



RSM LAUNCHES CENTRALISED HUB FOR CHINESE INVESTMENT RSM 对中国投资者和企业推出一体化服务

DOING BUSINESS IN AUSTRALIA JUST GOT EASIER

In 2015 China became the biggest source of approved foreign investment in Australia, and due to the recently-signed China and Australia Free Trade Agreement (ChAFTA), this is expected to grow rapidly over the next decade and beyond.

Australia's bilateral trade deal with China eliminates many tariffs on Australian exports and allows Chinese investors to make a single investment of A\$950 million without review by regulators.

Adding to already strong business interest in Australia, China's government has also encouraged its firms to boost their return on equity (ROE) by buying more profit-oriented foreign companies, and diversifying their US\$ risk.

Around three quarters (72%) of China total investment in Australia is currently focused in Melbourne and Sydney, and is predominantly centred around helping State-owned enterprises (SOE) and private sector firms acquire property and resources assets or find distributions channels for their products.

Chinese companies have also had a long-standing interest in increasing their foothold on food supply, and Australia's food and agribusinesses are obvious targets.

在澳大利亚经商更为便利

2015年，中国成为澳洲最大的经批准外商投资来源，并且，基于最近签署的中澳自贸协议（ChAFTA），中国对澳洲的投资将在未来十年及以后迅速增长。

澳大利亚与中国的双边贸易协议免除了诸多澳洲出口关税，同时允许中国投资者在不经监管机构审查的情况下进行9.5亿澳元及以下的一次性投资。

在国民对澳大利亚表现出强烈商业兴趣的同时，中国政府也鼓励公司通过收购更多利润为导向的外资企业以推动股本回报率（ROE）增长，与此同时，分散其美元投资的风险。

目前，约四分之三（72%）的中对澳投资主要集中在墨尔本和悉尼两地，并主要以帮助国有和私营企业收购地产，资源和资产，或为其产品寻找分销渠道为经营目的。

此外，中国企业对在食品供应产业上争得一席之地也抱有长期的商业兴趣，而澳大利亚的食品和农业企业则是明确的投资对象。



One-stop advisory service

In recognition of ChAFTA as the catalyst for ongoing trade between the two countries, and to better service the growing representation of China-based clients, RSM Australia, the country's largest mid-tier accounting firm, recently launched its China Practice Group.

The China Practice Group synchronises the synergies across RSM's 29-office network Australia-wide into one centralised hub.

Established early in 2016, RSM's China Practice Group provides a vital nexus between Australian and Chinese businesses through its network firm, Ruihua Certified Public Accountants.

Designed to operate as a one-stop advisory service, the China Practice Group is dedicated exclusively to helping Chinese businesses either, A) do business in Australia for the first time, B) further expand their existing operations locally, or C) help Australian businesses explore the Chinese market by providing advisory services, connecting to potential investors.

In addition to key opportunities within property development, infrastructure, real estate, agriculture, renewable energy, health care, advanced manufacturing and consumption-related sectors, the China Practice Group can introduce Chinese businesses to a much wider range of opportunities right across Australia, including construction, retail, and aged-care services.

As well as helping Chinese companies understand the complexities associated with moving investments or business to Australia, Chinese clients can also draw on the China Practice Group to tap into RSM's intimate knowledge of the Asia Pacific region.

一站式咨询服务

基于对ChAFTA对两国贸易推进作用的认知，以及出于为日益增长的中国客户群体提供更好服务的考虑，澳洲最大的中型会计事务所 -- RSM Australia于近期创立了中国业务部。

中国业务部横贯于RSM在澳洲的29个办事处之间，协同全国执业人员的专业知识与丰富经验，形成一个专为中国客户服务的中枢。

中国业务部创立于2016年初，与瑞华会计师事务所（RSM国际网络在中国大陆的分区事务所）协同合力，成为客户在澳大利亚与中国的重要沟通桥梁。

中国业务部，从为中国企业提供一站式服务的角度出发，为A) 在澳洲首次从事商业活动，B) 对当地现有企业进行扩张，C) 为澳洲企业开拓中国市场的客户提供咨询服务，并为其与潜在投资商搭建沟通桥梁。

在充分发掘房地产开发、基础设施、房地产业、农业、能源、医疗、先进制造业和消费相关行业的商业机会之上，中国业务部可以带领在澳洲的中国企业在建筑、零售和老年保健服务等领域开拓范围更广的商机。

中国业务部将协助中国企业了解投资澳大利亚或拓展澳洲业务涉及的诸多复杂问题，同时，中国客户也可以获益于RSM对于亚太地区经济和经贸网络的深刻认知。

Removing key barriers

To reduce language barriers and guide Chinese businesses through myriad cultural and regulatory issues unique to doing business in Australia, the China Practice Group has over 40 bilingual advisers who understand the cultural and economic diversity between both countries.

As well as being conversant in Chinese, Mandarin and Cantonese, these advisers assist with core issues confronting Chinese business wanting to dip their toes into the Australian market for the first time. For example, Chinese firms looking to acquire a minority (or even larger) stake in Australian companies will need immediate help with valuations, the legal framework, taxation, and immigration issues, to name a few.

The China Practice Group will also coordinate the business advisory, corporate finance, tax, audit and risk management areas of Chinese companies as they continue to expand their businesses locally.

Track-record helping Chinese business

By establishing The China Practice Group, RSM Australia has made it easier for Chinese companies to capitalise on the future opportunities within Australia.

Given that Australia has a different regulatory environment to China, Chinese firms that tap into The China Practice Group's one-stop hub, can expect to receive the support they need every step of the way.

While the China Practice Group takes Chinese client engagement to a new level, it's important to remember that RSM Australia has been helping Chinese companies do business in Australia for well over 30 years.

Some of the ways in which RSM Australia has helped Chinese investors do business in Australia include:

- Purchase and development housing projects across Australia's capital cities;
- Purchase of large Australian dairy group;
- Due diligence for acquisition of Australian owned group with over \$200 million in gross revenue;
- Purchase of Australian lifestyle retail group;
- Financial due diligence, advisory and audits prior to listing on the Australian Securities Exchange (ASX);
- Assurance services to Australian subsidiaries of Chinese State-owned enterprises.

排除主要障碍

中国业务部配有40余位双语执业人员，具有对中澳两国文化及经济背景多样性的充分了解，以减少语言和文化障碍，为中国企业在澳洲从事商业活动提供文化及监管政策方面的建议与引导。

这些专业顾问以流利的汉语（普通话、广东话）协助初次涉足澳洲市场的中国企业攻克其面临核心问题。例如，中国公司如意图收购在澳公司的少数（或更大）股份，其将亟需估值，法律，税务及移民方面的帮助。

中国业务部也将协调商业咨询、公司财务、税务服务、鉴证审计和风险管理等服务项目，以协助中国企业进一步拓展其在澳洲本地的业务范围。

为中国企业助力的成功记录

通过中国业务部的设立，RSM Australia能更好地帮助中国企业把握并利用澳洲的商机。

考虑到澳洲与中国不同的监管环境，中国企业可以借重于中国业务部的一站式服务，在其从业的各个环节收获到相应的支持与协助。

建立于RSM Australia为中国企业拓展澳洲业务的30余年经验之上，中国业务部力将RSM为中国客户的服务项目提升到新的高度。

RSM Australia曾在以下项目中为中国投资者在澳洲的商业拓展提供相应咨询服务：

- 澳大利亚首府城市住房项目的收购及开发；
- 收购某大型澳洲乳业集团；
- 对某超过2亿美元总收入的澳洲集团进行尽职调查并提议收购；
- 收购某时尚生活产品零售集团；
- 在澳大利亚证券交易所（ASX）上市前的财务尽职调查、咨询及审计服务；
- 某中国国有企业在澳洲子公司的鉴证服务



FOR MORE INFORMATION

Contact one of RSM's key contacts for the China Practice Group today



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