

# Kreston Yearbook 2021





# Foreword

## by Liza Robbins

**Chief Executive Kreston Global**



As an international accountancy network, you might expect a celebration of our 50th anniversary to be full of pictures of networking meetings and conferences - all formal and inward-looking.

But what I see in this yearbook is very different.

There are the heart-warming shots of Kreston KM in Kenya, visiting a polytechnic and children's home as part of their charity work.

There's the team at Kreston Menon, waving flags at national monuments across the UAE, and Exco Afrique, celebrating in the streets. Then there's the people of Bishop Fleming, virtually cycling across the globe, visiting other Kreston offices while building their team's fitness and spirit.

Our firms are all going out into the world, engaging with each other and with their communities, and making a difference locally and globally.

Over the past year, we've been on a journey to capture our purpose as an organisation. We realised that we are not "just" an accounting network that helps people and companies maximise their profit - although of course we're that too! Our larger vision is to connect people and to have a positive impact on our clients, our own people, our surroundings and indeed the planet.

The document presenting this will be unveiled in early 2022. But a picture is worth 1,000 words, and the images, videos and stories in your hands today encapsulate perfectly what we're about. I hope you find them as inspiring as I do.

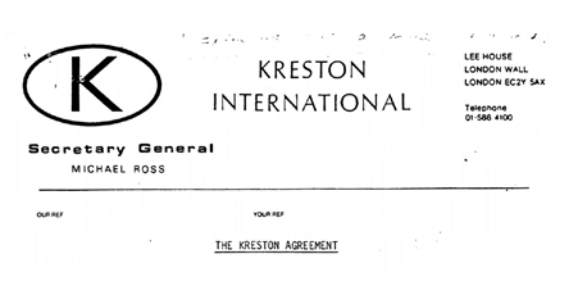
# The Kreston worldwide network



# 50 years of growth

From the very first moments when Dr Gabriel Brösztl met Michael Ross in London back in 1971, with an idea that would help his client grow across borders, Kreston has always had its clients' needs and ambitions at its heart.

Over the years our network has grown culturally, collaboratively, technologically and geographically, and still today – 50 years on from those initial conversations – we still hold close the values that have brought success for many over the decades.



# 1981

## 6 firms, 6 countries

### The Kreston name is born

Having gone through a series of early names, following the forming of an official association of six European firms, consisting of the UK, Netherlands, West Germany, Denmark, France and Sweden.

# 1971

## 2 firms, 2 countries

The idea of Kreston was conceived in 1971 when the German firm Bansbach formed a relationship with the UK firm Finnie. The head of Bansbach at the time was Dr Gabriel Brösztel – he and Michael Ross, of UK firm Finnie, were co-founders. Gradually Gabriel and Michael added firms to their association, starting with Groupe Fiduciaire Kreston in Paris – who is still a member today.

# 1991

## 14 firms, 12 countries

### Group expanded

The group expanded and put in place a more formal structure by appointing the first Kreston International Secretary/CEO, Chris Flint.

## 2001

### 30 firms, 27 countries

The first Kreston member firm in mainland China, Nanjing Gongzheng CPA, is admitted.



## 2011

### 101 firms, 62 countries

#### Forum of Firms

The Kreston Board decides to transition from an association into a network and join the Forum of Firms (FoF). The formation of the FOF was driven by industry landscape changes and the need to drive quality through the audit profession. Kreston is named as a full member of the FoF, after implementing a globally co-ordinated quality assurance programme, committing to the use of International Standards on Auditing (ISAs) and meeting other specific ethics requirements.



# 2021

## 181 firms, 115 countries

Meet one of our newest firms - Kreston Bahamas!



### Jacqueline Hunt

Partner at Kreston Bahamas

“ Kreston Global stood out amongst other global networks thanks to its forward-looking ethos, strong sense of community, and standards of excellence. As we move into this next stage of our growth, we will be working closely with our new colleagues to build on the success we have enjoyed to date, and to provide our domestic and international clients with the breadth and depth of service associated with a global network.

”





# Happy Birthday Kreston!

**In 2021 Kreston celebrated 50 years of our worldwide network.**

We are thrilled by how many of our members wanted to join us in marking the celebration. Below are some of our favourite instances of friends across the network wishing everyone at Kreston a happy birthday!





**Kreston Albania**



**Kreston Menon**



**Exco Afrique**



**Exco Polska**



**Clive Owen LLP**



**Kreston Egypt**



**A&O Kreston**



**Duncan & Toplis**



**Brighture**



**Kreston Bolivia**



**Congratulations on all the successes obtained through these 50 years.**

**Kreston BSG**



**Kreston Colombia**



**Kreston AS Ecuador**



**Kreston Iberaudit**



**Kreston Manilla**



**Kreston Sri Lanka**



**Kreston South Africa**



**Kreston Israel**



**Van Herwijnen Kreston**



**Kreston Romania**



**Friebe Prinz Partner**



**Kreston Guatemala**



**B2 Finance**





**Kreston VDN**



**Kreston Reeves**

# How to celebrate?

## Food.

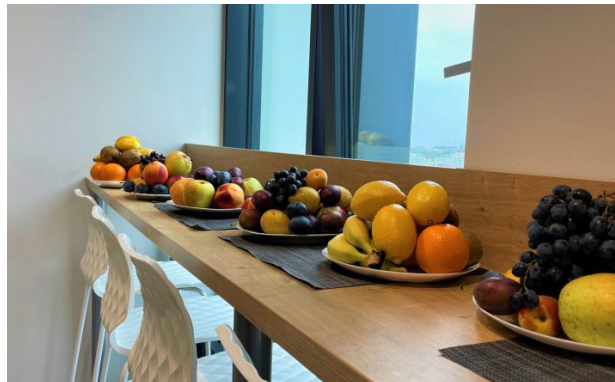
Something that is clearly shared across our Network is that when it comes to celebrating, we instinctively turn to cakes...

We are very happy to show off this international array of sweet treats, with special thanks going to Kreston VDN, Kreston Reeves, Kreston Van Herwijnen, and Kreston Romania for sharing their photos with us.



Of course, to offset all the cakes, Kreston Romania showed us how to mitigate the sugar and live a healthier life!

What an impressive array of fruit.



The Kreston HQ team also worked food into their anniversary celebrations, using a rare occasion where they were all able to meet up in London to share cuisine.

Dishes brought in include Kenya's ugali and nyama choma, Denmark's cinnamon rolls, and the British classic – scones!



# The great outdoors

Various firms took the chance to take some time away from their desks, whether at home or at the office, and venture into the great outdoors in celebration of Kreston 50.



## Brighture (China)

Our colleagues at Chinese firm Brighture got to enjoy a day trip to the beach together.



## a&o Kreston (Switzerland)

The team at a&o Kreston got to enjoy some fresh air and spectacular views at Uetliberg Zurich!



## Kreston Stanley Williamson

Standing in front of the Sydney Harbour Bridge!



## Kreston Albania

Kreston Albania demonstrated their cinematic creativity with their Happy Birthday video, as you will have seen earlier, and this photo emphasises further how beautiful the Albanian countryside is. We at the Kreston HQ team are very jealous!



## Kreston Romania

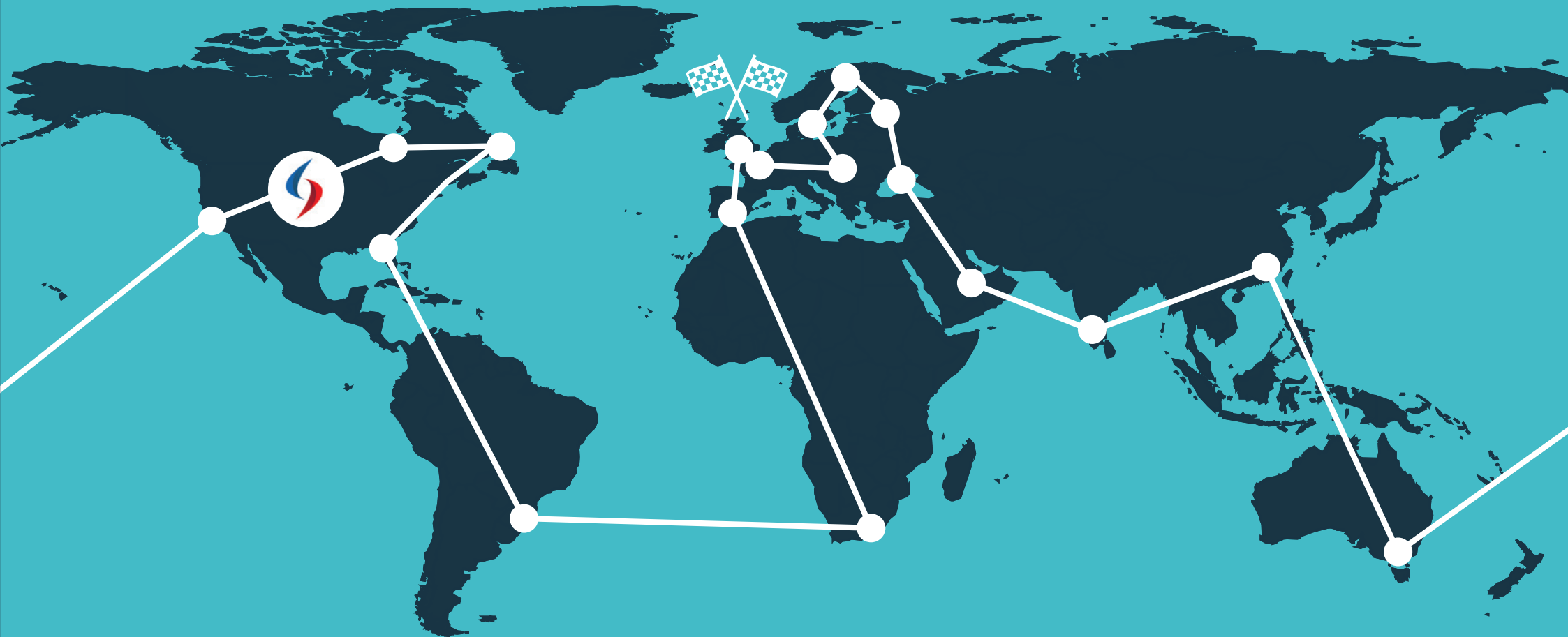
Fresh Tuesday continues with a team-building walk.

## Bishop Fleming (UK) round the world challenge route map

Bishop Fleming, one of our UK-based firms, truly got into the spirit of the celebrations in their Round the World Challenge.

Their goal was to cover the distance it takes to travel around the world, either by running, cycling or walking. And 'stopping' at Kreston member firms along the way.

Check out their route map to see how they did it!



# Soaking up the local culture

If you haven't already, try out these fun Kreston-themed games, devised by our friends at CBIZ and MHM in the United States... and maybe learn some things about the Kreston Network!

See how many you can get!!

## CBIZ Kreston crossword

**KRESTON CROSSWORD PUZZLE**

**DOWN**

- Chinese member firm based in Shanghai.
- What is Kreston's tag line?
- First name of the Board member from France.
- One of the UK member firms.
- U.S. based firm that joined Kreston Global in 2009?
- German co-founder of Kreston Global?
- What is the definition of Kreston?

**ACROSS**

- What is the Kreston system for sending and receiving referrals?
- Current Chairman of the Kreston Board.
- Chief Executive of Kreston.
- A member firm in the Middle East that joined in 2019.
- Who is the 13th largest international accounting network in the world?
- British co-founder of Kreston Global?

MHM (Mayer Hoffman McCann P.C.) is an independent CPA firm that provides audit, review and other attest services, and works closely with CBIZ, a business consulting, tax and financial services provider. CBIZ and MHM are members of Kreston Global, a worldwide network of independent accounting firms.

## CBIZ Kreston scavenger hunt

**KRESTON SCAVENGER HUNT**

Find the answers from either **KRESTON KOMMUNITY OR KRESTON.COM**

- What year was Kreston founded?  
1971
- What are the names of the Kreston founders and which countries did they represent?  
Gabriel Brosztl (Germany) and Michael Ross (UK)
- Which Kreston Board directors were part of the working group that devised the framework used by Special Interest Groups (SIGs) starting in 2021? (hint: there were 3)  
Francisco Bracamonte (Mexico), Eustis Corrigan (USA) and Andrew Griggs (UK)
- In 2021, who was re-elected for a third term to the IFAC Transnational Auditors Committee?  
Andrew Collier, Kreston's Director of Quality and Professional Standards
- What are the dates of the next planned Kreston World Conference and in which city will it take place?  
October 19-22, 2022 in Madrid, Spain
- What is the purpose of the Kreston Golden Koffee?  
The Golden Koffee is designed to recognize the top 10 referrers of business in the Network in 2021.
- How many different types of newsletters can be found on Kreston Kommunity (and what topics do they cover)?  
There are 7 categories - 1) Client, 2) Marketing, 3) Quality, 4) Tax, 5) Technology, 6) Transfer Pricing and 7) VAT
- How many video updates has Liza Robbins, Kreston's Chief Executive, recorded in 2021?  
Liza produces a monthly update video (through September 2021 - there have been 9)
- In the 2020 Kreston publication of Member Awards and Appointments, what was Merce Marti, CEO of Kreston Iberaudit (Spain), recognized for by the Association of Female Entrepreneurs, Directors and Professionals (ADE Valles)?  
Merce Marti was awarded the "Honorary Prize" in recognition of Female Business Talent in November 2020. The ADE Valles has placed special emphasis on the promotion of workplace equality and recognizes and promotes women in business and leadership roles.
- Name 3 Kreston member firms that have posted 50th Anniversary celebration videos on their LinkedIn pages.  
Albania, Brazil, China, Columbia, Egypt, Mozambique, the Netherlands, Romania and Spain (others may be added)
- Who is the Chair of the Kreston Global Tax Group and which Kreston member firm is he with?  
Mark Taylor - From Duncan & Toplis (UK)
- What are the 4 types of referrals that can be set up in Kommunity for which Kreston has produced slides with detailed instructions?  
The 4 types of referrals are: 1) Regular Referral, 2) Direct Referral, 3) Multiple Referral and 4) Collaborative Referral and detailed instructions for each are contained on Kreston Kommunity in the "Resources" tab in the "Referral System User Guides" folder.
- What are the 3 groups that make up Kreston's "Global Village"?  
The Kreston Global Village is made up of 3 groups - 1) Our People, 2) Our Clients and 3) Our Communities (from the video on Kreston.com under the section "We are all a global village".)
- How many Kreston firms have an office in London and what are their names (excluding Kreston HQ)?  
There are 2 Kreston member firms in London - 1) James Cowper Kreston and 2) Kreston Reeves. (Source Kreston.com website)
- In the August 31, 2021 issue of International Accounting Bulletin (IAB), how many Kreston firms were identified as being branded?  
There are 81 firms across the network that are branded Kreston as cited in the IAB article. (Answer is found on the Kreston.com website, under "About Us", and then under "News & insight" - article published on September 2, 2021.)

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We love this work by the team at Lentink Audit in The Netherlands – showing off our new logo for the world to see. Very cool!



**Lentink Audit graffiti 1**



**Lentink Audit graffiti 2**

More fun with puzzles, this time from the Kreston Romania team – they definitely had a great (yet probably exhausting) Kreston Week!



**Kreston Romania Mindful Wednesday**



**Kreston Romania Puzzle Thursday**

# Purpose

**Finding our purpose has been central to our mission this year. It is a necessity for all modern businesses to be purpose-driven and it has been central to our rebranding to become so.**

Kreston KM embodied these sentiments with their Kreston 50 activities, firstly engaging with teenagers at the Kabete National Polytechnic and, secondly, visiting a children's home in Nairobi.

## Kabete National Polytechnic

Kabete National Polytechnic is a national polytechnic offering technical training in Kenya. It is located along Waiyaki Way near Uthiru market in Kiambu County, Nairobi, Kenya.

The Kreston KM team had an opportunity to partner with Kabete National Polytechnic, training the students in accounting – their area of specialisation.

This initiative was part of their Corporate Social Responsibility (CSR) activities, with the objective of equipping the students with practical skills in accounting and related disciplines. The expectation was that by the time they complete their academic studies, they will have a layer of practical knowledge and skills that will immediately launch them into gainful employment upon graduation.

George Kimeu, Managing Partner of Kreston KM commented:

“ Our interaction with the students was well appreciated as they were eager to learn more about the accounting profession and we noted that there is need for more of such engagements with learners to give them practical knowledge and skills. ”





## Cheryl's Children's Home

Cheryl's Children's Home is a Christian-based organization that works with socially disadvantaged children by facilitating their access to things such as food, clothing, shelter, education, and emotional support.

As part of a fresh emphasis on corporate responsibility and efforts to give something back to the community, Kreston KM had an opportunity to visit the home and find out more about how it helps children - and how we in turn can help.

“ Celebration is a form of sharing, and so to celebrate the 50th anniversary of our international Network, our goal was to share with society. ”

**George Kimeu,**  
Managing Partner, Kreston KM, Kenya



# The future of Kreston

## Andrew Collier

Director of Quality and Professional Standards

“ I think it’s going to be carrying on the legacy of firms and relationships –focusing on serving clients, increasing use of technology across distances. There are likely to be fewer international networks, perhaps more consolidation in the profession, which is why our strategy is so important in terms of profile and communications, doing business between members and across borders – because that’s what you need to be able to flourish in the future. Clients will always be looking for that ease of access, rapid response, quality of relationships amid the ongoing regulatory challenges. The seismic change that could happen is if governments actually agree on an international framework for professions, not just accounting, then you would see the pressure for firms to merge on a global basis.

”



Andrew Collier

## Alnoor Bhimani

Professor of Accounting and Director of South Asia Centre at London School of Economics. Author of Accounting Disrupted: How Digitalization is Changing Finance

“ The relationship evolving between digital technologies and accounting today far exceeds anything that we’ve encountered before. It’s essentially the biggest transformation in the history of business.

”

## Liza Robbins

“ There are lots of great people in the accounting profession, but I believe where we are today is not just about the accounting industry. It’s about society and the global conversation. Greta Thunberg, Marcus Rashford – I admire people like this. They make us all answerable and they make people listen. We are connected to a much wider society.

We continue to refine and refine. We will always have cohesion and closeness, but you have to be careful not to become static. As a network we are constantly developing, just like our clients. And while we have always aimed to be visionary, now clients expect no less.

We are globally connected, both to each other and to our clients, always supporting them as they evolve.

”

# Afterword

## by Rich Howard

### Chair of Kreston Global



The yearbook you've just read is a snapshot of our journey over the past 50 years, and of the spirit, vision and thoughtfulness of our Kreston firms right now.

But what of the next 50 years?

It's hard to predict that far ahead, but we're already putting in motion initiatives to guide us. Our strategic plan is about connecting people globally and making a positive societal impact. We need to be excellent stewards for our people and for the planet, or there simply won't be a future.

So, for example, we're shortly going to be launching a project to examine our own internal processes around Environmental, Social & Governance (ESG) and diversity and inclusion. Not only do we want Kreston Global to lead in these spheres, but we hope to help our firms and our clients contribute positively as well.

We're planning to create more communities of experts to enable our people to connect with each other in their own specialities, experience levels and business interest, to add to our Marketing, HR and Global Mobility networks that already exist.

And we're going to continue refining our internal Kreston Kommunity portal, which allows our firms to refer more business to each other. This helps our clients grow even faster and more efficiently and forges international connections at every level.

I strongly believe that we can "do well by doing good". Indeed, a strong sense of purpose is essential for us to thrive. And I know that our clients prefer working with firms whose values align with their own.

**It's an exciting next phase - here's to the next 50 years!**



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