

MSA
COMPANY
BROCHURE

ABOUT MSA



■ Who we are?

MSA Asia is a full-service accounting and strategic advisory partner, who assists foreign SMEs with various accounting, finance, and business needs. For over a decade, MSA has been helping foreign companies in China, with a focus on high-quality solutions.



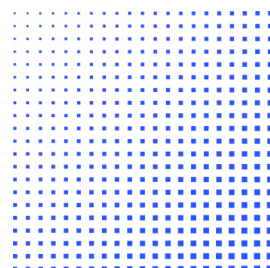
■ What we do

MSA has provided foreign companies in China with support for all their accounting, tax, finance, HR, payroll and other areas where assistance is needed. With a client-centric approach, MSA is able to take care of the needs of all their clients, allowing them to focus on driving their business towards success.

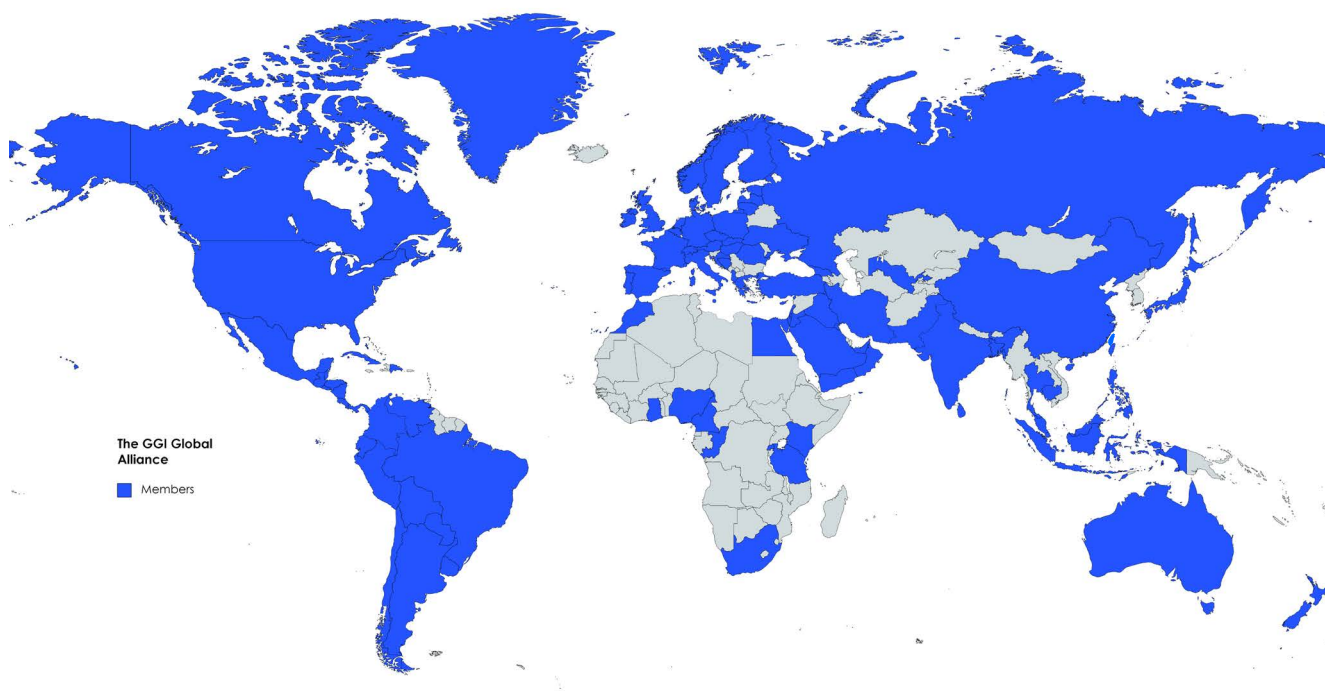


■ Our goal

MSA specializes in serving SMEs and large multinationals who have offices or business queries in China and Hong Kong. Our goal is to support foreign enterprises by offering a comprehensive range of **transparent, compliant, and sustainable financial services**.



GGI GLOBAL ALLIANCE



**+126 countries
and territories,
870 offices**

**+31,200
Employees**

**+\$6.35 billion
cumulative fee
income (2021)**

The GGI Global Alliance unites firms around the world specializing in audit, accounting, law, and consulting, enabling them to offer tailored solutions for financial, legal, and tax matters. With a strong international presence, GGI ensures clients access top-tier firms worldwide.

- Among the top ten associations worldwide
- Carefully selected member firms
- Enabling local independent firms to operate globally without losing their independence

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

- 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 Implementation/Hosting
- Real-time International Accounting Access

Financial Advisory

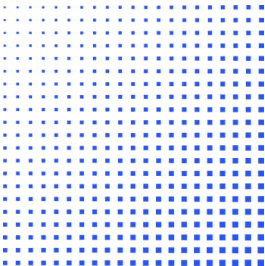
- Tax Advisory
- Corporate Finance
- Transfer Pricing

HR & Payroll

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

Other Services

- CFO Services
- Interim Staffing
- Company Training
- Trademarking





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 MSA, 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 Filing
- Withholding Tax Filings

ASSURANCE



- Annual Statutory Audit
- Annual Corporate Income Tax Filing
- Annual Publication Report
- Conversion of Audit Into Group Reporting Standards
- Conversion of Local Audit Into IFRS or Other Accounting Standards
- Internal Audits

Our team has vast experience 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 MSA 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.





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.

- Corporate Establishment and Legal Incorporation
 - WFOE
 - Joint Venture
 - Branch Office
- Corporate Restructuring
- Company Liquidation
- Profit Repatriation
 - Dividends
 - Service Fees and Royalty Fees
 - Intercompany

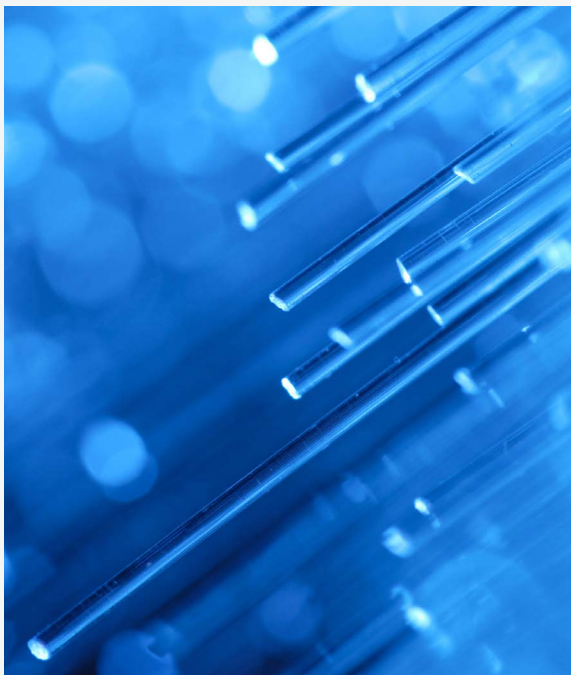
We advise on China market entry, including the type of investment vehicles in China best suited to the specific industry, size and background of our clients. Our support further ranges from legal incorporation in China, local and international business expansion and profit repatriation. Via our range 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.

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. Upon each implementation our solution is tailored to the needs and requirements of the individual company and the industry they operate in.



- Microsoft Business Central
- ERP Implementation
- Hosting
- Integration with Headquarter ERP
- Live Viewing Access



MICROSOFT BUSINESS CENTRAL

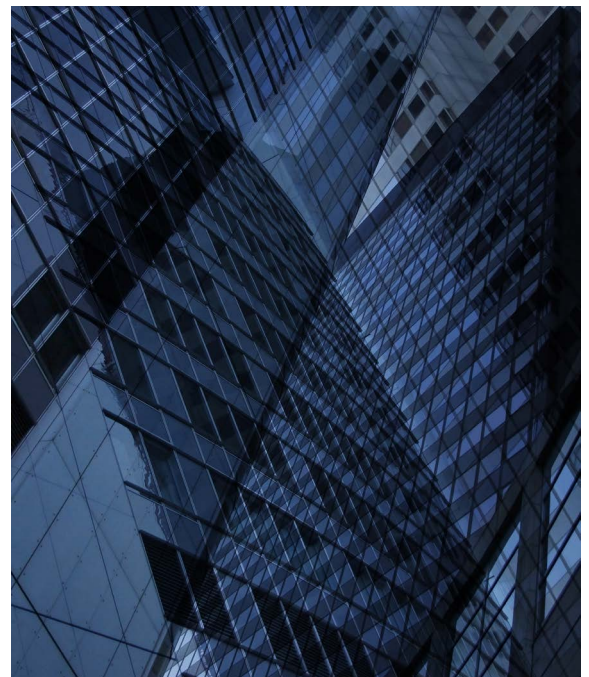


Our integrated ERP solution allows you to access your data and finances in a well-structured and organized form, which has been tailored to your business' needs and can be accessed at any time through all your connected devices. Microsoft Business Central enables you to connect people with relevant information, allowing for a more efficient decision-making process.

Microsoft Dynamics 365 Business Central is an **ERP specifically 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 customized year end and periodic closes.

- Access at Any Time to Financial Accounting and Other Relevant Data
- Fully Customizable Monthly Financial Reports
- Set Up General and Recurring Journals
- Manage Inventory Costs and Operational Budgets
- Keep Track of Every Detail of Your Receivables and Payables, Fixed Assets and Related Transactions



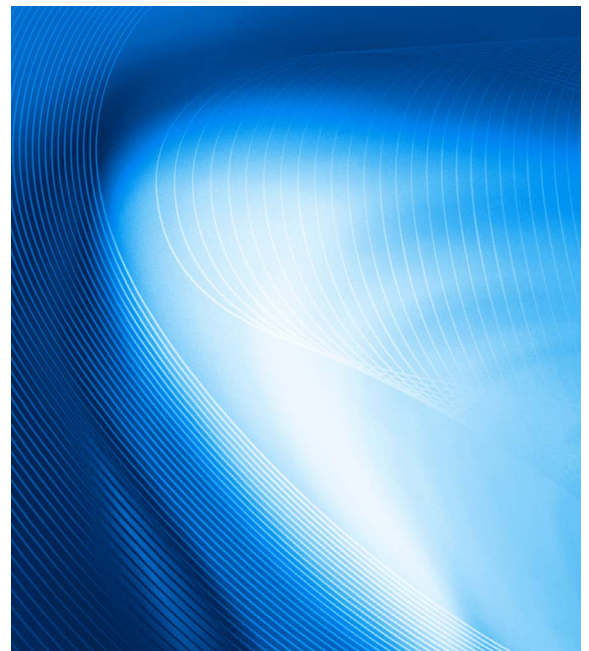


- Tax Advisory
- Corporate Finance
- Transfer Pricing
- Applications for Tax Incentives & Subsidies
- Company Structure Advisory

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. MSA 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.



HR & PAYROLL

Our human resources and payroll experts provide assistance to our international clients regarding payroll and HR related topics. Whether it is related to Chinese labor law and the social security system, we ensure your company's compliance with the applicable laws and regulations.

Our wide range of HR services also includes the monthly execution of payroll accounting. In doing so, we take care of the accurate maintenance of your payroll records which in turn reduces your internal administrative workload. This allows you to focus entirely on the operational business activities of your company.

Recognizing the administrative complexities and regulatory hurdles encountered by foreign companies in China, we are well-equipped to provide the essential support to help you navigate through them.

Our complete payroll services empower your business to optimize its monthly operations, cutting down on administrative time and costs while ensuring compliance with Chinese regulations.



- Payroll Outsourcing
- HR Administration
- In-app Payroll Management & Automated Reimbursement
- Global Mobility
- PEO and Dispatch Services



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.

Trainings

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

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.

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.





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.

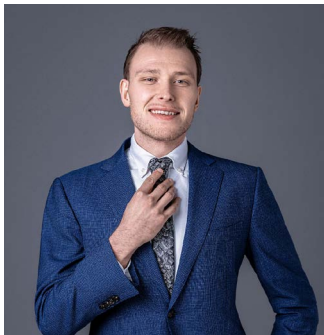
PARTNERS



Raoul P.E. Schweicher

Managing Partner

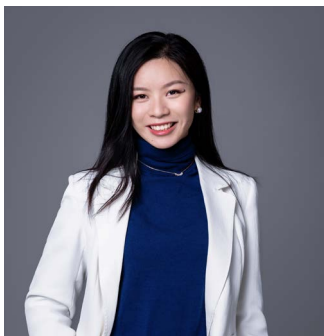
raoul.schweicher@msadvisory.com



Brian Blömer

Partner

brian.blomer@msadvisory.com



Dream Zhou

Partner

[dream.zhou@msadvisory](mailto:dream.zhou@msadvisory.com)

MSA ASIA

MSA Asia is a full-service accounting and strategic advisory partner, who assists foreign SMEs across Asia with various accounting, finance, and business needs. For over a decade MSA has been helping foreign companies reach their targets, through their commitment to high quality solutions.

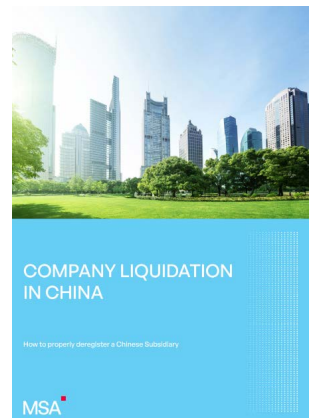
MSA has provided companies with support for all their accounting, tax, finance, HR, payroll and other areas where assistance is required. With a client-centric approach, MSA is able to take care of the needs of all their clients, allowing them to focus on driving their business towards success. With a diverse team and refined processes, MSA successfully bridges the gap between foreign companies who want to operate in the Asian market.

CONTACT US

info@msadvisory.com

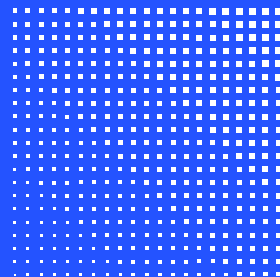
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For more offerings from MSA Asia, check out our white papers:



www.msadvisory.com

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MSA Asia
info@msadvisory.com
www.msadvisory.com
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