



WINNERS

# Trusted advisors



The business world of today is an uncertain world. Companies and organizations are facing a significant number of challenges and also new opportunities. Transformational technology, marketplace disruption, new competitors, and new markets are consistent and relevant themes.

“Anticipate. Innovate. Deliver” is what KPMG Vietnam has been doing throughout 2016 to support clients to mitigate risks and seize opportunities. Despite all the uncertainties, KPMG Vietnam continues to grow and succeed in such a challenging and hyper-competitive market and again achieved strong growth across its Audit, Tax and Advisory businesses in 2016.

## CONSISTENT FOCUS ON AUDIT QUALITY

Building trust in capital markets through a focus on quality and global consistency continues to be KPMG's top priority. Although regular change is now a given in our profession, one factor remains constant, which is the vital role audit plays in the trust and confidence of investors in global capital markets. That makes audit an important area of investment for KPMG. From our innovative audit platform - KPMG Clara - to expanded cognitive capabilities and improved Data & Analytics systems, KPMG is advancing the use of technology to create greater confidence and engage more than 400 audit professionals at KPMG in Vietnam to keep quality at the forefront.

## SETTING A HIGH STANDARD IN TAX

2016 saw some significant legislative reforms, creating a new tax paradigm not only in Vietnam but also in the region. Tax policy in Vietnam is shifting from “isolation to integration”, signaling a move to adopt international standards. Tax is no longer solely a technical issue, but also involves political and cultural factors. In response to that, tax leaders' roles are drastically expanding, and companies need their tax leaders to step up to also become overall strategic thinkers for the business.

The complex tax environment requires more than just a standard tax advisor. In response, KPMG teams are working with clients on a multitude of tax-related issues across their businesses to establish tax policies and processes, which ensure compliance

responsibilities are met, planning opportunities are realized, and appropriate communication takes place with the markets and regulators. That way, management can communicate that taxation is under control and get on with running the business. Whether the client is a business or an individual, KPMG will work shoulder-to-shoulder with them as a team, to utilize our in-depth technical tax knowledge and broader understanding of how tax fits into the wider business picture, to help clients meet their compliance responsibilities and to act on planning opportunities.

## SUCCESSING IN AN ERA OF TRANSFORMATIONAL CHANGE

Complexity is a constant in today's business environment. It's inherent in the evolving changes in public policy and regulation, the continuing virtualization of business processes, and even in the potential opportunities major business transactions may offer. Technology and other market forces are disrupting business models, blurring the lines between industries, and requiring an entirely new way of thinking and developing relevant business strategies.

KPMG professionals serve as trusted advisors to many leading organizations in Vietnam. Working with passion and purpose, the team's integrated innovative approaches help to deliver real results. The firm is facilitating its clients by tapping into the trusted business advice and deep industry experience of more than 30,000 business advisers from across KPMG International's global network. They know our insights and guidance will help them to better understand market dynamics and address the root causes of the complex challenges affecting their businesses.

## OUR ROLE IN THE WORLD

KPMG is built on strong foundations of trust, quality and collaboration. In 2016, we demonstrated KPMG's purpose and commitment to our communities by awarding 12 empowerment scholarships in Vietnam and Cambodia so that local students could reach their dreams. The teams embrace the responsibility they have to clients and each other. We have a clear sense of purpose when we come to work every day: We believe that our work helps to build confidence in the capital markets and

strengthen the economy, ultimately driving progress and prosperity in the societies in which we live and work.

## AN EMPLOYER OF CHOICE

“Top performers are demanding best-in-class learning that's dynamic, social and personalized,” said Ms. Linda Nower, Chief Learning Officer at KPMG International. “They desire learning solutions that not only meet changing business needs but enable them to create flexible career paths. A one-size-fits-all training approach can't meet today's demands. We are responding by investing and building a culture that encourages continuous learning with flexible delivery methods to enhance the performance of KPMG professionals, wherever their work takes them.”

KPMG people are driven by a common purpose: to inspire confidence and empower change. Whether we are helping solve our clients' biggest challenges or working to improve our communities, you can see our purpose shining through. To be the Clear Choice, KPMG has committed to heavily invest in people. Because it is important to understand that what makes the difference to clients is their experience when they work with KPMG's people. In 2016, the firm continued to be an employer of choice, attracting hundreds of graduates, recruiting top talent, and delivering over 51,000 hours of continuing professional education.

The culture of KPMG Vietnam is underpinned by a strong set of values and supporting policies and processes and enables the right attitudes and behaviors to permeate throughout the KPMG network, starting from the very top. We promote a culture in which consultation is encouraged and recognized as a strength. The tone set at the top ensures that firm leadership demonstrates commitment to quality, ethics and integrity, and communicates its commitment to clients, stakeholders, and society at large.

Integrity is a critical characteristic that stakeholders expect and rely on. It is also the key KPMG Value: “Above all, we act with integrity”. Integrity means constantly striving to uphold the highest professional standards, providing sound, high-quality advice to our clients, and rigorously maintaining independence. ■