

**Open up  
to new  
possibilities.**



# Local, national or international, we are in a unique position to help grow your business.

ShineWing Australia is a new name in accounting that represents quality, innovation and opportunity. We offer our clients the capability and global reach of the 'Big 4' accounting firms but with the commitment, drive and personalised service of an independent, local firm. And for our clients and our people, that means opportunity.

## **A history of performance. A focus on the future.**

ShineWing Australia is formerly Moore Stephens Melbourne, a firm that has enjoyed an 80-year history of delivering exceptional service for Australian businesses. Over that time, we have built a reputation for our service, quality and commitment to the growth and success of our clients. We are proud to have created many long standing relationships that have often extended into decades and sometimes generations.

Today, we remain an independent Australian firm. And while we are proud of our history, like our clients, we are firmly focussed on the future.

## **The right people. The right partners.**

Our reputation has been built through the talent and integrity of our people and it's our people who continue to differentiate us today.

We have over 200 staff and 30 Partners and we're growing. So while we are big enough to support our largest clients and their most important projects, we're not too big to take it personally. Our people bring together a powerful range of skills, experiences and perspectives to help drive the growth of our clients. Many of our people are recognised leaders in their fields.

On any engagement, we ensure we have the right team, skills and resources to meet your needs. Our Partners see themselves as exactly that – partners in your business. So, they are present and involved, and you'll see them often, not just at the introductory meeting before delegating the day-to-day to a junior team (like some of our competitors).

## **Thinking ahead. Seeing what's possible.**

We know technical quality and experience is important (and we have plenty of that), but we believe the real difference that creates value for clients and separates us from our competitors is the right attitude. It's about listening, collaborating and being proactive, looking ahead to mitigate risk and seize opportunity, and balancing the short term and long term needs and goals of our clients. We are not passive advisors who come in after the fact to give you an accurate picture of what just happened. We see ourselves as proactive partners who share your entrepreneurial spirit and who will work with you to create opportunities.

## Real connections. Real opportunity.

ShineWing Australia is part of the ShineWing International Network that has offices in more than 20 locations across Asia. ShineWing is the largest domestic accounting firm in mainland China, meaning we can offer our clients real, on-the-ground connections and local knowledge. We can help clients navigate processes and procedures to establish a presence in Asia more efficiently and maximise the value of their investment quickly.

We are also a member of Praxity, a global alliance of independent accountancy, tax and business consulting firms that have a presence in over 100 countries.

So, whatever or wherever your growth ambitions may be, we can help connect you to opportunity.

### ShineWing International Network

- Headquartered in Beijing, ShineWing is the largest domestic accounting and consulting firm in China with more than 20 offices
- ShineWing's origins lie in CITIC Chartered Accountancy, an international trust and investment corporation established in 1986. With a history that spans almost 30 years, ShineWing is one of the oldest domestic accounting firms in China
- ShineWing currently operates in The People's Republic of China, Hong Kong, Singapore, Japan and Pakistan, with plans to expand even further
- ShineWing's core service offerings include accounting, tax, audit and assurance, construction cost consulting and management consulting
- ShineWing employs more than 4500 people in China and was awarded the 2015 Rising Star Network by the International Accounting Bulletin (IAB).

### Praxity International Alliance

- Praxity is an award-winning alliance of global independent accountancy, tax and business consulting firms with more than 620 global member offices
- Praxity is the world's largest alliance of independent accounting firms and is ranked 7th in the IAB League Table of international accounting networks and associations
- Operating in over 100 countries across the world, Praxity has a strong presence throughout the USA, Asia-Pacific, Africa and The Middle East regions
- It has strong representation in Europe through the membership of French international group, Mazars
- With access to a pool of more than 35,000 professional and independent minds worldwide, Praxity has the ability to quickly source the very best experts to meet the needs of businesses on a global scale.

# Experts in creating opportunity.

## Expertise that drives value. Insights that drive solutions.

Business is more complex and changing every day. In this world, real expertise is priceless. While we work across a range of industries and markets, we have developed premium expertise in specific industries, offering our clients a genuine competitive advantage. In these markets, our leaders are recognised as the go-to people. And with our global networks we can tap into our collective intelligence to bring new perspectives and insights to drive solutions and create opportunity.

### Industry focus

- Agribusiness
- Automotive
- Education
- Energy and resources
- Financial services
- Food and beverage
- Funds management
- Health and aged care
- Hospitality and gaming
- Not-for-profit
- Private clients
- Public sector
- Property and construction

## Integrated services. Seamless delivery.

We provide a full range of assurance, business advisory, corporate finance, tax, private clients and wealth management solutions. And we deliver them with a strategic focus and commercial approach. Our leaders provide all the services any business needs to be certain about its past performance and confident about its future. And with access to a unique Asian and international network, we can deliver these services seamlessly in Australia and across the world.

### Our services

- Accounting
- Assurance
- Audit
- Business advisory
- Corporate finance
- Consulting
- Due diligence
- Employment remuneration and expatriate tax
- Internal audit
- Mergers and acquisitions
- Private client services
- Risk management
- R&D and government incentives
- Tax
- Technical accounting services
- Transfer pricing
- Valuations
- Wealth management

# Let's discuss the possibilities.

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