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PwC Italy

China Business Group

普华永道意大利中国业务部



A message from the Italian CBG Lead Partner

来自普华永道意大利中国业务部主管合伙人的寄语



Massimo Benedetti 贝德磊

Deals Leader and China Business Group Lead Partner, PwC Italy
普华永道意大利交易服务主管合伙人 | 中国业务部主管合伙人

PwC Italy has established the Chinese Business Group ('CBG') to support Chinese companies doing business in Italy and successfully developing their external growth strategy in the Italian market. Meanwhile, in the increasingly international environment, our China desk also help the Italian companies access and develop their presence in the Chinese and Asian market.

PwC Italy CBG is part of PwC Italy's International Desk Team and is unique in the professional services industry in the Italy with the professionals having both Chinese and Italian background who have experience and culture understanding of Chinese and Italian business.

PwC Italy China Business Group not only collaborates closely with the European China Business Group, forming an integrated network covering 30+ countries and regions in Europe, but also works in firm cooperation with PwC China, providing our clients with comprehensive cross-border solutions seamlessly based on PwC's leading global network resources and global service experience.

普华永道意大利设立中国业务部，为中资企业在意大利经营投资助力，协助客户在意大利市场成功开展战略合作。同时，在日益国际化的企业经营环境中，中国业务部协助意大利企业进入中国及亚洲市场，并进一步发展其现有业务。

作为普华永道意大利国际业务部的一部分，中国业务部在意大利专业服务领域拥有独特的优势，服务团队成员拥有中国和意大利双文化背景以及深厚的专业知识与实务经验。

普华永道中国业务部不仅与欧洲超过30个国家与地区的中国业务部合作，同时我们的专业人士与普华永道中国同事密切合作，利用普华永道的全球资源与专业服务经验，为客户跨境业务提供高质量及无缝对接的综合性专业服务。



PwC Global Network and PwC Italy

普华永道全球网络与普华永道意大利

At PwC, our purpose is to build trust in society and solve important problems. We are a multidisciplinary network of firms in 152 countries with over 327,000 people who are committed to delivering quality in Assurance, Advisory and Tax services.

Our operation in Italy offering Assurance, Advisory, Tax and Legal services to the client in different sectors.

We provide organisations with the professional service they need, wherever they may be located. Our highly qualified, experienced professionals listen to different points of view to help organisations solve their business issues and identify and maximise the opportunities they seek. Our industry specialisation allows us to help co-create solutions with our clients for their sector of interest.

PwC Italy has more than 300 partners and more than 7,000 people in total in 24 offices.

We are located in these offices:

Ancona, Bari, Bergamo, Bologna, Brescia, Cagliari, Catania, Firenze, Genova, Milano, Napoli, Padova, Palermo, Parma, Pescara, Roma, Torino, Trento, Treviso, Trieste, Udine, Varese, Verona, Vicenza.

普华永道全球网络

普华永道秉承“解决重要问题，营造社会诚信”的企业使命。我们各成员机构组成的网络遍及152个国家和地区，拥有超过32.7万名员工，致力于为各行业的客户在审计、咨询、税务及法务领域提供全方位、高质量的服务。

无论客户身在何处，普华永道均能提供所需的专业意见。我们实务经验丰富、高素质的专业团队协调各方意见，帮助客户解决业务问题，发掘并把握机遇。我们的专业化团队帮助客户针对所关注的专业领域共创解决方案。

普华永道意大利在24个办公室员工总数超过7千人，其中包括300位合伙人。

我们分布于以下城市：

Ancona, Bari, Bergamo, Bologna, Brescia, Cagliari, Catania, Firenze, Genova, Milano, Napoli, Padova, Palermo, Parma, Pescara, Roma, Torino, Trento, Treviso, Trieste, Udine, Varese, Verona, Vicenza.



Deals Services

交易服务



M&A / Corporate Finance

- We offer a full range of M&A, valuations and financial advisory services, from acquisitions and disposals, through to equity and debt raising, debt refinancing, public-private partnership arrangements and complex procurement.
- Our team has extensive experience with buy-side/seller-side support in complex transactions.
- We assist the client all throughout the transaction till the closing.

Financial Due Diligence (FDD)

We help you in maximizing returns and mitigate risks on deals by:

- Understanding your deal strategy.
- Identifying and addressing issues promptly.
- Helping on making “go” or “no go” decisions.
- Seeking to ensure that you pay the best price.
- Recognizing the complex issues surrounding people and cultures.
- Planning for rapid integration to protect.

SPA advice

- Advising on pricing mechanism.
- Advising on accounting and tax provisions, warranties and indemnities.
- Assistance during negotiations.

Tax structuring

- Advising on appropriate structure.
- Comment on technical issues (availability of tax deductions and incentives, tax implications of alternative cash repatriation and exit strategies).

Tax Due Diligence

- Preparing a tax compliance profile of the Target.
- Pointing out material tax risks.
- Quantification of tax exposures
- Assessment of likelihood.

Pre and Post Deal DDV Services

- Design of the Target Operating Model (TOM).
- Integration process management.
- Financial discipline and Take Control.

Operational & IT Due Diligence

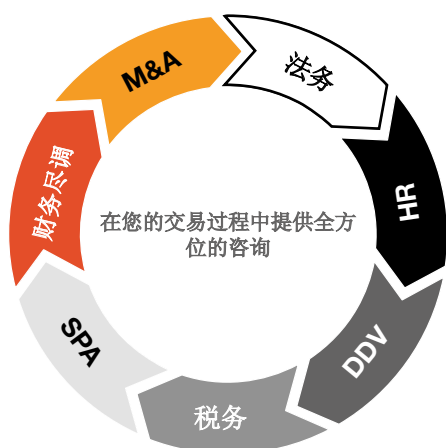
- Analysis of core business processes and procedures.
- Assessment of the potential operational savings and efficiency improvements.
- Analysis of IT application map, infrastructure, contracts, CapEx & OpEx.

Labour Due Diligence

- Analysis of conduct of the individual employment relationships and/or self-employment.
- Examination of the individual employment contracts, collaboration, agency and consultancy contracts.
- National contracts.

Legal Due Diligence and advisory

- Review of corporate documents
- Review of agreements.
- IP/IT.
- Litigation.
- Drawing up of negotiable documents.
- Assistance during negotiations
- Coordination with the Notary Public.
- Post closing activities.



企业并购/投行融资服务 (M&A)

- 我们提供全方位的并购、估值和财务咨询服务，从收购与出售到股权与债务募集、债务再融资、公私合作伙伴关系的安排以及复杂的收购。
- 我们的团队在复杂交易中拥有丰富的买方与卖方专业咨询经验。
- 我们的服务贯穿整个交易过程直至交易完成。

财务尽职调查 (FDD)

我们通过以下方式帮助客户能够最大程度地提高其投资回报并降低交易风险:

- 了解客户的交易策略
- 迅速发现并解决问题
- 帮助做出是否可行的决定
- 确保客户支付最合理优惠的交易价格
- 了解由于文化不同所产生的复杂问题
- 规划快速整合以采取有效的保护措施

收购协议咨询 (SPA)

- 就定价机制提供咨询
- 就会计和税收规定、担保和赔偿提供咨询
- 谈判中的各种建议与协助

税务架构

- 就适当的结构提供建议
- 对技术问题的评论 (可提供税收减免和激励措施、替代性现金返还的税收影响及退出策略)

税务尽职调查 (TDD)

- 准备目标公司的税务合规档案
- 指出重大税收风险
- 税收风险的量化
- 可能性评估

交易前后的服务 (DDV)

- 目标运营模型 (TOM) 的设计
- 整合流程管理
- 财务纪律与控制

运营 & IT 尽职调查

- 分析核心业务流程和程序
- 评估潜在的运营节省和效率提高
- 分析IT应用程序图，基础架构，合同，资本支出和运营支出

人力资源尽职调查 (HR)

- 分析个人雇佣关系和/或自雇方式
- 审查个人就业合同、合作、代理和咨询合同
- 国家合同

法务尽职调查 (LDD) 与咨询

- 审查公司文件
- 协议审查
- 知识产权 (IP) /IT
- 诉讼
- 草拟谈判文件
- 谈判中的协助
- 与公证人的协调
- 交易后的后续工作

Our Tax and Legal Services in Italy

我们在意大利的税务、法律服务

PwC TLS Avvocati e Commercialisti (PwC TLS) is **one of the leading legal and tax consulting firms in Italy**, first in terms of turnover in the field of tax law.

The Firm is the representative for Italy of the PwC **international network**.

PwC TLS includes **more than 900 people** among qualified professionals, practitioners and collaborators.

The Firm has **more than 3.000 active clients**, including major Italian and foreign groups and an important private and family clientele.

The offices of PwC TLS are in Milan and Rome and in fifteen other Italian cities.

普华永道（意大利）税务法律事务所为意大利领先的税务法律事务所，营业收入在同行业中排名第一。本所也是在意大利五大税务法律事务所中唯一一个拥有国际化背景的税务法律事务所。

普华永道（意大利）税务法律事务所目前拥有超过900位的税务、法务领域的专业人士。

作为普华永道网络在意大利的成员机构，本所拥有广泛的客户群体，其中包括3,000位意大利本土和国际企业集团、重要的意大利家族企业集团以及高净值人士，业务涵盖了几乎所有的意大利法务、税务领域。

目前普华永道（意大利）税务法律事务所在米兰和罗马以及其他15个意大利的主要城市设有办公地点。



Among the **leading legal and tax consulting firms** in Italy.

领先的意大利税务、法务事务所



231 Associates of which **56 Partners**. Over 900 people. **51% men** | **49% women**

231位合伙律师，其中包含**56位合伙人** 超过900名雇员 **51%男性雇员** | **49%女性雇员**

+ 3.000

Active corporate clients, including major Italian and foreign groups and an important private and family clientele.

广泛的客户群体 我们的客户群体包括领先的意大利境内外企业集团及主要意大利家族企业集团

1°

Italian tax consulting firm (PwC TLS practice turnover in 2021 > Euro 182,5 millions).

意大利排行第一的税务事务所 (2021年本所营业额超过1亿8千万欧元)



What we can do for you (1/2)

我们协助您在意大利开展业务

We are here to help our clients to successfully set up and develop their business activities in Italy and China. With the local team in PwC Italy CBG, we provide you the “one gateway” service to all the PwC professional services.

我们帮助客户在意大利和中国成功建立和发展他们的业务活动。通过普华永道意大利中国业务部的当地团队，为客户提供“一站式”专业服务，对接普华永道所有业务团队。

Chinese Investment/JV/Business alliance in Italy

- M&A engagements (due diligence, valuation and financial advisory).
- Engagement of financial services including Assurance, Consulting, Tax, Legal & HRS.

中资企业在意大利的新设投资、合资及与当地企业的商务合作

- 并购业务（尽职调查、估值和财务咨询）
- 提供各类财务咨询及税务法务服务

New initiatives of the investments in Italy and in China

- Introduce investment opportunities in Italy for potential Chinese clients.
- Support the Chinese/Italian government organisations in the Chinese - Italian business events.

推介在意大利和中国的投资机会

- 向潜在中国投资者推介相关意大利投资机会
- 在意中官方机构组织的各项意中经贸商务活动当中提供支持

Italian Investment/JV/Business alliance in China

- M&A engagements (due diligence, valuation and financial advisor).
- Engagement of financial services including Assurance, Consulting, Tax, Legal & HRS.

协助意大利企业在华投资及与当地商业企业进行商务合作

- 并购业务（尽职调查、估值和财务咨询）
- 提供各类财务咨询及税务法务服务

Chinese enterprises in Italy or Italian overseas operation in China

- Provide PMO and facilitate the communication among the stakeholders in Italy and China as well as the external advisors in order to support the business development in Italy.
- Translation support for corporate governance and technical discussion in Italian and Chinese.

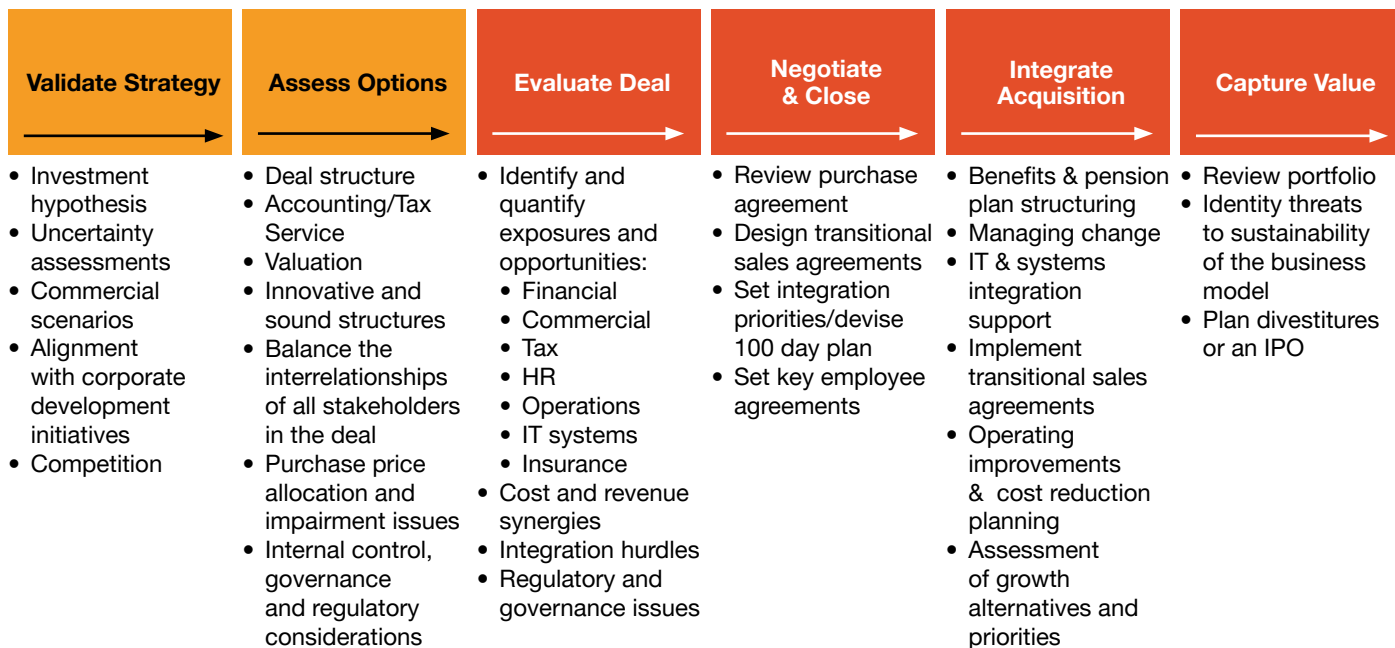
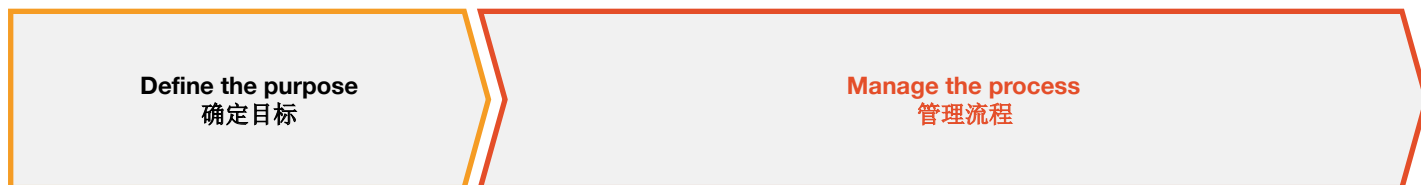
在意经营的中资企业或在中国经营的意大利企业

- 提供项目管理支持，协助中方和意方的管理层及利益相关方以及各顾问团队开展工作，协助沟通，支持中资企业在意大利的业务发展
- 意大利文-中文翻译服务, 协助公司日常管理工作与技术性专题讨论



What we can do for you (2/2)

我们协助您在意大利开展业务



PwC Italy China Business Group

我们的中文团队在各个服务领域向您提供本地化的服务

Deals



M. Benedetti
贝德磊



M. Tanzi Marlotti
马可



J. Yu
喻方



K. Ren
任科



X. Lu
吕晓琴



J. Zhang
张劲



Y. Huang
黄逸菲

Tax, Legal and HR Services



G. Stefanin



A. Di Stefano



A. Becker



M. Volpe



Y. Gao



I. Arotta



G. Borraccia



A. Brignoli
魏龙

Consulting



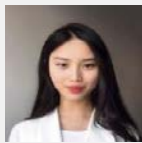
G. Caragnano



F. Zhou
周伟肖



H. Xu
许欢



C. Yang
杨聪慧

Assurance



F. Ronco



C. Burtan



Our services

我们的主要服务项目

Assurance

- Audit of financial statements
- Actuarial services
- Financial regulatory advisory services
- US-Sox & C-Sox compliance advisory
- Risk management advisory services
- Internal audit advisory services
- Sustainability reporting
- Performance assurance

审计

- 审计财务报表
- 精算服务
- 金融监管咨询服务
- US-Sox和C-Sox合规咨询
- 风险管理咨询服务
- 内部审计咨询服务
- 可持续发展报告
- 绩效审计

Deals

- Transaction Services
- M&A
- Business Recovery Services
- Business Valuations & Financial Modelling
- Post Deal Services
- Strategy
- Fund Raising
- Project Finance

交易服务

- 转让交易服务
- 购并服务
- 资产处置与重组
- 业务估值与财务建模
- 交易后服务
- 战略服务
- 基金筹集
- 项目融资

Consulting

- Economics
- Finance
- Operations
- People
- Strategy
- Technology
- Governance risk and compliance

咨询

- 经济环境
- 金融
- 运营
- 人才
- 战略
- 技术
- 治理风险及合规

Corporate and Indirect Tax

- Corporate Tax Advisory
- Corporate Tax Compliance
- International Structuring (IS)
- Finance and Treasury (F&T)
- Tax Dispute Resolution (TDR)
- Transfer pricing and value chain transformation (VCT)
- Tax due diligence

公司税与间接税

- 公司税务咨询
- 公司税务合规
- 国际税务架构 (IS)
- 财务与财政 (F&T)
- 税务争议解决 (TDR)
- 转让定价和价值链转型 (VCT)
- 税务尽职调查

Human Resource Services (HRS)

- International Assignment Solutions including International tax and social security planning and compliance
- Reward (e.g. executive strategy, executive compensation, and performance linked reward)
- Pension planning and compliance
- Employment solutions (advisory and compliance support on employment policies and practices)
- Employment law compliance, best practice and benchmarking
- Establishment, administration and restructuring of retirement benefit provision for employees
- Immigration consultancy and support

人力资源

- 国际外派员工的解决方案，包括国际税务和社会保障的规划与合规
- 奖励制度（例如执行战略、高管薪酬和绩效挂钩奖励）
- 养老金计划与合规
- 就业解决方案（就业政策与执行的咨询和合规支持）
- 劳动法的遵守、执行和基准
- 为员工建立、管理和重组退休福利
- 移民咨询与支持

Legal

- Corporate group structuring - domestic and cross-border
- Corporate simplification and business transformation projects
- Pre- and Post- transaction reorganisation
- M&A advice, negotiation support and document drafting
- Advising on joint venture structures and participation
- Legal due diligence
- Commercial contracts advice
- Company secretarial compliance and corporate governance support

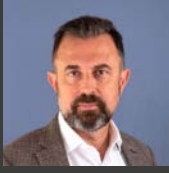
法务

- 企业集团架构 - 境内和境外
- 企业简化和业务转型
- 交易前、后的重组
- 并购咨询、谈判支持以及文件起草
- 就合资企业的结构特点参与并提供专业咨询服务
- 法律尽职调查
- 商业合同咨询
- 公司秘书处合规和公司治理支持



Contacts

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