
Who will you meet?



Alan Yam

**Partner, International Tax
Leader of Tax Services for European Clients in China**

Email: alan.yam@cn.pwc.com, Tel: +86 (21) 2323 2518

Alan Yam is a Partner of Tax and Business Advisory Services in Shanghai and is the China Tax Leader for the European business in China, with specific focus on serving major European inbound investment to China. He began his career in Hong Kong in 1990 and was seconded to Shanghai in 1994. He became a Partner in 2000.

During his professional years, Alan has developed extensive experience in providing tax and business consultation to many US and European multinational companies investing in China.

Alan provides extensive services including China corporate restructuring and business model transformation, post deal integration, as well as planning for tax efficient trade and R&D functions.

Alan was voted a top tax advisor for 3 consecutive years for Mainland China and Hong Kong in the surveys conducted by the International Tax Review. Alan received his Bachelor of Business Administration (Professional Accountancy) from the Chinese University of Hong Kong, and he obtained his Master of Business Administration from the Kellogg School of Management, North Western University in Illinois, US. He is also a member of the American Institute of Certified Public Accountants and Chinese Institute of Certified Public Accountants.



Bo Yu

Partner, International Tax

Email: bo.yu@cn.pwc.com, Tel: +86 (10) 6533 3206

Bo Yu has been with PwC in Beijing Office for 18 years since graduation from the University of International Business and Economics.

He maintains good relationship with PRC government agencies like MOFCOM, SAFE, etc. He provides advisory services to a number of government bodies for policy advice.

In 2004, he had been nominated as lead Manager for China Investment Business Advisory (“CIBA”) Team under Tax Services. His team has helped numerous foreign investors design China entry strategy, set up appropriate structure and restructure as they expand in China and he is heavily involved in advising investment / restructure / exit strategy of multi-national companies into China.

He is a Chinese qualified CPA and Tax Agent.

Who will you meet?



Eric Goujon

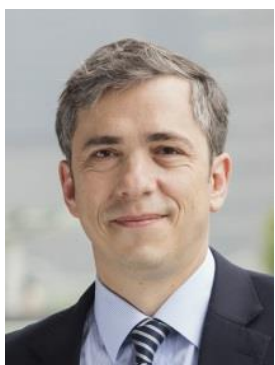
Partner, Assurance
Leader of European Business in China

Email: eric.goujon@cn.pwc.com, Tel: +86 (10) 6533 2099

Eric Goujon joined the firm in Paris, France in 1984 with a MSc in Management from the Ecole des Hautes Etudes Commerciales (HEC) of France. Currently based in Beijing, he is the lead partner for European business in China.

Mr. Goujon has been in China for over 20 years. He has a wide range of experience serving domestic and international clients including attest and IPO (Hong Kong, USA) services as well as advisory work such as due diligence, business recovery, assistance to negotiation and set-up and exit strategies.

He is a French Certified Public Accountant and External Trade Advisor to the French Government.



Herve Roesch

Partner, Deals - Transaction Services

Email: herve.h.roesch@cn.pwc.com, Tel: +86 (21) 2323 2585

As an advisory partner based in Shanghai, Herve leads our Delivering Deal Value team. He helps clients carry out successful transactions in China, focusing on the operational aspects of the transaction pre- and post-deal. His clients include multinational companies investing in China, Chinese investors making acquisitions (mostly in Europe and the US), and private equity investors.

He has deep experience in supporting European clients in their China M&A activities:

- Pre-deal due diligence covering operational, HR, IT, finance function aspects
- Carve-out and disposal assistance when assets need to be restructured or disposed of
- Assistance in the process of JV formation
- Taking control and post-deal integration support
- Post-deal performance improvement

Herve joined PwC UK in London, and spent 10 years in industry prior to joining the firm, holding leadership positions in Unilever's operations in Europe.

Herve holds an engineering master's degree from the Ecole Nationale des Ponts et Chaussées in Paris and studied in the Technische Universität in Munich. He is chair of the Investment working group of the European Chamber.

Who will you meet?



Ping Yi

Partner, Consulting Services, PwC Strategy&

Email: ping.yi@strategyand.cn.pwc.com, Tel: +86 (21) 2323 5577

Ping Yi is an advisor to executives in the industrial goods sector for Strategy&, PwC's strategy consulting business. Based in Shanghai, Ping Yi is a Partner with PwC China.

With more than 15 years of consulting experience in China and Europe, Ms. Yi is an industry 4.0 expert and has advised various clients, including both MNCs and Chinese companies.

She focuses on industrial goods, including machinery, commodities, construction materials and engineering services, and specializes in strategy development, marketing/branding topics, and organization/HR.

Education and other skills:

- EMBA, China Europe International Business School (CEIBS)
- MA, Business Administration, Sino-German School of Tongji University
- BA, Economics in Investment, Tongji University
- Fluent in Chinese and English; basic German



Too Poh Tang

Partner, Assurance

Leader of Assurance Services for MNCs in Central China

Email: too.toh.tang@cn.pwc.com, Tel: +86 (21) 2323 3688

Based in Shanghai office, Too Poh is the Multinational Company (“MNC”) Assurance Leader of PwC Central China. He is also currently responsible for the audit of manufacturing and energy & mining industries in China, including Saint-Gobain, Electrolux, Akersrolls, Vale, DuPont, Bayer, Lanxess, Ashland, and HC Starck. Individually, these groups have more than 100 entities in China.

Too Poh has extensive assurance and advising experience on complex accounting and reporting issues, for both audit and non-audit clients. He is familiar with reporting in accordance with PRC GAAP, IFRS and US GAAP and he specializes in providing audit services to multinational companies’ investments in China and Chinese companies listed on overseas stock exchanges.

Too Poh has extensive experience in dealing with subsidiaries of European companies in China. He holds on major audit accounts the role of Asia Pacific coordinator between client’s delegation and PwC Offices.

Too Poh graduated from National University of Singapore with a degree in Accounting. He is also a fellow member of the Association of International Accountants, United Kingdom and International Certified Public Accountants of Singapore.

PwC – Mainland China, Hong Kong, Taiwan and Macau

PwC China, Hong Kong, Taiwan and Macau work together on a collaborative basis, subject to local applicable laws. Collectively, we have around 640 partners and strength of over 15,000 people.

Providing organisations with the professional service they need, wherever they may be located. Our highly qualified, experienced professionals listen to different points of view to help organisations solve their business issues and identify and maximise the opportunities they seek. Our industry specialisation allows us to help co-create solutions with our clients for their sector of interest.

We are located in these cities: Beijing, Shanghai, Tianjin, Chongqing, Shenyang, Dalian, Xi'an, Chengdu, Qingdao, Jinan, Nanjing, Suzhou, Wuhan, Changsha, Hangzhou, Ningbo, Xiamen, Guangzhou, Shenzhen, Hong Kong, Taipei, Chungli, Hsinchu, Kaohsiung, Taichung, Tainan, and Macau.



A total staff strength of around
15,000

with around
640 partners

European Business Group

Integrating our resources to support your business in mainland China and Hong Kong

With 40 members based in Beijing, Tianjin, Shanghai and Hong Kong, we provide our European clients a **personal contact with the same cultural background who speaks the same native language.**

Highly trained professionals

with qualifications as CPA, licensed tax advisors or PRC lawyers



Native Speakers of **8** European languages

40
members



Sharing expertise with **8** European business communities



Connecting with PwC firms in **20** European countries

Contact us

Eric Goujon

Lead Partner, European Business Group, PwC China & Hong Kong
Email: eric.goujon@cn.pwc.com, Tel: +86 (10) 6533 2099

Grace Yao

Senior Manager, European Business Group, PwC China & Hong Kong
Email: grace.c.yao@cn.pwc.com, Tel: +86 (21) 2323 8720

European Business Group website: http://www.pwccn.com/home/eng/euro_biz.html