



Chinese Services Group  
Central Europe

在中欧投资  
中国服务组中东欧



## Deloitte Central Europe

Over the past 20 years, Central Europe has experienced one of the most remarkable economic transformations ever, and Deloitte has played a major part in this changing landscape since we first established an office in the region in 1990. The dynamic changes of this region have created a wealth of opportunities for doing business. Deloitte has been involved with assisting our clients, including governments, large national enterprises, multinational companies, and small and medium-sized high growth companies in this new competitive environment.

At present, Deloitte Central Europe spans 17 countries with more than 34 offices and over 3,900 professional staff – but we still operate as one cohesive organisation. This Central European structure was formed in 1997. At this time we integrated our national practices to form Deloitte Central Europe because we realised that to best serve our clients we needed to be able to share our knowledge, expertise and manpower throughout the whole of our geography.

Our integration has allowed us to manage regionally and deliver locally, adding value to our services and allowing them to be performed in the most efficient manner. At Deloitte Central Europe we are dedicated to finding solutions for our clients: solutions which create value for them. Our mission has been, and continues to be, very simple: to help our clients and our people excel. Our vision is to be the standard of excellence.

All the Central Europe offices of Deloitte refer to one or more of Deloitte Touche Tohmatsu Limited, a UK private company limited by guarantee and its network of member firms, each of which is a legally separate and independent entity.



## 德勤中东欧

在过去的20年里，中欧经历了其中最为显著的一个经济转型，自我们1999年在该地区首次设立办事处以来，德勤发挥了重要作用。这一地区的动态变化创造了大量的商业机会。德勤一直参与对客户的帮助，包括政府、大型国有企业、跨国公司以及这种新竞争环境中的中小型高增长公司。

目前，德勤中欧跨越17个国家，拥有34多家办事处，3900多名专业工作人员 - 但我们仍然作为一个有凝聚力的组织开展业务。中欧组织成立于1997年。这时候，经过整合国家惯例，我们组建了德勤中欧，因为我们认识到，为了更好地服务客户，我们需要在整个地域中能够分享我们的知识、专业技能和人力资源。

我们的整合，使我们能够进行区域管理和本地交付，增加我们服务的价值，以最高效率执行服务。在德勤中欧，我们致力于为我们的客户寻找解决方案：为他们创造价值的解决方案。我们的使命一如既往非常简单：帮助我们的客户与员工出类拔萃。我们的愿景是成为卓越的标准。

德勤的所有中欧办事处指一家或多家德勤有限公司（受担保限制的英国私人公司）及其成员公司网络，各公司均是具有法律地位的独立实体。



## Chinese Services Group

The Chinese Services Group (CSG) serves as the unifying force to market, facilitate and deliver Deloitte professional services to both Chinese companies expanding overseas and multi-national corporations investing into China. Operating as a platform to leverage China expertise, bridge the culture gap, and to ensure client service excellence, the Global CSG, in coordination with the China firm, complements a multi-member firm, multi-industry, multi-functional and multi-disciplinary approach.

### How we can add value

- By facilitating access to industry experts and key decision makers throughout China;
- By serving as a channel to communicate time-sensitive regulations and updates on China for your business;
- By leveraging China as a “door opener” and assuming a high profile on a subject, providing local expertise cutting across geographies and sectors.

“Deloitte is the only professional services firm to have such an expansive and dedicated cross-border network across functions and industries with the ability to react in real time to clients’ needs - globally!”



**Lawrence Chia**  
Global CSG Co-Chairman

„With a population of over 100 million and comprising of 17 countries, the Central European region offers a cultural heterogeneity unparalleled in the world. Deloitte’s strength lies in the way we work as one cohesive organization in the region, sharing knowledge, expertise and manpower throughout the whole of our geography. Potential Chinese investors tend to look at our region as an attractive entry point to establish their European presence – our long established cultural, political and economic ties ensure that they find a welcoming business environment with us.”



**Gábor Gion**  
CSG Leader in Central Europe

### 中国服务小组

中国服务小组（CSG），作为一股凝聚力量，向世界各地的中国公司及在中国投资的跨国公司推销、促进和交付德勤专业服务。作为利用中国经验、跨越文化差距、确保卓越客户服务的一个平台，全球中国服务小组与中国公司协作，补充多成员公司、多行业、多功能和多学科的方法。

### 我们如何增加价值

- 为接触中国的业内专家和主要决策者提供便利；
- 作为一个渠道，为您的企业沟通有关中国的时效性法规和更新；
- 促使中国成为“开门器”，呈现主题的高姿态，提供跨地区和跨部门的本地专业知识。

“作为真正专业的服务公司，德勤具备跨职能和行业的广泛的专用跨境网络，能够对全球客户的需求实时做出响应！”



Lawrence Chia  
全球中国服务小组联席主席

“中欧地区拥有一亿多人口，由17个国家组成，提供世界上绝无仅有的文化异质性。德勤的优势在于我们是该地区有凝聚力的组织，在我们的整个区域共享知识、专业技能和人力。潜在的中国投资者倾向于将本地区视为在欧洲开展业务的有吸引力的进入点 - 我们悠久的历史、文化和经济关系，确保他们可从我们这里找到温馨的营商环境。”



Gábor Gion  
中国服务小组中欧负责人

## Our Expertise

At Deloitte Central Europe we believe in having strong industry practices to support our service line expertise. Many of our industry experts have worked in key industry sectors. They developed the know-how and experience to understand industry-specific issues and are ready to share their resources and knowledge of best practices. By utilising our industry practices, we are able to provide value-added, industry-specific services to our clients.

### FDI Site Selection Services

To assist foreign investors in their initial, and most critical, stages of their investment process, we have developed a specialised service line focused on the specific needs of FDI. We are offering a uniform co-ordinated approach and a full range of FDI specific services across the whole CE region.

Our FDI specific services include but are not limited to:

- Country analysis and sector overview
- Site selection (in co-operation with our site selection team in Brussels, Belgium)
- Investment incentives advisory and management
- Negotiation support with local/national government, municipalities, etc.
- Business assistance to other service lines (Tax & Legal, Financial Advisory Services, Audit & Advisory incl. Enterprise Risk Services and Consulting Services)

### Tax & Legal Services

Keeping up with changing tax requirements, opportunities, and risks can pose a challenge to any organisation, from a local business to a multinational. Your tax planning must keep pace with – even help shape – your company's operations. This means that your tax experts must manage all of the intricate details in local jurisdictions while understanding and strategically planning the global flow of transactions.

We offer our clients a broad range of fully integrated tax services. Our approach combines insight and innovation from multiple disciplines with business and industry knowledge to help your company excel globally.

- International Corporate Tax Services
- Local Corporate Tax Services
- Indirect Tax Services – VAT and Customs Duty
- Transfer Pricing Services
- Merger and Acquisition Services

- Personal Tax Services
- Global Employer Services
- Employee Benefit Services
- Bookkeeping
- Business Process Outsourcing
- R+D and Government Incentives
- Payroll Services
- Customs and Global Trade
- Legal Services

Deloitte Legal is a unique network of 125 offices in 55 countries with more than 1,100 experienced lawyers providing a wide range of legal services. In 17 countries across Central Europe, local and international clients are served by a highly qualified team of more than 150 lawyers possessing a wealth of industry experience in, amongst others, the FSI sector and the manufacturing industry.

### Financial Advisory Services

For the past years, governments throughout Central Europe have dramatically reformed their economies by moving commercial enterprises from state control to private ownership. A myriad of opportunities and pitfalls have arisen for local entrepreneurs and foreign multinationals, and traversing this new landscape can be difficult. The potential for growth in Central Europe is enormous, but this region also presents unique challenges not found in more developed markets.

Whether you are interested in privatisation strategies, cross-border acquisitions, corporate finance transactions, development and venture capital, business and asset valuations, value enhancement strategies, corporate recovery or fraud investigations, our Financial Advisory Services professionals can help you. Areas of specialisation focus on:

- Mergers & Acquisitions – Transaction services
- Post-Merger integration
- Strategic Acquisition or Investor Search and Analysis
- Privatisations
- Project Finance and Debt Raising
- Commercial/Financial Due Diligence
- Business, Real Estate and Equipment Valuations
- Business Modelling
- Non-Performing Loans
- Public Private Partnerships

## 我们的专长

在德勤中欧，我们相信，我们具备的牢固行业惯例能够支持我们的服务系列知识。我们的许多行业专家具有在主要行业部门工作的经历。他们开发了理解行业具体问题的技巧和经验，并准备分享他们的资源和最佳实践知识。通过利用我们的行业惯例，我们能够为我们的客户提供行业特定的增值服务。

### 外国直接投资（FDI）选址服务

为了在投资过程的最初阶段及最关键阶段向外国投资者提供帮助，我们开发出专门的服务项目，专注于外国直接投资的具体需求。我们在整个CE地区提供统一的协调方法和全方位的外国直接投资特定服务。

我们的外国直接投资特定服务包括但不限于：

- 国家分析和行业概览
- 选址（配合我们在比利时布鲁塞尔的选址团队）
- 投资鼓励政策咨询和管理
- 支持与当地政府/国家政府、市政当局的谈判。
- 对其他服务项目的业务援助（税务及法律，财务咨询服务，审计及咨询，包括企业风险服务和咨询服务）

### 税务及法律服务

为与不断变化的税务要求、机会和风险同步，任何组织必须面对当地业务和跨国业务等方面的挑战。您的税务规划必须赶上 - 甚至帮助塑造 - 贵公司的业务。这意味着，您的税务专家必须管理当地管辖区的所有复杂细节，同时理解并在战略上规划全球交易流。

我们为客户提供广泛的全面整合的税务服务。我们的方法将多学科洞察力和创新与业务及行业知识相结合，帮助您的公司在全球有卓越的表现。

- 国际企业税务服务
- 本地企业税务服务
- 间接税服务 - 增值税和关税
- 转让定价服务
- 合并和收购服务
- 个人税务服务
- 全球雇主服务

- 雇员福利服务
- 记账
- 法律服务
- 业务流程外包
- R + D和政府奖励
- 工资管理服务
- 海关和全球贸易
- 法律服务：  
德勤法律部是一个由55个国家的125个办公室1100名有经验的律师组成的独特网络，能够提供范围广泛的法律服务。在中东欧的17个国家，150名在金融业、制造业等领域有着丰富经验的律师高质量的服务于当地和全球的客户。

### 财务咨询服务

在过去的几年，整个中欧政府将商业企业从国家控制变为私人所有，大幅改革其经济。当地企业家与外国跨国公司面临着无数的机会和陷阱，要跨过这种境地可能很困难。中欧经济增长的潜力巨大，但这个区域也带来了更发达市场所没有的独特挑战。

无论您的兴趣在私有化战略、跨国并购、企业融资交易、发展和风险资本、业务和资产估值、增值战略、企业恢复还是在欺诈调查，我们的金融咨询服务专业人员都能帮助您。重点专业化领域：

- 兼并与收购 - 交易服务
- 兼并后的整合
- 战略收购或投资搜索和分析
- 私有化
- 项目融资和债券融资
- 商业/财务尽职调查
- 商业、房地产及设备评估
- 业务建模
- 不良贷款
- 公私合作关系

### Audit & Advisory Services

In a world where business is confronted with new challenges at an unprecedented speed, the need for solid financial reporting and forecasting has never been more critical. Annual audits are start, but they are not enough. When it comes to coping with market analysts and wary shareholders with 24-hour trading at their fingertips, you need to know where you stand today.

Our network of Audit and Enterprise Risk Services professionals provide a range of audit and advisory services to assist clients in achieving their business objectives, managing their risk and improving their business performance – anywhere in the world. We offer credibility, assurance and independence. Our Audit & Advisory services include:

- Statutory & International Audits
- Financial Statement Transformations
- Financial Reporting
- Review of Accounting Systems and Internal Controls
- Sarbanes-Oxley Compliance & Advisory
- Accounting Consultation
- Training
- Financial Due Diligence
- Audit Committee Services
- Control Assurance
- Internal Audit Services
- Capital Markets
- Forensics Services

### Consulting Services

Our professionals can help you to plan, grow and structure your business to address key issues such as strategy, technology and change management. We provide integrated consulting services focused on large national entities, multi-national corporations, growth organisations, and public sector entities.

With our unique, collaborative approach, we offer not only industry and functional business performance knowledge, but also the insight of others through our consulting alliances. We work closely with clients to improve business performance, drive shareholder value and create a competitive, sustainable advantage, regardless of where in the world your business takes you. We provide the following services:

- Strategic Planning and Management Including Balanced Scorecard
- Performance Improvement and Cost Reduction
- Process Optimisation
- Customer Relationship Management
- Supply Chain Management
- Production Management
- Cost and Corporate Performance Management
- Treasury Management
- Selection and Implementation of Information Systems
- Human Capital Advisory Services
- Advisory Services Related to the Acquisition of EU Funding



### 审计与咨询服务

在这个世界，企业正以前所未有的速度面临着各种新挑战，对稳定的财务报告和预测的需求从来没有这么迫切过。年度审计只是个开始，而且很不够。在与市场分析师和手头24小时有交易的谨慎股东打交道时，您需要知道自己所处的境地。

我们的审计和企业风险管理服务网络的专业人士，提供一系列审计和咨询服务，以协助世界各地的客户实现其业务目标，管理自己的风险，并提高他们的经营业绩。我们提供信誉、保证和独立性。我们的审计及咨询服务包括：

- 法定审计及国际审计
- 财务报表转换
- 财务报告
- 会计制度和内部控制的评审
- 萨班斯 - 奥克斯利法案合规及咨询
- 会计咨询
- 培训
- 财务尽职调查
- 审核委员会
- 控制保证
- 内部审计服务
- 资本市场
- 取证服务

### 咨询服务

我们的专业人员可以帮助您规划、增长和构建您的企业战略，解决战略、技术和变更管理等关键问题。我们提供一体化的咨询服务，重点涉及大国家实体、多国公司、发展组织和公共部门实体。

凭借我们独特的合作方式，我们不仅提供行业和职能经营成绩知识，还通过我们的咨询联盟提供对他人的深入理解。我们与客户紧密合作，提高企业绩效，推动股东价值，创造有竞争力的、可持续的竞争优势，无论您的业务在世界的何处。我们提供以下服务：

- 包括平衡计分卡的战略规划和管理
- 性能提升和成本降低
- 流程优化
- 客户关系管理
- 供应链管理
- 生产管理
- 成本和企业绩效管理
- 财资管理
- 信息系统的选型与实施
- 人力资本咨询服务
- 与欧盟资助的取得相关的咨询服务

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The subsidiaries and affiliates of Deloitte Central Europe Holdings Limited are among the region's leading professional services firms, providing services through more than 3,900 people in 34 offices in 17 countries. For regional projects and projects requiring regional resources, the services are provided by Deloitte Central Europe Limited, which is an affiliate of Deloitte Central Europe Holdings Limited. Deloitte Central Europe Limited is one of the leading professional services organizations in the country providing services in tax, consulting, risk management and financial advisory services.

Deloitte provides audit, tax, consulting, and financial advisory services to public and private clients spanning multiple industries. With a globally connected network of member firms in more than 150 countries, Deloitte brings world-class capabilities and high-quality service to clients, delivering the insights they need to address their most complex business challenges. Deloitte's approximately 200,000 professionals are committed to becoming the standard of excellence.