



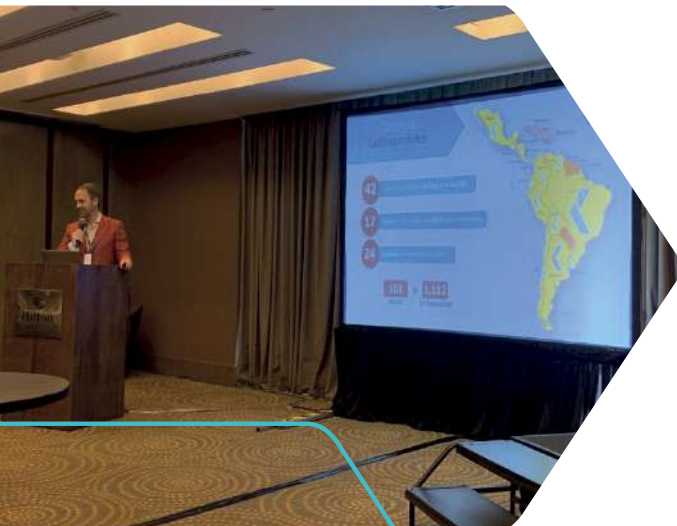
Kreston Latin America Conference 2023

People do business with people
they know, like and trust.



On **June 20**, 2023, the Latin American Conference held in the city of Lima, Peru, began, which allowed us to continue creating professional and personal ties to increase the positioning of the brand, as well as exchanging ideas for the benefit of Kreston Latin America employees and customers.

This great event began with a welcome cocktail that took place on the 11th floor of the Hilton Miraflores Hotel with a spectacular view of the city of Lima, in which the Partners of the Firms of this region gathered.



On Wednesday, **June 21**, the first day of the conferences, Francisco Bracamonte, Partner of Kreston BSG Mexico and Regional Director of Kreston LatAm, gave a welcome message to all attendees, and shared with the audience the general panorama of the region, highlighting that there are 24 Firms of Kreston with 1,213 professionals.



Afterwards, **Rich Howard**, President of the Board, gave a speech on the Kreston Global strategic plan and how each of those who make up this network join efforts so that the brand has a standard projection and a wider presence.



Daniela Portal, Director of Kreston Peru and host of this conference, along with her team explained how to do business in Peru, emphasizing the economic and sectoral particularities of the country.

Presenter



Veronica Quintana, Director

Leader of the Latino-Owned Business Practice, CBIZ & MHM

Veronica specializes in providing tax and consulting services to commercial entities in the agriculture, construction, manufacturing, restaurant, and professional services industries.

Veronica has worked with many Latino-owned businesses in Central and Southern California. She was recently recognized by the *Pacific Coast Business Times* as a "Top 50 Woman in Business" and was also awarded the Editor's Choice Awards for women in professional services.

Veronica is also actively involved in the community and is on the boards of several nonprofit organizations.

Veronica Quintana from the CBIZ office in the United States, explained the importance of maintaining business ties with said country, since Latinos generate an economic production of \$2.8 billion USD and have almost 5 million business units, generating more than \$800 billion USD in annual revenue.

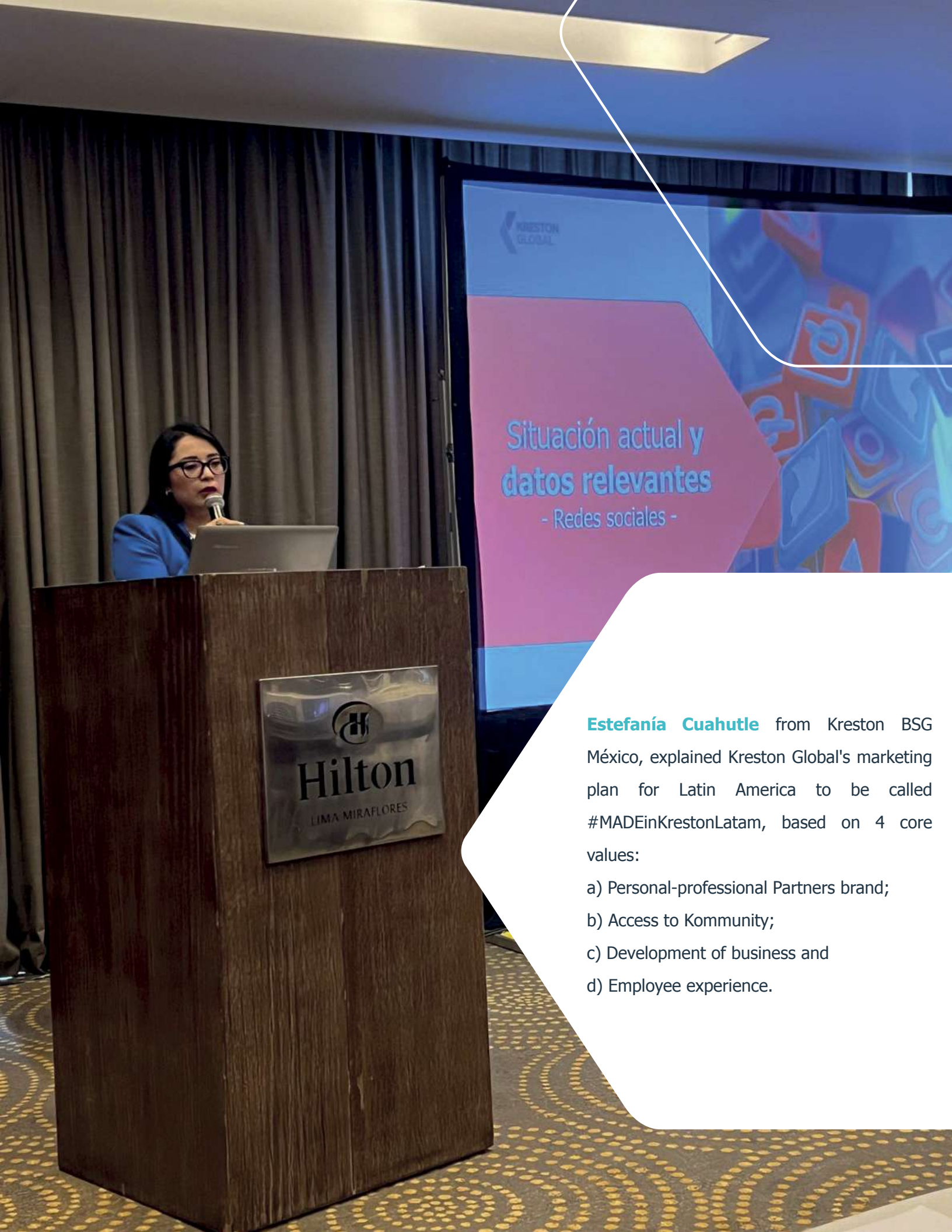
The Firms of **Kreston ATC Chile and Kreston Honduras** made their official presentation in front of all the members since they recently joined our international network introducing the services they offer, as well as the industries they serve.



Kreston ATC Chile

Kreston Honduras





Situación actual y datos relevantes

- Redes sociales -

Estefanía Cuahutle from Kreston BSG México, explained Kreston Global's marketing plan for Latin America to be called #MADEinKrestonLatam, based on 4 core values:

- a) Personal-professional Partners brand;
- b) Access to Kommunity;
- c) Development of business and
- d) Employee experience.



Liza Robbins, Chief Executive of Kreston Global, presented an overview of the use and benefits of Kommunity. There are 3,000 active users on this platform, of which only 240 are from Latin America. The invitation is for all those who belong to the Kreston Global network to obtain their username to access this platform and ensure the necessary information to generate successful international business is fully entered into.

Francisco Bracamonte from Kreston BSG Mexico, contributed with a trending topic: Corporate Social Responsibility (ESG): a new business approach that not only considers profit generation, but also the impact on the environment, the contribution to society and the implementation of corporate governance to achieve business transparency; being the most revealing aspect that it influences and will influence Firms' ability to attract important talent and clients.



Jenny Reed, Director of Quality and Professional Standards at Kreston Global, detailed the considerations for the implementation of a quality management system that all Firms must adopt to ensure the veracity of the information in each one of our services.



Liza Robbins from Kreston Global and **Ricardo Gameroff** from Kreston ATC Chile, announced the results of the SWOT Analysis (Strengths, Weaknesses, Opportunities, and Threats) of the Firm at international level. They focused on opportunities to present "The Kreston way" processes and tools, (the focus on global customer management).

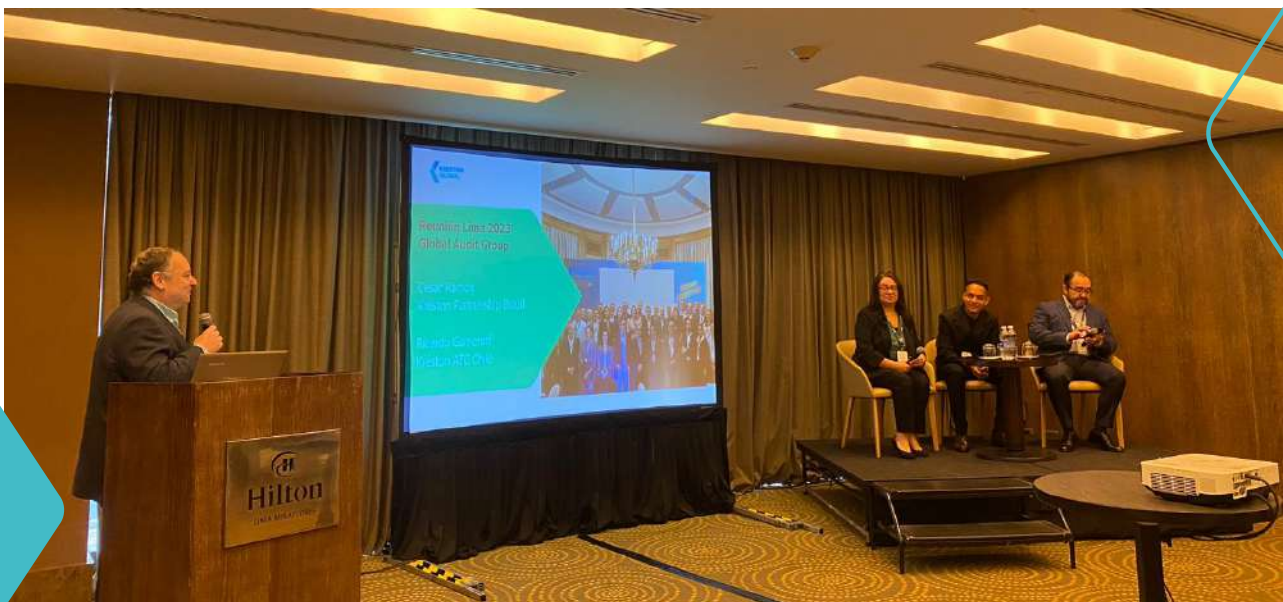
The first day closed with a space where the benefits of Global Group of Interest in the areas of Auditing by **César Ramos** from **Kreston Partnership Brazil**, Direct Taxes by **Rafael Vergara** from **Kreston Bolivia**, and Transfer Pricing by **Jorge Oropeza** from **Kreston BSG Mexico** were announced. These global groups have the objective, among others, of standardizing practices, as well as generating business within the international network.





Additionally, we had the presence of **Mark Taylor**, Director of the Global Tax Group, who spoke to us about its operation and integration.

The second day of conferences began with the panel of the Global Audit Group, moderated by **Ricardo Gameroff** from Kreston ATC Chile. The following panelists participated: **César Ramos** from Kreston Partnership Brazil, **Juan Espinosa** from Kreston BSG Mexico, **Verónica Quintana** from CBIZ United States and **Jaime Pérez** from Kreston FLS Mexico. In this panel, the strategic objectives were shared, as well as the marketing plan to share and spread this business area internally and externally.



The panel of the Global Tax Group was moderated by **Jorge Oropeza** from Kreston BSG Mexico and the panelists **Marcela Ulloa** from Kreston ATC Chile, **Carlos Maffioli** from Kreston Costa Rica, **Luis Velasques** from Kreston Peru, and **Germán Moya** from Kreston Ecuador, by using a practical case analyzed the impact of the Value Added Tax on construction projects.



The conference wrap up was through **the presentation of each office in Latin America**, mentioning important aspects such as number of collaborators, services offered, as well as the sectors and international clients attended with the aim to have greater visibility within of the network at regional and international level.

Francisco Bracamonte from Kreston BSG Mexico gave an effusive thank you speech to all the attendees from the different Firms in LatAm as well as to **Liza Robbins** and **Jenny Reed** from Kreston Global, **Rich Howard** from CBIZ and **Mark Taylor** from Duncan & Toplis.

See you at the next **Latin American Conference** that will take place in **Santiago de Chile from June 6 to 8, 2024, looking forward to seeing all for you.**



#SomosKreston
#MADEinKrestonLatAm
#KrestonLatinoamerica

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