



Case Study - Asia Desk

Cross Cultural Understanding in the Audit Process – Rofina Group Ltd.

SETTING THE SCENE

Listed on the NSX, [Rofina Group](#) is principally based in Malaysia. It markets and sells its own and other quality brands of travel goods and accessories (luggage, bags, backpacks and leather goods) through various sales channels including retail store, business to business, e-commerce and wholesale.

The management are largely based in Malaysia and have been experiencing difficulties in getting the Company's audit completed efficiently with unresponsive Australian auditors and communication breakdown due to cultural differences.

THE MOORE DIFFERENTIATION – CROSS CULTURAL SENSITIVITY

Rofina's management contacted our colleagues at the Moore Australia Asia Desk in the process of searching for a suitable auditor via their Malaysian contact. Moore Australia's Asia Desk connected the Group with Moore Australia (WA), our network's partner firm in Western Australia.

After a few meetings with Audit partner Wen-Shien Chai, who was formerly Malaysian, the Group felt comfortable with us. We were able to show our deep cultural understanding and recognised them as genuine overseas investors looking to thrive in

the Australian market. We demonstrated expertise in dealing with overseas investors from the APAC region as well as our ability to understand where they are coming from.

Having been engaged back in 2020, Rofina Group has been a valued client for over 4 years including the tough time of COVID, which hit their business hard. We assisted them through this time by support of a payment plan.

THE RESULTS

Our ability to work together with the client effectively, and complete their audit on time and to budget, has enabled them to continue to instil confidence among their investors and grow their business in Australia.

CLIENT TESTIMONIAL

"The Moore Australia team were amazing at handling our audit requirements with sensitivity and diligence. Being able to meet us half-way with language and cultural understanding, whilst being experts in Australian audit standards and requirements has been immensely helpful in ensuring the process went smoothly and was managed effectively."

Ms Wong, Director, Rofina Group Ltd.

About Moore Australia

Expanding into the Asia-Pacific region or entering the Australian market presents significant opportunities and challenges. At Moore Australia, our Asia Desk is dedicated to guiding clients through these complexities, ensuring informed and confident investment decisions.

Our team of seasoned experts provide Cross-Border Investment Advisory, Comprehensive Business Services and possesses the necessary language skills and cultural understanding to navigate the nuances of different markets, facilitating smoother transactions and collaborations.

Find and contact your nearest advisor by scanning the QR Code, or visit our website: www.moore-australia.com.au/asia-desk

