

## Switzerland's Best Quality Partner in Hong Kong & China

# Supporting Swiss Businesses in China: Then and Now

### Entering China in the 1980s

As mainland China began to open its gates to foreign investment and trade in the early 1980s, it was a land of mystery for Western companies. Recognising a growing need for advice to bridge cultural and market-knowledge gaps, Juergen Kracht, a German national, and his wife Cynthia, established Fiducia Management Consultants in Hong Kong in 1982.

### Navigating China Now

Although the Chinese market has matured and globalised, it continues to challenge European companies. "Complexities on both macro and micro levels remain: vast regional differences, fast-paced market developments, an ever-changing regulatory environment, and enduring cultural differences make China an interesting and at times difficult market to conquer," points out Stefan Kracht, who continues the family heritage as Fiducia's Managing Director.

Drawing up the right growth strategy in China and executing it effectively thus requires a specific mix of corporate discipline and deep local know-how. Otherwise, foreign companies run the risk of getting lost in the ins and outs of local regulatory processes, instead of focusing on their core business.

As a result, those seeking to buy from, sell to, or invest in China continue to rely on partners to make their operations smooth and efficient. With 35 years of experience and a team of 120 multinational professionals located in four bustling business hubs (Beijing, Shanghai, Hong Kong, and Shenzhen)



Thomas Paroubek, Managing Director of Migros Hong Kong Limited (bottom, right) with Stefan Kracht, Managing Director of Fiducia Management Consultants (bottom, left) and members of the Fiducia team supporting Migros in Greater China.

Fiducia is the preferred regional partner for many market leaders from the DACH region.

### Driving Bottom Line Growth

As the booming economies of China and Hong Kong became the go-to growth frontier for international companies, competition in the region intensified. Meanwhile, stronger local competitors have developed, and China's economy has shifted gear.

These factors are forcing foreign enterprises to rethink their strategies in terms of products, customers and organisation, and to refocus from top-line to bottom-line growth. "Apart from expansion, what our clients seek today is to maximise their profitability. Our solutions are designed to make their growth plans not only legally and commercially sound, but also operationally efficient," explains Stefan Kracht. Fiducia's integrated solutions include:

- o Growth strategy development
- o Company registrations and management
- o ERP system implementation
- o Bookkeeping and audit management
- o Cross-border tax advisory
- o Sourcing, sales and distribution handling
- o Executive search for senior personnel
- o M&A support services

Although competitive pressure has also risen for consulting companies in Greater China, Fiducia continues to expand its footprint and client portfolio through its solid local experience and cross-border understanding. Setting itself apart from similar service providers, Fiducia's family management guarantees a personalised and long-sighted approach.

For more information please visit [www.fiducia-china.com](http://www.fiducia-china.com)

## Supporting Migros in Greater China **MIGROS**

**"Fiducia's long-term experience and deep knowledge of the markets in Hong Kong and China gives them an impressive advantage. This, combined with their ability to communicate flawlessly with our headquarters in Switzerland in German and English has been extremely beneficial for Migros. Thanks to Fiducia's tailored ERP-System solutions, Migros has established a common language across all subsidiaries, which makes the consolidation of our accounts much more consistent."**

*- Thomas Paroubek,  
Managing Director, Migros Hong Kong Limited*

Migros, Switzerland's largest retailer, turned to Fiducia for support in the areas of finance and accounting. They were attracted by Fiducia's experience with German-speaking companies and ability to understand their clients' needs. Now, Migros also benefits from the geographical coverage of Fiducia's services in Greater China. Through on-site teams in three of the cities where Migros subsidiaries are located, Fiducia is able to support the Swiss retailer's China operations across its entire business model in China as a long-term, reliable partner.