

# Championing professionalism: Quality, Stakeholders engagement and Transparency

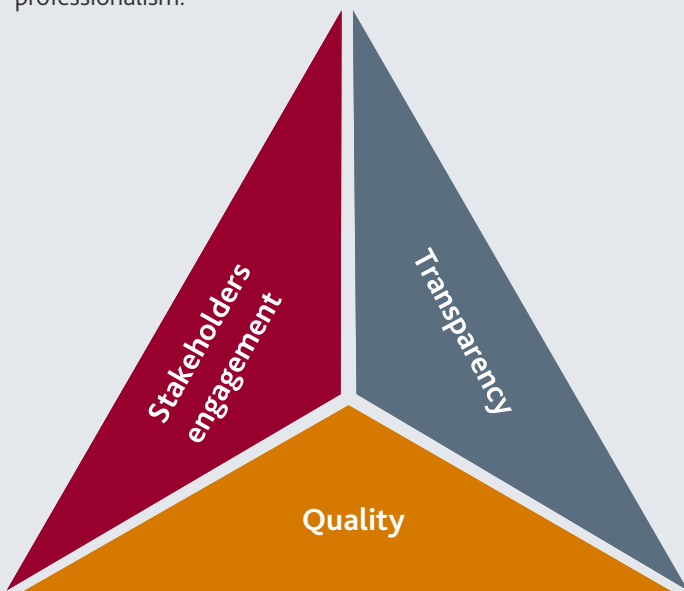
Words from Andrew Lam, Managing Director of Assurance, BDO

As we emerged from the unprecedented challenges of the pandemic, the adaptability and perseverance of the BDO team have been nothing short of inspiring. I am grateful to work alongside such a talented and dedicated team. In my new capacity as Managing Director of Assurance, I am keen to dive into the awesome teamwork and continue our collaborative efforts.

## Quality is the name of the game, and our staff is key to success

Service quality is paramount in the accounting and auditing profession, and success hinges on our staff—frontline fee earners, professional practice departments, administrative personnel, and other support teams—working together as a cohesive unit. Serving both private and publicly listed corporations and clients from around the world, each of us plays a part in a strictly regulated profession founded on quality, trust and integrity.

Given the impact our work has on the interests of our stakeholders and the general public, we fully recognise that, as a leading player in the global accounting and advisory network, BDO has a corporate social responsibility, particularly in ensuring service quality. Our clients seek tailor-made, value-for-money professional services while regulators require our compliance with standards in service delivery. Our mission—both historically and in the future—remains to deliver quality service that exceeds basic benchmarks, ensuring stakeholders' satisfaction. Come rain or shine, BDO stands resolute in our unwavering dedication to serving all stakeholders with a commitment to excellence and professionalism.



## We are all part of the team, part of the BDO family

When referencing "stakeholders", it is not limited to our clients, regulatory bodies, or the broader investment community; but it also encompasses our staff as an integral part. Working in a profession highly focused on quality in a city that is equally competitive is undoubtedly demanding, and the associated pressure is something well understood and experienced by all. As a longstanding member of BDO, I am committed to fostering a collaborative spirit within our team. Through effective collaboration, we can enhance our efficiency and deliver high-quality service that meets or even exceeds clients' expectations.

The key insight I have gained from my decades-long career is this: By staying united in pursuit of a common goal, we can overcome any obstacle and the outcome will not let us down. Only by working together with a shared vision can we provide professional services tailored to our stakeholders' needs across different sectors and jurisdictions. Together, our team has navigated both flourishing and challenging times, and it is our collective efforts that have propelled us forward. The team's hard work is deeply valued and will always be recognised by management.

“**Deliver quality service that exceeds basic benchmarks**”

## BDO is a "super connector" bridging Hong Kong, the Chinese mainland, and beyond

While we are fortunate to benefit from Hong Kong's unique status as a world-renowned international financial centre, each of us in the profession holds a vital role—a role that serves the public interest and sustains the hard-earned prestige of Hong Kong, which we hold dear.

With our operations based in the Hong Kong SAR, BDO positions itself as a "super connector" bridging Hong Kong and the Chinese mainland with the rest of the world, serving both Chinese companies going global and their overseas counterparts entering the Chinese market. As we deliver outstanding services to our clients in a highly regulated profession, we also fulfil our corporate social responsibility within the framework of the national development plan under the Belt and Road Initiative.

**Transparency is the cornerstone of every successful relationship**

Transparency is the foundation of our client relationships. We clearly outline our services and fees, ensuring clients are always fully informed. More importantly, we stand by the promises we make, delivering on every promise with integrity, building trust that fosters lasting partnerships.

Transparency is equally essential in our internal operations, as clear communication and openness with staff drives our success. Like many of our teammates at BDO, I began my career in the profession as a rank-and-file trainee accountant after graduation. Having navigated various life stages and work levels, I relate to the career journeys of my colleagues and understand their needs.

**I'm all ears to what my colleagues have to say, regardless of their rank or seniority**

As we strive for excellence in quality, it is also essential that we prioritise a healthy work-life balance for our staff—our key to success. Management fully understand how important this balance is for both well-being and productivity, and are continuously exploring various solutions, including latest IT tools, to improve our workplace.

I am thoroughly aware of how transparency and openness are vital to unlocking our team's full potential, allowing our true strength as a team to shine through. I value the innovative ideas from all employees, especially those from the younger generations who make up the vast majority of our workforce, and am eager to act on constructive and creative input from our team members. Regardless of rank or seniority, every team member is encouraged to express their ideas and feedback, whether in person or electronically. Together, let's foster a collaborative environment where everyone can thrive and contribute to our shared success.

**“BDO stands resolute in our unwavering dedication to serving all stakeholders with a commitment to excellence and professionalism”**

