



# Dezan Shira & Associates and the European Union

A €6 billion, 25 Year, Proven Investment Relationship  
Between The European Union and Dezan Shira & Associates



**DEZAN SHIRA & ASSOCIATES**



**Years  
1992-2017**



## Your Journey is our Story: 25 Years of Investment Success with the European Union

In 2017 our firm Dezan Shira & Associates turned 25 years old in Asia. We are an independent professional services firm, and one of the primary brands in this field in the region. We provide foreign investors throughout the world with advisory services concerning their investments into Asia, including pre-investment due diligence and financial planning, legal establishment, IP protection, as well as financial management such as accounting, bookkeeping, payroll, HR administration, and treasury. We also provide audit support and compliance services, in addition to posting EU bound, Asian-generated profit repatriation.

Beginning life in Hong Kong and Shenzhen, China, in 1992, we have grown over the past quarter century to have over 20 offices and several hundred staff across China, ASEAN, India & Russia in all major cities throughout the region. Of the total foreign investment which we have facilitated over the years into China, a significant and valuable proportion - some EU€2.5 billion - has been from EU businesses, making Dezan Shira & Associates a long term, proven, and trusted conduit for investment from European Union nations.

\*Amount of capital invested by European Union clients of Dezan Shira & Associates into China, calculated by our internal audit and marketing teams.

## Our European Union Clients

Typical Dezan Shira & Associates clients are smaller listed companies, subsidiaries of listed companies, and small- to medium-sized privately-owned companies. Many of which are world class and well-known brands, while others are more modest, producing innovative solutions. The vast majority have found considerable success in Asia, adding value to their shareholders, generating additional employment opportunities in both Asia and the European Union, and providing increased taxable profits for European Union nations once Asia-generated profits have been consolidated into EU head office balance sheets.

✉ [info@dezshira.com](mailto:info@dezshira.com)  
🌐 [www.dezshira.com](http://www.dezshira.com)

## Dezan Shira & Associates' Interaction with European Union Business in Asia

We are members of numerous European-focused organizations throughout Asia and have long lasting relationships with other European institutional entities operating in the region. This includes the European Chamber of Commerce, who we have cooperated with over the years to support foreign investment all over China, as well as European investment agencies, consulates and embassies. Further, to best meet the requirements of our European clients and partners, we also operate an Italian, German, French and Spanish Desk which are dedicated to ensuring our clients from those nations meet success in Asia.

## Dezan Shira & Associates Educational and Business Briefings

Our firm writes, produces, and publishes Asia Briefing, including its well-known China, ASEAN, India, Vietnam, Indonesia, and Russia Briefing titles, and its new Silk Road Briefing title. The China Briefing website alone is in the top one percent of most visited websites, according to Alexa. These titles have long provided educational support to students in Europe studying for international business masters, as well as providing a "how to" template for thousands of European businesspeople in Asia. This commitment to providing a free, educational intelligence service has cemented our reputation as one of the most knowledgeable practices in Asia, in addition to helping launch the Asia-focused careers of many EU educated university graduates into Asian businesses.

## European Union Expertise in Asia

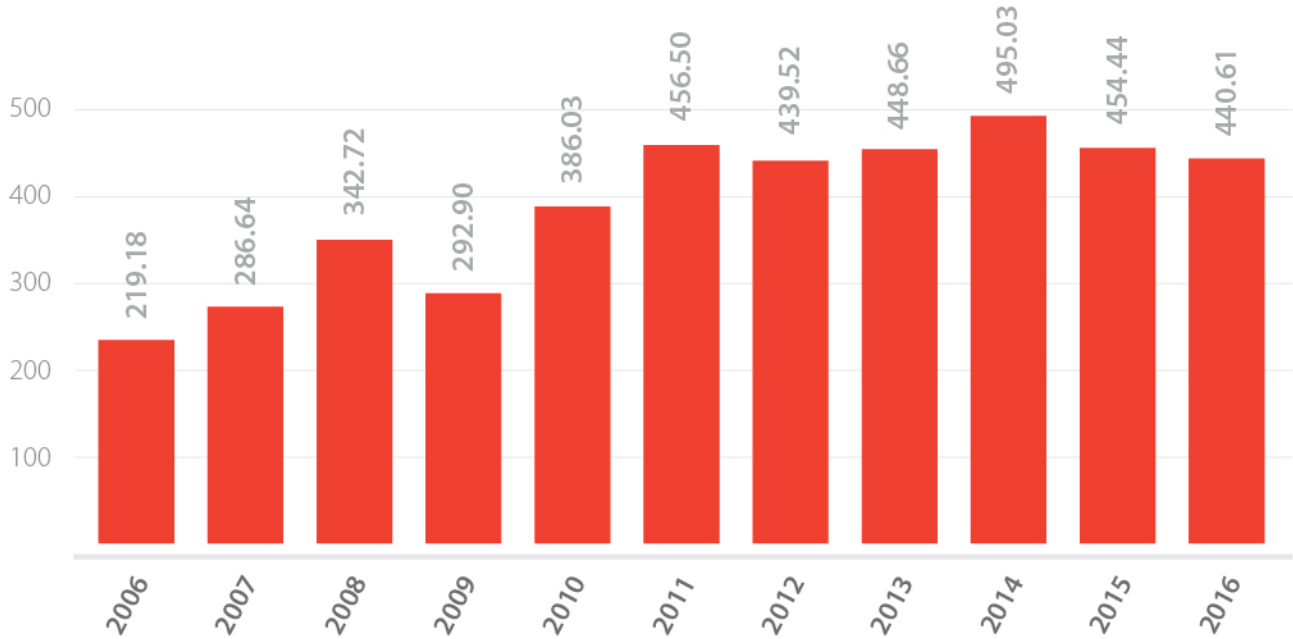
We monitor, analyze and keep track of the many trade and investment policies provided by the European Union to assist local businesses succeed in selling products and services in Asia. Understanding the details of double tax treaties and applicable grants and incentives on offer in Europe and Asia can give your business a competitive edge in Asian business. Our joint European and Asian intelligence can help you succeed - and keep EU businesses ahead of the game.

Your journey is our story



## Total Trade Value - EU & China (EU)

Unit: € billion



Source: National Bureau Statistics of China



**EU**  
**€6 billion**

EU FDI facilitated by  
Dezan Shira & Associates  
over 25 years



**2300+**

Dezan Shira clients  
from EU over 25 years

All EU members states  
have clients handled  
by our firm

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**Years**  
**1992-2017**





# DEZAN SHIRA & ASSOCIATES

Your Partner for Growth in Asia



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