ANNUAL REVIEW 2024

REANDA

Content

Chairman's Message 1
CEO's Message 2
Financial Data 2024 3
Network Firms' Highlights 5
Activities and Events 18
Network Governance 34
Network Firm Directory 35

Chairman's Message



The year 2024 marked the 15th anniversary of Reanda International's continuous successful journey. Throughout the year, despite facing a complex and volatile international political and economic landscape, Reanda International, with the rigorous and scientific attitude of an international professional institution, collaborated with all network firms globally to achieve all development goals. We realized growth under challenging circumstances and maintained a commitment to high-quality sustainable development. According to the International Accounting Bulletin (IAB) World Survey published in 2025, Reanda International is ranked 26th among the world's leading international networks, and our brand image in the global market continues to be elevated rapidly.

In 2024, Reanda International welcomed new firms from Cameroon, Bulgaria, Morocco, Kenya, India, and Kazakhstan, successfully recruiting four new network firms and replacing two firms, expanding our global presence to 60 firms. Furthermore, we established strategic cooperative alliances with 30 accounting and consulting firms worldwide. These network firms and alliance partners are strategically distributed across all five continents, and their strengths are widely recognized and affirmed by clients.

Throughout 2024, Reanda International successfully hosted numerous global events and meetings, both online and offline. These included the Regional Meetings for our four global regions, the Reanda International 15th Anniversary Appreciation Dinner, the 8th "Belt and Road" Business Services Forum and Reanda International 15th Anniversary Celebration, themed "Empowering Cross-Border Enterprises for High-Quality Sustainable Development". We also held the 2024 Reanda International Annual Conference, themed "Cohering for a Novel Future". These events garnered high recognition and unanimous praise from various sectors of society, significantly enhancing Reanda International's brand influence both domestically and internationally.

2025 marks the 16th anniversary of Reanda International. Since our establishment in Beijing in April 2009, Reanda International has traversed 16 remarkable years. Over these years, we have evolved from inception to growth, expanding from Asia to all five continents and gradually developing into an international network originating from China in Asia. As Reanda International embarks on our next 16-year journey, we are confident that, through the collective efforts of all Reanda's professionals worldwide, we will fulfill our mission of protecting the economic interests and information security of cross-border enterprises. We will further drive and enhance close collaboration among our global network firms. While continuously developing and refining our structure, increasing business revenue, and enhancing service quality and professional capabilities, Reanda International aims to elevate our brand recognition globally. Our goal is for Reanda International to steadily become a trusted global business services partner for cross-border enterprises.

Mr. Jinhui Huang
Chairman of Reanda International

CEO's Message



The global economy in 2024 is poised for a period of recovery and growth amid geopolitical tensions, fueled by rapid technological innovation and a sustainability-driven transformation. This demands that we remain strategically agile to seize emerging opportunities while mitigating risks. I am pleased to share that Reanda International has demonstrated steady growth in 2024, with total fee income reaching US$359.8 million and being recognised as one of the top 30 largest international accounting networks. Our global footprint has expanded to 62 firms across over 60 countries/territories, supported by more than 140 offices, 290 partners and 6,200 dedicated professionals. We also welcomed new network firms from Bulgaria, Cameroon, India, Kazakhstan, Kenya and Morocco in 2024, enriching our network's reach in Central Asia, Europe and Africa.

Celebrating Our 15th Anniversary Milestone

The year 2024 also marked a significant milestone for Reanda International as we proudly celebrated our 15th anniversary. Our journey began in 2010 with just seven founding member firms in Asia and we have since evolved into a truly international network with over 60 firms spanning five continents. Our unwavering commitment to delivering high-quality, efficient, and professional cross-border tax and financial services for multinational corporations remains at the forefront of our mission.

Development of Reanda Consulting

We were pleased to share that the Reanda Consulting platform has been rolled out successfully in 2024. This platform facilitates collaboration between the consulting units of our existing network firms, as well as consulting firms from different countries, significantly enhancing the Network's consulting service capabilities. Positive feedback has been received, with active participation in the beginning enrollment from network firms in China, Angola, Hong Kong, Hungary, Italy, Kenya, Malaysia, Nepal, the Netherlands, Saudi Arabia, Tunisia, the UAE and the UK.

Strengthening Regional Leadership

In 2024, we took significant steps to enhance regional collaboration and leadership. The European Regional Committee has set a strong example, prompting us to establish Regional Committees and appoint Vice-Regional Presidents in Southeast Asia and South Asia as well as the Middle East and Africa. This initiative reflects our growth in these dynamic regions and the leadership provided by our core firms. We have fostered closer ties between our network firms through collaborative projects and in-person regional meetings.

Elevating Reanda's Global Brand Presence

Throughout 2024, Reanda International actively engaged in various activities and events aimed at fostering business connections and elevating our brand. We successfully organised the 8th "Belt and Road" Business Services Forum alongside our annual conference held in Jakarta, Indonesia, in November. Additionally, we were honoured to partner with the UAE Hamriyah Free Zone Authority to organise investment roadshow forums in Shanghai and Hong Kong, which were met with great success. We also proudly introduced Reanda Saudi Arabia to the Hong Kong Science and Technology Parks Corporation (HKSTP) as an Organising Partner for the "Hong Kong Tech Disrupt" investor reception, facilitating an unprecedented delegation of tech enterprises to Riyadh in October. In Africa, we hosted a side event at the 7th Financing Investment and Trade in Africa (FITA 2024) international conference in Tunis in collaboration with our member firms from Cameroon, Saudi Arabia, Tunisia, and the UAE.

Moreover, Chairman and I led the Reanda International delegation to visit Azerbaijan, Bosnia and Herzegovina, Indonesia, Japan, Kazakhstan, Nepal, Saudi Arabia, Tajikistan, Tunisia and the UK in 2024. These visits successfully strengthened ties between local Chinese enterprises and our network firms, further enhancing the Reanda brand.

Fourth Strategic Development Plan

We are pleased to announce the successful completion of our third five-year strategic development plan (2020-2024), which focused on developing the Middle East and Africa region, welcoming more than 10 professional firms in the process. As we embark on our fourth five-year strategic development plan starting in 2025, our development will be accelerated in the Americas, capitalising on the deepening economic ties between China and Latin America while expanding our service offerings to better support enterprises along the Belt and Road Initiative.

Future Prospects

Looking ahead, Reanda International remains committed to enhancing the quality of our audit and tax services while advancing our consulting business. We will collaborate closely with consulting experts in areas such as M&A, business transformation, fundraising exercises and IPOs in various important capital markets. We will also partner with ESG and sustainability experts to support green development, green investment, ESG training and compliance works, as well as green technology exchange amongst industrial parks across the continents.

With a solid foundation, a readiness to embrace challenges, and a spirit of collaboration, Reanda International is poised to expand our global presence, create value for our clients, and reach new heights.

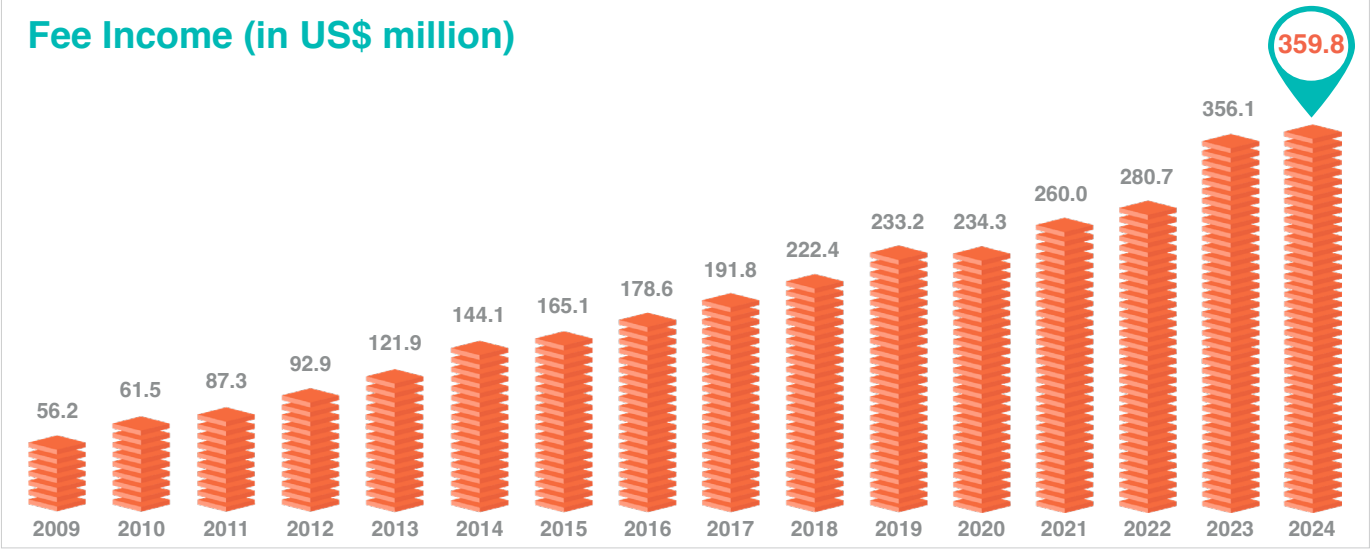
In closing, I extend my sincere gratitude to the Beijing Headquarters, the Board of Directors, and the Regional Presidents for their continued support and guidance. I also thank everyone who has contributed to Reanda International's success. Together, let us embrace the opportunities ahead and continue our journey of growth and achievement in 2025 and beyond.



Lau Shiu Wai, Franklin
CEO of Reanda International

Financial Data 2024

Fee Income (in US$ million)



Reanda International ranks 23rd amongst the 35 FoF members and is one of the top 30 global networks in terms of the reported revenue in 2024, according to the IAB 2025 World Survey. *(Note: The official FoF website does not conduct the ranking of networks. Our ranking is reckoned based on the turnovers of each network published on the opened platform.)* In 2024, Reanda International reported an aggregate fee income of approximately US$359.8 million, reinforcing its strong global presence across over 60 countries and territories, with more than 140 offices, 6,200 professionals, and 290 partners worldwide.

Strong Regional Performance

Asia Pacific:

- The largest contributor to fee income, accounting for 78% and generating US$282.6 million.
- 2 new network firms from Kazakhstan and India recruited in 2024

Europe:

- 19% growth in fee income, totalling US$53.6 million
- 9% growth in staff
- 1 new network firm from Bulgaria recruited in 2024

Middle East:

- 42% fee income increase, reaching US$13.8 million

Africa:

- 22% increase in fee income, totalling US$7.9 million
- 61% growth in staff
- 3 new network firms from Cameroon, Kenya and Morocco recruited in 2024

Well-Balanced Service Portfolio

Reanda International maintained a well-balanced service portfolio in 2024.



Audit Services

47%



Tax Services

19%



Advisory Services

16%

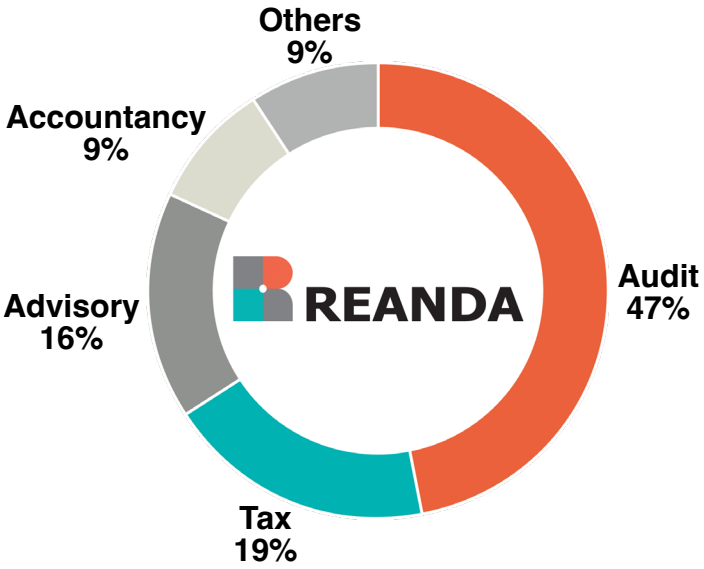


Accountancy Services

9%

Looking ahead, Reanda International will accelerate its focus on high-growth markets, particularly in the Middle East and Africa, while strategically expanding into the Americas to align with the deepening economic ties between China and Latin America. Reanda International is committed to enhancing its global presence and service offerings, supporting enterprises, especially those from China, in navigating cross-border opportunities successfully.

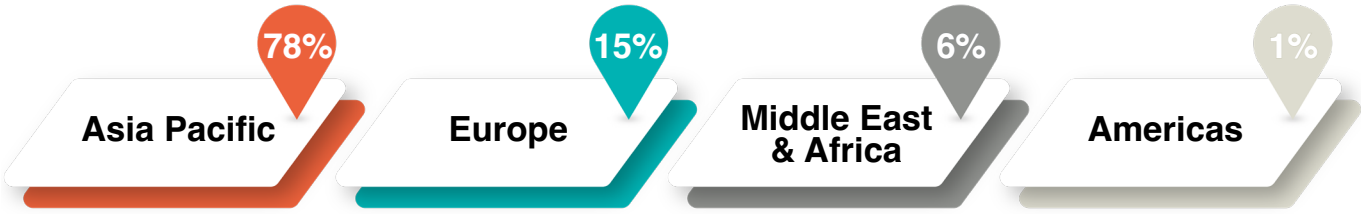
Financial Data 2024



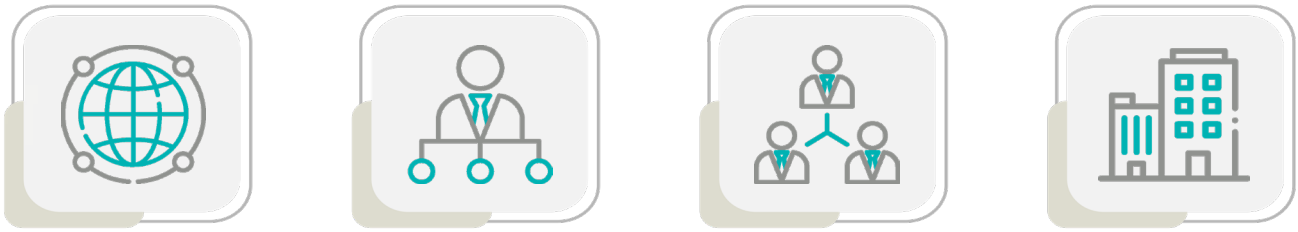
US$ 359.8m

Total combined fee income

Revenue by region (%)



Global presence



62	290+	6200+	140+
Network Firms in 60 Countries/ Territories	Partners	Staff	Offices

Network Firms with Local Ranking*

#12	Greater China	#13	Malaysia
#11	Hong Kong	#18	Netherlands
#16	Australia	#11	Nigeria
#16	Brazil	#15	Saudi Arabia
#12	Egypt	#16	Singapore
#18	Germany	#15	Turkey
#16	Italy	#9	UAE
#8	Japan	#20	UK

Source: International Accounting Bulletin
*Among the mid-tier networks

Network Firms' Highlights

Reanda China: Forging Ahead Towards Sustainable Growth

2024 was a year of milestone significance for Reanda China as it embarked on its second 30-year development phase. Since taking office in 2023, the 4th Partnership Management Committee has led Reanda China with an unwavering commitment to its founding mission, navigating the complexities of domestic and global political and economic landscapes, a challenging capital market environment, and heightened industry regulations. According to the data published by the Chinese Institute of Certified Public Accountants (CICPA) in November 2024, Reanda China advanced two places in the industry rankings, securing 18th overall and 15th among local firms in 2023. Following the restructuring, the number of partners at Reanda China increased from 30 to 73 at the meeting convened in 2024.

Reanda China has maintained its focus on quality, sustainability, and steady growth in 2024, the "Year of Sustainable and High-Quality Development", building on the momentum of the "Year of Integrated Management Enhancement" and the "Year of Diversified Development".

In 2024, Reanda China made significant strides in client structure and business quality. Notably, the firm conducted the annual financial statement audit (2021-2023) for Evergrande Real Estate Group, won the bid for AVIC's 2024 annual financial statement audit, and provided all-rounded professional services for cross-border investments and M&A activities of Ningbo Port. Additionally, Reanda China supported debt issuance and annual audits for enterprises such as Daqing Urban Construction Investment and Development Co., Ltd. and delivered finance and tax-related services for JD.com's overseas operations.

To support IT application and business expansion, Reanda China established a data centre in July 2023 and signed a cooperation agreement with You Data Sum, a subsidiary of Yonyou Group. Over the past two years, Reanda China has successively launched a certificate system, management system, operations system, and electronic archive system, with an estimated investment of nearly RMB 5 million.

2025 marks a crucial year in achieving the objectives of the 14th Five-Year Plan. Reanda China is currently facing a number of political and economic challenges, both domestically and internationally, as well as regular oversight in the industry. To strengthen its foundation for continued growth, Reanda China has designated 2025 as the "Year of Risk Resistance Enhancement", reinforcing its commitment to sustainable and high-quality development.

Reanda Azerbaijan: An Overview of 2024

Reanda Azerbaijan, which began operating in 2024, provides professional services such as finance and accounting, strategic outsourcing, audit, tax consulting, human resources management and business advisory. In 2024, Reanda Azerbaijan gained various notable clients, including the National Bank of Iran, Yapi Kredi Bank Azerbaijan CJSC, Silk Way Insurance OJSC, Steel Engineering Construction LLC, SRJ Motors LLC and Hikvision Azerbaijan LLC.



Reanda Azerbaijan also emphasised team-building. All partners and personnel participated in the social activity organised by the firm. It was a fun and relaxing event that allowed team members to unwind and strengthen their bonds outside the workplace. Such activities are a great way to promote teamwork, boost morale, and create lasting memories among colleagues. Bowling games have also been beneficial for the staff in improving their efficiency and motivation.

Bangladeshi Correspondent Firm: Resilience and Achievements in 2024

In the challenging political landscape, Pinaki & Company, the correspondent firm of Reanda International, has demonstrated remarkable resilience and adaptability, solidifying its position as a leading name in Bangladesh's accounting and auditing sector. While many firms face uncertainties, the firm has remained steadfast, achieving significant milestones and paving the way for sustainable growth.

In 2024, the firm achieved remarkable growth in income of 245% compared to the previous year, reaching Tk. 91,953,285 (USD 835,938.95). This reflects its strong market presence and commitment to excellence.

Network Firms' Highlights

The firm's key accomplishments include establishing an office of 7,200 sq. ft., participating in the Southeast Asia Regional Meeting and the Annual Conference of Reanda International in Nepal and Jakarta, respectively, and successfully completing statutory audits for 447 clients. The firm has also strengthened its engagement with Chinese enterprises such as CIIC Bangladesh, Carlcare Bangladesh Ltd., and Ismartu Technology BD Ltd., reinforcing its global reach. Additionally, the firm's collaboration with DNCC highlighted its ability to serve both the public and private sectors.

Embracing technological advancements, the firm has implemented CaseWare for efficient audits and adopted cloud-based documentation via OneDrive, ensuring enhanced security and accessibility.

Despite economic and political challenges, the firm's strong client base of nearly 500 keeps its team fully engaged, reflecting its resilience and operational strength.

The firm remains committed to innovation, client satisfaction, and professional growth. Guided by these values, it continues to navigate challenges, seize opportunities, and set new industry benchmarks.



Reanda Cameroon: A Journey of Excellence and Innovation

Reanda Cameroon is a dynamic and dedicated consultancy firm based in Douala, Cameroon. Since its inception in 2019, the firm has been committed to delivering professional and innovative solutions to businesses across Central and West Africa.

Major Business Developments

Foundation and Early Years:

Reanda Cameroon was established with a vision to provide top-notch audit, accounting, and advisory services. The firm quickly gained recognition for its bilingual team, proficient in both French and English, catering to a diverse clientele.

Expansion of Services:

Over the years, Reanda Cameroon expanded its service offerings to include OHADA IFRS Accounting, Tax & Legal Services, Audit and Assurance, and Risk & Financial Advisory. This diversification has allowed the firm to address a broader range of business needs and challenges.

New Branch Offices:

Reanda Cameroon further expanded its reach by opening branch offices in Bamenda and Yaounde. This strategic move has allowed the firm to serve clients in different regions of Cameroon better and enhance its market presence.

Strategic Partnerships:

Reanda Cameroon has forged strategic partnerships with various organisations, enhancing its ability to deliver comprehensive solutions. These collaborations have been instrumental in the firm's growth and success.

Technological Integration:

Embracing modern technology, Reanda Cameroon has integrated advanced analytics and predictive modelling into its services. This shift has enabled the firm to provide data-driven insights and support clients in making informed business decisions.

Member of Reanda International:

In June 2024, Reanda Cameroon joined Reanda International. This partnership has further strengthened the firm's capabilities and expanded its reach, allowing it to provide high-quality services and navigate the complexities of the global business environment.

Client-Centric Approach:

The firm's commitment to client satisfaction has been a cornerstone of its success. Reanda Cameroon's agile and consistent approach ensures clients receive tailored solutions that meet their unique needs and objectives.

Recent Achievements:

Reanda Cameroon has reported significant revenue growth in recent years, reflecting its strong market presence and client trust. The firm continues to expand its team and enhance its capabilities to stay ahead in the competitive consulting landscape.

Reanda Cameroon remains dedicated to its mission of delivering sustained outcomes for organisations, their customers, stakeholders, and communities. With a focus on innovation, expertise, and client satisfaction, the firm is poised for continued success in the years to come.

Network Firms' Highlights

Reanda Cyprus 2024: Financial Stability and Growth Expectations

Cyprus has shown a strong growth of 3.6% in 2024, following a 2.5% growth in 2023, with interest rates stabilising and moderately reduced towards the end of the year. This positive momentum is expected to continue, with economic growth forecasted at 2.8% in 2025 and 2.5% in 2026. Inflation still poses a threat; CPI rose by 2.9% in 2024 but has gradually reduced since its 8.1% peak in 2022. Supported by dynamic growth, the labour market is performing well. The general government balance is expected to remain in surplus over 2025-2026, while the public debt-to-GDP ratio is set to decrease further to 55% by 2027.

Despite the instability in the region of the eastern Mediterranean region, tourism had a record year in 2024 in terms of the total number of arrivals to the island's airports. The construction and development sectors, as well as the financial services sector, have also remained strong and contributed to the economy's growth.

Reanda Cyprus has shown a stable performance in 2024, with both its clientele base and employee numbers increasing by around 3.5%. The firm continually strives to exploit new opportunities through tax and inward investment incentives, as its core expertise is international tax structuring. Reanda Cyprus proudly announced that during the year, the firm has successfully passed the rigorous Audit and AML Monitoring Reviews by the regulator in conjunction with the ACCA and was certified as a Great Place to Work Employer by the relevant institution.

Reanda Cyprus is also working hard to remain a key member of Reanda International. One of the firm's objectives for 2025 is to keep promoting the Reanda brand and seek membership interest from high-quality CPA firms across Europe and other regions with which the Network may work. Reanda Cyprus is thankful for the continuous recruitment efforts by all network firms around the globe and extends the warmest welcome to those firms that have joined the Reanda family during 2024.

Reanda Greece 2024: Pioneering Growth and Sustainability

2024 has been a year of dynamic advancements and strategic growth for Reanda Greece. The firm experienced an increase in turnover of 38.3% for the year. Leveraging the strong economic momentum, Reanda Greece has achieved significant milestones that reflect its commitment to excellence and its role as a trusted member of Reanda International. Here are the highlights of 2024:

Expansion of Service Offerings

Reanda Greece has expanded its services and is actively participating in the evaluation of investment projects aimed at the economic development of businesses. In addition to the Greece 2.0 program, which has a budget of €35.9 billion, other development programs finance businesses directly through soft loans or tax exemptions. Reanda Greece has undertaken the evaluation of large investment programs with a sense of responsibility and commitment, contributing to their implementation and the recovery of the national economy.

Renewable Energy Projects

With the experience and know-how, Reanda Greece now possesses from various investment and development programs. The firm has now played a pivotal role in advising several large-scale renewable energy projects. Notably, the firm served as a key advisor for a €200 million solar energy initiative, contributing to Greece's ambitious renewable energy goals. Its expertise in project management, financial advisory, and regulatory compliance has positioned the firm as a trusted partner in the energy sector.

Auditing, Collaboration, and Networking

By strengthening the ties within the Network, Reanda Greece has successfully collaborated with the network firms, particularly in the areas of taxation, international business expansion, and auditing. The most important service provided by the firm remains the audit service, and its clientele continues to grow year after year.

Sustainability and Community Engagement

In alignment with its corporate social responsibility goals, Reanda Greece participated in a series of community initiatives focused on promoting environmental awareness and supporting local businesses. These efforts have reinforced its role as a socially responsible organisation dedicated to making a positive impact.

Looking ahead to 2025, Reanda Greece is committed to fostering innovation, enhancing client services, and strengthening collaboration within the Network. The firm extends its gratitude to its clients, partners, and fellow network firms for their continued trust and support. Together, Reanda Greece looks forward to achieving even greater milestones in the years to come.

Network Firms' Highlights

Reanda Hong Kong: A Pivotal Player in the Belt and Road Initiative (BRI)

The Hong Kong economy posted moderate GDP growth of 2.5% in 2024, mainly supported by a continuous increase in exports of services, despite a decline in private consumption expenditure. The Hong Kong SAR Government continues to deploy significant funding and tax incentives to promote economic growth, particularly in sectors such as green technology, green financing, biotechnology and biohealth, AI innovations, family office establishment, and new immigration investment schemes. These incentives have prompted many Chinese enterprises to choose Hong Kong as their springboard to overseas markets.

Highlights of Reanda Hong Kong in 2024:

1. Hosted the Hamriyah Free Zone Investment Roadshow Promotion Forum in Hong Kong.
2. Cooperated with the Hong Kong Science and Technology Youth Federation to receive Chinese business delegates.
3. Assisted the Hong Kong Science and Technology Park (HKSTP) delegation during their visit to Riyadh.
4. Visited the Qianhai Authority to explore business opportunities and future collaboration strategies.
5. Actively discussed with the Hong Kong Productivity Council (HKPC) to organise business delegations for visits to the Middle East.
6. Actively visited and discussed with green technology organisations in Tianjin and Shanghai to cooperate on carbon reduction projects.

In conclusion, Reanda Hong Kong is strategically positioned to play a pivotal role in the Belt and Road Initiative, leveraging its unique advantages to facilitate international business opportunities across various sectors. Reanda Hong Kong remains committed to supporting enterprises in their global expansion efforts and promoting the services of Reanda International's global network firms.

Reanda Hungary: An Overview of 2024

2024 has been a milestone year in the development of Reanda Hungary. During this year, the firm actively implemented the guidance of Chairman Mr. Huang, which emphasised "actively expanding Chinese corporate clients and enhancing professional capabilities," and achieved remarkable results.

Highlights of Reanda Hungary in 2024:

Successful Expansion of Client Base

Reanda Hungary has successfully signed contracts for tax services, legal consulting, and visa services with numerous Chinese enterprises in the region. The firm has engaged with various new clients, including China Southern Airlines, Hainan Airlines, JD Industrial, iFLYTEK, and China National Chemical Engineering Group Corporation Ltd. These partnerships have further strengthened Reanda Hungary's influence in the Central and Eastern European market.

Joining Reanda Consulting Network

In November, Reanda Hungary officially became a full member of Reanda Consulting Network. This important milestone marks a new phase in the development of Reanda Hungary.

Ongoing Optimization of Internal Management and Professional Team Development

While expanding its client base, Reanda Hungary also prioritised internal management improvement and team development. Several highly experienced finance, law, and taxation professionals were recruited, and regular training programs were implemented to enhance the team's comprehensive service capabilities.

Looking ahead to 2025, Reanda Hungary will continue strengthening its talent pool and building a structured team. The firm will focus on in-depth research of Hungary's financial, tax, and industry regulations, systematically compiling and translating relevant laws and policies to create a Chinese-language database, thereby providing clients with more precise and efficient service support. Reanda Hungary will actively expand its business in Slovakia and Serbia, planning to establish joint ventures with local accounting and law firms to offer more comprehensive cross-border financial, legal, and tax services. Furthermore, the firm will explore asset and equity mergers and acquisitions to meet the growing investment demands of Chinese enterprises in Central and Eastern Europe.

Indian Correspondent Firm: An Overview of 2024

N.K.S Chauhan & Associates, Chartered Accountants, a correspondent firm of Reanda International, participated as an observer in the Southeast Asia and South Asia Regional Meeting of Reanda International hosted by Reanda Nepal in Kathmandu, Nepal, on 20 September 2024. During the regional meeting, an MoU was signed between Reanda International and N.K.S Chauhan & Associates, Chartered Accountants. Subsequently, the firm's partners participated in the Reanda International Annual Conference 2024, held in Indonesia in November. During the conference, the firm signed the Correspondent Firm Agreement with Reanda International, further strengthening its ties with Reanda International.

Network Firms' Highlights



On 10 December 2024, Partner Mr. Bharat Rijal, accompanied by other partners Mr. Chauhan and Mr. Amarjeet, met with Mr. Robin Jiang, Chairman of the SINO-INDIA Chamber of Commerce, in Gurugram. During the meeting, several key matters were discussed. Notably, Mr. Robin Jiang also holds the position of CEO at CCTEB India Pvt. Ltd., a subsidiary of CSCEC. Mr. Jiang was formally introduced to the presence of the Reanda brand in India. Mr. Bharat Rijal provided an overview of Reanda Nepal's establishment and its ongoing support for the Chinese Enterprise Association of Nepal (CEAN). This includes regular updates and training sessions on post-budget tax law changes, assistance in publishing the Corporate Social Responsibility Report and Business Environment Report for Chinese enterprises, and technical and ad hoc support on various matters. N.K.S Chauhan & Associates, Chartered Accountants, expressed interest in joining the SINO-INDIA Chamber of Commerce and will soon begin the formal application to join the chamber.

Reanda Indonesia: Strengthening China-Indonesia Business Relations through Strategic Collaborations



In 2024, Reanda Indonesia hosted the 8th Belt & Road Business Services Forum and the Reanda International Annual Conference, welcoming over 250 participants representing more than 47 Chinese and 85 local companies. The event featured leadership addresses, keynote speeches, and dialogues aimed at the high-quality development of cross-border enterprises under the "Belt and Road" Initiative.

Leadership addresses included Mr. Jinhui Huang (Reanda International), Mr. Zengwei Jiang (Former Vice Minister of Commerce, PRC), and Mr. Shangbin Sun (China Chamber of Commerce in Indonesia). Keynote speakers presented strategic topics such as government policies to support foreign investment (by the Indonesia Investment Coordinating Board), opportunities in Indonesia's new capital (by the Nusantara authority), and tax and customs incentives (by the Ministry of Finance).



The Forum also launched the bilingual Indonesia Investment Guide and featured the signing of a strategic cooperation agreement with SEZ Grand Batang City, marking a move into the real estate brokerage business for industrial estates.

During the big events, Reanda Indonesia paid a visit to the Chinese Embassy, where they were received by the Minister Counsellor Mr. Li Hongwei, who highlighted the rising Chinese investments and key reporting requirements to which Reanda International may contribute significantly. Another notable visit was to the China Chamber of Commerce in Indonesia, where they were welcomed by Mr. Sun Shangbin, Country Manager of Bank of China Indonesia.

2024 also marked pivotal changes in the leadership board of Reanda Indonesia. New partners specialising in tax litigation and customs joined the leadership board to strengthen its tax practice. The firm also welcomed Ms. Daisy Peng, a Chinese national and expert in international business and marketing, to strengthen its China Desk practice in serving the growing foreign direct investments. Darong Beauty and Shenzhou International Group Holdings Ltd were major clients that recently acquired land in SEZ Kendal to build manufacturing businesses.

Network Firms' Highlights

Reanda Macau: An Overview of 2024

In 2024, Reanda Macau experienced a year of steady growth and diversification in its service offerings. A significant portion of its assignments was dedicated to company secretarial services and anti-money laundering (AML) compliance requirements, reflecting the increasing regulatory demands in the region. These tasks underscored the firm's commitment to ensuring that its clients adhere to the highest corporate governance and legal compliance standards.

Additionally, Reanda Macau was pleased to secure new assurance projects referred by the network firms, which expanded its portfolio and strengthened its collaborative relationships within the industry. These opportunities allowed the firm to showcase its expertise and deliver high-quality services to a broader client base.

The firm's local tax services remained a cornerstone of its operations, maintaining a stable volume of work throughout the year. This consistency highlights clients' trust in the firm to navigate the complexities of tax regulations and provide reliable solutions.

Overall, 2024 was a year of balanced growth for Reanda Macau, marked by an increase in compliance-related work, new assurance engagements, and sustained tax services. Reanda Macau looks forward to building on this foundation in the coming year and continues to deliver exceptional value to its clients.

Reanda Malaysia: An Overview of 2024

Malaysia's economy in 2024 is marked by consistent growth, targeted initiatives, and a dedication to innovation and sustainability. The Malaysian government keeps up its efforts to promote digital transformation, sustainable development, and human capital enhancement to drive long-term economic resilience.

In 2024, Malaysia's economy is projected to grow steadily, driven by robust domestic demand and strong export performance. A balanced recovery from the global disruptions brought on by the pandemic is anticipated, with the GDP growth rate hovering around 4.5%. Numerous government programs designed to boost economic activity and improve the business climate are supporting this expansion.

In September 2024, Reanda Malaysia took part in the 17th World Chinese Entrepreneurs Convention (WCEC) held in Kuala Lumpur, Malaysia, by participating in the exhibition and business matching, while Mr. LL Koong, Managing Partner of Reanda Malaysia, played an important role in organising the event, particularly the business matching session, of which he is the organising chairman. About 4,000 local and international delegates from all over the world attended the 17th WCEC, including 1,500 from China and another 1,500 from other regions such as the Americas, the Middle East, Africa and Europe, etc., making it a vibrant and diverse event.

Reanda Malaysia successfully held its annual budget seminar physically on 13th November 2024, collaborating with the local mainstream media and a commercial bank. The annual seminar, which commenced in 2008, was held virtually during the pandemic, and it finally returned to a face-to-face format this year, receiving overwhelming support from clients, associates and the public.

Mr. LL Koong has also been appointed by Shanghai Jiao Tong University, China, as their Asia-Pacific visiting professor for the EMBA Programme of Antai College of Economics and Management on 26 March 2024. This appointment aims to support the development of potential and outstanding entrepreneurs, foster collaboration between Malaysian and Chinese businesses, and improve entrepreneurs' knowledge and best practices.

Looking forward, Malaysia's economic growth is predicted to remain steady in 2025, despite external uncertainties such as US tariff policies and global trade dynamics, due to the country's strong domestic resilience and strategic policy measures as significant economic factors.

Reanda Nepal: An Overview of 2024

Reanda Nepal has made significant strides in its operations, reflecting continuous growth and commitment to excellence. Reanda Nepal remains actively involved in global and regional collaborations.



On 20 September 2024, the firm successfully hosted the Southeast Asia and South Asia Regional Meeting in Kathmandu under the theme "Year of Sustainability and High-Quality Development". This hybrid-format event brought together participants from across the

Network Firms' Highlights

region, fostering dialogue and cooperation. Furthermore, Reanda Nepal participated in the Reanda International Annual Conference held in Indonesia in November 2024, strengthening its network relationship and knowledge-sharing initiatives.

A significant milestone for the firm was becoming a founding member of Reanda Consulting Network. To further this initiative, Reanda Nepal actively participated in a virtual meeting of network firms, contributing to strategic discussions and collaboration.

The firm has proactively engaged with numerous prospective clients, receiving positive responses. Additionally, its dedication to professional standards has been recognised by the Tax Authority of Nepal, which has entrusted Reanda Nepal with the responsibility of conducting training sessions for tax officers.

Additionally, Reanda Nepal has commenced providing technical assistance to the Chinese Enterprise Association of Nepal (CEAN) for the publication of the Corporate Social Responsibility (CSR) and Business Environment Report (BER). This initiative aims to support Chinese enterprises operating in Nepal by offering critical insights into corporate social responsibility and the local business environment.

Reanda Netherlands: An Overview of 2024

Reanda Netherlands continued to enhance its position as the alternative audit firm for international companies doing business in the Netherlands. The turnover increased with 79% in 2024 vs 2023.



With more than 30 nationalities and a majority of female staff, Reanda Netherlands has been recognised by various audit associations in the Netherlands as a leading firm in relation to diversity and inclusion. Reanda Netherlands' NetZeroNow initiative makes the firm a frontrunner in ESG in the Netherlands. Reanda Netherlands' quality-driven culture is demonstrated by its continuous investments in learning and development. As an ACCA-approved employer, Reanda Netherlands has added international audit talent to the Dutch labour pool. Besides Dutch-qualified auditors, the firm has various non-Dutch qualified auditors in its team, including ACCA and US CPAs. In a very tight labour market, the firm has been able to attract qualified staff, also from the Big 4. The firm has hired 20 new employees, including one certified Dutch auditor. Its people-centred culture is also reflected in the fact that only two employees left the firm in 2024.



Reanda Netherlands operates mainly as a group auditor as per ISA 600 or as a component auditor instructed by the group auditor. This positioning makes the firm recognised as a specialist in complex, transnational audits. Its clients are mainly (subsidiaries of) larger international companies listed on stock exchanges or owned by international private equity.

Nigerian Correspondent Firm: An Overview of 2024

Audit Quality:

Gbenga Badejo & Co., the correspondent firm of Reanda International, remains dedicated to providing exceptional audit services, emphasising transparency, accuracy, and regulatory compliance.

Training:

To stay current with the latest accounting standards and industry best practices, the firm organised in-house training sessions led by its own subject matter experts. This initiative enhanced the team's knowledge, skills, and compliance, ensuring the firm continues delivering exceptional services.

Awards and Recognition:

The firm's Managing Partner, Sir Gbenga Badejo FCA, KJW, was conferred with the esteemed Sir Ahmadu

Network Firms' Highlights

Bello Sardauna's Distinguished Leadership Award of Excellence by the National Association of Northern Nigerian Students (NANNS) in recognition of his remarkable contributions to education.

Professional Membership:

During the year under review, the firm's Managing Partner became a member of The Chartered Institute of Directors Nigeria (CIoD Nigeria). CIoD Nigeria is a not-for-profit membership organisation which enjoys the support of key market core institutions, namely the Securities and Exchange Commission (SEC), the Nigerian Exchange Limited (NGX), the Financial Reporting Council (FRC) of Nigeria, the Corporate Affairs Commission (CAC) as well as international multilateral organisations such as the International Finance Corporation (IFC).

Annual Retreat:

During the year, the firm hosted its annual retreat, themed "Adversity is the Mother of Invention". This thought-provoking theme inspired meaningful discussions, innovative ideas, and strategic planning, ultimately strengthening the team's resilience and creativity.

- The retreat featured insightful presentations from Mr. Kayode Olagesin: "Strategy for Competitive Advantage in a Service Firm"
- Dr. Oluseyi Olanrewaju: "The Future of Auditing, Financial Reporting, and Corporate Governance"
- Mr. Abayomi Olayinka: "Building a Resilient Workforce in Uncertain Times and Achieving Peak Performance"



Reanda Pakistan: An Overview of 2024

The year 2024 has been a landmark year for Reanda Pakistan, marked by expansion, collaboration, and professional growth. It began with strategic negotiations to enhance the firm's footprint by incorporating new partners with diverse expertise and geographical reach.

A major milestone was the firm's rebranding from Reanda Haroon Zakaria & Co to Reanda Haroon Zakaria Aamir Salman Rizwan & Co, officially announced by the Institute of Chartered Accountants of Pakistan (ICAP). This restructuring strengthened its presence in Karachi, Lahore, and Islamabad with full-fledged offices, increasing its partners from six to nine and diversifying its clientele and service offerings. Looking ahead, Reanda Pakistan aims to synergise its offices for exponential growth in 2025.

The firm has also expanded its global collaborations, notably with Reanda Saudi Arabia through staff secondment programs. In December 2024, Reanda Pakistan's partners met with the management of Reanda Saudi Arabia in Riyadh to explore further cooperation. Such initiatives, including technical work referrals and offshore assignments, enable firms to leverage specialised expertise while maintaining cost efficiency and high-quality output.

Business growth was driven by acquiring major clients in the lifestyle and home furnishing sector, as well as the rice and surgical goods industries. Additionally, 34 students graduated from training programs, with 99 new trainees inducted under ICAP regulations.

Reanda Pakistan also demonstrated its legal and advisory expertise by facilitating an acquisition of a bilateral investment entity jointly owned by Pakistan and a neighbouring country and by representing high-net-worth individuals in legal and financial matters, including facilitating complex repatriation proceedings to ensure efficient international financial transactions with central bank regulatory adherence.

Looking forward, Reanda Pakistan remains committed to strengthening its market position, enhancing client services, and diversifying its portfolio under Reanda International's esteemed banner.

Network Firms' Highlights

Reanda Saudi Arabia: An Overview of 2024

Reanda Saudi Arabia proudly announces the appointment of Mr. Abdulaziz Alnaim as the Chairman of the Board of Directors, marking a significant milestone in the firm's leadership. The firm also announced the promotion of Shoruq Alsuhemi, Abdulaziz Al-Sultan, and Sarah Almutairy to partners, reinforcing its position in the professional consulting sector.



The firm continues its upward trajectory, securing the 15th position in the International Accounting Bulletin (IAB) 2024 ranking in Saudi Arabia among the mid-tier networks. This recognition highlights the firm's dedication to delivering outstanding accounting and consulting services.

Reanda Saudi Arabia has played a key role in multiple high-profile collaborations throughout 2024.

- In real estate development and investment, Reanda Saudi Arabia signed an MoU with Sad Al Gharb, aiming to support and develop real estate investments in alignment with Saudi Vision 2030.
- In the academic field, an agreement was signed with Imam Abdulrahman Bin Faisal University to enhance cooperation in professional and scientific knowledge and skills, contributing to national talent development.
- In legal and consultancy services, the firm signed an agreement with Vision Advocates and Legal Consultants, expanding collaboration in the financial, legal, and advisory fields.

Additionally, participating as a Silver Professional Partner in the Accounting Technology Conference organised by SOCPA solidifies the firm's role in advancing the accounting profession through technological integration and innovation. The firm also participated as the professional sponsor of the "Insights on Investment in Saudi Arabia – Real Estate Sector" forum, organised by Sad Al Gharb Real Estate in Dubai.

On the international stage, Reanda Saudi Arabia played a crucial role in organising the MOU signing ceremony between Hong Kong start-ups and Saudi investors, attended by Hong Kong's Financial Secretary, Mr. Paul Chan. The event, held under HKSTP's umbrella, underscores the firm's efforts to facilitate cross-border investment and economic collaboration between Saudi Arabia and Hong Kong.



Moreover, Reanda Saudi Arabia takes great pride in collaborating with Reanda International to expand CPA firms across the Gulf region, strengthening its presence and fostering professional growth.

Reanda Singapore: An Overview of 2024

In 2024, Reanda Singapore celebrated its 30th anniversary, marking three decades of excellence in public accounting. Over the years, the firm has empowered businesses with innovative solutions and built lasting client relationships grounded in trust and excellence. This milestone reflects the collective efforts of its talented team, supportive clients, and partners. The celebrations highlighted its commitment to embracing change and driving sustainable growth for clients in a dynamic business landscape.



Network Firms' Highlights

One of the key milestones in celebrating its 30th anniversary was the establishment of a Sustainability Team to harness the rising opportunities in Sustainability Reporting Assurance locally and globally. Reanda Singapore will continue prioritising innovation and sustainability and delivering outstanding value to the stakeholders.

Below is a summary of the firm's key initiatives and achievements:

1. Collaborating with Singrass Singapore to advance sustainability by guiding clients in adopting innovative technologies and green practices, reflecting the firm's commitment to environmental stewardship. By embracing sustainable practices like Singrass hydroponics, the firm is doing its part to support the stakeholders and the planet.
2. Collaborating with its large charity client, Jamiyah Singapore, for Reanda Singapore to contribute to community welfare projects, reinforcing its dedication to uplifting communities and promoting inclusivity.
3. As part of its environmental responsibility, Reanda Singapore also participated in beach and park clean-up drives under the "Keep Singapore Clean Movement". These initiatives aim to protect marine and park ecosystems, raise awareness about cleanliness, and inspire collective action to preserve Singapore's natural beauty. The firm's involvement highlights its efforts to foster a culture of sustainability and community pride.
4. Reanda Singapore adopted transformative technologies, including tools like Microsoft Co-pilot, Data Snipper, and other artificial intelligence software, to streamline workflows, strengthen data security, and enhance client experiences.

Through its multifaceted approach to growth, innovation, and social responsibility, Reanda Singapore continues to lead in delivering excellence while contributing positively to society and the environment.

Reanda Taiwan: A Year of Growth and ESG Leadership

In 2024, Reanda Taiwan continued to grow and strengthen its position in Taiwan's professional services industry. The firm worked hard to enhance its services, build strong relationships with clients, and increase its influence in the market.

One of the biggest achievements this year was the expansion of the Sustainable Development Services Department. As more companies focus on sustainability, Reanda Taiwan has introduced ESG consulting services to help businesses with GHG inventory, ESG reporting, and GHG/ESG report inventory assurance. The firm guided many clients in following global ESG standards such as GRI, TCFD, and SASB, helping them achieve long-term success and meet regulation standards.

Additionally, Reanda Taiwan organised ESG workshops to raise awareness and support companies in adopting sustainable business practices. Through these efforts, the firm became a trusted ESG advisor, helping businesses succeed while protecting the environment.

Looking ahead, Reanda Taiwan will continue to focus on innovation, sustainability, and client success, creating greater value for businesses and society.

Reanda Tajikistan: A Year of Growth and Innovation in 2024

2024 was a successful year for Reanda Tajikistan, characterised by robust growth and expanded service offerings. Capitalising on the increasing dynamism of the Tajikistani market, Reanda Tajikistan excelled in its core competencies: accounting, taxation, and business registration, providing essential support to both established and emerging businesses. A key achievement was the launch of outstaffing services, a new solution quickly adopted by companies looking to optimise resource management.

Tajikistan experienced a surge in foreign direct investment in 2024, driving the creation of new ventures across diverse sectors. China, the United States, Russia, Turkey, and the United Kingdom led the way in investment, injecting capital and fostering a more competitive environment. Separately, significant changes to the tax system required careful navigation. Reanda Tajikistan played a crucial role by holding dedicated consultations to ensure clients were well-informed and compliant with these evolving tax laws.

Looking ahead, Tajikistan's growing emphasis on a "green" economy presents exciting opportunities. With the implementation of the Strategy for the Development of the "Green" Economy in the Republic of Tajikistan (2023-2037), the private sector is increasingly focused on sustainable practices. Reanda Tajikistan is well-positioned to support businesses in this transition, offering expertise and guidance to align their operations with green initiatives and contribute to a more sustainable future for Tajikistan.

Network Firms' Highlights

Reanda Thailand: An Overview of 2024

As 2024 followed the pandemic and marked a year of adjustment, Thailand is now ready to enhance its competitive capabilities. However, competition in the professional services market in Thailand remains tough. Reanda Thailand has boosted its credibility and competitive advantage to overcome such competition through practical advice and solutions. The firm gains more reliability by being a director of the Thai CPA Firms Association, a non-profit organisation that contributes to local universities and supports accountants and CPAs. The activities include knowledge sharing and participation in a committee in governmental agencies such as the Department of Business Development (DBD) and the Revenue Department.

For international cooperation, Reanda Thailand has established closer ties with Reanda International's regional firms in Asia and Southeast Asia, for example, Reanda China, Reanda Malaysia, Reanda Singapore, Reanda Taiwan, Reanda Indonesia, Reanda Philippines, Reanda Australia, Reanda UAE and Reanda Nepal, facilitating referrals and "hand-in-hand" working groups.

In 2024, Reanda Thailand expanded its services to include new potential offerings such as transfer pricing, information security management system (ISMS), PDPA management and ESG management in addition to traditional services like auditing, internal auditing, and business consulting.

The new Foreign Direct Investment (FDI) will focus on potential sectors such as EV parts, manufacturing and high-technology industries. There have been many enquiries and a great deal of interest in investment from these sectors. Reanda Thailand maintains close cooperative ties with both the Beijing Headquarters and the Tianjin branch of Reanda China, particularly in efforts to win new engagements.

Reanda Tunisia: A Year of Bold Growth and Big Wins

2024 was a game-changer for Reanda Tunisia. As a core firm in the Network, Reanda Tunisia took bold steps to expand, innovate, and make an impact across Africa and the Middle East.

Reanda Tunisia quick-started the year at the Middle East and Africa Regional Meeting by defining its vision and priorities. The firm also made waves at FITA 2024, proudly showcasing the presence of Reanda at the conference in collaboration with TABC.



Reanda Tunisia broke into new markets in Mauritania, Cameroon, Mali, and Saudi Arabia. In Mali, the firm partnered with the Agence Malienne de Régulation des Postes et Télécoms and tackled the digital addressing feasibility, while in Cameroon, it played a key role in crafting a strategic plan for Campost. In Mauritania, the firm evaluated governance maturity, while in Guinea, it worked on the national investment strategy. Further south, the firm joined hands with BERD Ivory Coast to develop the investment ecosystem strategy. The highlight of the year was its strategic mission at Saudi Arabia's Royal Palace, which solidified its expertise in high-level consultancy and signalled the official initiation of its Gulf expansion.

Most importantly, Reanda Tunisia took the opportunity to leave a significant mark at the local level through its collaboration with the IMF on anti-corruption measures, showcasing its commitment to good governance. The firm celebrated the end of the year with CEO Ms. Nadia Yaich being nominated as one of Tunisia's top 100 leaders by Le Manager and crowned Francophone Women of the Year.

Reanda Tunisia is coming stronger in 2025, with digital transformation projects in Guinea, national AI and digitalisation initiatives, and new market conquests in East Africa and the Gulf, including Oman. The firm is also launching certified internal control training with ICI USA.

Network Firms' Highlights

Reanda Turkey: An Overview of 2024

Reanda Turkey continued to successfully implement its overall business strategy despite the difficult economic circumstances of last year. In 2024, the inflation rate in Turkey increased significantly, creating difficulties in managing all businesses. High and persistent inflation was the main macroeconomic challenge. With an impressive growth rate of 44% compared to 2023, Reanda Turkey has positioned itself more and more as an alternative choice for international companies doing business in Turkey. The firm maintained its strong top leadership in 2024, laying the foundation for future growth.

Reanda Turkey adheres to the highest standards of ethics, compliance, and transparency in order to gain client acceptance while properly carrying out its various services. As a specialised audit firm focusing on group audits, Reanda Turkey is capable of delivering high-quality services to meet the complex needs of transnational clients. In 2024, Reanda Turkey also continued to expand its sustainability reporting team. In 2025, Reanda Turkey looks forward to further integrating into Reanda International's positive business landscape and expanding opportunities.

Reanda UAE: Highlights of 2024

Client Growth and Industry Impact

Reanda UAE has had a remarkable year in 2024, welcoming several high-profile clients, including Wemart, Dahua Technology, Yalla Technology. This expansion reflects the firm's growing influence on the UAE's diverse economy, reinforcing its reputation as a trusted business partner.

Award Recognition

In 2024, Reanda UAE has been honored once again with the prestigious DAFZA Recognition Award at the Dubai Airport Freezone (DAFZA) event. The firm received the Loyalty Award in recognition of its business contributions during 2023-2024. This accolade highlights Reanda UAE's continued excellence and dedication to delivering outstanding services in the business community.

Celebrating International Milestones

Reanda UAE celebrated global milestones, attending Reanda International's 15th anniversary and participating in FITA Tunisia's investment and entrepreneurship event.

Expansion and New Services

As part of its growth strategy, Reanda UAE introduced a new real estate consultancy division, expanding its service portfolio.

Reanda UAE secured approval from the Knowledge and Human Development Authority (KHDA) to offer professional training. This initiative began with online Corporate Tax courses, complete with exams and certifications, providing valuable learning opportunities for clients.



Firm Sponsorships

Reanda UAE sponsored a blood donation drive, underscoring commitment to give back to the community. The Consul General of India (CGI) attended the significant occasion to show support, engage with the cause, and represent the firm in this meaningful initiative.

Workforce Growth and Regional Collaborations

Reanda UAE prioritizes a positive, collaborative workplace culture, hosting various cultural events and team-building activities to strengthen connections among staff. These initiatives enhance teamwork and community, supporting the firm's success. Additionally, to accommodate growth, Reanda UAE has opened a new office to support its expanding operations and workforce.



Reanda UAE strengthens its regional presence through strategic collaborations and client referrals, expanding its footprint further into the Gulf.

Network Firms' Highlights

Reanda UK: 2025 – A Time for Change

Despite global challenges, Reanda UK has remained a pillar of strength for international businesses – enjoying fantastic growth as it becomes more closely aligned with the wider international network and explores new opportunities globally.

2024 was full of many highlights for the firm, but two, in particular, stand out – the European Regional Meeting and its new membership of Reanda Consulting Network.

A European Regional Meeting to Remember

Reanda UK took centre stage last year as it hosted the latest Reanda International European Regional Meeting in London. Held at the headquarters of the iconic Institute of Chartered Accountants in England and Wales (ICAEW), the meeting emphasised innovation in accountancy and strengthened ties within the Network. This prestigious event in the heart of this bustling capital gathered top accounting leaders from Reanda International's network firms across Europe to share knowledge and professional insights and forge closer ties.

Joining Reanda Consulting Network

The official launch of Reanda Consulting Network in November has been a transformative step for Reanda International. Reanda UK is proud to be a founding member of this new initiative as it broadens the service spectrum by attracting a diverse pool of specialists across various disciplines, such as business advisory, tax advisory, ESG consulting, IT and AI, and more.

A New UK Government

Reanda UK has had to navigate the incoming of a new Labour government and the inevitable changes this is bringing. Whilst other firms may be concerned about this shift in approach to tax and UK politics, Reanda UK remains optimistic about the business environment. The partners of Reanda UK understand that this presents both challenges and opportunities but remain eager to position the UK as a resilient and dynamic market for businesses.

Looking Ahead: Great People, Great Results

Looking forward, Reanda UK is poised for another exciting year as its parent firm, Grunberg & Co, prepares to launch their new branding with their sights focused on their core purpose of "Great People, Great Results." Grunberg & Co's purpose reflects their commitment to excellence and a belief in the power of their people to drive outstanding results.

Moving into 2025, the Reanda UK team is excited about the opportunities that lie ahead and is committed to providing exceptional value and innovative solutions to clients worldwide.

Activities and Events in 2024

January

Under the strategic direction of the Beijing Headquarters, Reanda Indonesia contributed to the publication of the “List of Tips for Chinese Enterprises to Invest and Operate in Indonesia” by the China Chamber of Commerce in Indonesia.





February

Chairman Mr. Huang visited the partners and staff of the Hong Kong Administrative Office, Reanda Hong Kong, and Reanda Macau during the Chinese New Year.





Reanda Saudi Arabia participated as an exhibitor at the International Petroleum Technology Conference (IPTC) from 12 - 14 February 2024 in Riyadh.

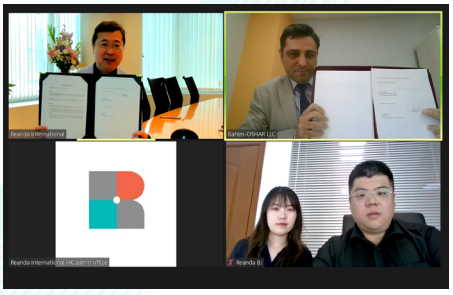




March



Reanda Hungary visited the Beijing Headquarters for a productive work meeting with Chairman Mr. Huang on 5 March 2024.



Reanda International announced the official membership of Reanda Azerbaijan LLC, effective 28 March 2024.



Chairman Mr. Huang welcomed Mr. Thomas Bohn, Director of the Greater Geneva Bern area (GGBa), along with Mr. Zhou Shun, head of the China office of the investment promotion agency, for an insightful discussion on 28 March 2024.

Activities and Events in 2024

March



Mr. Koong Lin Loong, Regional President of the Southeast Asia and South Asia Region of Reanda International and Managing Partner of Reanda Malaysia, visited the network firm in the Philippines.



The Reanda International “Belt and Road” Finance, Tax, and Law Supporting Center initiated the firm support project in Bangladesh.

April

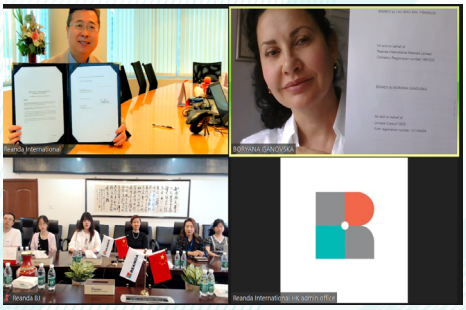


Reanda International celebrated 15 years of success with a grand appreciation dinner on 29 April 2024 in Beijing, attended by over 150 distinguished guests, including government leaders, business leaders and partners from the network firms of Reanda International.



The Beijing Headquarters hosted a symposium with Reanda Azerbaijan, Reanda Indonesia, Reanda Netherlands, Reanda Singapore and Reanda Taiwan, fostering valuable exchanges on international business cooperation on 30 April 2024.

May



Reanda International welcomed a new network firm, Univers Consult OOD, from Bulgaria on 10 May 2024.



The 48th International Tax Steering Committee Meeting took place on 24 May 2024, where key discussions on the future development of international tax collaborations and network publications were held.

Reanda UAE participated in the 14th China Overseas Investment Fair on 27 May 2024 in Beijing. Mr. Avinash Jagetiya, Managing Partner of Reanda UAE and Regional President of the Middle East and Africa Region of Reanda International, was invited to be a panel speaker.





Activities and Events in 2024

May



Reanda Netherlands hosted a visit from Reanda Australia and Reanda UK to foster collaborations.



Reanda Saudi Arabia hosted a visit from Reanda Tunisia and Reanda Egypt to foster collaborations.



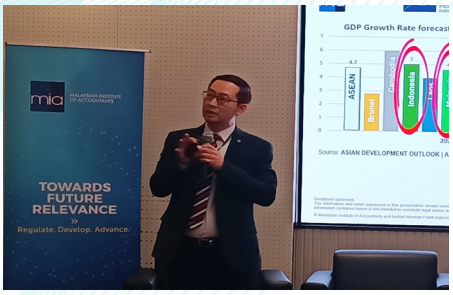
Reanda UAE hosted a visit from Reanda Egypt to foster collaborations.

June



Reanda Nepal held the Seminar on Labour Law and Local Employee Management on 2 June 2024 in Kathmandu and announced the release of the publication “Doing Business in Nepal 2024”.





Mr. Koong Lin Loong, Regional President of the Southeast Asia and South Asia Region of Reanda International and Managing Partner of Reanda Malaysia, was invited to speak at the Malaysian Institute of Accountants Seminar on 10 June 2024.

Financing Investment and Trade in Africa Conference 2024







Reanda International successfully hosted a side event and exhibited at the 7th Financing Investment and Trade in Africa (FITA 2024) international conference in Tunis on 11-12 June 2024, in collaboration with Reanda Cameroon, Reanda Saudi Arabia, Reanda Tunisia and Reanda UAE.



The 2024 Middle East and Africa Regional Meeting concluded successfully on 13 June 2024 in Tunis, Tunisia.



Reanda International announced the official membership of Afriq Brain Consulting Ltd (Reanda Cameroon), effective 13 June 2024.

Activities and Events in 2024

June

Reanda International was honored to receive Mr. Wang Dong, Deputy Director General of the Accounting Department of the Ministry of Finance of the PRC for an insightful exchange on 20 June 2024.



The UAE Hamriyah Free Zone Investment Roadshow Promotion Forum in China

The UAE Hamriyah Free Zone Authority partnered with Reanda International to organize investment roadshows in June 2024 in Shanghai and Hong Kong. Reanda International also facilitated one-on-one business meetings between the Authority and Chinese enterprises keen on investing in the Middle East.

Shanghai







Hong Kong



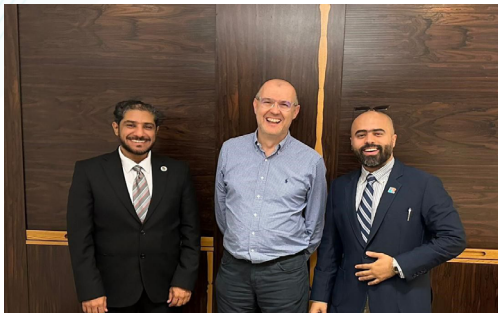




July



Reanda International had the honor of receiving Mr. Zhou Yaorong, Division Director of the Professional Services Division of the Qianhai Authority on 16 July 2024.



Reanda Saudi Arabia strengthened its ties with Reanda UK through a productive visit, enhancing inter-firm relationships on 4 July 2024.

Activities and Events in 2024

July

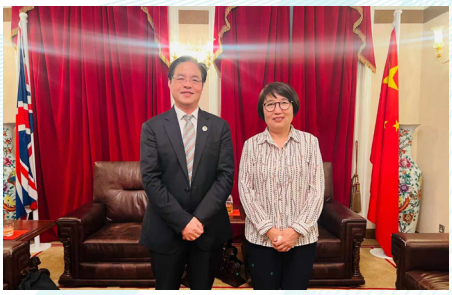
Chairman and CEO visited Europe and Central Asia

UK





The 2024 European Regional Meeting concluded successfully on 22 July 2024 in London, UK.

Chairman Mr. Huang, CEO Mr. Lau and Mr. Robert Bean, Managing Partner of Reanda UK, paid a courtesy visit to Minister-Counsellor Ms. Bao Ling of the Economic and Commercial Office of the Chinese Embassy in the UK on 22 July 2024.

Bosnia and Herzegovina



Meeting with Mr. Ahmet Egrlié, Vice Chairman of the Bosnia and Herzegovina Foreign Trade Chamber



Meeting with Mr. Li Hanzheng, Chief Representative of China Energy Engineering Corporation (CEEC) in Bosnia and Herzegovina



Meeting with Mr. Bao Xiaohui, General Manager of Huawei Technologies in Bosnia and Herzegovina



Meeting with Mr. Ma Shengju, Finance Manager of China State Construction Engineering (CSCEC) in Bosnia and Herzegovina



Meeting with the Bosnia and Herzegovina correspondent firm

Activities and Events in 2024

July

Azerbaijan



Courtesy visit to Mr. Ding Tao, Chargé d'Affaires of the Chinese Embassy in Azerbaijan



Meeting with Mr. Sabuhi Y. Gulmammadov, Executive Director of the Institute of Auditors in Azerbaijan



Meeting with Mr. Peng Da, Commercial Manager of PowerChina HuaDong Engineering Corporation (HDEC) Azerbaijan Branch



Meeting with Mr. Chen Qizheng, Director of Hikvision Azerbaijan



Meeting with Mr. Ahati, representative of SIBAKU Building Materials



Meeting with Mr. Bao Lijun, President of the Azerbaijani Overseas Chinese Association

Kazakhstan



Courtesy visit to Mr. Su Yu, Minister Counsellor of the Chinese Embassy's Economic and Commercial Counsellor's Office in Kazakhstan



Meeting with Mr. Temirlan Mukhanbetzhanov, Acting CEO of the Astana International Financial Centre



Reanda International welcomed a new network firm, Anderston Qazaqstan, from Kazakhstan on 29 July 2024.



Meeting with Mr. Xu Chuanlong, Commercial Manager of PowerChina Almaty



Meeting with Mr. Xu Hai, Deputy General Manager of Huawei Technologies in Kazakhstan



Meeting with Mr. Zhu Ruixi, Director of Special Financing and Investment Banking Department of the Industrial and Commercial Bank of China (ICBC)

Activities and Events in 2024

July

Tajikistan



Courtesy visit to Mr. Sun He, Minister Counsellor of the Chinese Embassy's Economic and Commercial Counsellor's Office in Tajikistan



Reception hosted by the Chinese Embassy in Tajikistan



Meeting with Mr. Zhou Zhiyuan, General Manager of Huaxin Cement Tajikistan



Meeting with Mr. Miao Hao, General Manager of Hunan Road and Bridge Construction Group in Tajikistan



Meeting with Mr. Wang Yangbao, Director of TBEA in Tajikistan



Meeting with Reanda Tajikistan



Reanda International and Reanda Hong Kong supported the Hong Kong Science and Technology Youth Federation in organizing a seminar for Chinese technology enterprises interested in going global on 26 July 2024.

August



Reanda Singapore collaborated with Singrass to implement Indoor Smart Eco Systems, promoting sustainability and biophilic design. They also host monthly team activities and donate harvested vegetables to The Food Bank Singapore, highlighting their commitment to environmental stewardship and community impact.

Activities and Events in 2024

September

Reanda Malaysia participated as an exhibitor at the 17th World Chinese Entrepreneurs Convention (WCEC) from 9-11 September 2024 in Kuala Lumpur.





Chairman Mr. Huang delivered a keynote speech at the Global Entrepreneurs Summit on Trade in Services which was hosted by the Global Alliance for Trade in Services on 12 September 2024 in China.





The 2024 Southeast and South Asia Regional Meeting concluded successfully on 20 September 2024 in Kathmandu, Nepal.





Reanda International serves as the Accounting Advisor and Supporting Organisation of BIOHK2024 for the third consecutive year.





October

Reanda UK hosted a distinguished Chinese delegation led by Mr. Jin Xiu, former Minister Counsellor of the Economic and Commercial Office of the Chinese Embassy in the UK and Chairman of the China Association of International Trade, and Ms. Wu Lin, Managing Director of the Bank of China London Branch and Secretary-General of the China Chamber of Commerce in the UK, on 8 October 2024.





Activities and Events in 2024

October

CEO visited Saudi Arabia in October 2024

Reanda Saudi Arabia participated as a Silver Professional Sponsor at the Accounting Technology Conference organised by the Saudi Organization for Chartered and Professional Accountants (SOCPA) on 16 October 2024 in Riyadh.



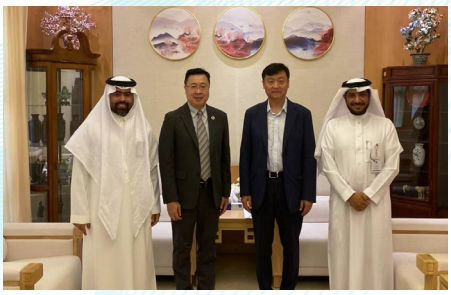




A group photo of the Reanda International delegation, including CEO Mr. Franklin Lau, Mr. Abdulaziz Alnaim, Chairman of Reanda Saudi Arabia, Mr. Rashed Awaji, CEO of Reanda Saudi Arabia and Dr. Sidney Tam, CEO of Reanda Consulting (HK), with Ms. Asmaa Resmouki, President of the International Federation of Accountants (IFAC) and Mr. Barry Melancon, CEO of AICPA&CIMA.



Dr. Sidney Tam, CEO of Reanda Consulting (HK), was invited to join a panel discussion to share his expertise and insights on AI.

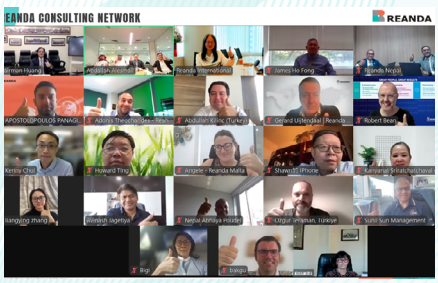


CEO Mr. Franklin Lau paid a courtesy visit to Mr. He Song, Minister-Counsellor for Economic and Commercial Affairs of the Chinese Embassy in Saudi Arabia, on 17 October 2024.

Reanda Saudi Arabia was honored to serve as an Organising Partner for the “Hong Kong Tech Disrupt” reception, hosted by the Hong Kong Science and Technology Parks Corporation (HKSTP) in Riyadh on 30 October 2024, connecting Hong Kong tech enterprises with Middle Eastern investors. The event was graced by Mr. Paul Chan, Financial Secretary of the HKSAR and Mr. Albert Wong, CEO of the HKSTP.







The Reanda Consulting Network Meeting took place virtually on 18 October 2024, gathering over 30 partners to exchange insights on the latest consulting developments.



The 2024 Asia and Oceania Regional Meeting concluded successfully on 24 October 2024 in Tokyo, Japan.



CEO Mr. Lau and Ms. Mo Jianjie, International Business Consultant of Reanda Japan, paid courtesy visits to the government officials and business organizations in Japan to enhance the Reanda brand’s presence.

Activities and Events in 2024

November

2024 Annual Conference in Jakarta, Indonesia - "Belt and Road" Business Services Forum

The 8th "Belt and Road" Business Services Forum and Reanda International's 15th Anniversary Celebration were successfully held on 28 November 2024 in Jakarta, themed "Empowering Cross-Border Enterprises for High-Quality Sustainable Development." Over 300 guests, including government officials, representatives of business organizations, and global partners from Reanda International, attended the Forum.

Keynote Speakers



Mr. Huang Jinhui, Chairman of Reanda International



Mr. Jiang Zengwei, former Deputy Secretary of the Party Leadership Group and Vice Minister of the Ministry of Commerce of the PRC, former Party Secretary and Chairman of the China Council for the Promotion of International Trade, and Chairman of the Board of the Global Alliance for Trade in Services



Mr. Sun Shangbin, Vice Chairman of the China Chamber of Commerce in Indonesia and President of the Bank of China Jakarta Branch



Mr. Riyatno, Deputy Chairman for Investment Climate Development at the Ministry of Investment and Downstream Industries/BKPM of the Republic of Indonesia

Keynote Presentations



Mr. Agung Wicaksono, Deputy of Financing and Investment of Nusantara Capital City, shared the investment overview of Indonesia's new capital, Nusantara.



Mr. Angga Brahmana Sukma, Marketing Director of Grand Batang City, presented the Indonesia strategic project investment opportunities in Grand Batang City.



Ms. Pande Putu Oka Kusumawardani, Head of National Revenue Policy of the Fiscal Policy Agency of the Finance Ministry of the Republic of Indonesia, presented the tax and customs incentives in Indonesia.



Ms. Kani Tillansia Pranata, Corporate Relationship Manager of Bank of Central Asia, discussed the roles of financial institutions in global business expansions.

Activities and Events in 2024

November

Panel Discussion





Mr. Koong Lin Loong, Regional President of the Southeast Asia and South Asia of Reanda International and Managing Partner of Reanda Malaysia, served as the moderator of the panel discussion.

Panelists included:
Mr. Cahyo Purnomo, Investment Promotion Director of the Indonesia Investment Coordinating Board (BKPM);
Mr. Alvin Christian, CFO and CRO of Indonesia Healthcare Corporation (IHC) and Secretary General of CFO Club Indonesia;
Mr. Dan Chen, China and Indonesia “Two Countries, Twin Parks” Batang Industrial Park Project, Chairman of the Board of Wanxinda Holdings;
Mr. Tiger Sun, Director of PT Fotile Electrical Appliance Indonesia;
Ms. Michelle Bernardi, CEO of Reanda Indonesia;
Mr. Abdullah Alsemail, Eastern Region Manager of Reanda Saudi Arabia.

Event Highlights



Launching ceremony of Reanda Consulting Network.



Launching ceremony of the Tianjin “Going Global” Service Alliance.



Reanda International announced new network firms from Kenya and Morocco.



Reanda International signed a strategic cooperation agreement with the Grand Batang City in Indonesia.



Reanda Indonesia announced the release of the “Indonesia Investment Guide (2024).”

Activities and Events in 2024

November

2024 Annual Conference in Jakarta, Indonesia - Reanda International 15th Anniversary Gala Dinner















An MoU was signed between Reanda International and Reanda Saudi Arabia, fostering the collaboration to establish a stronger presence in the GCC region.



Founding member firms of Reanda Consulting Network were presented with membership certificates.







A token of appreciation was presented to the Regional Presidents in recognition of their contributions.



The exclusive Reanda tie was presented to welcome partners from new network firms.

Activities and Events in 2024

November

2024 Annual Conference in Jakarta, Indonesia - International Members Meeting

On 29-30 November 2024, the Reanda International Members Meeting brought together representatives from our global network firms. Under the theme “Cohering for a Novel Future,” this meeting served as a dynamic platform for engaging discussions on the latest developments and emerging trends across various fields.



Opening



Mr. Huang Jinhui, Chairman of Reanda International



Mr. Franklin Lau, CEO of Reanda International



Ms. Alberta Sie, Company Secretary of Reanda International

Regional Updates



Mr. Gerard Uijtendaal, Regional President of the European Region and Managing Partner of Reanda Netherlands



Mr. Avinash Jagetiya, Regional President of the Middle East and Africa Region of Reanda International and Managing Director of Reanda UAE



Mr. Rashed Awaji, Vice-Regional President of the Middle East and Africa Region of Reanda International and CEO of Reanda Saudi Arabia



Mr. Bharat Rijal, Director and Vice-Regional President of the Southeast Asia and South Asia Region of Reanda International and Managing Partner of Reanda Nepal



Mr. Kenichi Kanai, Partner and Head of the International Desk of Reanda Japan, representing Mr. Mitsuo Kubo, Regional President of the Asia and Oceania Region of Reanda International and CEO of Reanda Japan

Activities and Events in 2024

November

Keynote Presentation and Panel Discussion

Theme 1: Tax



Mr. Koong Lin Loong, Chairman of the Reanda International Tax Panel and Managing Partner of Reanda Malaysia

Mr. Robert Bean, Director and Vice-Regional President of the European Region of Reanda International; Managing Director of Reanda UK

Mr. Avinash Jagetiya, Regional President of the Middle East and Africa Region of Reanda International; Managing Director of Reanda UAE

Mr. Sudip Paudel, Tax Partner of Reanda Nepal

(from left to right)

Theme 2: Audit & Assurance



Mr. Kenny Choi, Global Technical Officer of Reanda International and Director of Reanda Hong Kong



Mr. Bharat Rijal, Director and Vice-Regional President of Southeast Asia and South Asia Region of Reanda International and Managing Partner of Reanda Nepal



Ms. Vivienne Chiang, Managing Director of Reanda Singapore

Theme 3: Consulting



Mr. Franklin Lau, CEO of Reanda International



Mr. Achim Siegmann, Vice-Regional President of the European Region of Reanda International and CEO of Reanda Germany



Ms. Nadia Yaich, Vice-Regional President of the Middle East and Africa Region of Reanda International and CEO of Reanda Tunisia



Mr. Sunil Jagetiya, Director of Reanda International and Chairman of Reanda UAE

Activities and Events in 2024

November

Theme 4: ESG and Sustainability



Mr. Kenny Choi, Global Technical Officer of Reanda International and Director of Reanda Hong Kong



Mr. Ken Wu, Managing Partner of Reanda Taiwan



Ms. Olga Lukashenko, Partner of Reanda Netherlands

Signing Ceremonies

Chairman Mr. Huang signed the correspondent firm agreement with N.K.S Chauhan & Associates, Chartered Accountants from India, for the Accounting Network. He also signed the member firm agreements with Reanda UAE, Reanda Netherlands and Reanda UK for the Consulting Network.









Closing

In closing, Chairman Mr. Huang, CEO Mr. Lau and Ms. Michelle Bernardi, CEO of Reanda Indonesia, expressed their sincere gratitude to all participants.





Activities and Events in 2024

November

Chairman Mr. Huang and CEO Mr. Lau, alongside Ms. Michelle Bernardi, CEO of Reanda Indonesia, engaged with Chinese enterprises in Jakarta on 28-30 November 2024 to foster business opportunities.



Courtesy visit to Mr. Li Hongwei, Minister-Counselor of the Economic and Commercial Office of the Chinese Embassy in Indonesia.



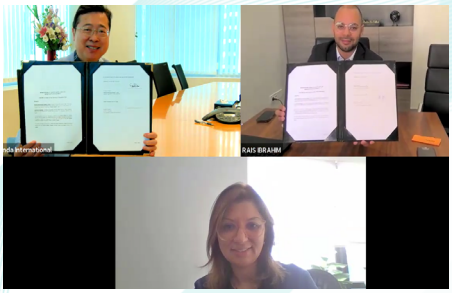
Meeting with Mr. Sun Shangbin, Vice Chairman of China Chamber of Commerce in Indonesia and President of the Bank of China Jakarta Branch, along with Mr. Gao Rixin, Director of the Trade Finance Department.



Meeting with Mr. Lin Nengying, Vice President of the Indonesian Chinese Enterprise Association and President of the Lin's Association in Jakarta



Reanda Consulting Network announced the official membership of Reanda Legal & Finance Consulting (CEE) Kft from Hungary, effective 18 November 2024.



Reanda International welcomed a new network firm, Concilium Expertise, from Morocco on 22 November 2024.



Reanda Consulting Network welcomed a new network firm, Taxplan Consulting Limited, from Kenya on 25 November 2024.

December

The Beijing Headquarters welcomed Mr. Zheng Rongchang, Vice Chairman of the UK Chinese Business Association, for an insightful discussion on 13 December 2024.



Network Governance

Reanda International is an international network of independent accounting and consulting firms providing a full scope of services in audit, tax and advisory. Established in 2009 by the top-tier CPA firm Reanda Certified Public Accountants in China, Reanda International is the first international accounting network that originated in Asia with its headquarters located in Beijing, China. Reanda International is a full member of the Forum of Firms, effective 1 January 2022 - the first international accounting network from the Greater China region to achieve this global recognition for top audit quality.

Headquarters

Reanda International Investment (Beijing) Company Limited, located in Beijing, is the Headquarters of Reanda International. The policy board was formed in the Headquarters to formulate policies and long-range planning for Reanda International.

Board of Directors

The Board of Directors (the Board), hosted by Reanda International Network Limited in Hong Kong, is responsible for overseeing and executing the overall global strategic direction and policies of Reanda International. The Board comprises partners drawn from member firms who are elected by the member firms for a three-year term. The current Chairman of the Board, Mr. Huang Jinhui, was initially appointed in 2010 and was re-elected in 2022 for a further three-year term. The role of the Chairman is pivotal in steering the Board to effectively focus on the strategic development of the Network.

Members of the Board of Directors as of 31 December 2024					
Huang Jinhui (China)	Chairman	Zhao Xiaowei (China)	Director	Cheng Xiaokun (China)	Director
Liu Ge (China)	Director	Wang Xinyu (China)	Director	Bharat Rijal (Nepal)	Director
Jackson Chan (Macao, China)	Director	Sunil Jagetiya (UAE)	Director	Robert Bean (UK)	Director

Hong Kong Membership Administrative Office

Reanda International Network Limited, located in Hong Kong, is the membership administrative office responsible for the day-to-day management of the Network. It recommends strategic priorities and facilitates the execution of global strategies set out by the Board while also monitoring and coordinating the affairs of the network firms.

Franklin Lau (Hong Kong, China)	CEO
Alberta Sie (Hong Kong, China)	Company Secretary

Regional Presidents

Reanda International operates across five regions: the Americas, Asia and Oceania, Europe, the Middle East and Africa, and Southeast Asia and South Asia. The role of Regional President is to assist the CEO in overseeing and coordinating operations throughout each respective region.

Mitsuo Kubo (Japan)	Asia and Oceania
Gerard Uijtendaal (Netherlands)	Europe
Avinash Jagetiya (UAE)	Middle East and Africa
Koong Lin Loong (Malaysia)	Southeast Asia and South Asia

Regional Committees

The Regional Committees support the Regional Presidents in coordinating regional network firms and assisting with the recruitment of new firms.

Europe	
Gerard Uijtendaal (Netherlands)	President
Achim Siegmann (Germany)	Vice-President
Robert Bean (UK)	Vice-President

Middle East and Africa	
Avinash Jagetiya (UAE)	President
Rashed Awaji (Saudi Arabia)	Vice-President
Nadia Yaich (Tunisia)	Vice-President

Southeast Asia and South Asia	
Koong Lin Loong (Malaysia)	President
Bharat Rijal (Nepal)	Vice-President
Michelle Bernardi (Indonesia)	Vice-President

Expert Panels

These panels bring together experts from the global network firms to handle international tax, M&A as well as ESG and sustainability assignments. Each panel sets up a steering committee to oversee development and cooperation amongst the experts.

International Tax Panel Steering Committee	
Koong Lin Loong (Malaysia)	Chairman
Wu Yunmei (China)	Vice-Chairman
Howard Ting (Australia)	Vice-Chairman
Alessandra Bitetti (Italy)	Vice-Chairman
Shroug Alsuhemi (Saudi Arabia)	Vice-Chairman
Peter McMahon (UK)	Vice-Chairman

Merger and Acquisition Panel Steering Committee	
Huang Jinhui (China)	Chairman
Zhao Xiaowei (China)	Vice-Chairman
Zuo Beiping (China)	Vice-Chairman
Ellis Au Yeung (Hong Kong, China)	Vice-Chairman
Mitsuo Kubo (Japan)	Vice-Chairman
Alain Stechler (UK)	Vice-Chairman

ESG and Sustainability Panel Steering Committee	
Kenny Choi (Hong Kong, China)	Chairman
Jan van der Hilst (Netherlands)	Vice-Chairman
Ken Wu (Taiwan, China)	Vice-Chairman
Sammy Tam (Hong Kong, China)	Member
Abdullah Alsemail (Saudi Arabia)	Member
Vivienne Chiang (Singapore)	Member

Global Technical and Quality Assurance Department

The Global Technical and Quality Assurance Department is led by the Global Technical Officer and overseen by the Technical Development Committee.

Technical Development Committee	
Kenny Choi (Hong Kong, China)	Global Technical Officer, Reanda International
Li Honggeng (China)	Head of the Technical Standard and Risk Assessment Office, Reanda China
Zhang Zhining (China)	Head of the Quality Assurance Management Office, Reanda China
Niu Xiaohuan (China)	Head of the Risk Control Office, Reanda China
Janet Chik (Hong Kong, China)	Director, Reanda Hong Kong (responsible for quality assurance)
Koong Lin Loong (Malaysia)	Regional President of the Southeast Asia and South Asia Region, Reanda International Managing Partner, Reanda Malaysia

Network Firm Directory

Beijing Headquarters

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Etu Boba Etu Bona - Investimento E Prestação De Serviços(Su)Lda
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Azerbaijan
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Email : info@afriqbrain.com

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Bosnia and Herzegovina
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