

An aerial photograph of a rowing team in a wooden boat on dark water. The team consists of five people: one in a red jacket at the bow, and four in white shirts and red shorts. They are all rowing in unison, with their oars dipping into the water. The boat is long and narrow, and the water is dark and reflective. The text 'MOORE STEPHENS' is in the top right corner, underlined.

MOORE STEPHENS

# Working together with like-minded people

Benefits and resources

PRECISE. PROVEN. PERFORMANCE.



# Benefits of membership

Member firms of Moore Stephens International Limited aim to provide comprehensive, valuable services to clients on a worldwide basis, through the development and maintenance of a cohesive network that operates to high standards of professionalism in each country.

The development of a strong, cohesive network means more than simply adding value to clients. While this is our first priority and ultimate objective, the strength of the network delivers substantial benefits to member firms.

## **Involvement in a vibrant and ambitious network**

Over the last few years, the Moore Stephens International network has developed and grown significantly – in fact by 7% just in the last year. In the US and Canada member firms operate as an association in accordance with national regulation. As Moore Stephens moves forward, so do our members and their clients.

## **Use of the Moore Stephens brand**

The Moore Stephens brand has evolved and strengthened over a number of years, and our growth will see our profile increase still further. The Moore Stephens logo above your door can help attract high level work from quality clients, which provides a stimulating working environment for staff as well as increasing profitability.

## **Access to global expertise**

As business becomes increasingly international, clients require local advice and specialist assistance wherever they choose to operate. Similarly, as our members grow, so does their need for more complex services. The geographic reach of the Moore Stephens International network ensures that members can depend on colleagues in all four corners of the globe to support the needs of multi-national clients. The aim is to provide clients with a seamless service throughout the world.

## **Referral opportunities**

Close relationships and confidence in the capabilities of other members present the perfect platform for referrals. Member firms operate to high technical and quality standards, so referrals between members are frequent and successful for both parties. The real benefit to members is not just additional fees, but more profitable fees and more prestigious clients.

The Moore Stephens brand has evolved and strengthened over a number of years, and our growth will see our profile increase still further.

### **Multi-location projects**

The global nature of our client base means they often require multi-jurisdictional solutions. As well as providing services to their local clients, members are increasingly working with other Moore Stephens member firms to provide a consistent and cohesive cross-border service to international clients. This not only has a positive impact on fees, but also on the enthusiasm and motivation of staff.

### **Guarantee of quality**

Regardless of where they are in the world, clients know that when they deal with members of the network they can be confident they will receive a consistently high level of service. Specially established committees and groups oversee the standards of member firms, because it is not only clients who must feel confident in the quality of the network members – fellow members must too.

### **Relationships with like-minded members**

Building long-standing relationships with your peers is vital in a fast changing world. Communicating and leveraging knowledge is made easy through national, regional and international events, and using technology. Members often comment on the valuable support they receive from other member firms, who may be in the next city or on another continent.

### **Skills enhancement**

For the network to develop, so must our people. It is this concept that has led to regular national and regional initiatives to enhance the skills of member firms, through structured training programmes, e-learning and the setting up of specialist industry-based focus groups. And as your people develop, so will the service they provide to clients.

### **Strong external voice**

As a substantial global organisation, it is vital that members of Moore Stephens International network have influence in the areas that affect our members and their clients. As such, we have representatives across the world on many of the key professional accountancy bodies, including IFAC, FEE and EGIAN, as well as members who have been appointed to the office of President of their national institutes.







# Member resources

One of the drivers of joining a large network is the opportunity to learn and implement best practice through leveraging off other members – and membership of Moore Stephens International provides a range of resources that does just that.

Resources available to members range from technical assistance and audit methodologies, through to marketing support and training opportunities. Most are organised regionally and therefore provide local tools and solutions that can be adapted for your area. Here are just a few examples.

## Professional standards

### Quality

Moore Stephens International monitors audit quality through its professional standards review process which builds on the quality assurance processes that member firms have in place as part of their operating procedures. The process is overseen by the International Technical Committee and in addition provides constructive advice to member firms.

### Independence

To facilitate member firms compliance with ethical requirements, we have built a confidential system that permits checking for any potential conflicts that may arise in respect of professional services.

The database underlying this system also contains extensive information concerning the professional relationships of Moore Stephens International member firms with Listed entities and their affiliates.

## Audit and assurance

### Technical support

Members can call on audit, accounting and tax technical support at any time through our technical teams in London and at national and regional level. In larger regions, we have dedicated resources including technical support and faculty groups for practice areas such as audit, tax, corporate advisory services and public sector.

### Audit methodology and procedures

Audit quality is a major concern for all accountants. The Moore Stephens International audit methodology is ISA compliant and assists in the delivery of consistent quality. As well as general auditing, there are specialist procedures available for charities and not-for-profit organisations, lawyers and pension schemes. For our members, it's one less thing to worry about. For our clients, it provides assurance that we have available a compliant audit methodology and work to quality standards worldwide.

## Client risk and verification

### Client acceptance and continuation

Through a network license, member firms have access to a third party database designed to identify adverse information concerning client and potential client entities and affiliated individuals.

One of the drivers of joining a large network is the opportunity to learn and implement best practice through leveraging off other members.

# Resources

Membership of Moore Stephens International provides members with the opportunity for staff secondments and exchanges, as well as staff sharing and involvement in international work.



## **Financial reporting**

The complexities of IFRS and US GAAP can be immense. Through Moore Stephens' specialist centres of excellence we provide advice and assistance to member firms on these and other accounting-related issues. MSIL has also negotiated a network license for access to e-IFRS resources produced by the IASB.

## **Technical and tax committees**

To ensure consistency and quality in all that we do, Moore Stephens International has in place an International Technical Committee and an International Tax Committee. The International Technical Committee is tasked to ensure audit standards are followed and the International Tax Committee provides a platform for the provision of high quality global tax advice, as well as providing information and guidance in response to professional developments internationally in their respective fields. Similar committees at regional and national level support the international committees in this important work.

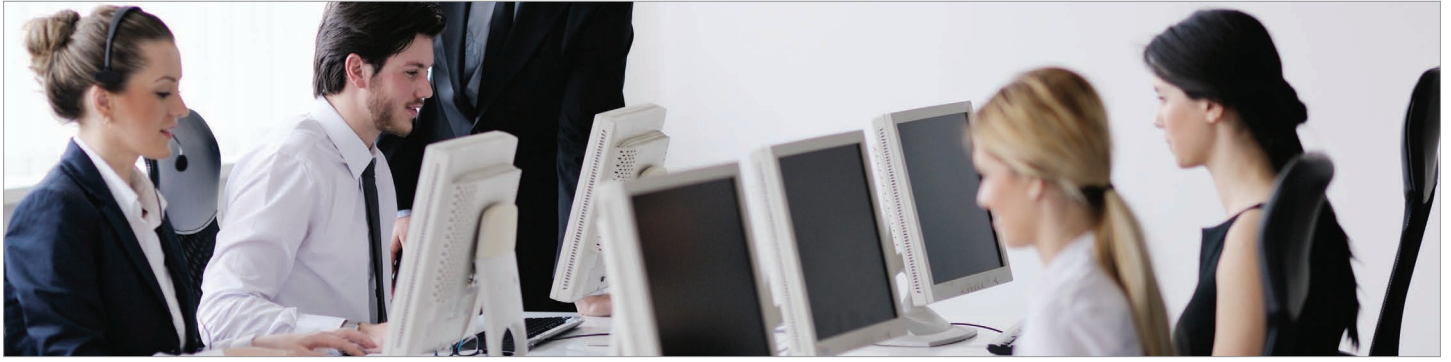
## **Regional governance**

Moore Stephens International is structured to ensure that the regions provide the key focus for the development of that specific locality, and have an active voice in governance issues both for that region and more widely. Regional committees are elected by member firms and provide, through their chairman, the membership of the International Policy Committee which oversees the strategic development and governance of Moore Stephens International.

## **Public offerings and corporate advisory**

Through the experience of member firms on public offerings and corporate advisory matters, we ensure that the relevant expertise is available to all member firms. Such access to our centres of excellence provides members with the skills and confidence to provide valuable advice to clients in listings and corporate matters.





## Training and events

### Technical training

Moore Stephens International offers a range of training opportunities at a local, regional and international level. Training areas include courses on auditing and reporting, ISA implementation, IFRS and accounting updates, ethics and independence.

### E-learning

Moore Stephens International has set up a global web-based training tool available to all members. Modules include International Financial Reporting Standards, International Accounting Standards and International Standards on Auditing, as well as personal skills. Additional modules continue to be produced.

### Conferences

Moore Stephens International holds a number of international, regional and national conferences providing both training and networking opportunities. As well as general events, there are many more specialist events, covering tax, audit and specific industry sectors.

## Secondments

Membership of Moore Stephens

International provides members with the opportunity for staff secondments and exchanges, as well as staff sharing and involvement in international work.

Members have commented how important opportunities like these are to help with staff development and retention.

To further assist in this important area, Moore Stephens International has developed a central tool to assist in staff secondments through communicating opportunities and matching staff with available positions.

Moore Stephens International is structured to ensure that the regions provide the key focus for the development of that specific locality, and have an active voice in governance issues both for that region and more widely.

# Resources

To reach our objective of being “the best in our chosen markets”, many initiatives take place throughout the year to develop niche sector expertise.

## Information resources

### International directory

Printed and updated bi-annually, the International Directory contains contact details of every Moore Stephens International member firm, office and partner. It represents an essential source of information for members and clients alike. This information is also maintained online.

### Technical bulletins

Moore Stephens International's technical experts provide regular updates on new or changing accounting, audit, tax and regulatory issues.

### Website ([www.moorestephens.com](http://www.moorestephens.com))

The Moore Stephens International website provides users with all the information they need about the network and its members, including links to member firm websites and emails.

## Intranet site

The members-only international intranet site provides access to numerous documents, updates, technical briefings and other information. Updated regularly, the Moore Stephens International intranet site is an essential resource for all members.

## Practice development

### Sector initiatives

To reach our objective of being the best in our chosen markets, many initiatives take place throughout the year to develop niche sector expertise. A number of regional industry-specific groups meet on a regular basis, such as shipping, property, education and not-for-profit.

## Marketing

Based in London the Moore Stephens International marketing team is a central source of excellence for members to call upon. Marketing also manage and help implement house-style and provide on-going development of the Moore Stephens visual identity, including documentation, publications and websites.

## Web-hosting and content management

Members have the opportunity to use the Moore Stephens content management system to build their websites. Professionally designed with simple functionality, the sites ensure the consistency of brand on a global basis, while providing members with an immediate solution to their web requirements.

## Practice management

Moore Stephens International provides practice management resources for members to use when required. Recent assistance has been provided on issues as varied as employment law issues; training procedures; recruitment policies; secondments; partnership arrangements; practice finance and partner reward policies.





Based in London the Moore Stephens International marketing team is a central source of excellence for members to call upon.







# Case study

The previous pages highlight just some of the benefits and resources available to Moore Stephens International members. But how does this work in reality? Here Moore Stephens Hong Kong briefly shares its experience of being part of Moore Stephens International.

## **Moore Stephens Hong Kong**

Moore Stephens Hong Kong joined the network over 30 years ago. In that time, partner Jim Fulton has witnessed some dramatic changes, both within Moore Stephens International and, of course, in Hong Kong and the surrounding area.

“The firm’s early clients were principally maritime in nature, which was a reflection of Moore Stephens’ long association with the shipping industry. Since then the client base has grown to encompass most kinds of business operation.

“Since 1992 we’ve been very active in developing member firms in China, with their offices established in Beijing and other major cities. While this has had a positive impact for our firm, the development into China is equally important for the rest of Moore Stephens.

“Membership has also given us access to other global markets, which just would not have been possible if we were not part of Moore Stephens. We have been able to win bigger and more prestigious work as a direct result of the Moore Stephens name and ethos, and are able to rely on other members on global projects. In such circumstances, we work closely with the other member, sharing the planning, execution and finalisation to reach a common goal.

“For example, we have a NASDAQ listed client based in Taiwan. While Moore Stephens Hong Kong do the sign off, we work closely with MSPC in New York. They review our files and give us clearance on US compliance, ensuring that all relevant US GAAP disclosures are made. The client benefits as they receive a seamless global service, and both firms benefit through profitable fees, increased profile in

the market and the chance of working on exciting assignments.

“We get similar referrals from other members too. We are currently assisting Moore Stephens Toronto on a client listed on their local exchange but with business operations in China. Moore Stephens Toronto leads the assignment and signs off the audit report, while we provide the staffing and local supervision. Working papers belong to the Toronto office and are fully reviewed by them. Again, the whole assignment depends on mutual co-operation and everyone benefits.

“I can safely say that without Moore Stephens International we simply would not get the same high quality assignments. To me, this type of co-operation is the ultimate proof that the network works.”

## Moore Stephens globally

Moore Stephens International Limited is a global accountancy and consulting network, headquartered in London.

With fees of US\$2.7 billion and offices in 103 countries, you can be confident that we have access to the resources and capabilities to meet your needs. Moore Stephens International independent member firms share common values: integrity, personal service, quality, knowledge and a global view.

By combining local expertise and experience with the breadth of our UK and worldwide networks, clients can be confident that, whatever their requirement, Moore Stephens will provide the right solution to their local, national and international needs.

## Contact information

For more information, please email [msil.marketing@moorestephens.com](mailto:msil.marketing@moorestephens.com) or visit: [www.moorestephens.com](http://www.moorestephens.com) to locate your nearest member firm.