

## MGI Worldwide with CPAAI Member Success Story

# Business Development: Establishing new international business connections in the face of the COVID-19 pandemic

**Establishing new international business connections in the face of the COVID-19 pandemic can be difficult. Here's how MGI Worldwide with CPAAI helped Amit Chopra in New Delhi, India, connect with members in other parts of the world that have India-centric work requirements.**

**CPAAI member firm GCA Associates in New Delhi, India, requests help to connect with MGI Worldwide members**

Amit Chopra from CPAAI member firm GCA Associates in New Delhi, India, approached Nicki Lynn, International Business Development Manager, requesting assistance in connecting with MGI Worldwide members who may have India-centric work requirements with the aim of fostering new professional relationships with them.

### Amit Chopra explains

“This initiative had its genesis when I started writing a letter to my clients enquiring about their welfare at the onset of COVID-19. The letter’s central theme spoke about how we needed to collaborate more now especially during these challenging times. This made me think about how I could put this advice to practice in my context more specifically given the merger between CPAAI and MGI. This merger provided a good opportunity to make acquaintance with some more outstanding professionals across the new merged network and association. This collaboration among firms adds more value to the service offering of member firms.

“Nicki sent a mailshot most promptly out to all members to create an introduction for our firm. This direct approach of putting this communication out to members bore fruits within the first week.”



**Amit Chopra**  
GCA Associates  
New Delhi, India

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*“This collaboration among firms adds more value to the service offering of member firms.”*

**Amit Chopra**  
GCA Associates, New Delhi, India

### **Gopal Chopra & Associates** Chartered Accountants

GCA is a distinguished one-stop chartered accountancy firm that has provided quality professional services to its clients for more than 29 years. The firm is growing significantly across various sectors and has clients from SME to large enterprises.

**With Nicki's help Amit was able to connect with several MGI Worldwide members around the world**

Using Zoom Amit set up calls with:



**Felix Kimoli**  
MGI Alekim LLP  
Kenya



CERTIFIED PUBLIC ACCOUNTANTS



**Jonathan Farrow**  
MGI Midgley Snelling LLP  
UK



CHARTERED ACCOUNTANTS



**Jean Paul Busuttill**  
MGI Malt  
Malta



"We promised to meet at the next best opportunity and in the interim, if a cause arose, we would definitely collaborate. We also spoke about various opportunities where we could work together," said Amit.

Felix Kimoli from MGI Alekim LLP commented: "I wish to record my appreciation for Nicki's good work in connecting me with Mr. Amit. We had a great discussion about how we can collaborate and work together. We have clients in India so having Amit to support us from that end is a great resource. Without MGI, and you in particular, we would not have met Amit. Thank you for connecting us."



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**Felix Kimoli**  
MGI Alekim LLP, Kenya

### Looking to connect?

If you would like help to identify connections within the membership, please speak to your Regional Director or contact Nicki Lynn at [nicki.lynn@mgiworld.com](mailto:nicki.lynn@mgiworld.com)

### Read more Success Stories

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#### About MGI Worldwide with CPAAI

MGI Worldwide with CPAAI is a leading top-20 international network and association of over 10,000 audit, accounting, tax and consulting professionals in some 460 locations around the world.

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