

Initiative, Inclusive & Innovative 进取、包容与创新

Reanda Annual Conference in Malaysia 利安达年度大会在马来西亚召开



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孔令龙 太平绅士
Mr. LL Koong JP

Reanda International Network had its inauguration ceremony at JW Marriott Hotel, Hong Kong on 15th September 2010 together with other counterparts from China, Hong Kong, Macau, Japan, Singapore and Cambodia, and this year we celebrate our 6th anniversary in Kuala Lumpur, Malaysia.

Special thanks to our fellow colleagues from all over the world to make this event a great success.

Companies nowadays rely on the expertise of accountants and advisors who are not only knowledgeable on the regulations and tax systems of their local jurisdiction, but with experiences in other jurisdictions and thus we are proud to present our new publication- "Doing Business in China" for you!

It fits well with a corporate's needs if a full range of audit, tax & consultancy services can be coordinated through

member firms in the same network. Reanda aims to build a network that matches clients' needs with carefully screened and independent professional firms that are able to meet these exact and stringent criteria.

Our commitment is to help companies in every industry to succeed in today's fast-changing legal and financial landscape.

Empowered by knowledge!

International Network 国际网络



Reanda Annual Conference in Kuala Lumpur, 8 - 9 December 2016 利安达年度大会于吉隆坡隆重召开

Reanda International's 2016 Annual Conference was held on 8-9 December 2016 at One World Hotel in Kuala Lumpur, Malaysia.

The conference was well attended by over 60 partners and professionals from Reanda International network firms, who shared their professional experience, ways of cooperation and undertaking of cross-border corporate exercises.

利安达国际网络2016年度大会，于2016年8及9日在马来西亚隆重召开。

本次会议主题为：“进取、包容与创新”。利安达国际全球60多位合伙人和代表出席了此次盛会。众合伙人与资深专业人士，在大会上分享了各领域的专业经验，并探讨更紧密的合作方式和探索跨境机会。



Courtesy visit to the Secretariat for the Advancement of Malaysian Entrepreneurs (SAME) of Prime Minister's Department 礼貌拜会马来西亚首相署中小企业拓展中心



Group photo taken in front of the Prime Minister's Department in Putrajaya, Malaysia
参会人员马来西亚布城首相署前合影



**Reanda International Network
6th Anniversary Dinner, 9 Dec 2016,
Kuala Lumpur, Malaysia**
利安达国际网络6周年庆晚宴
在吉隆坡隆重举行

To celebrate Reanda 6th anniversary, a networking cocktail reception and gala dinner were hosted by Reanda International with great ambience serving fabulous contemporary East Asian cuisine.

The gala dinner was graced with the presence of our honorable guests including Datuk Wong Nai Chee, Political Secretary to Prime Minister of Malaysia; Dato' Ir Donald Lim, Former Deputy Finance Minister; Dato' Low Kian Chuan, Secretary General of the Associated Chinese Chambers of Commerce and Industry of Malaysia; Datuk Dr. Ting Chung Cheng, Formal President of Taipei Investors' Association in Malaysia; Dato' Sri Ang Lai Hee, JP, Director President of the Malaysia Xiang Lian Youth Association Charity and Educational Fund; Mr. Neil Foo, CEO of Secretariat for the Advancement of Malaysian Entrepreneurs; Dato' Tan Kim Leong, Advisor of Reanda International; Mr. Koo Cheng, CEO of Sinchew Daily; Datuk Pook Ah Lek, Editorial Director of Sinchew Daily; Mr. Keu Tien Siong, CEO of MCIL Multimedia Sdn Bhd; Mr. Chan Aun Kuang, Editor-in-Chief of Nanyang Siang Pau; Mr. Ding Lee Leong, Executive Chief Editor of Oriental Daily together with other distinguished guests from corporate entities.



Distinguished guests with Mr. LL Koong. From left is Mr. Koo Cheng, Mr. Keu Tien Siong, Datuk Wong Nai Chee, Dato' Low Kian Chuan, Datuk Pook Ah Lek and Dato' Ir Donald Lim 到场祝贺嘉宾与孔总合影，左起为许春先生、邱天雄先生、拿督王乃志、拿督卢成全、拿督卜亚烈及拿督林祥才



From left is Mr. Peck Boon Soon, Senior Economist, Mr. Huang Jinhui, Chairman of Reanda China, Dato' Tan Kim Leong, Mr. LL Koong, Datuk TC Tan and Mr. Bruce Lee, MFRP Group 左起为白文春先生、黄锦辉主任、拿督陈金龙、孔总、拿督陈兆俊以及李秉超先生



From left is Mr. Jayabalan Kathiravalu, Executive Vice President, Head, Business Development SME Banking of Maybank; Mr. LL Koong; Mr. Steve Wee, Datin Winnie Loo and Dato' Richard Teo, from A Cut Above Group and Mr. Neil Foo 左起为Jayabalan Kathiravalu、孔总、Steve Wee、拿汀卢妙卿、拿督张茂荣以及符策勤先生



From left is Datuk Dr. Ting Chung Cheng; Mr. LL Koong; Lawyer Tan Kar Peng; Dato' Goh Hin San, Chairman of Malaysia Han Culture Centre and Lawyer Philip Ting 左起为拿督丁重诚博士、孔总、陈嘉斌律师、拿督吴恒灿以及丁子斐律师

2016年12月9日晚，利安达国际网络6周年庆典晚宴在马来西亚吉隆坡隆重举行。晚宴盛情邀请马来西亚首相政治秘书拿督王乃志、马来西亚原财政副部长拿督林祥才、马来西亚中华总商会（中总）秘书长拿督卢成全、马来西亚台湾商会联合总会原会长拿督丁重诚博士、马来西亚宗乡亲慈善与教育基金会主席拿督斯里洪来喜局绅、马来西亚中小企业拓展中心总执行长符策勤先生、利安达国际顾问拿督陈金龙资深会计师、星洲日报首席执行官许春先生、星洲日报编务总监拿督卜亚烈、世华多媒体有限公司首席执行官邱天雄先生、南洋商报总编辑陈汉光先生、东方日报执行总编辑陈利良先生以及其它嘉宾和客户等参与其盛。



Mr. LL Koong with (from left) Mr. Melvin Low, Dato' Sri Low Jee Keong of LJK Group; Dato' Ong Hooi Lim, Merryfair Chair System Sdn Bhd and Dato' Sri & Datin Sri Ang Lai Hee 孔总与(左起) Melvin Low、拿督斯里罗志强、拿督王惠临以及拿督斯里洪来喜局绅夫妇合摄

We are 17th in IAB Malaysia Survey

利安达马来西亚排名17

RANK	INTERNATIONAL ORGANISATION	GROWTH RATE (%)
1	PWC	8%
2	EY	-12%
3	KPMG	6%
4	BDO	16%
5	Deloitte	31%
6	Crowe Horwath International	13%
7	Baker Tilly International	11%
8	Grant Thornton	12%
9	RSM	10%
10	PKF International	31%
11	Moore Stephens International	36%
12	HLB International	38%
13	Mazars	12%
14	EcovisInternational	35%
15	Nexia International	20%
16	Kreston International	1%
17	Reanda International	10%

We are proud to announce that we are now ranked number 17th in the ranking of the 2016 Malaysia survey released in the August 2016 issue of the International Accounting Bulletin (IAB), a timetric's leading publication for the global accounting industry.

利安达国际在2016年8月出版的《国际会计公报》中，被评为全马排名第17大的国内会计师事务所。

Publications

出版书籍



The launching of the publication - "Doing Business in China" by International Tax Panel (ITP). From left to right: Mr. Zhu Yu Xiang, Vice Chairman of ITP; Mr. L.L. Koong, Chairman of ITP; Mr. Lorraine Chan, Vice Chairman of ITP 利安达国际税务组主席孔总（中）携同副主席朱鱼翔先生（左）和陈以明先生发布《中国商会会刊》

Doing Business Guide in China

中国商会会刊出版

The Doing Business in China Guide (Chinese/English), meticulously crafted and tailored for the interest of foreign individuals/enterprises to invest in China, provides insider knowledge and advice leveraged on the extensive on-the-ground experience of the dedicated professional team in different provinces of China.

It covers areas such as taxation, audit and accountancy, trade and banking and the legal framework which exist in China.



Please contact us if you need a copy of this book, or you may download the digital version from our website, www.k-konsultgroup.com. We hope you enjoy reading "Doing Business in China" and find it informative. To learn more about doing business in China, please feel free to contact us.

利安达国际税务组经一年精心制作，并集合中国各省份专业税务会计师团队，在不同领域的广泛实地经验，针对外国个人及企业在中国投资所需要知道的重点，以中英两语编写成《中国商会会刊》。本书内容涵盖投资中国的税务、审计、会计、贸易、银行业及法律框架。

若您对这部书有兴趣，可随时与我们联系，或到 www.k-konsultgroup.com 下载。想要了解更多如何投资中国，欢迎随时致电了解详情。

UPCLOSE WITH 2017 Budget

2017财政预算案零距离座谈会

Thank You
8th
anniversary

庆祝成功连办8周年



With Special thanks to our partners



With the overwhelming support from our clients and associates, we are proud to present again our specially designed and unique seminars in Mandarin entitled "Upclose with 2017 Budget" on 11 November 2016 in Kuala Lumpur, 15 November 2016 in Johor Bahru and

18 November 2016 in Penang.

The seminar covered macro and micro views of 2017 Budget with tips of effective tax planning, latest development of economy, broad insights of the new Companies Act and salient points of empowering businesses towards a successful entrepreneurship!

Our Speakers :

LL Koong, CEO, K-Konsult Group
Peck Boon Soon, Senior Economist

Panelist :

Neoh Boon Toe, Corporate Director, K-Konsult Group

Moderator :

Wang Chun Pin,
MELODY FM DJ



Johor Bahru



Penang



Kuala Lumpur

2016年是凯翔税务咨询有限公司 (K-Konsult Taxation Sdn Bhd) 以及利安达 LLKG 国际特许会计公司 (Reanda LLKG International), 连续举办财政预算案零距离座谈会的8周年庆! 除了金牌名师-税务达人孔令龙与经济达人白文春, 我们也邀请了ASTRO MELODY FM著名主持人黄隽斌成为大会主持人! 当天除了经济及税务大师为大家精心分析的营商教程, 也增加了以往没有的精彩绝伦的名师名嘴点评财案环节!

01



01.
Mr. Koong presents his view at the Overseas Chinese Entreprises Forum on "One Belt One Road Initiative" by Guangdong Government 在中国广东省举办的“海外华裔一带一路建设座谈会”上发言

02



02.
Tun Abdullah Ahmad Badawi Human Capital Summit by Asian Strategy & Leadership Institute (ASLI) 由亚洲策略与领导研究院举办，以前首相敦阿都拉巴达威命名的第二届人力资本峰会

03



03.
Talk session with BizSmart Academy alumni by Alliance Bank 安联银行举办的与“BizSmart”学院毕业生演讲会

04



04.
Sharing session with the students of Economics and Wang Yanan Institute of Studies in Economics, Xiamen University 与中国厦门大学经济系学生的经验分享会

05



05.
Speaker of National Tax Conference 2016 by Chartered Tax Institute of Malaysia and Inland Revenue Board of Malaysia 获邀成为由马来西亚特许税务师协会及马来西亚内陆税收局主办的2016年全国税务大会的主讲人

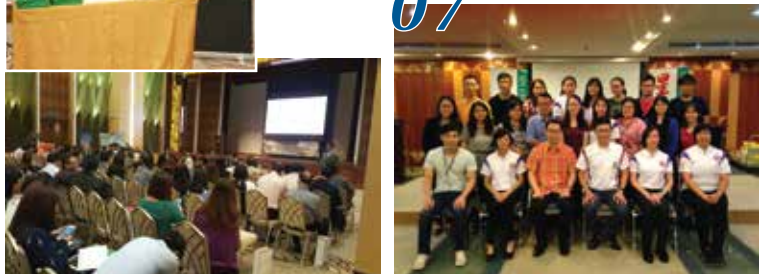
06



07.
Mr. Koong, Chief of Selection Panel of Sin Chew Education Fund with members of the Selection Panel 孔总，星洲日报教育基金遴选委员会主席与遴选委员会成员合照留影



07



REANDA INTERNATIONAL Achieving growth through collaboration 利安达国际合作，共创增长



China Desk
中国业务部



Meeting with the Management of Bank of China in Malaysia 与马来西亚中国银行管理层会面

Courtesy call to Economic and Commercial Counsellor's Office of the Embassy of China in Malaysia 礼貌拜会中国驻马大使馆经济商务参赞处



Partners from Reanda Shenzhen and Reanda Hong Kong visited Malaysian clients to further enhance relationship and clients' progress in various areas 利安达深圳与利安达香港合伙人来马拜访客户，深化与客户的关系以及各领域的合作

08



08.
Courtesy call to Malaysian Investment Development Authority, MIDA in Taipei, Taiwan 拜会驻台湾台北的马来西亚投资发展局

09



09.
Meeting with Prof Tseng, Fang-Mei(left), Dean of the Discipline of International Business, College of Management, Yuan Ze University and Assistant Prof Dr. Liu, Heng-Yih (right) 与台湾元智大学管理学院曾芳美教授兼院长(左)及刘恒毅助理教授兼知识服务与创新研究中心主任(右)会面

Have the right mindset

This week we get thoughts and views from Reanda LLKG International Chartered Accountants CEO Koong Lin Loong. He is also a national council member of Associated Chinese Chambers of Commerce and Industry of Malaysia.

SUCCESS: THE INSIGHT STORY

How has your life experience made you the leader you are today?

My family background is in business, my grandfather and father were businessmen. I know it is difficult to be a boss. I saw how difficult it was for them. You cannot just look at the surface on earning money. I had to learn to be a leader. When I studied in London, I always kept in touch with the business world by reading the *Financial Times* and *Evening Standard*. I liked to read about finance and how people do business.

When I came back to Malaysia, I worked as an audit staff before becoming an auditor. Being a businessman has a lot to do with having the right mindset. Obviously skills are very important but skills are not everything. We won't make wrong decisions if our mindset is correct. I was also involved in a lot of different social groups including Majlis Belia Malaysia and Halka Youth Association Malaysia. I learned how to be a leader, how to negotiate and how to work as a team.

What advice can you offer to budding entrepreneurs/women/youths who want to start their career/own business?

My advice is, we must be experts in our field. Then there are the 4Ms - money (funds), man (human capital), machinery (also known as ICT today) and marketing.

First, you must know how to gather funds. Second, you must have human capital. Networking is important; no networking means no business. When you have hired people, you need to train them, to turn them into your "sub-experts" who will help you and "cover" your weaknesses. That is what you call partnership. Your staff and managers are also your partners.

Third is machinery (ICT). You need to know how to use ICT to grow your

business or you will be left behind. Lastly is marketing. What do your clients want and need? Where is your market? And in this market, how do you want to do it? Are you using the first M to spend on advertising? Or second M on a salesman to hustle? Or third M on ICT to do borderless sales? It should be a combination.

How has mentorship made a difference in your professional and personal lives?

My grandfather and father were my mentors. When I was young, my grandfather brought me for supper. Along the way, we saw a fruit store and I chose the most expensive fruits. After eating the fruits, my grandfather took me home instead of going for supper. He told me that I had already spent the money meant for supper.

Being a businessman is not that simple. You need to budget, you can't just spend money until it is all gone. This is an attitude inside all businessmen. They are not being stingy, they are just being careful.

As for my father, he told me to keep on learning, not just in school and college, but also in my working life. I would like to pass all these experiences and stories to my children and

the younger generation. They should focus more on learning instead of salary and bonus. Ask yourself if what you are doing is helping the company. If I cannot help the company grow, that means I'm not an asset.

Who is your most admired business leader? Why?

It would be my grandfather and father because I know how much difficulties they went through, how they took care of the family while achieving success in their businesses. Being a father and a husband now, and a brother to all my siblings, I don't think I'm as successful as my grandfather and father. It was so difficult yet they managed it.

What was your biggest failure and how did you learn from it?

In my life, there were many shortcomings but I don't see them as failures. One must be more optimistic and positive, and learn from mistakes. My biggest regret was not asking my grandfather and father all these questions when they were still alive.

To be successful, we must have the right attitude and commitment. You must be responsible. You should not do anything unpleasant behind your colleagues back in order to climb the corporate ladder. You won't stay up for long. Monetary success is not success. My aim is to be more healthy and contribute to the community.

What do you think is Malaysia's greatest brand?

I would say Malaysia's greatest brand is Malaysia herself. We are a multiracial and multicultural country that can be a great brand in the world, not just in Asia. If we can overcome all issues, our country will be great. To me, the Malaysian brand is the people and their culture. The interlink between the people and the cultures is the best brand.

Blue or red ocean strategy? Or neither? Why?

Blue or red ocean are only descriptions of what we are doing. To me, it doesn't matter whether blue or red. It only matters that you know yourself well, know your business well.

If you are an expert and you go into red ocean, you can still excel because you can be outstanding until nobody can compete with you. But if you are not equipped, you go into blue ocean with no competition, you will not survive because you won't know what to do with it. Blue and red are just perspectives and my philosophy comes back to the person.



WARRANTS WATCH

NEW COMPANIES ACT BIG CHANGES!

新公司法令
新生意模式



To replace the Companies Act 1965 ?
取代1965年公司法令 ?

The impact on the companies, shareholders, directors and creditors ?
对公司、股东、董事及债权人的影响 ?

Easier and cheaper to incorporate & maintain a private company ?
成立与维持一家私人公司, 更加容易并且费用更低 ?

Want to know more?

COMING SOON!



Join our
**New Companies Act Seminar
and call us today!**

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新公司法令座谈会, 近期举办!
随时联系我们, 以获取最快最新资讯