





This booklet helps to define who we are and how we work. It explains how we work together to make a difference to our Members and their clients' businesses.

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OUR HERITAGE

HLB was one of the first professional services companies to think globally

In New York in 1969 Partners from five different accounting companies, in five different countries came together to discuss the possibility of working together across borders for the benefit of their clients. From these very humble beginnings a shared business philosophy was central to the concept of providing consistent and personal service to their clients.

Since that meeting, those first 5 firms have grown to 265 member firms and HLB has become one of the world's leading accountancy networks. Today it provides consulting and professional services in over 150 countries throughout 700 offices.



WHY WE EXIST

HLB exists to support its members and their clients, to leverage business advantage that will result in growth

We are globally connected, like-minded business and finance professionals. We offer international expertise and knowledge you can rely upon.

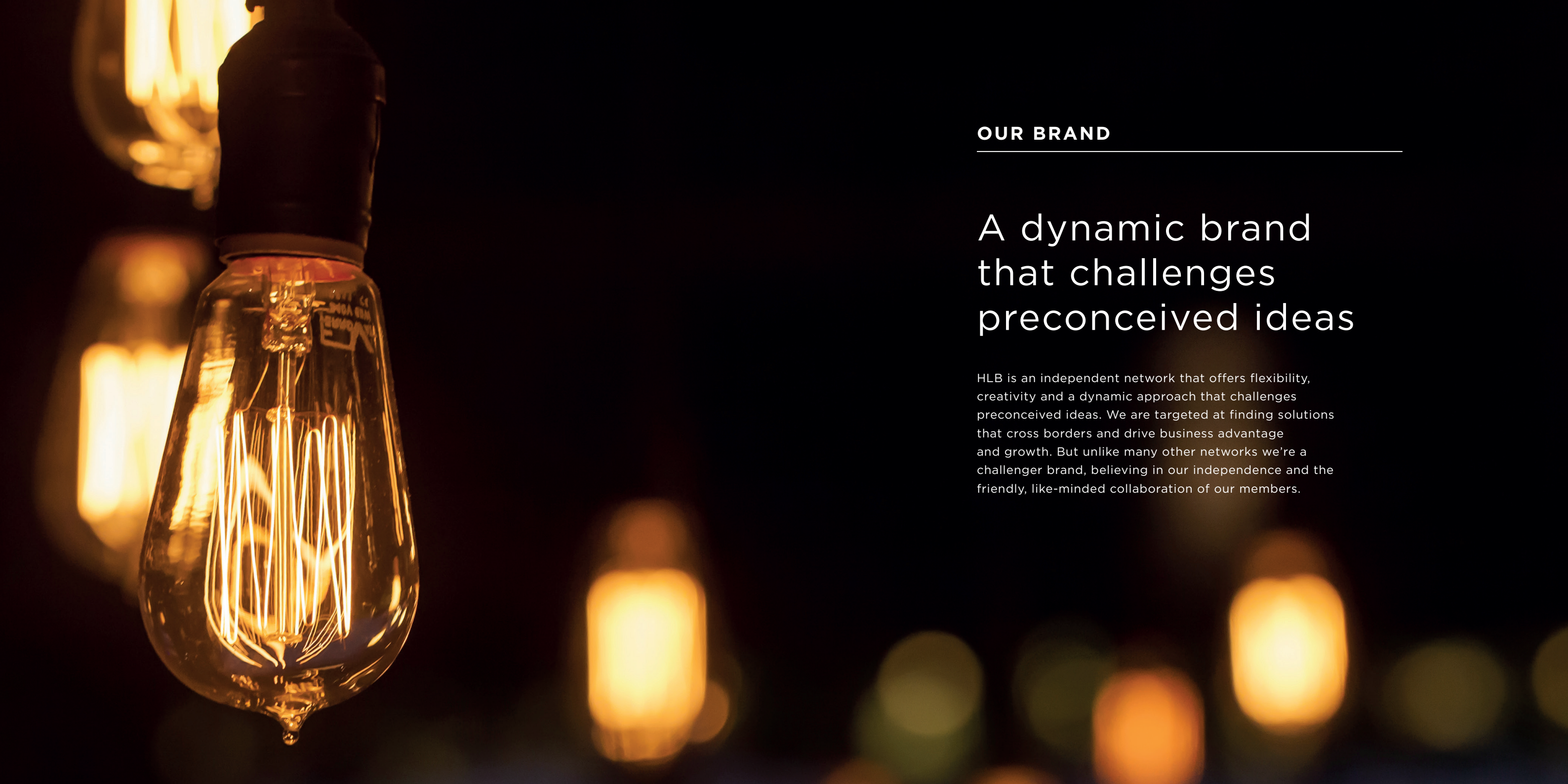
We are an international extension of your own business. Our network of firms offer a global resource for business advantage and growth.



HOW WE WORK

Our network members
are like-minded and have
a friendly, collaborative
approach to business

It's the trusted member relationships and collaboration that make things happen. As every member is like-minded and able to offer the same high standards of service, the network is an extension of any one company's service provision. At HLB the whole is truly greater than the sum of its parts.



OUR BRAND

A dynamic brand that challenges preconceived ideas

HLB is an independent network that offers flexibility, creativity and a dynamic approach that challenges preconceived ideas. We are targeted at finding solutions that cross borders and drive business advantage and growth. But unlike many other networks we're a challenger brand, believing in our independence and the friendly, like-minded collaboration of our members.

OUR BRAND VALUES

APPROACHABLE

Friendly, personal, down-to-earth

COLLABORATIVE

Connected, inclusive, like-minded

DYNAMIC

Proactive, spirited, flexible, independent

INNOVATIVE

Creative, forward thinking, entrepreneurial

TRUSTWORTHY

Reliable, expertise, knowledge, professional

OUR KEY MESSAGES

WHY WE EXIST

HLB exists to support its members and their clients, to leverage business advantage that will result in growth.

WHAT WE DO (through our member firms)

We are globally connected, like-minded business and finance professionals.

We offer international expertise and knowledge you can rely upon.

We are an international extension of your own business.

Our network offers a global resource for business advantage and growth.

HOW WE DO IT

The spirit of innovation and collaboration run through the business.

We are the human, friendly face of international business and finance.

We qualify all members to ensure they are all like-minded and offer similarly high standards of expertise and service.

We offer a flexible and creative approach to supporting members internationally.

MENSAJES CLAVE DE HLB

POR QUÉ EXISTIMOS

HLB existe para apoyar a sus miembros y a sus clientes, con el objetivo de optimizar ventajas competitivas que se traducen en crecimiento.

QUÉ HACEMOS (a través de nuestros miembros)

Somos especialistas en finanzas y servicios empresariales, globalmente conectados, que comparten un objetivo común.

Ofrecemos experiencia y conocimiento internacional en los que usted puede confiar.

Somos una extensión internacional de su propio negocio.

Nuestra red ofrece un recurso global que permite adquirir más ventaja competitiva y crecer.

CÓMO LO HACEMOS

El espíritu de innovación y colaboración son la base de nuestra organización.

Somos la cara humana y amable de los negocios y las finanzas internacionales.

Evaluamos a todos los miembros para garantizar que compartan los mismos objetivos y un denominador común: experiencia y servicio de la más alta calidad.

Nuestros miembros disfrutan del apoyo internacional, flexible y creativo, que solo un gran grupo puede ofrecer.

MESSAGES CLÉS DE HLB

NOTRE MISSION

HLB accompagne ses membres et leurs clients et les aide à tirer le meilleur parti des atouts professionnels qui soutiendront leur croissance.

CE QUE NOUS FAISONS

(par l'intermédiaire de nos cabinets membres)

Nous sommes un réseau homogène et interconnecté de professionnels du monde de la finance et des affaires internationales.

Nous mettons notre savoir-faire et nos connaissances du marchés internationaux à votre service.

Nos services s'inscrivent dans le prolongement international de vos activités.

Notre réseau met à votre disposition les ressources dont vous avez besoin pour vous développer à l'échelle mondiale.

COMMENT NOUS LE FAISONS

Innovation et collaboration sont les valeurs clés qui animent notre société.

Nous sommes le visage humain et bienveillant du monde de la finance et des affaires internationales.

Nous veillons scrupuleusement à ce que chacun de nos membres partage nos valeurs et garantit le même haut niveau d'expertise et de service.

Nous offrons à tous nos membres une approche adaptée à leurs besoins spécifiques, où qu'ils soient dans le monde.

КЛЮЧЕВЫЕ СООБЩЕНИЯ HLB

ДЛЯ ЧЕГО МЫ СУЩЕСТВУЕМ

HLB существует для того, чтобы оказывать поддержку своим компаниям-членам и их клиентам с целью эффективного использования преимуществ для роста бизнеса.

ЧТО МЫ ДЕЛАЕМ (силами наших компаний-членов)

Мы – команда профессионалов в области бизнеса и финансов, объединенных едиными принципами и ценностями в рамках глобальной сети.

Мы предлагаем международный опыт и знания, которым можно доверять.

Мы расширяем границы вашего бизнеса на международном уровне.

Наша сеть предлагает глобальный ресурс как преимущество для роста бизнеса.

КАК МЫ ЭТО ДЕЛАЕМ

Мы строим бизнес на основе сотрудничества и инноваций.

Мы предоставляем услуги в области международного бизнеса и финансов силами сотрудников, ориентированных на потребности клиентов.

Мы сертифицируем всех членов, гарантируя приверженность единым принципам и одинаково высоким стандартам профессиональной деятельности и качества обслуживания.

Мы предлагаем гибкий подход и нестандартные решения, обеспечивая поддержку компаний-членов по всему миру.

核心信息

我们的使命

协助成员所及其客户依托
HLB网络资源和商业优势的成长和发展

我们的成员所

拥有全球人脉且志同道合的商业和金融服务专才
值得信赖的跨国业务专家
您业务的国际化延伸
为企业提供国际资源和商业优势的全球平台

我们的模式

创新和合作精神是我们运营的核心
我们是国际商务和金融服务行业中人性化的友善面孔
我们对成员所的严格考核不仅保证大家理念相通并且在世界各地都能为客户提供高品质服务
我们为成员所国际化发展提供灵活创新的订制方案

BRAND STATEMENT (LONGHAND)

HLB is a dynamic international, advisory and accounting network. Its membership is qualified to ensure quality service provision and an approach to business that's like-minded, so that all members are aligned. HLB members are approachable and collaborative, ready to offer quality support wherever or whenever it's required. It's this spirit of collaboration and flexibility that provides any member with an extension of its own business, to enhance service expertise, global reach and drive international business growth.

BRAND STATEMENT (SHORTHAND)

HLB is an independent and dynamic international, advisory and accounting network. Based upon quality and like minded membership, we have a history of innovation, collaboration and driving business growth for our members and their clients.



TOGETHER WE
MAKE IT HAPPEN

