

## MGI connections turn into growth opportunities

“ Since joining MGI Worldwide, we have gained more opportunities to provide diversified services to clients in China and around the world.

Cathy Zhang, Managing Partner | Cathy Accounting Firm, China



For Cathy Zhang and her team at Cathy Accounting Firm, China, recent collaborations with member firms around the world show just how much can be achieved when trust, communication, and responsiveness, come together across borders.

Cathy recently took time to talk to us about some of her firm's latest collaborations with other MGI members.

### Q: How did these opportunities come about?

**Cathy:** We have been lucky to receive several referrals from MGI members. The first two came from within the MGI Asia region. **Young Ham**, at **MGI Hanmi Accounting Corporation** in Korea, introduced us to a Korean-invested company operating in China. His firm handles the audit for their head office, and he recommended us to support their China branch with statutory audit services.

The second referral was from **Ken Yeung** from **Kenneth Chau & Co.** in Hong Kong. He connected us with a Hong Kong-invested company that needed help improving its internal accounting capabilities in China. Ken introduced me to their General Manager, and from there, we had some great discussions which led to a formal agreement.

### Q: What was your approach with these clients?

**Cathy:** After getting the contacts of these clients, I took quick action to discuss their detailed requests. For one client based in Tianjin and Beijing, I arranged detailed phone consultations. For the other, I drove two hours to meet the team at their factory in person. These early interactions helped us understand their needs and scope the work effectively.

After submitting our proposals, we had some brief pricing discussions and then agreed terms. I assigned the work to team members best suited for each job and ensured regular follow-up to guarantee timely, high-quality delivery.

“ Investing time in building real relationships, whether over a call, a coffee, or a factory visit, is what makes the MGI Worldwide network so powerful.

Cathy Zhang, Managing Partner  
Cathy Accounting Firm

## Member firms in partnership



In addition to these Asia-based collaborations, Cathy has also been in contact with members further afield.

### Collaboration with Australia

**Ahmad Samadi**, Director at Sydney-based member firm **Accru Felsers**, takes up the story.

**Ahmad:** We recently had a prospective client who requested a proposal covering audit and accounting services in China.

I went to the MGI online member directory for help with the proposal and found the contact details for Cathy Accounting Firm, our member in China – I reached out via email to request a Teams call.

The call was quickly arranged, during which we discussed the required services and requested a proposal from her. Cathy followed up within just three hours, providing both a tailored proposal and her firm's profile.

**Cathy:** The quick response and seamless teamwork with our Australian counterparts demonstrates the strength of our MGI network.

### Q: So, Cathy, how has being an MGI Worldwide member added value to your firm?

**Cathy:** We have gained more opportunities to provide diversified services to clients from different regions in China as well as around the world. Clients referred by MGI members have initial trust in our services, which is of great value for us to close the deals. The leads we've obtained are of exceptionally high quality.

I recently published a video on my WeChat social media channel about my upcoming trip to the US and presentation at the MGI North America Conference. I received a lot of positive feedback from my friends and clients. MGI is truly a great help in enhancing our firm's public image. It also helps boost our confidence as Chinese people.

I look forward to more opportunities to support fellow members and achieve mutual success.

“Cathy followed up within just three hours, providing both a tailored proposal and her firm's profile – thank you Cathy!



**Ahmad Samadi**  
Director | Accru Felsers  
[www.accrufelers.com](http://www.accrufelers.com)

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## Share your story

We love hearing how our network is helping members connect, support each other, and deliver outstanding value to clients. If you've got a success story, we'd love to hear it!

Contact Emma Rowley  
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### About MGI Worldwide

MGI Worldwide is a leading top-20 international network of over 8,800 audit, accounting, tax, legal and consulting professionals in some 440 locations around the world.

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