

CHINA FOCUS

Issue VI / 2014

Year in Review: 2014

As the Year of the Horse is coming to an end, we dedicate this last China Focus of 2014 to the many successes we celebrated this year. Fiducia colleagues recount their experiences from the last 12 months to share with you what happens behind the scenes in our 3 offices. With this, we remember that it is thanks to our valuable clients and partners, our strong team and our long-standing experience that we are able to

share these positive moments with you. We start the New Year on a high note and look forward to continuing our relationship with you, our client, partner, friend, reader or all of the above. Happy holidays and a prosperous start into the Year of the Goat!



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Brainstorming for the Future



Team members outside St. Michael's Cathedral in Qingdao

Fiducia Goes North!

Client Services Manager, Christoph Liesche, recalls his experience travelling to Northern China with the Fiducia team.

In August 2014, the Fiducia team set out to discover our German roots and influences in the North of China. For our trip to Qingdao, Beijing, and Tianjin, we came together from all offices to share our knowledge, exchange new ideas and learn from each other's experiences.

At the first stop to China's beer capital Qingdao, the team explored the many Chinese-German influences visible all over the city, especially in the architecture and speech, but also in business. In the capital Beijing, we discussed new opportunities for our clients and literally climbed to new heights in a team-building activity on the Great Wall. Client factory visits and informative speaker sessions made "Fiducia Goes North" a successful trip.

In multiple debates and brainstorming sessions throughout the trip, we utilised our versatile expertise in different disciplines by sharing best practices, discussing what to improve and reviewing the highlights of the first half of the year. Managers shared their insights into different industries and discussed the implications to our clients' business and what we can do to deliver the best service package. One of the immediate results is Fiducia's new Tax Advisory Service.

This is what I have come to value at Fiducia: great ideas, fun teamwork, and fast execution. I look forward to continuing this spirit in 2015 internally with our team and externally with our clients. ☘



Team Building at the Great Wall of China



Celebrating our Team

Showing Appreciation



Flora Kwok and Anne Vuillin

Flora Kwok • 20 Years

Flora celebrated two decades of Accounting Services for Fiducia clients this year.

What was Fiducia like when you first joined?

From the day I joined until today, Fiducia feels very much like a family-run business – we share a large, open office and everyone is approachable, making me feel at home when I am at work.

How has the company grown in the years that you have been part of it?

Through the eyes of an accountant, Fiducia has grown significantly in its Finance and Accounting Services, expanding across borders to key locations in Greater China. We added additional services including payroll and taxation advisory – an added value that is appreciated by our long-standing clients.

What has been the highlight of working at Fiducia?

Fiducia has become very active in the support of local community projects, such as clean-up initiatives or aiding those in need. I enjoyed these projects very much, and I think it shows our community that Fiducia is also a caring company.

On a professional level, I am happy to see the new additions to the Finance & Accounting team, reaching over 30 colleagues in 2014. Although it requires strong management skills, it has been an absolute pleasure to lead the team in Hong Kong. ☘

Anne Vuillin • 10 Years

Over 10 years, Anne has expanded her role from being an Executive Assistant to training, contract management, and Fidu-Share.

What was Fiducia like when you first joined?

Fiducia was already a very dynamic company back when I joined in January 2004. J. Kracht was travelling to all corners of the globe (almost...) to develop new leads, give speeches and keep in touch with existing clients and partners.

How has the company grown in the years that you have been part of it?

A significant growth was the implementation of our Navision system, which was also the catalyst for my personal development. Step-by-step, I supported in sourcing vendors and preparing the ground work for the implementation. These ad-hoc projects set the foundation for me to grow into my current position, in which I take on more challenging tasks and responsibilities, including becoming an internal trainer to support the further development of colleagues.

What has been the highlight of working at Fiducia?

Personally, I have great memories of the AGMs when we all come together to celebrate our successes, share our knowledge and experience, learn, and have fun together. Additionally, the growth of Fidu-share has been rewarding because I'm more and more involved in the planning and organising of events for our colleagues to enjoy while helping the community at the same time. ☘

"As business between China and Hong Kong becomes increasingly interlinked, we have seen clients faced with taxation issues in need for a transparent tax compliance solution for both jurisdictions."

*- Gloria Cheung,
Tax Advisory Manager*

Taking our Services to the Next Level

Tax Advisory

Find out about our newest service offering from our Finance and Accounting Team. Our Tax Advisory Manager Gloria Cheung shares her decades of taxation experience with our clients.

We are pleased to announce that we recently expanded our Financial Services to include Tax Advisory, in order to meet increasing client demands in a changing international tax environment. The service covers corporate income tax, individual income tax, and property tax advisory. "As business between China and Hong Kong becomes increasingly interlinked, we have seen clients faced with taxation issues in need for

a transparent tax compliance solution for both jurisdictions", shares our Tax Advisory Manager, Gloria Cheung. Fiducia acts on behalf of their clients, handling tax matters and compliance, providing cross-border tax consulting and advisory on expatriate employment arrangements. Additionally, the Tax Advisory team offers support in filing property tax returns and handling immovable properties taxation. ☘



Gloria Cheung
Tax Advisory Manager

Fiducia Mittelstandstag 2014

Thaddaeus Mueller has been with Fiducia almost 10 years. The Associate Director speaks of his experience of our flagship event.

On the first day of Chinese New Year, the Fiducia team welcomed 80+ guests to the annual Fiducia "Mittelstandstag" (SME day) at the "Haus der Bayerischen Wirtschaft" in Munich, Germany. Though it was a cold day, our clients and partners arrived early in the morning to hear the first speech by our Managing Director, Stefan Kracht, who spoke about "the German Mittelstand in China for China". We held a number of seminars on the important trends of the year and gave our advice on what our guests can do to prepare for these. Topics included the Shanghai Free Trade Zone, HR Trends, and Sourcing Innovations, in which we shared our views and expectations for the future.



Thaddaeus speaking on the Shanghai Free Trade Zone at the Fiducia Mittelstandstag 2014

The highlight of the event was a panel discussion, which included Matthias Kamp of WirtschaftsWoche, Martin Schürmann of Klöckner DESMA Elastomertechnik and our own Chairman, Juergen Kracht. Our guests enjoyed a vibrant discussion by these 3 China experts from different industries and contributed with their own questions. With this event we also wanted to bring China and Germany closer together with a delicious Chinese lunch and a Chinese tea ceremony.

We have already started planning for Mittelstandstag 2015, which will be held in Stuttgart in February. I am excited to announce that the program will be even better with many high caliber speakers and thought-provoking topics. I hope to see many familiar and new faces there to exchange ideas, hear what topics are on people's minds and above all, show our appreciation to all of our clients, partners, and friends. ☘

Fiducia Leader's Circle

Marketing Manager Philippa Schwarz speaks about the importance of this event and what goes into planning it.



Leaders' Circle attendees in Hong Kong in September

The Fiducia Leaders' Circle started in 2011 as a small round table discussion to bring together top industry leaders for an idea exchange on current China trends and strategies. Three years later, we hold the event every quarter in three cities: Hong Kong, Shanghai, and since this year, Beijing. Each time we prepare a current topic for discussion, which have ranged from R&D, the Shanghai Free Trade Zone, HR trends to 2030 - Quo Vadis?, and Corruption. I have had the privilege to sit in on one or two of these discussions and it is certainly impressive to hear the animated exchange of ideas.

Planning Leaders' Circle is always a positive challenge. Since this year, we have branched out to a number of more interesting locations in Hong Kong, including the Breitling VIP lounge, the German Consul General's house, and other client & partner sites. One of the perks of this event is that we always organise a wine tasting at the end for some extra mingling and more casual discussions. Our aim is to keep the event fresh and exciting by bringing new venues, food, drinks and above all topics. I look forward to a new round for 2015! ☘



A lively discussion in Beijing in August

Business in the Year of the Goat

2015

The Goat is a symbol of harmony, peace and tranquillity. Because of this, you can expect the next year to be one of balance and mending with little turbulence. Strategy and common sense should be the guiding elements in business. With a level head, you will be able to find solutions to your problems and have a successful Year of the Goat.

Through Fidu-Share, our aim is to become better corporate citizens in our environment and society.

Moontrekker Hong Kong

Summer Zhang is an Associate in our China Consulting team. She tells of her experience with Moontrekker, a 30km overnight charity race that took place in June 2014.

My 2014 new years resolution was to break out of my comfort zone. I've tried many ways to push my boundaries and then I realised that I am the one in control of what I am capable of. Thanks for the opportunity from Fidu-Share, this moonlit 30km race was great fun. We raced the night, beat the sunrise, and conquered Lantau Peak (934m). It was a truly amazing experience

As a tradition in our Fiducia family, Fidu-Share aims to help the community and strengthen the Fiducia team spirit. For this event, our corporate donation totalled HKD 10,200. The Fiducia team encouraged and helped each other along the training and race. ☘



Above: the team at Lantau Peak
Below: Summer and Thaddaeus at the finish line

What is Fidu-Share?

With the support of our caring and dedicated staff, "Fidu-Share" was created in 2010 as a platform for the Fiducia team to get involved in CSR activities and other community events.

For the last 3 years, we have successfully taken part in WWF Mai Po Nature Walk, HK Dog Rescue Walkathon, Moontrekker Night Race in support of Room-To-Read, Orbis Moonwalker, HABITAT School Campus Beautification campaign, just to name a few. Our 3 offices have now moved to environmentally-friendly paper, and instituted a "No Shark-Fin" Policy.

2015 will be an important milestone for Fidu-share as we aim for the "5 Years Plus Caring Company Logo Award". We thank you for your continuous support, allowing us to give back to our community.



Ellen and Herrick at the Children's Welfare Institute in Shanghai

Children's Welfare Institute Shanghai

Herrick Zhang is a Project Manager for the Executive Search Team in Shanghai and recently gave back to his community.

The Fiducia Shanghai office regularly visits and donates to Children's Welfare Institute, one of the oldest orphanages based in Shanghai. We see this as Fiducia's social responsibility and as a member of the Fiducia family, I am happy to have had the chance to join this activity together with our team in September. We donated children's cups and drawing crayons to them that day and also visited the children's classrooms and dormitory. This was an unforgettable experience for me and really put things into perspective. I am thankful to have one Fiducia family at work and another at home, and hope that by giving back we can make a difference, however small or big it may be. ☘

"One Family, One Tree"

The HR Officer in Fiducia's Shenzhen office, Fiona Tang, recalls her experience planting trees to protect the environment and make Shenzhen greener.

The One Foundation in Shenzhen is a fully independent charity that focuses on disaster relief, children's welfare and philanthropy development within the region. The Foundation's mission is "It Starts with One", meaning that everyone can make a difference, but you just have to take the first step.



The Shenzhen Team planting trees

On a sunny day in March, the Shenzhen team went to plant trees at an event organised by the Foundation, fittingly called "One Family, One Tree". We brought our families to plant trees together, while also learning more about the environment and what we can do to protect it. Through this hands-on work we felt a real connection to the cause as well as to each other. ☘

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