

- ★ ASIA - ACCOUNTING SERVICES FIRM OF THE YEAR
- ★ SINGAPORE - ACCOUNTING SERVICES FIRM OF THE YEAR
- ★ SINGAPORE - IMMIGRATION AND COMPLIANCE SERVICES FIRM OF THE YEAR
- ★ SINGAPORE - TAXATION SERVICES FIRM OF THE YEAR
- ★ SINGAPORE - PROFESSIONAL SERVICES FIRM OF THE YEAR
- ★ SINGAPORE - GAMECHANGER OF THE YEAR, LAWRENCE CHAI

3E Accounting Group was founded by Chartered Accountant Lawrence Chai in 2011 to provide affordable corporate services to businesses and start-ups. Under Lawrence's capable leadership and extensive experience in cross-border business advisory work, 3E Accounting has built a core team of qualified and experienced accountants, business advisory, tax agents, corporate secretaries, GST agents, immigration and technology consultants. 3E Accounting has a client-base of over 3,000 corporates.

Lawrence Chai
Founder
3E Accounting Group



- Fellow Member of the Association of Chartered Certified Accountants ("FCCA")
- Chartered Accountant of Singapore (CA (Singapore)) of the Institute of Singapore Chartered Accountants ("ISCA")
- Chartered Accountants Worldwide ("CAW") Network Member
- Accredited Tax Practitioner (GST) of the Singapore Institute of Accredited Tax Professionals ("SIATP")
- Accredited Tax Advisor (Income Tax) of the Singapore Institute of Accredited Tax Professionals ("SIATP")
- Chartered Accountant of Malaysia ("CA (Malaysia)")
- Member of CPA Australia ("CPA (Aust.)")
- ASEAN Chartered Professional Accountant ("ASEAN CPA")
- Ordinary Member of the Malaysia Institute of Human Resource Management ("MMIHRM")
- Associate Member of Singapore Human Resources Institute ("SHRI")

- Certificate of Employment Intermediaries ("CEI") for Key Appointment Holders ("KAH")
- Affiliate of the Singapore Association of the Institute of Chartered Secretaries & Administrators ("SAICS")
- Ordinary Member of Singapore Institute of Directors ("MSID").
- Xero's Certified Advisor
- QuickBooks ProAdvisor
- Google Ads Display Certification
- Google Ads Search Certification

Background to the incorporation of 3E Accounting

Prior to establishing 3E Accounting, Lawrence worked in a medium-sized audit firm, Baker Tilly. During his employment at Baker Tilly, he was involved in the audits of listed and non-listed companies of various industries. Lawrence was also involved in business advisory work including due diligence reviews for both local and overseas companies and special investigation engagements. Lawrence's vast auditing experience in listed companies in Singapore, Malaysia, China and many more regional countries is key to driving the success of 3E Accounting. His experience with LTC LLP, an affiliate firm of BKR International in Singapore, extends to a wide range of industries for both listed and non-listed companies including manufacturing, trading, retail, hospitality, construction, water treatment plants, hypermarket, non-profit organization, software engineering, property development and investment holdings.

Corporate Philosophy of 3E Accounting

With extensive regional experience in the field of corporate services, auditing services and financial due diligence, 3E Accounting offers the Three Es: efficiency, effectiveness and economy as a complete suite of services that address all aspects of set-up, start-up and ongoing administration for every business entity.

First Overseas Office in Malaysia

In 2014, Lawrence planned his business expansion to offer international company incorporation services by setting up the first overseas office in Malaysia. The decision to expand to Malaysia and set up a new office is a logical step in 3E Accounting's international expansion strategy. The new Malaysia office represents a continuation of the firm's growth momentum. Lawrence's extensive experience in Singapore and Malaysia has helped to support clients to start their Malaysian business through the new Malaysia office.

"Our office in Malaysia builds on our strong presence in Singapore and marks our first international expansion abroad which will



"Our priority was to set up a core professional team and build a comprehensive customer relations strategy while building the firm's brand presence."

3E Accounting Founder Lawrence Chai

further strengthen our service capabilities by extending our professional corporate services to customers in Malaysia."
3E Accounting Founder Lawrence Chai

3E Accounting in the Heart of Kuala Lumpur

3E Accounting's Malaysia office is located in the heart of Kuala Lumpur city, Jalan Tuanku Abdul Rahman, the prime area within Kuala Lumpur with close proximity to public transportation and excellent amenities.

3E Accounting Malaysia has become the preferred professional service provider of accounting, taxation, corporate secretarial, and company incorporation services in Malaysia, with quality services, expert support, and extensive business knowledge to help clients meet operational, service, and legal and compliance requirements.





“We must exercise the highest level of care and compliance on due diligence review.”

3E Accounting Founder Lawrence Chai

within the Klang Valley vicinity. Those living and working in the concrete jungle that is Kuala Lumpur turn to the vast greenery of Taman Tugu. 3E Accounting's tree planting activity at Taman Tugu helped heighten environmental awareness among employees and contributed to increasing the biodiversity of parks and urban forests.

Lawrence is committed to strong corporate governance. As the registered filing agent of the Accounting and Corporate Regulatory Authority (ACRA) in Singapore, he personally ensures that 3E Accounting is committed to carrying out its duty conscientiously and diligently for all its clients while maintaining the highest level of care and compliance on due diligence review aligned with ACRA's Guidelines. 3E Accounting will conduct a strict due diligence review as appropriate when on-boarding clients. 3E Accounting will also perform relevant periodic and on-going monitoring due diligence review.

"I make it clear to my team that we will not hesitate to reject or terminate a client, if we are unable to complete thorough due diligence according to 3E Accounting's risk assessment policy. We must exercise the highest level of care and compliance on due diligence review." **3E Accounting Founder Lawrence Chai**

To encourage greater social mobility among the disadvantaged, 3E Accounting employees have been actively involved in corporate social responsibility initiatives, from befriending the elderly at the Lions Befrienders Senior Activity Centre, to participation in the Community Chest Heartstrings Walk to raise funds for charity. Lawrence has also consistently donated to the Armed Forces Fund which provides additional financial support to military servicemen who are severely disabled due to military service and require long term care and support. This stems from his recognition that National Service and Total Defence form the cornerstone of a nation's continued economic stability and prosperity and reflect the hallmarks of a committed corporate citizen.

3E Accounting

**51 Goldhill Plaza, #07-10/11,
Singapore 308900**

**Unit No. 20-01, 20-02, 20-03
Level 20, Menara Centara
No. 360, Jalan Tuanku Abdul Rahman,
50100 Kuala Lumpur, Malaysia**

**2/F., Tern Centre, Tower 1,
237 Queen's Road Central, Hong
Kong**

"Employee Comes First" culture when he set up his own accounting firm in 2011. nurturing a family-oriented culture and promoting a healthy lifestyle and life-long learning. To Lawrence, a family-friendly culture not only benefits employees but the firm as well. This is because a family-oriented culture helps to build a more stable and stronger organisation with greater staff trust and loyalty, and more motivated employees.

3E Accounting "Employee Comes First" culture centres around work-life harmony, which empowers our employees with the autonomy and flexibility to manage both work and personal/family commitments. The robust family-friendly culture and flexible work arrangements helps to reduce employee turnover and achieve long-term stability for the firm. The firm invested in cloud-based solutions which allows employees to enjoy flexi-time and flexi-place even during peak periods as they can work from anywhere, just like in the office. As a Pro-Family employer, 3E Accounting has set up a nursery for working mothers to bring their children to the office when there is no one to take care of their children. The nursery room also doubles up as a nursing room for nursing mothers.

The strong emphasis on work-life harmony and pro-family culture in 3E Accounting help in motivating our employees to strive harder and achieve higher efficiency and productivity. Happier employees lead to happier customers and higher customer satisfaction. In our customer satisfaction survey, clients express high satisfaction with 3E Accounting's highly responsive and efficient team members.

The high customer satisfaction can be attributed to high employee retention rate as customers have the assurance of expert and experienced service and support from the same employee who has been managing their accounts since they were on-boarded.

Environmental, Social and Corporate Governance

Having benefited from the stable and thriving economies in the markets that 3E Accounting operates, Lawrence wanted to contribute to the community that made this possible.



3E Accounting employees are active in environmental sustainability efforts. Singapore employees organised a beach clean-up initiative in support of a clean and green environment. The litter picking activity was held in East Coast Park and helped to raise environmental awareness among employees.

Malaysia employees organised a Tree Planting Day at Taman Tugu. Located in the heart of Kuala Lumpur city, Jalan Tuanku Abdul Rahman, among the metropolis of skyscrapers and tall office towers, employees value the pockets of green lungs

on Deepening Guangdong - Hong Kong - Macau Cooperation in the Development of the Bay Area. The agreement will build an open economy, driving innovation and technology, promoting synergistic socio-economic development in the region with benefits being shared with all parties, leveraging on the strengths of both the market and government, providing opportunities for early and pilot implementations, and pursuing sustainable development and environment protection.

Through GBA, Hong Kong benefits from continuing to be a strong gateway to Greater China and GBA also brings about new opportunities. The Chief Executive of China's Hong Kong Special Administrative Region (HKSAR) views the GBA as being the booster to Hong Kong's economy and creates advancement opportunities for the people in Hong Kong. In a 2018 survey by ACCA Hong Kong of its members, most respondents were positive about the possible impact of the GBA on Hong Kong's economic and business environment. The possible impacts were such as free flow of capital, people and services, access to bigger markets for different industries and professions to thrive, and improved corporate synergies through economies of scale in operations.

Beyond GBA, Hong Kong remains aligned with the Belt and Road Initiative (BRI) as well. The BRI, formed in 2013, is a global development strategy initiated by the Chinese government involving investments and infrastructural development in 152 countries and international organizations. Running through 6 trade routes of China-Mongolia-Russia Corridor, New Eurasian Land Bridge, China-Central Asia-West Asia Corridor, China-Indochina Peninsula Corridor, China-Pakistan Corridor, and Bangladesh-China-India-Myanmar Corridor, the 5 key outcomes of BRI are promoting of intergovernmental policy coordination, deepening of financial integration, creating of a connected infrastructure network connecting the trade routes, promoting of free trade and removal of trade barriers, as well as promoting of friendship and cooperation along the trade routes.

With the positive synergy of business activities and participation in GBA and BRI, 3E Accounting Hong Kong office is well positioned to prosper and achieve success in its business activities.

Progressive Workplace Practices – Work-life Harmony

Trained as a Chartered Accountant, Lawrence worked long hours day and night in corporate services, auditing and financial due diligence process, for an audit firm where work-life balance was not an important part of the workplace culture.



Firm in his belief that the success of an organization is determined by its employees, Lawrence put in place

Founder of Largest Home-grown Global Accounting Network
In 2016, Lawrence established 3E Accounting International to offer clients services beyond excellence through a well-connected global accounting network. The unique global network - 3E Accounting International, capitalises the professional knowledge and expertise of its network members to provide corporate solutions to customers across the globe.

The launch of the 3E Accounting International reflected the international expansion strategy of 3E Accounting and was the key milestone of an aggressive expansion into international markets. On top of that, the launch of the Singapore-based 3E Accounting International demonstrated that small to medium-sized accounting firms could expand their services to the international market by forging a strategic partnership with network members around the world. In other words, the rise of international accounting network has created a "global firm" for small and medium-sized firms, giving them an edge on the competition with international firms when going global.

"3E Accounting International benchmarks our growth momentum as well as our dedication to serve customers across the globe. With the global network, we will work alongside professionals in our industry around the world to provide a comprehensive corporate service. 3E Accounting International looks forward to expanding its global network by having more international experts in corporate services and accounting firms on board, as well as becoming one of the most preferred corporate service providers on the global front."

3E Accounting Founder Lawrence Chai

Strategic Partnership with Network Firms

Since the formation of the network, 3E Accounting International has endeavoured to be a global accounting network that gathers professionals around the world to offer high-quality one-stop solution corporate services on both local and international fronts.

Today, 3E Accounting International is the largest home-grown global accounting network with an international presence in close to 80 countries worldwide. 3E Accounting International was established with a strong professional background, good knowledge within their local jurisdiction and trusted experience in handling clients internationally.

"One of the most valuable benefits of joining a global accounting network is not that you just become the member, but you are forging a strategic alliance with experts and accounting firms around the world to share knowledge with one another, especially on country-specific accounting, tax, auditing and advisory services. Our global network will offer referral services and networking opportunities."

3E Accounting Founder Lawrence Chai

International Expansion of 3E Accounting

As part of business growth and expansion, 3E Accounting has undertaken a series of strategic planning exercises and identified Hong Kong as the location to set up the next overseas office.

According to Department of Statistics Singapore's 2017 report, Hong Kong is Singapore's 6th biggest trading partner with a total trade value of S\$17.9 billion. This active trade flow highlights the historically strong relationships between business communities of both countries since the 19th century. The presence of Singapore Chamber of Commerce office in Hong Kong and the Hong Kong Economic and Trade Office in Singapore facilitates trade development between both cities.

As part of the Greater Bay Area ("GBA") which consists of Guangdong, Hong Kong and Macau, representing a total of 9 cities and 2 special administrative regions, Hong Kong stands to benefit from the 2017 signing of the Framework Agreement