periodically
  - Once-off
- **Financial Due Diligence**
- **Operational Due Diligence**
- **Corporate Social Credit System Review**
- **Credit Restoration**



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## OTHER SERVICES

Some of our other services include:

### **CFO services**

We offer expert advice on the financial, tax, legal and compliance aspects of business in China on an ongoing basis or for a fixed period of time.

### **Interim staffing**

We have an experienced team of accounting and tax professionals that are available to work onsite on an interim basis, based on your business needs.

### **Trainings**

Our professional trainings allow for your staff to ensure they have the requisite knowledge on relevant topics and accounting practices in China.

### **Trademark registration**

Protection of intellectual property is a significant consideration for all foreign companies intending to do business in China. We provide assistance in trademark registration, ensuring your brand has the necessary domestic protection.



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## OUR VALUES

### TRANSPARENCY

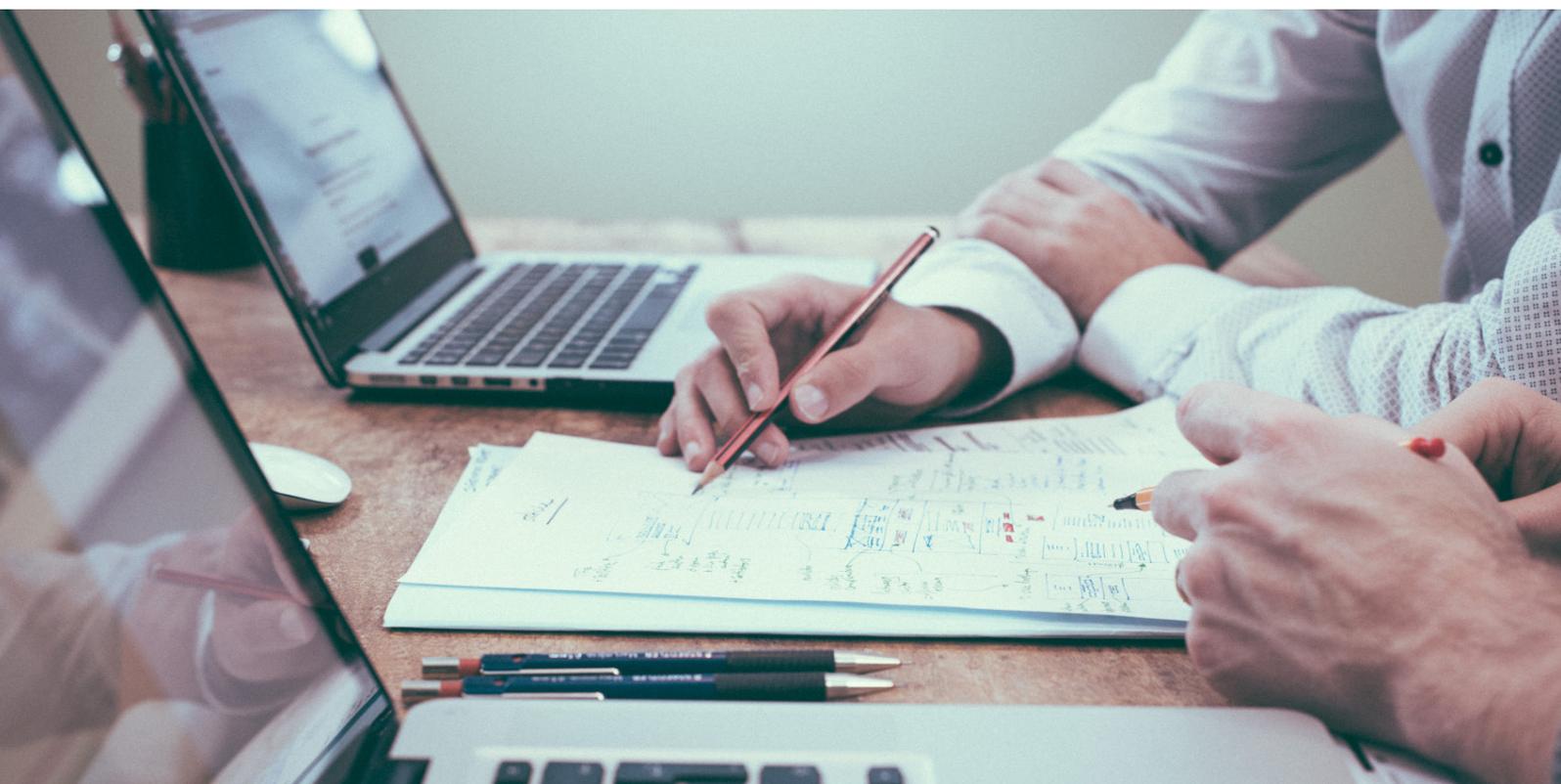
We believe in transparent financial reporting that stays in line with local and international standards, which allows us to safeguard the foreign investment. Through our comprehensive reporting, we provide control and insight for local management that meets the requirements of the HQ.

### COMPLIANCE

Through our emphasis on quality, we ensure that your business always remains fully compliant with Chinese law and regulations. By introducing your organization to optimized financial processes and efficient information management, we empower our clients to successfully bridge the differences between local and international standards.

### SUSTAINABILITY

We provide your business with full control over all aspects of your finances, enabling you to focus on sustainable business growth. Our professionals are dedicated to using their knowledge and insights to find practical and efficient solutions for your business.



# OUR TEAM



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## MORE ON MOORE MS ADVISORY

As a top 20 accounting and advisory network we are able to support SMEs and large organizations with their business queries in China. We provide the support and guidance you need to tackle complex challenges, embrace new opportunities, and thrive in a growing economy.

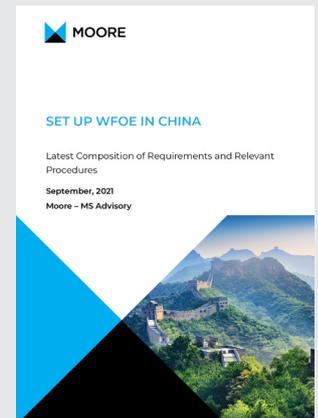
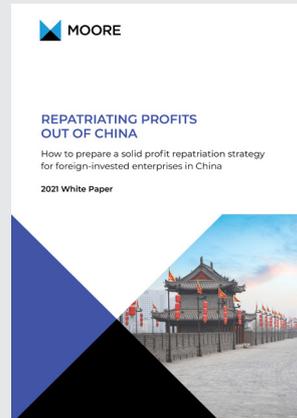
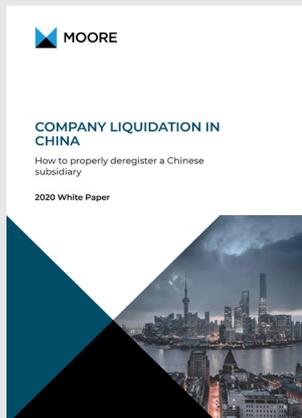
Doing business in a different country can often be challenging, especially bridging the gap between the two regulatory environments. Through our expertise on local regulations, experience in dealing with international clients and our ability to adapt to a changing environment, we aim to simplify the process of doing business for you.

## CONTACT US

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## DISCOVER MORE

For more offerings from Moore MS Advisory check out our white papers:



[www.msadvisory.com](http://www.msadvisory.com)

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