



毕马威

毕马威中国

KPMG China

服务简介
Service Introduction



毕马威 创见不同·智启未来

kpmg.com/cn

人工智能生成合成



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毕马威中国

诚信为本 守正不移

我们坚持诚信为本,始终守正不移,以信任构筑合作
的坚实基石,共创双赢未来。

人工智能生成合成



毕马威中国

毕马威中国在全国三十一个城市设有办事机构，拥有合伙人及员工超过14,000名，分布在北京、长春、长沙、成都、重庆、大连、东莞、佛山、福州、广州、海口、杭州、合肥、济南、南京、南通、宁波、青岛、上海、沈阳、深圳、苏州、太原、天津、武汉、无锡、厦门、西安、郑州、中国香港特别行政区和中国澳门特别行政区。在高效一体化管理模式下，各办事机构紧密协作，为客户提供持续高质量的服务。

毕马威中国的悠久历史可以追溯至一九四五年率先在中国香港特别行政区打入市场，随后于一九八三年在北京设立中国内地首家办事处，并逐步扩大业务网络，覆盖全国各地。一九九二年，毕马威成为中国内地首家获准开业的中外合作会计师事务所。二零一二年八月，毕马威成为四大国际会计师事务所中首家完成本土化转制的会计师事务所。时至今日，毕马威中国已持续深耕本土市场超过八十年，积累了丰富的行业经验，全面覆盖含金融业、能源业、制造业、国有企业、资本市场等在内共计二十一个行业及渠道。通过整合内外部资源，建立了行业专家集群，培养了大量专业人才，并就热点问题向客户提供独到的见解和定制化的建议。

毕马威中国凭借敏锐的市场洞察力和对服务质量的不懈追求，为客户提供全面的专业服务，包括审计及鉴证、税务和咨询等。我们的服务涵盖企业发展全生命周期各阶段关键节点，依托丰富的行业经验和精英团队，提供量身定制的卓越服务，帮助客户精准把握机遇、有效应对挑战，为企业的持续健康发展保驾护航。众多知名企业的长期合作充分证明了毕马威在中国市场的领先地位。这些合作关系不仅是对我们专业能力的认可，更是对我们价值创造能力的信任。

未来，我们将继续践行毕马威“诚、卓、创、和、益”的价值观，秉持诚信为本、追求卓越、积极创新的理念，为客户提供更优质、更高效的服务。无论面对复杂多变的商业环境，还是不断涌现的机遇与挑战，我们都将与企业携手并进、共同前行。毕马威中国也将积极构建以人为本、共融平等的文化环境，坚定锚定可持续发展目标，致力于推动经济社会发展、实现长久繁荣。

我们的网络

毕马威国际是由遍布全球138个国家和地区、近276,000名合伙人和员工组成的全球性专业网络，各实体均独立经营。毕马威中国旗下各实体与毕马威国际之间不存在全球合伙、合资、委托代理关系，不是任何海外实体的子公司或分支机构。我们秉持一致的价值观和服务标准，通过整合全球视野与本地洞察力，利用强大的全球网络和专业团队，通力合作为客户提供卓越的审计、税务和咨询服务。

我们的团队已经成功地协助中国企业完成了众多具有里程碑意义的对外并购和绿地投资，同时还向有对华投资意向的外资企业推荐合适的中国业务合作伙伴，使他们能够更顺利地拓展中国市场。在中国的新发展阶段，外资企业作为中国市场的重要参与者，也在积极参与中国经济和社会高质量发展并获得成功，我们将协助其调整在华商业策略，以把握新的发展机遇。

随着中国企业“走出去”的发展战略不断推进，毕马威成立了“毕马威全球中国业务发展中心”，在全球近70个投资热点区域组建专业团队，其中包括欧美澳等传统投资目的地以及东南亚、拉美、中东和其它“一带一路”沿线的新兴热点投资地区，致力于协助中国企业开展对外投资以及外资企业来华投资和拓展业务。



毕马威中国发展历程

毕马威中国在业界拥有悠久的发展历程。早在1945年，毕马威中国便率先在中国香港特别行政区开拓市场；继而在1983年于北京成立了中国内地首个办事处，此后逐步扩展业务版图，遍布全国。凭借着勇于开拓的精神、果断的决策力以及对客户坚定不移的承诺，我们一路披荆斩棘，发展至今。





2022



02

我们的服务

卓越不止 精益求精

追求卓越是永无止境的攀登, 精益求精是永不停歇的追求。以匠心雕琢细节, 以创新突破边界, 于持续精进中成就非凡品质。

人工智能生成合成



我们的服务

我们的服务体系

毕马威提供专业的审计、税务、咨询服务。在提供专业服务的同时，毕马威中国研究院、毕马威高管研修中心和毕马威行业服务团队还会提供研究、培训及面向特定行业的系列增值服务。



我们的服务保障

在数字化、智能化时代，毕马威坚信数据安全、客户信息保密和隐私保护是提供安全、优质服务的基石。在此基础上，毕马威始终将国家、客户和个人的数据安全保障责任置于首要位置，严格遵守所有适用的数据安全法律及法规是毕马威秉持的核心理念。毕马威具备充足的能力保障国家、客户、供应商和其他第三方的数据安全和隐私权，可充分满足客户的数据安全、涉密敏感和保密需求。

完备的数据治理体系

毕马威致力于建设符合业界最佳实践的数据安全治理体系，制定完善、规范的数据安全与隐私保护合规的制度和标准。通过明晰的组织架构和权责、数据分类分级、数据全生命周期管控、精细化权限管理和全员强制性培训等措施，恪守数据安全法律法规。

数据安全专职团队

毕马威投入大量的专职人员和资源支撑数据安全治理体系的有效运转。此外，毕马威设有7*24小时的安全监测中心，全方位的监控和管理数据安全潜在威胁和风险。

筑牢数据安全屏障

毕马威拥有领先业界的数据安全保护技术，能高效应对多业态、多领域、多层面的数据安全挑战。

监管沟通和行业认证

毕马威与监管机构和行业组织保持着密切沟通，就数据安全管理事项积极互动，确保数据安全管理合法合规。毕马威信息安全管理、云服务安全及隐私管理体系均已通过ISO/IEC审核并获得了ISO/IEC国际标准认证：ISO/IEC 27001:2022（信息安全管理）；ISO/IEC 27017:2015（云服务安全管理）以及ISO/IEC 27701:2019（隐私信息管理体系）。



审计及鉴证

/ 我们的服务

毕马威坚守诚信为本的初心，秉承高质量服务理念，培养多领域专业人才，通过运用智能化审计工具，助力客户应对复杂环境下的风险和挑战，赢得资本市场和公众的信任。

除财务报表审计外，我们还广泛提供其他类型的审计鉴证服务，譬如环境、社会及治理 (ESG) 有关的报告服务，以及信息技术审计等。

审计及鉴证服务范围

审计、鉴证和其他服务

毕马威提供专业的审计服务，涵盖按照中国内地、中国香港特别行政区、美国资本市场适用的公认会计原则编制的财务报表审计，并出具审计意见。我们的服务不仅限于审计，还提供广泛的鉴证服务，特别是在环境、社会与治理（ESG）等备受公众和监管机构关注的新兴领域。通过这些服务，我们帮助客户提升企业信誉、降低运营风险，并发掘潜在价值。

信息技术审计

毕马威中国信息技术审计部的专业团队致力于帮助组织识别和解决信息技术方面的挑战，提供全面的审计和其他鉴证服务，以确保组织在数字化时代的信息技术环境安全、高效与合规。主要服务内容包括：信息系统和数据审计、信息系统核查以及服务性机构控制体系鉴证。

环境、社会及治理 (ESG) 报告和鉴证服务

毕马威通过ESG鉴证服务提升信息披露可信度，并与监管机构、交易所及专业团体分享全球洞见，推动价值创造。同时，我们助力客户理解监管要求，探索不同司法管辖区间报告框架的互操作性，并就财务与非财务信息的关联性提供建议，确保报告的一致性与完整性。对于行业领先的客户，我们不仅可为其特定披露指标提供鉴证服务，还能就其报告实践提供优化建议。

风险管理与合规鉴证

风险管理与合规鉴证部致力于在整合审计中深化内部控制审计的理论应用与实践效果，提升审计质量和效率，以及为客户提供风险管理、合规管理、内部控制等广泛领域的鉴证服务，助力机构满足监管要求，并为治理层及管理层提供洞察与信心。主要服务内容包括：内部控制评价与审计、内部控制核查、风险管理与合规鉴证服务。



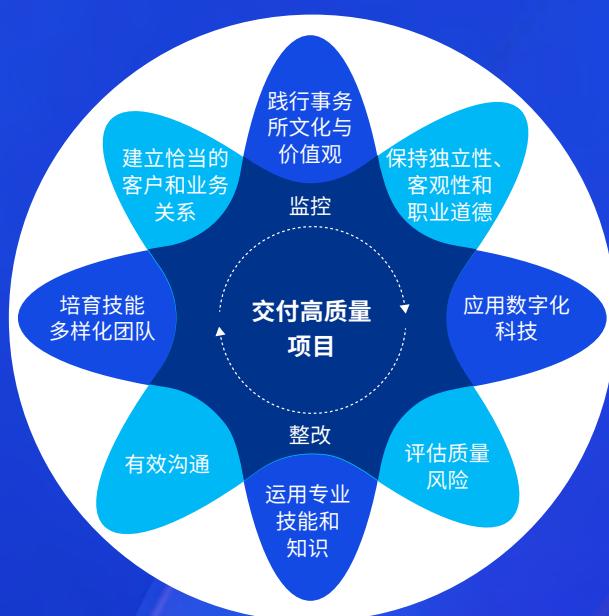
可靠的审计质量

毕马威致力于在我们工作的各个方面展现卓越质量，通过专业精神与个人操守向客户提供最佳服务，并赢得公众信任。

自成立以来，我们一直是审计和鉴证服务的领导者，这些服务对资本市场的成功运作至关重要。审计和鉴证业务的质量始终是毕马威的首要任务，我们勠力同心，致力于以最高的专业水准、职业道德操守和诚信服务于我们的客户、利益相关方和公众。

我们采用了国际质量框架，以更好地诠释我们如何执行审计，以及我们每位成员如何为交付高质量审计而作出贡献。

毕马威国际质量框架



毕马威严格遵循国际监管框架，实施统一、稳健的质量管理体系，有效强化问责机制、提升透明化治理水平、驱动可持续发展进程。通过始终不懈的专注投入，我们的员工成为推动变革的关键力量，在革新质量管理方式方面发挥着重要作用。持续改进意味着我们正视不足，不断寻求强化审计流程严谨性、可靠性与质量标准。作为承担社会公信责任的机构，我们始终恪守最高标准的职业道德规范，致力于通过整合组织资源与专业能力，提供符合社会公共利益的优质审计与鉴证服务。通过我们全面的机构设置和员工的专业知识，本所致力于提供优质的审计和鉴证服务，以保护公共利益。

拥抱数字科技

在毕马威，我们通过智能的技术解决方案，重塑我们专业人员和客户的审计新体验。我们前瞻谋划并提前部署前沿技术，以助力我们塑造未来并积极推动富有远见的创新议程。

为了实现我们的审计数智化战略，我们投资于以下技术解决方案：

- 01** 指导审计并提升项目管理的集中化平台
- 02** 人工智能与数据分析程序
- 03** 自动化、标准化和促进协作的审计应用
- 04** 提升员工科技技能和自信的数据素养培训

- 我们推出了创新性的审计应用程序平台，将我们的审计科技工具与四大核心审计业务系统进行整合，分别是：审计资源管理系统、财务系统、毕马威审计共享服务中心和KPMG Clara workflow的数据挖掘
- 100%的审计和鉴证项目都在KPMG Clara workflow中执行
- 我们推出了生成式人工智能模型KPMG Audit Guidance AI-chat并为我们的员工提供可信赖人工智能框架方面的培训
- 我们发布了更多标准化数据分析程序，进一步提高了项目组对这些程序的使用，并为用户提供更好的支持
- 我们开发了许多新的创新审计应用程序，包括毕马威现场信息收集平台（毕马威打卡星）、毕马威审计抽凭测试平台和预期信用损失工具

扫码了解更多



2024年毕马威
审计质量报告



2024年毕马威香港
审计质量报告



观看视频,了解
毕马威数智化审计



咨询 / 我们的服务

随着技术的迅猛进步、监管环境的动态调整以及客户需求的日益多样化，公司唯有紧跟时代潮流，敏锐捕捉先机，并迅速灵活地应对市场波动，方能确保自身持续的竞争优势。在毕马威，我们不仅向客户提供深刻的洞察、创新的思维、实用的方法以及丰富的经验，更助力他们精心策划制胜之道，维系并强化其市场竞争力。

咨询服务范围

交易咨询

交易咨询服务致力于在整个交易周期中为客户提供支持，无论是购买、出售、合作、融资还是资产重组等环节，均力求最大化地为客户发掘机遇并创造价值。交易咨询服务涵盖：

- 收购业务
- 为业务融资
- 出售业务
- 建立伙伴关系
- 解决业务问题

科技咨询

科技咨询服务专注于帮助客户精准识别并有效应对阻碍其成长与进步的各类挑战，从而达成关键性的成就。毕马威科技咨询赋能客户，推动其技术革新与商业模式的转型升级，确保他们能在当前及未来的全球竞争中占据领先地位，勇立潮头。科技咨询服务涵盖：

- 财务管理咨询
- SAP
- 人才与变革管理服务
- 大湾区科技咨询
- 数字化赋能服务
- 技术风险管理服务
- 科技集成解决方案
- 云服务

变革咨询

变革咨询服务提供创新和整合的定制化方案，依托深度的行业沉淀及洞察，提供务实且系统的方法论，并通过跨领域的团队协作与资源整合，旨在助力客户应对复杂多变的转型挑战，实现可持续发展。变革咨询服务包括：

- 战略与变革咨询服务
- 气候变化与可持续发展咨询服务

风险咨询

风险咨询助力组织将潜在风险转化为竞争优势，同时应对最为复杂的业务挑战。毕马威风险咨询凭借深厚的专业知识与独到的见解，协助企业在不断变化的商业环境中优化风险管理，创造更多价值。通过前瞻性的量化风险管理，提升企业韧性，使企业更为整合、协同和运转高效，以增加利益相关方的信任，提高企业发展的可持续性。风险咨询服务包括：

- 会计咨询服务
- 法证咨询服务
- 精算服务
- 公司治理、风险与合规咨询服务
- 金融风险咨询服务



毕马威咨询九级价值阶梯

企业价值的构成往往复杂多维，涵盖声誉、财务绩效、股东回报、客户满意度与忠诚度、社会责任、预算平衡、稳定性及灵活性等诸多方面。同时，这些价值在不同的发展阶段与业务场景中有着不同的体现，诸如业务增长、运营效率的提升、业务转型及交易活动等。

毕马威咨询独家推出了价值创造的专属框架——“九级价值阶梯”，这一框架汇聚了首席执行官及高层管理者在策略规划与执行中所需把握的组织财务、业务运作及运营模式的核心要素。依托毕马威深厚的行业专业知识与敏锐的市场洞察能力，该框架站在客户的立场上思考，并在价值创造、价值保护及价值传递等方面取得卓越成就。



毕马威服务优势

出海浪潮



海外市场正成为中国企业寻求扩张和增长的重要抓手，毕马威拥有全球化的资源网络和专业人才团队，在全球拥有深厚的业务基础和丰富的市场经验，毕马威全球业务发展中心与其他成员所保持紧密协作，致力于为中国企业的国际化之路提供“全生命周期”服务，旨在为企业提供前瞻性的立体化、一站式出海策略。

人工智能



人工智能AI等新兴技术的竞争态势正以超乎想象的速度演变，AI技术的发展和应用正成为科技企业战略布局重点。毕马威通过全球和China AI Workbench和KPMG Velocity平台等，协助客户完善AI愿景和战略，在关键产品中融入AI，建立可信的AI治理机制，确保获取最新的AI技术和关键数据，并帮助员工尽早适应新兴技术转型。

数智化转型



新技术的出现和消费者偏好变化已成为推动企业数字化转型的最大动因，网络安全、供应链重构、客户关系管理、数字化营销、数智财务及云服务等是企业数字化转型的主要关注领域。毕马威协助企业积极拥抱变化，保持竞争力，并营造一个安全有利的发展环境。

风险管理



毕马威将风险领域的深厚经验与创新洞见相结合，提供应对不确定性的策略，开辟通向企业韧性、增长和信任的新途径。通过先进的风险管理、建模技术和实时报告，我们帮助客户将风险管理融入日常运营。

环境、社会和治理ESG



拥抱ESG是企业寻找新的收入来源、降低成本和吸引投资者的关键，我们为客户提供ESG战略、转型和实施，ESG财务咨询，脱碳、气候和自然等服务，协助企业发现新机遇，同时也为可持续的未来做出贡献。



税务 / 我们的服务

毕马威的税务专业人员对复杂的监管环境有着深入的了解，并拥有丰富的行业知识和经验。通过提供高质量的税务服务，我们的税务专业人员能协助客户实施有效的税务风险管理及合规实践，并制定了税收优化的业务和投资架构，以配合客户的经营战略和目标。

税务服务范围

公司税务咨询服务

- 通过提供税务咨询服务为客户处理各类传统和新兴税务事宜。
- 企业税务咨询服务（包括商务税务咨询、国际税收、税务政策咨询、资本市场税务服务）。

供应链优化服务

- 提供包括供应链与运营模式优化、关税/非关税壁垒应对筹划、应对各国贸易监管部门的质疑和案件，全球各国激励和优惠措施等覆盖专业与实操各个层面的全方位服务。

税务科技与转型变革服务

- 依托科技手段，为企业税务管理工作提供智能化解决方案，协助客户进行税务管理的信息化转型。

税务运营管理服务

- 提供集约化、标准化和科技化的税务运营管理服务协助集团企业提高财税部门效率、降低合规成本并提升质量。

境内外投资并购税务服务

- 从制定业务结构到税务尽职调查为客户提供广泛的服务，包括就税收优化的退出战略和并购后整合提出建议。除结构性税务筹划外，还可就外商投资规定、行业特定的监管要求以及外汇法规提供专业意见。

转让定价服务

- 致力为客户处理当前的税务事宜，包括与税基侵蚀和利润转移（BEPS）2.0相关的发展。
- 为企业提供风险评估、文档分析和合规事宜、处理税务争议、预约定价安排、转让定价筹划和供应链的分析等各类服务。

私人及家族企业服务

- 通过毕马威的全球网络，可为家族企业主个人和他们的企业提供一站式税务筹划与合规服务。



毕马威税务团队对中国内地和中国香港特别行政区的税收法规、商业和投资规则及外汇法规有深入的了解。通过采用协调一致的工作方法并充分利用科技的手段，我们的专业团队能提供全面优质的税务服务，帮助客户有效地处理公司税务、转让定价、供应链优化及税务转型方面的服务需求。

毕马威的税务专业人员拥有丰富的行业服务经验，通过提供商务税务咨询服务为金融服务业、资产管理行业、新经济及消费市场、房地产/基础设施/交通、工业/汽车/能源及生命科学行业客户量身定制各类高效、创新、可落地的税务解决方案。

毕马威的本地和国际税务人员与转让定价服务人员紧密合作，在涉及税务议题时通过前瞻思维为客户处理当前的税务事宜，包括税基侵蚀和利润转移（BEPS）2.0 相关税务安排。我们的转让定价服务团队为企业提供风险评估、文档分析和合规事宜、处理税务调查、预定定价安排、转让定价筹划和供应链的分析等各类服务。

毕马威境内外投资并购税务服务专责团队深入了解全球形势并拥有丰富的实践经验，深刻洞察各地税务和监管知识，从制定业务结构到税务尽职调查，为客户提供广泛的服务，包括就税收优化的退出战略和并购后整合提出专业建议。除结构性税务筹划外，团队还可就外商投资规定、行业特定的监管要求以及外汇法规提供咨询意见。

当前国际贸易形势的变化，已成为影响跨国公司（特别是中国企业）全球化布局的重要因素。针对全球各国和地区原产地规则，以及各类不同的关税壁垒和非关税壁垒，并结合对于价值链的深入研究和评估，毕马威供应链服务能够为广大企业提供包括供应链与运营模式优化、关税/非关税壁垒应对筹划、应对各国贸易监管部门的质疑和案件，全球各国激励和优惠措施等覆盖专业与实操各个层面的全方位服务。

日趋复杂多变的间接税政策给企业的日常税务管理带来挑战。毕马威间接税服务从实务角度出发，为客户寻求最佳解决方案提供支持。

税务机关通过加强对大数据的使用，更有针对性地对税务违规行为开展税务稽查；税制改革和立法进程的加速也为企业的税务管理增添了不确定性和不可预见性，毕马威的税务政策咨询服务可帮助客户有效应对税务争议并向税务机关提出政策建议。

在经济数字化的背景下，税务管理也亟需进行信息化转型。毕马威的税务科技与转型变革服务依托科技手段，为企业税务管理提供智能化解决方案。同时，企业管理人员越来越多地借鉴“共享经济”思路外包税务职能，毕马威的税务运营管理团队可通过提供集约化、标准化和科技化的税务运营管理服务协助集团企业提高财税部门效率、降低合规成本并提升管理质量。

企业的员工队伍对其长久发展起着至关重要的作用，毕马威的个人服务可以提供从获得合格人才、跨国人员调动、到设计相关人才激励政策并处理复杂的税务和法律问题等全方位服务，为企业战略和业务运营需求提供有力支持。此外，随着中国家族企业的蓬勃发展和壮大，其自身也面临着企业转型升级和家族代际传承过程中的诸多挑战，毕马威的私人和家族企业服务团队通过毕马威的全球网络，为家族企业主个人和他们的企业提供一站式税务筹划与合规服务。



更多增值服务 / 我们的服务

毕马威中国研究院

研究院汇集了毕马威在宏观、行业以及细分领域的研究力量，结合毕马威全球网络资源，以国际化的视野，在重要的经济和商业问题上提供基于事实的深刻洞察与分析，协助客户了解复杂宏观环境下的行业变化与趋势、市场发展前景与机遇。



毕马威中国研究院
KPMG CHINA RESEARCH CENTRE



定期的宏观经济报告
与政策解读



开展行业动态与前瞻性
分析，提供行业洞察



剖析企业发展挑战，分
享专家见解与先进实践

研究院由毕马威中国客户和业务发展主管合伙人领衔的业务指导委员会专家组领导；

结合国内外领先的数据工具和数据产品，为毕马威研究涉及的信息、数据和分析需求提供创新性解决方案；

持续追踪特定行业的最新动态，包括监管政策、行业法规和最新投融资情况等，为毕马威客户提供第三方视角下的行业监测服务、趋势研判和解读；

通过搭建创新、专业、高效的研究体系，把握前沿动态，全面展开宏观、行业、国企等领域的研究，并以公开出版物和专项课题研究等形式为政企各界提供有益参考。

主要研究出版物

■ 宏观经济研究



《中国经济观察》



《2024年中国首席执行官展望》



《2025年宏观经济
十大趋势展望》



《转型中的中东经济
——中国与中东经贸合作
前景广阔》



《2025年两会要点解读》

■ 政策研究与解读

■ 行业专题研究



《消费品零售业半年度
报告》



《2025年中国银行业
调查报告》



《新智启新质: 生成式AI赋能
产业变革的实践与路径》



《深化国资国企改革推动高质量发展》系列



《深化国资国企改革推动高质量发展》系列



《深化国资国企改革推动高质量发展》系列



毕马威高管研修中心

毕马威高管研修中心直属于毕马威中国，依托毕马威各领域的专家团队作为讲师库，汇聚行业智慧，在瞬息万变的商业世界中，致力于通过新视野、新思维和新战略为企业提供全方位的商业案例实训。



核心优势



秉持有趣、有故事：我们紧追商业动态，不断创新课程和培训，为企业提供定制服务；我们坚持“从优秀的业务专家中挑选段子手”，将深奥的商业观点用浅显易懂的实例与企业家分享，助力客户企业决胜商界。



直击痛点、难点、关键点：我们秉持“实战为根，案例为证，干货为魂”的培训理念，讲师团队由精英专家组成，他们不仅活跃在业务第一线，更是实战案例丰富，熟知行业新政及发展趋势，助力客户企业提升市场竞争力。



打造共融、共赢、共同体：专业团队提供全程培训与定制咨询服务，深入了解客户需求，不仅解决实际问题，更实现培训价值最大化。通过培训与咨询相结合的方式，确保企业获得持续支持和指导，帮助其获得商业机会及人脉资源，助力客户企业长远发展。

课程体系

八大类，数百堂课程，为企业量身定制。

| 资本市场 | 投资并购 | 公司治理 | CFO必修 | 会计准则 |
|--|---|--|---|---|
| <ul style="list-style-type: none">• 境内外资本市场分析与趋势• 上市地选择与准备• A股IPO必答题与应对• A股回归与行业关注点 | <ul style="list-style-type: none">• 投资战略和估值• 交易与尽职调查• 税务筹划• 投后管理 | <ul style="list-style-type: none">• 内控问题• 安全与合规• 舞弊调查• 风控管理 | <ul style="list-style-type: none">• 财务管控• 财务战略• 业财融合• 财务组织 | <ul style="list-style-type: none">• 三大会计准则详解• 年度会计准则新规解读• 国际会计准则• 基础课程 |

| 绩效增长 |
|--|
| <ul style="list-style-type: none">• 公司运营与战略破局• 高效能管理策略• 现金流管理• 人才团队培养 |

| ESG必修 |
|---|
| <ul style="list-style-type: none">• ESG政策介绍• ESG战略规划与落地• ESG信息披露• 循环经济 |

| 国企改革 |
|--|
| <ul style="list-style-type: none">• 国企改革与实践• 对标世界一流• 国企转型• 智慧监管 |

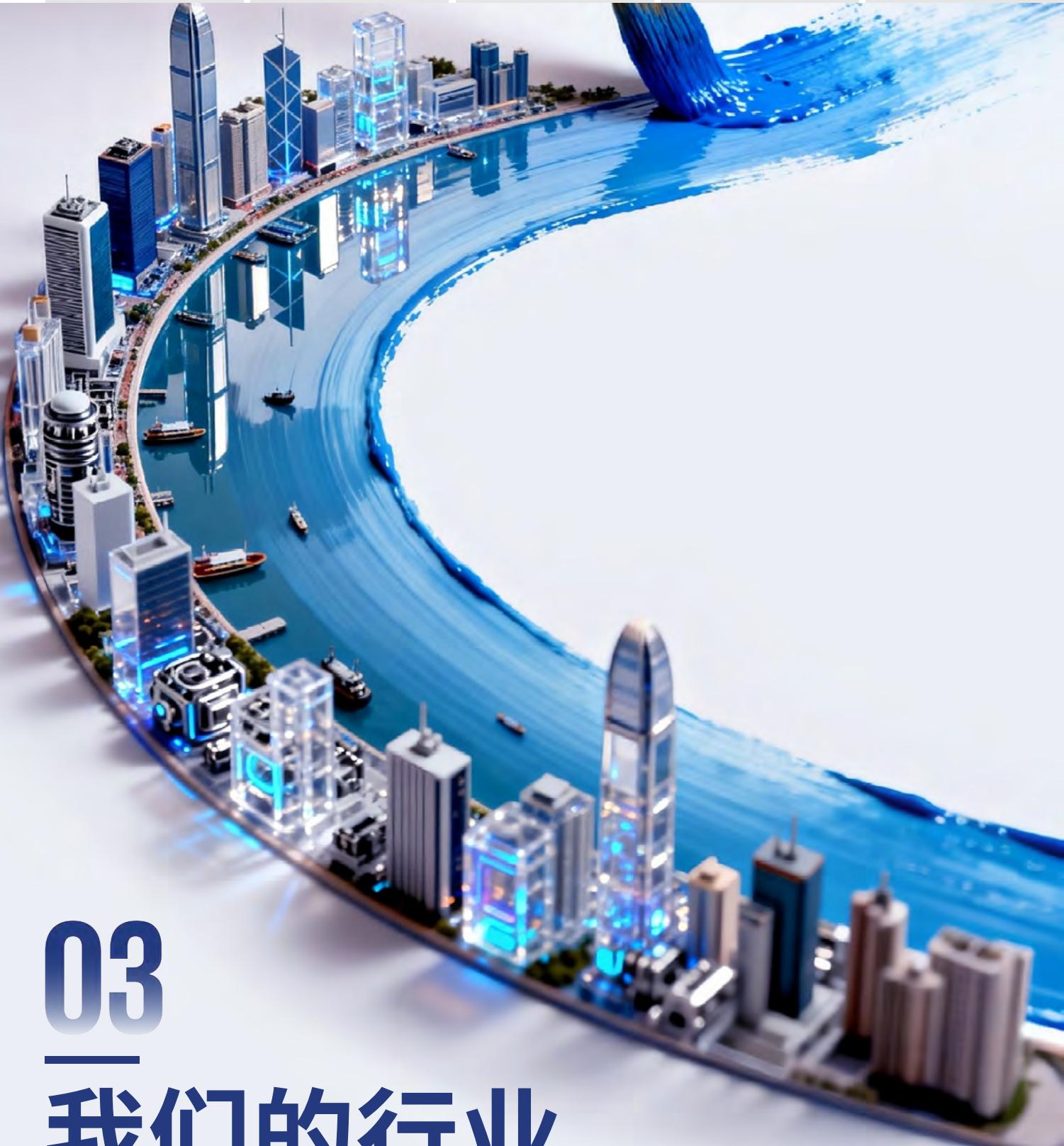
扫码了解更多



微信公众号



微信小程序



03

我们的行业

创新思维 敢于行动

破思维定式,燃行动火花。

凭新视角破局,以实践验真知。

人工智能生成合成



行业服务

/ 我们的行业

毕马威特别建立了行业服务团队，致力于与业内的客户分享市场信息及不断提高自身的专业技能。

行业：

- 金融服务（银行、保险、资管）
- 通信、媒体及科技与新经济
- 能源及天然资源
- 工业制造、汽车
- 零售及消费品
- 生命科学
- 医疗健康
- 政府及公共事务
- 地产与建筑
- 交通运输



跨行业渠道：

- 私募股权
- 资本市场
- 国有企业
- 私人和家族企业
- 跨国企业
- 全球中国业务发展中心
- 全球日本业务发展中心
- 全球韩国业务发展中心
- 环境、社会和治理

行业洞察

我们凭借前瞻视野，先人一步洞察行业趋势，并通过专业协作与您共创价值。即刻扫码浏览毕马威行业洞察年鉴及专题页面，在快速变革时代携手创新，共绘发展新蓝图。



2024年毕马威行业洞察年鉴



毕马威行业洞察刊物



行业活动 / 我们的行业

毕马威特别建立了行业服务团队，致力于与业内的客户分享市场信息及不断提高自身的专业技能。

“未来行业50” 榜单系列



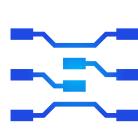
未来行业50
Future Sector 50



金融科技
Fintech



汽车科技
Autotech



芯科技
Chiptech



不动产科技
PropTech



消费50
Consumer 50



医疗健康
Healthcare



生物科技
Biotech



文创科技
Culture Tech



新能源科技
New Energy Tech



智能制造科技
Smart Manufacturing Tech

在现今竞争激烈的全球化市场中，所有公司都经历着前所未有的转变。为了帮助企业洞察行业趋势、把握未来方向，毕马威中国希望通过未来行业50榜单系列，为企业清晰呈现行业洞察，化洞察为机遇，协助客户解决在各自行业中面临的重大挑战。毕马威与全球各行业顶尖公司合作，在审计、税务和咨询方面均拥有经验丰富且实力雄厚的行业团队，以专业视角洞察行业及市场动态，并凭借丰富的项目经验为客户提供最优质的服务，助力企业洞察当下、把握未来。商场如赛场，行业如赛道。毕马威中国推出涵盖金融、工业制造及汽车、生物、消费、芯片、医疗健康、地产、文创以及能源等行业的“未来行业50”榜单系列，旨在根据企业身处的不同生命周期，引导他们做出契合其发展的战略选择，并帮助行业及资本遴选未来赛道上的明星企业。同时，毕马威提出了“未来行业50赛道”的概念，持续为企业搭建并拓宽各行业赛道。





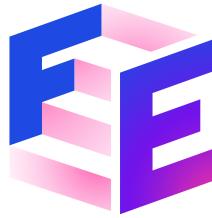
未来独角兽



未来独角兽
Future Unicorn

毕马威中国推出“未来独角兽”，致力于通过专业、权威、公平的平台发掘行业内有潜力的“独角兽”初创企业，帮助企业加速发展，引领行业创新突破，共同打造良好的科技创新产业。

未来企业家



未来企业家
Future Entrepreneur

毕马威中国的“未来企业家”致力于寻找塑造未来商业世界的企业家，通过创新和突破，他们带领企业在现有的成功的商业模式上持续迭代，引领企业迈入未来，他们是放眼当下的未来企业家。





04

我们的影响力

求同存异齐寻共识，兼容并蓄共增活力。
共担责任，携手创新，以行动推动社会进
步，共同构筑美好未来。

人工智能生成合成



我们的影响力计划

/ 我们的影响力

毕马威中国致力于将环境、社会和治理（ESG）融入企业血脉，从赋能员工成为积极变化的推动者，到为客户提供更优质的方案和服务，助力客户实现其ESG目标。

2025年，我们发布了第五份年度ESG报告——毕马威中国2024财年《我们的影响力计划》。



毕马威中国2024财年
《我们的影响力计划》

治理原则

- 以目标为导向的业务
- 秉持诚信观和责任观，并透明行事
- 人权

在毕马威价值观的引领下，我们致力于成为最受信任和最值得信赖的专业服务机构。毕马威中国对违反法律或职业道德的行为持零容忍态度，并要求所有合伙人和员工每年参加并完成反腐败培训。我们始终按照明确的目标行事，提供以目标为导向的业务。我们致力于在审计质量方面引领行业发展、推动负责任的税务实践并通过ESG服务创造长远价值。我们遵循毕马威全球ESG战略，运用领先的专业知识和方案为客户解决ESG关键问题，为他们的转型之旅提供支持。

以人为本

- 共融、多元与平等
- 健康与福祉
- 持续学习

毕马威中国致力于为员工打造一个共融、多元与平等并以信任为基础的工作场所，让每一个员工无论个体差异，都能在此蓬勃发展，并能展现真实自我。我们互相尊重，从彼此的差异中汲取力量，珍视不同的观点，以赋能我们的深刻洞察并激发创新。我们推出了旗舰项目“新世代委员会”，并开展全年的共融、多元与平等活动，旨在为所有人打造一个包容的工作环境。此外，我们努力帮助保护员工的健康，促进他们的身心健康。我们的职业健康与安全管理体系亦已获得国际认可的ISO 45001:2018认证。人才是毕马威的核心资产，我们努力通过提供各种学习机会和资源，包括数字化和ESG等知识和技能培训，帮助员工充分发挥潜力，使他们能够引领未来。

关爱地球

- 脱碳
- 气候风险
- 自然和生物多样性

作为毕马威全球净零排放旅程的一部分，我们制定了经认证的科学碳目标，力争在2030年将毕马威全球的直接和间接碳排放在2019财年的基础上减半。毕马威中国正以这一目标为指引开展脱碳工作，包括提升能源使用效率、采购100%可再生能源电力、提倡绿色出行、减少供应链碳排放、倡导循环经济以及保护生物多样性等核心举措，以降低我们自身和供应链运营对生态环境产生的影响。为了推进气候目标和减少环境影响的承诺，我们自2022年10月起还实施了内部碳价格，鼓励员工减少非必要商旅出行并选择低碳交通方式。

实现繁荣

- 为中国的经济发展作出贡献
- 为营运所在的社区提供支持

在毕马威中国，我们致力于构建有韧性、可持续的业务，紧跟国家政策，支持国家经济社会发展。同时，我们通过创造就业机会、推动科技创新和赋能基层社会组织等举措，增进民生福祉，贡献毕马威力量。在社区投入方面，毕马威发布了“10by30”战略，即到2030年，通过教育、就业和创业赋能，帮助全球1000万有需要的青少年提升经济实力。围绕“面向未来的技能培训”、“学校到职场的过渡”和“移除发展障碍”三大板块，毕马威中国积极为有需要的青少年赋能，使其在未来职场中更具适应力和竞争力。同时，我们持续发挥专业优势，积极支持乡村振兴，帮助为乡村提供发展服务的非营利机构和新型农村集体经济组织加强能力建设，并推动乡村数字化建设。



治理原则

- 2022/23年度ESG企业治理奖
- “私隐之友嘉许奖2023” 卓越金奖
- ESG认证计划暨嘉许礼2023颁发的“ESG嘉许状”及“ESG卓越社会表现专业奖”
- ISO/IEC 27017:2015 云服务信息安全管理认证
- ISO/IEC 27701:2019 隐私信息管理体系认证
- ISO/IEC 27001:2022 信息安全管理认证
- 网络安全等级保护制度（MLPS）2.0三级认证
- ISO 9001:2015 质量管理体系认证

以人为本

- 连续七年蝉联杰出雇主调研机构颁发的“中国杰出雇主奖”
- 连续八年荣获《HR Asia》颁发的“亚洲最佳雇主奖”
- 荣获CareER伤健共融指数颁发的“共融雇主2024”
- 在香港城市精神健康联盟的“Thriving at Work”评估中荣获“卓越”认证
- 在大湾区第一届优秀社会责任（ESG）企业评选中荣选“青年就业关爱企业大奖—杰出奖”
- ISO 45001 职业健康安全管理体系认证



关爱地球

- 支持的深圳湾红树林湿地生态修复项目入选生态环境部宣传教育中心发布的“2025年工商业生物多样性保护典型案例”
- 中华环保联合会颁发的“2025企业绿色转型与ESG实践案例”
- 连续两年荣获“财联社致远奖ESG先锋奖”
- 连续两年荣获中国企业碳中和表现榜 – “绿色实践表现奖”
- 荣获由深圳市福田区水务局、深圳市福田区红树林事务中心及红树林基金会（MCF）颁发的“长长久久共建伙伴”证书
- 荣获由深圳市红树林湿地保护基金会·绿美福田专项基金授予的公益证书
- 荣获由香港环境运动委员会颁发的“香港环境卓越大奖银奖”
- 由世界绿色组织授予的“绿色办公室”及“健康工作间”标志
- ISO 14001 环境管理体系认证
- 世界自然基金会香港分会银级企业会员

实现繁荣

- 《中国慈善家》“奔流·女性公益30+”责任品牌入围企业
- 联合国妇女署中国区WEPS“社区参与和伙伴关系”奖项
- 荣获2024中国企业志愿服务节授予的“年度优秀志愿服务队伍”
- 中国乡村发展基金会授予的“人道救援二十周年”捐赠伙伴
- 香港社会服务联会授予的连续二十年或以上“商界展关怀”标志
- JA中国“战略合作伙伴奖”
- 广州市启创社会工作服务中心“十周年合作伙伴奖”
- 上海市血液管理办公室授予的“2024年度献血优秀集体奖”
- 香港杰出义工奖中获得企业及非商业机构（义工时数）卓越铜奖
- 荣获香港教育局“商校合作计划”嘉许状
- 荣获香港特区政府“共创明『Teen』计划”支持机构大奖

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01

KPMG China

Integrity

We uphold integrity and consider it to be the foundation for win-win partnerships.

AI generated



KPMG China

KPMG China operates across 31 cities, employing more than 14,000 partners and staff. These locations include: Beijing, Changchun, Changsha, Chengdu, Chongqing, Dalian, Dongguan, Foshan, Fuzhou, Guangzhou, Haikou, Hangzhou, Hefei, Jinan, Nanjing, Nantong, Ningbo, Qingdao, Shanghai, Shenyang, Shenzhen, Suzhou, Taiyuan, Tianjin, Wuhan, Wuxi, Xiamen, Xi'an, Zhengzhou, Hong Kong SAR and Macau SAR. This extensive presence enables the firm to deploy experienced professionals efficiently, ensuring consistent delivery of high-quality services to clients.

The firm's journey began in 1945 with its establishment in the Hong Kong market. In 1983, KPMG opened its first Mainland office in Beijing, laying the foundation for a strong national network. In 1992, KPMG became the first international accounting network to obtain a joint venture licence in the Chinese Mainland. Later, on 1 August 2012, it became the first among the Big Four to convert from a joint venture to a special general partnership, solidifying its roots in the region. Over the past 80 years, KPMG has continually expanded its operations in China while gaining significant expertise across 21 industries, including finance, energy, manufacturing, state-owned enterprises, and capital markets.

Our network

KPMG International is a global network of firms operating in 138 countries and territories with more than 276,000 partners and employees working in member firms around the world. Each KPMG firm is an independent legal entity. KPMG China firms do not have any global partnership, joint venture or entrustment with KPMG International, nor are they subsidiaries or branches of any overseas entity. We work together to provide clients with excellent audit, tax, and advisory services by upholding consistent values and service standards, combining global perspectives and local insights, and leveraging resources and professional teams across the KPMG global network.

KPMG China has established its Global China Practice (GCP) to support Chinese enterprises pursuing overseas expansion and foreign investors entering the Chinese market. With dedicated teams across over 70 key international locations—including Europe, America, Australia, Southeast Asia, Latin America, the Middle East, and along the Belt and Road—this network connects clients to local expertise while leveraging KPMG's global resources.

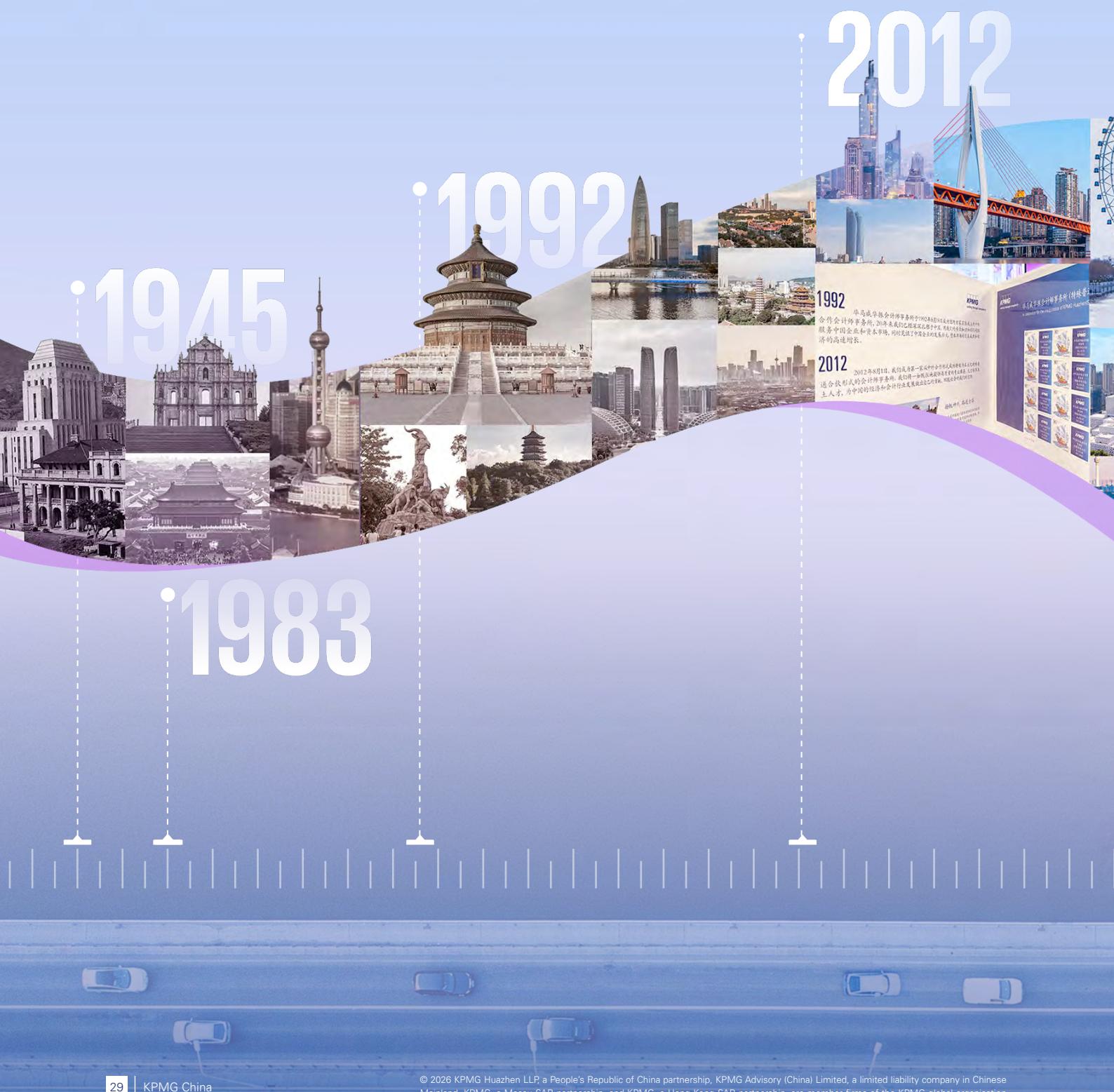
KPMG China provides a range of services, including audit and assurance, tax, and advisory. These services cover all major phases of an organisation's lifecycle. The firm's deep understanding of industries is supported by dedicated teams focusing on specific sectors, which enables delivery of targeted insights and solutions tailored to client needs. Through combining local market knowledge with global expertise, KPMG delivers actionable recommendations in areas such as emerging trends, risk management, and capital strategies.

KPMG's values—Integrity, Excellence, Courage, Together, and For Better—drive every aspect of its operations. These principles align with its goal of promoting greater efficiency, inclusiveness, and equality. Moving forward, KPMG China remains committed to supporting sustainable economic and social development. By fostering a people-oriented culture, the firm seeks to contribute meaningfully to long-term prosperity while helping clients navigate emerging challenges and opportunities in an evolving business environment.

The GCP has played a pivotal role in numerous landmark outbound transactions, including mergers and acquisitions (M&A) and greenfield investments, by guiding enterprises through complex international operations and helping them integrate into local business environments. The practice also assists in bridging cultural and regulatory gaps, essential for success in foreign operations. Through its network, the GCP enables foreign companies to establish and grow operations in China by connecting them with potential Chinese partners and offering strategic advice. KPMG's commitment extends to helping businesses adjust strategies to capitalise on China's evolving role in global economic transformation. By leveraging local knowledge and cross-border expertise, KPMG ensures a holistic approach in supporting both outbound and inbound investments, enabling clients to build sustainable and resilient market positions.

Our history in China

KPMG China has a long history. The firm can trace its origins to 1945 when it entered the regional market in Hong Kong. In 1983, it established its first office in the Chinese Mainland in Beijing, which served as a springboard for building its presence and network across the country. With courage, decisiveness, and an unwavering commitment to clients, we have achieved one success after another.







02

Our services

Excellence

We never stop pursuing excellence. We deliver precision in every detail, push the limits of what is possible, and craft excellence through relentless refinement.

AI generated

Our services

Our suite of services

KPMG provides professional audit, tax, and advisory services. In addition, the KPMG China Research Centre, the KPMG Executive Education programme, and the KPMG Sector Service team also provide research, training, and various value-added services for specific industries.



Why our services are reliable

In the age of digitisation and artificial intelligence, KPMG recognises that data security, confidentiality, and privacy protection are critical to delivering secure and reliable services. KPMG prioritises the protection of national, client, and personal data by strictly adhering to all relevant data security laws and regulations.

The firm has established robust capabilities to safeguard sensitive information for governments, clients, suppliers, and third parties. These measures ensure that KPMG meets client requirements for the secure handling of confidential and sensitive data without compromise.

A complete data governance system

KPMG has established a comprehensive data governance framework aligned with industry best practices and legal requirements. This includes clear organisational roles, data classification, lifecycle management, precise access controls, and regular mandatory staff training. These measures ensure robust data security, privacy protection, and compliance across all operations.

Dedicated data security team

KPMG has allocated substantial personnel and resources to maintain an effective data security governance system. A 24/7 security monitoring centre is in place to continuously oversee and address potential threats and risks, ensuring robust protection of data at all times.

Establishing a robust data security shield

KPMG employs advanced data security technologies designed to address complex security challenges effectively across multiple formats, industries, and sensitivity levels, providing a robust and reliable defence against data threats.

Regulatory communication and industry certification

KPMG maintains active communication with regulatory bodies and industry organisations, ensuring its data security practices remain fully compliant with legal requirements and aligned with best standards. The firm's commitment to high security standards is evidenced by its successful completion of ISO/IEC audits and certifications, including:

- ISO/IEC 27001:2022 – Information Security Management System
- ISO/IEC 27017:2015 – Cloud Service Security Management
- ISO/IEC 27701:2019 – Privacy Information Management System

These certifications reflect KPMG's adherence to globally recognised benchmarks for data security, cloud service management, and privacy protection.

Audit and Assurance

/ Our services

KPMG upholds its core principle of integrity by delivering high-quality services, developing multidisciplinary expertise, and utilising advanced audit tools to help clients manage risks in complex environments, earning the trust of capital markets and the public. In addition to financial statement audits, KPMG provides a wide range of audit and assurance services, including sustainability reporting (ESG) and IT audits.

Audit and Assurance services

Audit, Assurance and Other Services

KPMG provides professional audit services, including audits of financial statements prepared under generally accepted accounting principles in the Chinese Mainland, Hong Kong SAR, and the United States, and issues audit opinions. Beyond traditional auditing, we also offer a broad array of assurance services, with a focus on key emerging areas such as environmental, social, and governance (ESG) reporting. These services enable clients to strengthen corporate reputation, mitigate operational risks, and identify opportunities for value generation.

IT Audit

KPMG China's IT Audit team helps organisations tackle IT challenges by delivering audit and assurance services that ensure the security, efficiency, and compliance of their IT environments. Key services include information system and data audits, information system assurance, and assurance of service organisations' control systems.

ESG Reporting and Assurance

KPMG enhances the reliability of ESG disclosures by offering assurance services and sharing global insights with regulators, stock exchanges, and professional organisations. We assist clients in understanding regulatory requirements across jurisdictions and aligning reporting frameworks to ensure consistency and completeness. For leading organisations, we conduct assurance on specific disclosure indicators and provide actionable recommendations to improve reporting practices, helping clients connect financial and non-financial information effectively.

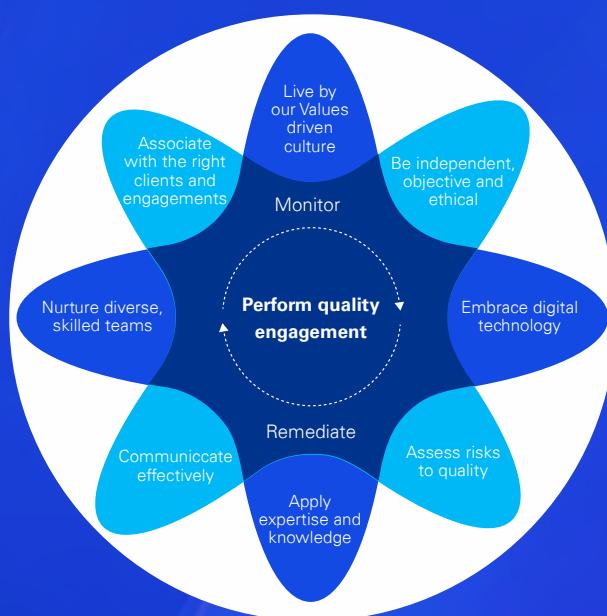
Risk Management and Compliance Assurance

The Risk Management and Compliance Assurance team focuses on strengthening the practical implementation and effectiveness of internal control audits within integrated audits, enhancing both audit quality and efficiency. We provide assurance services across risk management, compliance management, and internal control, helping organisations meet regulatory requirements while offering actionable insights to governance bodies and management teams. Key services include internal control evaluation and audit, internal control reviews, and risk management and compliance assurance.

Reliable audit quality

At KPMG, we are committed to delivering high-quality audit and assurance services grounded in excellence, integrity, and professionalism. Leveraging diverse teams of skilled professionals and advanced technology, we support clients in navigating risks within increasingly complex environments, consistently earning the trust of capital markets and the public. Since our inception, we have prioritised the quality of our services, which are essential to the proper functioning of capital markets. Guided by a robust quality management system and adherence to international regulatory frameworks, we ensure accountability, transparent governance, and sustainable growth.

KPMG Global Quality Framework



By adopting an international quality framework, we provide clarity on our audit processes and promote continuous improvement, addressing shortcomings to enhance the rigor and reliability of our audits. Our employees drive innovation in quality management while upholding the highest ethical standards. Committed to serving the public interest, we deliver audit and assurance services that align with stakeholder expectations and safeguard trust in capital markets.

Embracing digital technology

At KPMG, we enhance the auditing experience for both our clients and professionals by leveraging advanced technology solutions. By anticipating emerging trends and integrating innovative technologies, we drive transformation and continually advance our vision for the future of auditing.

In order to implement our Audit Tech strategy, we have invested in the following technological solutions:

- 01**  **A centralised platform for guiding audits and improving engagement management**
- 02**  **Artificial Intelligence and Data & Analytics routines**
- 03**  **Automated, standardised, and collaborative audit applications**
- 04**  **Data literacy training that bolsters employee confidence and data proficiency**

- We introduced an advanced audit application platform that integrates with four core audit business systems: the audit resource management system, the financial system, the KPMG Delivery Centre, and the KPMG Clara workflow.
- 100% of audit and assurance engagements are executed in KPMG Clara workflow.
- We launched the KPMG Audit Guidance AI Chat, powered by a Generative AI model, and trained employees on trustworthy AI frameworks to ensure responsible use.
- Standardised Data & Analytics (D&A) routines have been released to enhance engagement teams' efficiency and provide improved user support.
- Our innovative audit applications include the KPMG On-site Information Collector, the KPMG Vouching Platform, and specialised tools for ECL accounting.

Scan the QR codes to learn more



KPMG Audit
Quality Report
2024



KPMG Hong
Kong
Audit Quality
Report 2024



Watch the video to
learn more about
KPMG's digital
audit capabilities

Advisory

/ Our services

In an era of rapid technological advancements, shifting regulations, and evolving client demands, companies must stay aligned with trends, seize opportunities, and adapt swiftly to market changes to remain competitive. At KPMG, we equip clients with actionable insights, innovative thinking, practical solutions, and extensive experience. We also support them in strategic planning and enhancing their competitive edge in an ever-changing business landscape.

Advisory Services

Deal Advisory (Transactions)

The Deal Advisory services team supports clients at every stage of a transaction, whether buying, selling, funding a business, forming partnerships, or undertaking asset restructuring. Our focus is on maximising opportunities and delivering measurable value for our clients. Deal advisory services cover:

- Buying a business
- Selling a business
- Fixing a business
- Funding a business
- Partnering

Technology Consulting

The Technology Consulting services team helps clients address challenges that impede growth and progress. We enable clients to drive technological innovation, transform business models, and strengthen their competitive position in both current and future global markets. Technology Consulting services include:

- Finance Consulting
- People and Change Consulting
- Digital Enablement
- Integrated Solutions
- SAP
- GBA Tech
- Technology Risk
- Cloud

Transformation Consulting

The Transformation Consulting practice delivers tailored, integrated solutions by combining deep industry expertise with practical, systematic methodologies. Through multidisciplinary collaboration and resource integration, the team helps clients address complex transformation challenges and adopt sustainable practices in an ever-evolving business landscape. Transformation Consulting services include:

- Strategy and Transformation
- ESG

Risk (Trusted) Consulting

The Risk Consulting practice helps organisations transform risks into opportunities while tackling complex business challenges. Leveraging deep expertise and insights, KPMG's Risk Consulting team supports companies in optimising risk management and driving value creation in an ever-evolving business landscape. Through forward-looking quantitative risk management, we enable enterprises to build resilience, enhance operational efficiency, achieve integration and synergies, and strengthen stakeholder trust, all while promoting long-term corporate sustainability. Risk Consulting services include:

- Accounting Advisory Services
- Actuarial Services
- Financial Risk Management
- Forensic
- Governance & Risk Compliance Services

KPMG Advisory's 9-Levers-of-Value

Corporate value is multifaceted, encompassing elements such as reputation, financial performance, shareholder returns, customer satisfaction and loyalty, social responsibility, budget management, stability, and adaptability. These aspects vary across a company's development stages and business scenarios, including growth, operational efficiency, transformation, and transactions.

KPMG Advisory has developed the exclusive 9-Levers-of-Value framework, which consolidates key aspects of organisational finance, business operations, and operational models to guide CEOs and senior leaders in strategic planning and execution. Rooted in KPMG's deep industry expertise and market insights, the framework adopts a client-centric approach and has consistently delivered strong outcomes in creating, preserving, and transferring value.



Our advantages

Going global



The global market is becoming a key growth driver for Chinese enterprises. KPMG, with its extensive resources and skilled professionals worldwide, collaborates seamlessly across member firms through the KPMG Global Practice Centre. We provide forward-looking, end-to-end lifecycle services to support Chinese enterprises throughout their global expansion journey.

Artificial intelligence



The rapid evolution of AI is reshaping the competitive landscape, with technology enterprises prioritising AI in their strategies. KPMG leverages global and China-focused platforms like the AI Workbench and KPMG Velocity to help clients refine AI strategies, integrate AI into core products, establish governance frameworks, access advanced technologies and critical data, and prepare employees to adapt to AI-driven environments.

Digital and intelligent transformation



Emerging technologies and evolving consumer preferences are driving digital transformation. Businesses are prioritising areas such as cybersecurity, supply chain restructuring, customer relationship management, digital marketing, digital finance, and cloud services. KPMG helps organisations navigate these changes by staying competitive, creating secure operating environments, and adapting effectively to shifting industry demands.

Risk management



KPMG combines deep risk management expertise with innovative insights to address uncertainties and promote resilience, growth, and trust. Through advanced modelling techniques, real-time reporting, and tailored strategies, we integrate risk management into daily operations, enabling clients to navigate uncertainties while unlocking growth potential.

ESG



Adopting ESG principles is pivotal for identifying new revenue opportunities, reducing costs, and attracting investors. KPMG offers ESG-related services, such as strategy development, transformation, implementation, financial consulting, decarbonisation, and climate change solutions. We help organisations uncover growth opportunities while driving sustainability and contributing to a greener future.

Tax

/ Our services

KPMG China's Tax professionals combine deep expertise in complex regulatory environments with extensive industry knowledge and experience. We assist clients in managing tax risks, ensuring compliance, and developing tax-efficient structures that align seamlessly with their business strategies, helping them achieve both operational and strategic objectives.

Tax Services

Corporate Tax Consulting Services

- Through our tax consulting services, we manage both traditional and emerging tax matters for our clients.
- Our offerings include enterprise tax consulting, covering areas such as business tax advisory, cross-border taxation, tax policy advisory, and capital markets tax services.

Supply Chain Optimisation Practice

- We provide comprehensive services tailored to both professional and practical needs, including supply chain and operational optimisation, strategies for tariff management, planning to mitigate non-tariff barriers, resolving disputes and addressing queries with trade regulators globally, and identifying and implementing global trade incentives and preferential measures.

Tax Technology and Transformation Services

- We leverage advanced technology to provide intelligent solutions that enable clients to digitalise and streamline their tax management processes effectively.

Tax Managed Services

- We offer intensive, standardised, and technology-driven tax managed services to help group enterprises enhance the efficiency of their finance and tax departments, reduce compliance costs, and improve overall quality.

Tax Services for Inbound and Outbound Investments and M&As

- We offer a comprehensive suite of services, ranging from designing business structures to conducting tax due diligence. Our support includes tailored recommendations for tax-efficient exit strategies and post-merger integration. In addition to tax structuring, we provide expert guidance on foreign investment regulations, industry-specific compliance requirements, and foreign exchange controls.

Transfer Pricing Services

- We are committed to managing clients' ongoing tax matters, including addressing developments related to BEPS 2.0 initiatives.
- The firm provides a comprehensive range of tax services for enterprises, including risk management, document review, and compliance; tax controversy resolution; advance pricing arrangements; transfer pricing strategy development; and supply chain analysis.

Private Client Business Services

- Leveraging KPMG's global network, we provide comprehensive, one-stop tax planning and compliance services tailored to the needs of family business owners and their enterprises.

The KPMG Tax team combines a deep understanding of tax, commercial, investment, and foreign exchange regulations in the Chinese Mainland and Hong Kong SAR. By adopting a coordinated approach and leveraging advanced technology, the team delivers high-quality services across corporate taxation, transfer pricing, supply chain optimisation, and tax transformation.

KPMG's Tax professionals have extensive experience across key industries, including financial services, asset management, new economy and consumer markets, real estate, infrastructure, transportation, automotive, energy, and life sciences. Tailored tax solutions are designed to meet the unique needs of clients in these sectors.

KPMG's Tax and transfer pricing experts collaborate to proactively address client challenges, including those arising under BEPS 2.0. The transfer pricing service team provides risk assessments, document reviews, compliance support, tax audit management, Advance Pricing Arrangements (APAs), strategy development, and supply chain analyses to ensure alignment with global best practices.

KPMG's dedicated teams for investment and M&A transactions offer deep insights into global tax and regulatory frameworks. From business structuring to conducting tax due diligence, the team delivers end-to-end services, including guidance on tax-optimised exit strategies and post-merger integration. Beyond structural tax planning, clients benefit from expertise in foreign investment regulations, industry-specific compliance, and foreign exchange controls.

With the evolving international trade landscape influencing global expansion strategies, particularly for Chinese multinationals, KPMG's supply chain professionals use value chain analysis to develop comprehensive solutions. These include supply chain and operational optimisation, customised strategies to address tariff and non-tariff barriers, and expert support in global trade regulatory interactions. Additionally, KPMG assists clients in navigating global trade incentives and preferential programmes, offering tailored guidance to maximise opportunities.

The increasing complexity and dynamic nature of indirect tax policies create significant challenges for enterprises' day-to-day tax management. KPMG's indirect tax services provide practical support, helping clients identify optimal solutions to manage these complexities effectively.

With tax authorities leveraging big data for more precise audits, particularly in cases of non-compliance, enterprises face growing uncertainty due to rapid tax reforms and legislative changes. KPMG's tax policy consulting services deliver strategic guidance to address tax disputes and provide informed recommendations to tax authorities, helping clients navigate an unpredictable tax landscape.

In a digitalising economy, the need for tax digital transformation has become pressing. KPMG's tax technology and transformation services use advanced tools to deliver intelligent tax management solutions for enterprises. Additionally, with the rising adoption of shared service models, KPMG's tax operations management team helps multinational corporations optimise their finance and tax functions, reduce compliance costs, and improve management standards through intensive, standardised, and technology-driven tax management services.

Employees are critical to an organisation's long-term success, and KPMG's personnel services offer solutions to manage their needs strategically and operationally. Services include talent acquisition, managing cross-border assignments, designing tailored incentive plans, and addressing complex tax and legal issues, ensuring robust support for workforce management.

As Chinese family businesses grow rapidly, they often encounter challenges in transformation, upgrading, and generational succession. KPMG's private and family business team offers comprehensive tax planning and compliance services, leveraging KPMG's global network to deliver tailored solutions to family business owners and their enterprises. These services support smooth transitions and sustainable growth.

Value-added services

/ Our services

KPMG China Research Centre

The Research Centre combines KPMG's expertise in macroeconomics, industry knowledge, and specialised sectors with its global resources to provide actionable insights and analysis on key economic and commercial issues. This equips clients with the tools to navigate shifting industry dynamics and unlock market potential in today's complex macroeconomic environment.



毕马威中国研究院
KPMG CHINA RESEARCH CENTRE



The Research Centre is led by a team of experts under the Business Steering Committee and is chaired by the Head of Clients and Markets at KPMG China. Using advanced domestic and international data tools and platforms, the centre delivers innovative solutions to meet KPMG's information, data, and analysis needs.

The centre provides tailored industry monitoring services by continuously tracking developments in regulatory policies, industry standards, and investment and financing trends. Clients benefit from insightful trend analysis and independent, third-party interpretations of key industry shifts.

Through its professional and efficient research system, the Research Centre identifies emerging trends and conducts in-depth macroeconomic, industry, and SOE-focused research. These efforts result in publications and special research reports, providing valuable references for both government bodies and enterprises.

Major publications

■ Macroeconomic research



China Economic Monitor



China CEO Outlook



Top 10 Macroeconomic Trends in 2025



Report on China's Export Momentum and Corporate Confidence Index



Interpretation of Highlights from the NPC and CPPCC Sessions

■ Policy research and interpretation

■ Industry-specific research



Semi-annual Report on the Consumer and Retail Sector in China



China Banking Survey Report 2025



Trends from the Zhongguancun International Advanced Technology Competition



Deepening the Reform of State-Owned Assets and Enterprises to Promote High-Quality Development series

■ Research on special topics

KPMG China Executive Education

KPMG China Executive Education, a division of KPMG China, leverages the expertise of industry leaders across various fields to deliver impactful business case training. In an increasingly dynamic business environment, the programme equips organisations with fresh perspectives, innovative strategies, and advanced insights to navigate complexities and drive sustainable growth.



Core advantages:



Informative and interesting: We stay attuned to the latest business trends, continuously innovate our courses and training programmes, and deliver **tailored services** to meet the unique needs of enterprises. We believe in “selecting storytellers from among experts,” sharing deep business insights with entrepreneurs through **relatable and easy-to-understand** examples, and empowering clients and enterprises to thrive in the world of competitive business.



Targeting key challenges and pain points, our training philosophy centres on **practical application, real-world case studies, and actionable insights**. Our elite trainer team consists of industry experts who combine frontline experience with **extensive real-world cases**. These professionals stay abreast of industry policies and trends so that they can help clients enhance their market competitiveness.



Driving win-win results: Our professional team offers comprehensive training and customised consulting, with a deep understanding of client needs, solving practical problems while maximising the value of training. **Integrating training and consulting** ensures continuous support and guidance for enterprises, offering access to commercial and networking resources, and promoting their long-term development.

Curriculum

Hundreds of courses across eight categories tailored for enterprises

| | | | | |
|---|---|---|---|--|
| Capital markets <ul style="list-style-type: none">• Domestic and foreign capital markets: analysis and trends• Listing destinations: selection and preparation• A-share IPO: Q&As• Returning to the A-share market and industry focus | Investments and M&As <ul style="list-style-type: none">• Investment strategy and valuation• Transaction and due diligence• Tax planning• Post-investment management | Corporate governance <ul style="list-style-type: none">• Internal control matters• Security and compliance• Fraud investigation• Risk management | What CFOs should know <ul style="list-style-type: none">• Financial control• Financial strategy• Business-finance integration• Financial organisation | Accounting standards <ul style="list-style-type: none">• CAS, US GAAP and IFRS explained• Interpretation of new accounting standards for the year• IFRS• Basic courses |
| Performance growth <ul style="list-style-type: none">• Breaking new ground in corporate operations and strategies• How to develop an efficient management strategy• Cash flow management• Talent development | What you should know about ESG <ul style="list-style-type: none">• ESG policies• ESG strategy: planning and implementation• ESG disclosure• Circular economy | SOE reform <ul style="list-style-type: none">• SOEs: reform and practices• Aligning with global leading standards• SOE transformation• Smart regulation | Scan the QR code to learn more |  Official WeChat account |

Scan the QR code to learn more



Official WeChat account

WeChat Mini Programme



03

Our Sectors

Courage

We embrace innovative thinking and translate ideas into action. By approaching challenges from fresh perspectives, we drive breakthroughs and validate our insights through real-world application.

AI generated

Sector services

/ Our Sectors

KPMG has formed dedicated sector service groups to deliver tailored market insights and enhance professional expertise to meet the specific needs of clients in each industry.

Sectors:

- Financial Services - Banking, Insurance, Asset Management
- TMT and New Economy
- Energy and Natural Resources
- Industrial Manufacturing and Automotive
- Consumer and Retail
- Life Sciences
- Healthcare
- Government and Public
- Real Estate and Building Construction
- Transport



Cross-sector channels:

- Private Equity
- Capital Markets
- State-owned Enterprise
- Private Enterprise
- Multinational Company
- Global China Practice
- Global Japan Practice
- Global Korea Practice
- Environmental, Social, and Governance

Sector insights

With a forward-looking approach, we deliver first-hand insights into industry trends and create value for clients through professional collaboration. Access the KPMG Sector Insight Yearbook and specialised reports by scanning the QR code. Let us partner with you to navigate rapid change, embrace innovation, and shape a successful future together.



2024 KPMG Sector Insight
Yearbook



KPMG Sector Insight
publications

Sector activities

/ Our Sectors

KPMG has formed dedicated sector service groups to deliver tailored market insights and enhance professional expertise to meet the specific needs of clients in each industry.

Future Sector 50 rankings



未来行业50
Future Sector 50



In today's competitive global market, enterprises face unprecedented change and complexity. To help clients understand this dynamic landscape and identify emerging opportunities, KPMG has introduced the "Future Sector 50" ranking series. These reports provide actionable insights into industry trends and future prospects, helping clients tackle key challenges in their respective sectors.

KPMG collaborates with world-leading companies across industries, leveraging the expertise of its experienced Audit, Tax, and Advisory teams. With a deep focus on specific industry sectors, these teams use their professional knowledge and extensive experience to deliver high-quality services and insightful market analysis, enabling clients to make informed decisions today and seize opportunities tomorrow.

KPMG China's "Future Sector 50" rankings and thought leadership series now span critical industries such as finance, industrial manufacturing and automotive, biotechnology, consumer and retail, semiconductors, healthcare, real estate, government, and energy. These reports aim to guide emerging players in high-growth sectors with strategic decision-making while connecting rising stars with potential investors. In addition, KPMG China is launching the "Future Sector 50 Runways" concept, which aims to illuminate industry pathways and support enterprises in their growth journeys.



Future Unicorn



未来独角兽
Future Unicorn

KPMG China launched the "Future Unicorn" campaign, which is dedicated to exploring potential "unicorn" start-ups through a professional and fair platform. This initiative helps companies accelerate their development and pursue innovative breakthroughs, ultimately creating a strong innovation and technology ecosystem.

Future Entrepreneur



未来企业家
Future Entrepreneur

Through its "Future Entrepreneur" campaign, KPMG China is committed to identifying entrepreneurs who are shaping the future of the business world. Through innovations and breakthroughs, these individuals are leading companies to continuously iterate on existing successful business models and step into the future. They are the entrepreneurs of the future who are looking beyond the present.



04

Our impact

We strive to find common ground and respectfully acknowledge our differences, and we pursue consensus and celebrate diversity to collectively foster vitality. Together, we take on shared responsibilities, unite in innovation, and drive social progress through our actions, working hand-in-hand to build a brighter future.

AI generated

Our Impact Plan

/ Our impact

At KPMG China, we are committed to making ESG a watermark running through our organisation, from empowering our people to become agents of positive change to providing better solutions and services to our clients so that they can achieve their ESG goals.

In 2025, KPMG China issued its fifth ESG report: 'Our Impact Plan' FY24.



KPMG China
'Our Impact Plan' FY24

Governance

- Purposeful business
- Acting transparently with integrity and accountability
- Human rights

Guided by KPMG Values, we are committed to becoming the most trusted and trustworthy professional services firm. KPMG China has zero tolerance for illegal or unethical behaviour. Each year, all partners and staff are required to complete anti-corruption training. In addition, we strive to drive purposeful business by acting with a clear purpose at all times. We are also committed to leading the profession in audit quality, driving a responsible tax practice, and creating long-term value through our ESG services. Following KPMG's global ESG strategy, we support our clients on their ESG transformation journeys by providing leading-edge expertise and solutions to address key ESG issues they are facing.

People

- Inclusion, diversity and equity
- Health and well-being
- Continuous learning

We are committed to creating an inclusive, diverse, and equitable workplace that is built on trust and enables our people to flourish, regardless of individual differences. KPMG encourages colleagues to come as they are. Together, we respect one another and draw strengths from our differences. By honouring different perspectives, we can deliver stronger insights and better pursue innovation. Our flagship Next Generation Council programme and year-round awareness campaigns help cultivate an inclusive workplace for all. Additionally, we take efforts to help safeguard our people's health and promote their well-being – both physically and mentally. We have also acquired the internationally recognised ISO 45001:2018 certification for our occupational health and safety management system. Talent is a core asset for KPMG, and we take efforts to help our people realise their full potential by offering a variety of learning opportunities and resources, including knowledge and skills development in areas such as digital and ESG, to empower them to lead the future.

Planet

- Decarbonisation
- Climate risk
- Nature and biodiversity

As part of KPMG's global journey to net zero, we have established a validated science-based target (SBT), aiming to reduce our emissions by 50% by 2030 across all scopes compared to our FY19 baseline. This goal guides KPMG China's decarbonisation efforts, which include improving energy efficiency, purchasing 100% renewable electricity, promoting green travel, reducing carbon emissions in our supply chain, promoting the circular economy, and protecting nature as core initiatives to reduce our environmental footprint. In line with our climate goals and commitment to reduce our environmental impact, we also implemented an internal carbon price in October 2022 to encourage our people to reduce unnecessary travel and opt for low-carbon transportation options.

Prosperity

- Contribute to the economic development of China
- Support the communities in which we operate

At KPMG China, we strive to create a resilient and sustainable business while also aligning with national policies in China to better support the country's social and economic development. We also strive to improve people's livelihood by creating jobs, fostering technological innovation, empowering grassroot social organisations and other initiatives. As for community investment, KPMG's '10by30' strategy aims to economically empower 10 million underprivileged young people around the world by 2030 through education, employment, and entrepreneurship. We focus on equipping disadvantaged youth with future-ready skills, school-to-work transition support, and removing development barriers, fostering resilience and competitiveness so they will be prepared for their future careers. We also leverage our professional expertise and core competencies to support rural revitalisation by building capacity for non-profit organisations (NPOs) and new rural collective economic organisations, and by promoting digital development in rural areas.



Governance

- Annual ESG Corporate Governance Awards 2022/23
- Outstanding Gold Award at the 'Privacy-Friendly Awards 2023'
- ESG Commendation Awards and Outstanding ESG Social Performance Awards in the 'Outstanding ESG Enterprises Recognition Scheme 2023'
- ISO/IEC 27017:2015 Security Controls for Cloud Services Certification
- ISO/IEC 27701:2019 Privacy Information Management System Certification
- ISO/IEC 27001:2022 Information Security Management System Certification
- Multi-Level Protection Scheme (MLPS) 2.0 Level 3 Accreditation
- ISO 9001:2015 Standard Quality Management System Certification

People

- China's Top Employers for seven consecutive years
- Best Companies to Work for in Asia for eight consecutive years
- Disability Inclusive Employer 2024 Award from CareER
- 'Excelling' performance rating in the 'Thriving at Work' assessment from City Mental Health Alliance Hong Kong
- Received the 'Outstanding Caring Youth Employer Award' in the first Greater Bay Area Election of Outstanding Social Responsibility (ESG) Enterprise
- ISO 45001:2018 Occupational Health and Safety Management System Certification



Planet

- Efforts to support the ecological restoration of mangrove wetlands in Shenzhen Bay were recognised as the '2025 Typical Case in the Business Community for Biodiversity Conservation' by the Ministry of Ecology and Environment's Centre for Environmental Education and Communications
- Recognised among the '2025 Corporate Green Transformation and ESG Practice Cases' by the All-China Environment Federation
- Cailianshe Zhiyuan Award - ESG Pioneer Award for two consecutive years
- Green Practice Performance Award from the Corporate Carbon Neutrality Performance Ranking for two consecutive years
- Certificate of 'Long-term Partnership and Contribution' from the Shenzhen Futian District Water Affairs Bureau, Shenzhen Futian District Mangrove Forest Protection Centre, and the Mangrove Conservation Foundation (MCF)
- Certificate of Appreciation from the Shenzhen Mangrove Wetlands Conservation Foundation – Green and Beautiful Futian Special Fund
- Hong Kong Awards for Environmental Excellence: Services and Trading – Silver Award
- 'Green Office' and 'Eco-Healthy Workplace' Labels from the World Green Organisation
- ISO 14001 Environmental Management System Certification
- Silver Corporate Member of the World Wide Fund for Nature Hong Kong

Prosperity

- Finalist company for the 'Rushing Stream - Women's Charity 30+' responsibility brand at China Philanthropist
- UN Women's Empowerment Principles (WEPS) Country Award in the Community Engagement and Partnerships Category
- Excellent Volunteer Service Team Award
- 20 Years of Humanitarian Relief Donor Partner from the China Foundation for Rural Development
- 20 Years Plus Caring Company from the Hong Kong Council of Social Service
- Strategic Partnership Award from Junior Achievement China
- 10 Years of Partnership Award from the Guangzhou Qi Chuang Social Work Service Centre
- 2024 Outstanding Corporate Blood Donor from the Shanghai Blood Management Office
- Corporate & Non-Commercial Organisation (Volunteer Hours) Bronze Award
- Certificate of Appreciation from the Hong Kong Education Bureau's Business-School Partnership Programme
- Supporting Organisation Award from the Strive and Rise Programme initiated by the Hong Kong SAR Government

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