

# *Speaking your language*

Welcome to PwC's  
Asia Pacific network



## We are well versed on the best market opportunities

From the developed economies of Australia and Japan through to the emerging economies of China, India and Indonesia, the Asia Pacific region is now at the forefront of the global economic stage.

Unlike the mature and increasingly turbulent markets of Europe and the US, the rapid expansion of Asia Pacific's middle classes with their enhanced spending, social and political power, has established the region as the primary driver of growth for many domestic and international businesses.

In the retail and consumer industry many have already responded with speed and agility to meet the burgeoning needs of this growing socio-economic sector. Meanwhile in the dynamic health care sector, the populations of China, India, Japan and Australia have ushered in a host of new mass-market possibilities in cutting edge medical products and services.

Governments too are responding by investing in high tech industries and funding the development of mega cities using public-private partnerships and private investment programs. Rapid regional growth is also driving the vital need to better manage liquidity and banking systems, as well as debt and equity financing, through regulatory change. This has seen interesting developments in countries such as Singapore where the government is partnering with business to create a Global-Asia business hub.

Such change comes with opportunities, and for many businesses that means adjusting their strategies to operate in what has become a fast changing and continually evolving environment. PwC is excited to work with clients, governments, regulators and industry groups in such a dynamic market.

Serving clients from **70 locations** across Australia, China, Fiji, Hong Kong, Indonesia, Japan, Korea, Laos, Malaysia, New Caledonia, New Zealand, Papua New Guinea, Philippines, Singapore, Tahiti, Taiwan, Thailand, Vietnam and a further 140 countries around the world.

In this publication, the terms "PwC", "our" and "we" are used to refer to the network of member firms of PricewaterhouseCoopers International Limited ("PwCIL"), each of which is a separate legal entity.

## We translate our success to yours

*As the leading professional services firms in the Asia Pacific region, PwC has one key focus – helping our clients succeed. Every day, our teams work with global corporations, locally listed companies and private individuals, helping them deal with the opportunities and challenges in this fastest-growing part of the world.*

*We have been operating in the Asia Pacific region since 1866. Like many of our clients, we're committed to the region's long-term growth and continue to invest, opening new offices and actively contributing to our communities. This is why we're focused on building long-term client relationships, based on trust and innovation.*

*This is our client service approach. We call it the PwC Experience.*

## We build value through relationships

We understand what constitutes value to one client may be entirely different to another, which is why we focus on relationships rather than transactions.

Drawn from an expansive global network our people are truly representative of the cultural diversity that exists within the region. Regardless of your culture or base of operations we are committed to bringing you the right mix of languages, skills and experience to deliver what you need when you need it. And because of our network of firms across the Asia Pacific region, we also have access to a wide range of experts to support your growth wherever your ambitions lie.

Through our three pillars of Knowledge, Connections and Delivery we are committed to providing an experience that creates the value you're looking for:

### Knowledge

*We operate, and are recognised as the market leader, in 17 countries. With **32,000 staff** and **1,600 partners**, we have local expertise in every part of the region to help your business grow.*

### Connections

*Our priority is to make it easy for you to do business. We work seamlessly thanks to a structure that offers you **regional client account management** and contacts. Our strong industry focus means we have depth of expertise in all sectors, including dedicated regional centres of excellence for Financial Services and Energy, Utilities and Mining.*

### Delivery

*Based on your need for on-the-ground teams, our strong local presence means we can deliver **audit, tax and advisory services** whenever and wherever you need them.*

*We are the most awarded firms by clients including the coveted **AsianInvestor Awards***

*We are the trusted advisers to **415 of the Fortune Global 500** companies*

*Our revenues of **US\$3.9b** make us the leading professional services firm in the region*

# It's time to say hello

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