

Tax & Business Advisory Division  
PKF Hong Kong

Concentrating on business development in the Mainland  
China in the forthcoming 5 years

.....

To better understand our Tax and Business Advisory Division, we have interviewed the manager of the division, Ms. Celia Hui, on 29 August 2008.

Our service originates from demand;  
Our profession originates from quality

“This philosophy has enabled us to better understand the needs of our clients thereby improving our service quality and expanding our clientele. ” Celia started off in the recent interview.

Apart from local corporate and individual tax compliance services, our business has been expanded to the Mainland China. We have many well-known multinational companies as our valuable clients, including European garment manufacturer, Japanese construction company and seasoning and food products company. Celia targeted the division services as providing prompt and effective advices to the clients at reasonable price, leading the second-tier market in the forefront after Big Four

With the rapid growth and huge demand in China, we possess the expertise in assisting our clients in setting up company in the Mainland China including wholly-owned-foreign enterprise, foreign invested commercial enterprise, representative office, and branch office. We also provide practical advices on pre-establishment tactic, operational issues and exit strategy. Our pre-establishment advices cover the optimal form of investment, choice of location, researches on relevant tax and government support policies, structuring the optimal operational models etc. With the preferential policy for Hong Kong company, we assist clients in obtaining the incentive under CEPA for ease of investment and cost



Tax and Business  
Advisory Division  
Manager - Celia Hui

“ Listen closely to client’s needs and provide them with the prompt and forefront tax knowledge on their daily affairs. ”

Celia is CPA and ACCA. She then joined PKF Hong Kong in 2000. She has near 10 years valuable taxation experiences in a wide range of industries and corporations.

saving.

### Our future development

Backed to 2003 when our China service started growing up, Celia pointed out that our services faced some practical problems in the ever-changing market and legal environment in the Mainland. After accumulating experience and building connections, our China services become more comprehensive and are well appraised by our clients. Through mutual co-operation with our own offices in Shanghai and Shenzhen of China, we believe our professional services could be further strengthened.

Job satisfaction not only comes from our firm, but also from our clients. A simple email likes “Thank you so much for your prompt response. I sincerely appreciate it.”, “Many thanks once again for your hard work”, “Thank you for timely responses and assistance on this matter. Your advices are really very helpful in our business.” etc serves more than tangible reward. Celia upholds the vision that “be responsible to our clients in different time zones by providing them practical and prompt solutions”.

In the future, the division targets in further expansion of our tax and business advisory services in China. We will continue to assist our clients in formulating the optimal strategy in investing in China in the most effective and efficient manners.

Celia Hui

E-mail : [celiahui@pkf-hk.com](mailto:celiahui@pkf-hk.com)

Direct : (852) 2969 4015

