

McMillan Woods™ adopts Chinese name to penetrate both mainland China & Hong Kong

McMillan Woods is to brand its Chinese firms in both mainland China & Hong Kong under the Chinese character name for McMillan Woods. The name 長青 is said to be adopted wherever the local firms do business in the region including all Chinese speaking countries generally.

McMillan Woods International President, Dato' Raymond Liew indicated that the Chinese government in their recent policies has called for all international accounting firms be fielded with local practitioners; and has also made it clear that it expects accountancy firms to operate within China in the same way they would in every other country in the world i.e. their national language.

To these new changes, Dr. Ronnie Silva (a founder member) opines "We are already taking steps to have all our firms globally; integrated throughout mainland China, Hong Kong and amongst all Chinese speaking countries and creating a clear and consistent Chinese name and Chinese identity, is yet another important step in building our global brand across the Chinese speaking world."