

### A Passion For Tax

熱愛稅務工作



Candy Tuen, a partner at JFU Consultants (Hong Kong) Ltd, embarked on her fruitful career as an accountant by accident.

"It was a misunderstanding when I applied for a job at an accounting firm," said the business mathematics graduate.

The job description – for one of the 'big four' firms – had asked for a maths background. Despite not realizing that the role was in accountancy, Tuen got the job. But after starting, she discovered that she had not just an aptitude but also a passion for tax, especially in the area of transfer pricing, which involves setting prices for international transactions between related companies of multinationals.

"This area does require knowledge of business maths!" she added.

JFU Consultants was founded in 2006 by a group of experienced taxation professionals, and Tuen was their first external hire. "It was quite an achievement to be the first staff member to join JFU," she said.

In the ten years since she joined the firm, JFU has expanded its presence in Mainland China, where it aims to promote good accounting and business ethics practice among Mainland companies.

Besides providing traditional accounting services, tax and risk are the service focus of the firm. JFU's

founding partners strongly believe that enterprise risk management can protect and enhance a company's value.

In a rapidly changing business environment, JFU Consultants is working to ensure that it keeps up with technology advances.

"We intend to convert from being a traditional consulting service – which is knowledge-based and people-driven – into an innovative firm which is technology-based and solutions-driven," said Tuen. "JFU will focus on developing technology-based solutions in the risk and tax areas. By sharing these with our business associates we can also serve the business community."

JFU joined the Chamber in 2008. "The partners wanted to keep in touch with the Hong Kong business community by joining HKGCC, which is one of the most reputable business associations here," Tuen said, adding that the Chamber's diverse base of members including many top-tier business leaders was among the attractions.

Tuen also noted that the Chamber can act as a voice and connector for member companies of all sizes.

"Being a small firm with an ambitious vision, we do hope HKGCC can help us present our thoughts and what we can do for other members and for our communities." ❀

子剛諮詢（香港）有限公司（JFU）合夥人段慧玲在偶然下投身會計業，從此開展了豐盛的會計師事業。

這位商業數學畢業生說：「我誤打誤撞應徵一間會計師行的工作。」

該職位的招聘者為四大會計師行之一，要求應徵者具備數學背景。在不知就裡的情況下，段慧玲獲聘為會計師。但入行後，她發現自己不但在稅務方面擁有天賦，還熱愛這個領域，尤其是在轉讓定價的範疇，即為跨國企業相關公司之間的國際交易定價。

她補充說：「這個範疇真的需要商業數學的知識！」

JFU於2006年由一班經驗豐富的稅務專家創辦，段慧玲是他們的第一位外聘員工。她說：「能夠成為JFU的首名員工，也算得上是一項成就。」

自加盟公司這十年來，JFU已把業務拓展至中國內地，致力向內地公司推廣良好的會計和商業道德實務。

除了提供傳統的會計服務，稅務和風險也是公司的服務核心。JFU的創始合夥人深信，企業的風險管理能夠保障和提升公司的價值。

在瞬息萬變的商業環境，JFU竭力確保緊貼科技發展。

「我們計劃由一家以知識為本、人才主導的傳統諮詢服務公司，轉型為以技術為本、方案主導的創新企業。」她解釋：「JFU將集中在風險和稅務領域開發技術主導的方案。透過與商業夥伴交流分享，我們同時亦可服務商界。」

JFU於2008年加入總商會。段慧玲指出：「公司的夥伴希望透過加入總商會——本港最備受推崇的商業組織之一——與香港商界保持聯繫。」她又稱，總商會的會員來自廣泛行業，包括城中多名頂尖的商界領袖，是吸引他們入會的原因之一。

段慧玲又表示，總商會可為大大小小的會員公司發聲，並擔當聯繫人的角色。

「作為一家眼光遠大的小企業，我們希望總商會能協助我們向其他會員和社區推廣我們的想法和工作。」 ❀

Company: JFU Consultants  
(Hong Kong) Ltd

公司名稱：傅子剛諮詢（香港）有限公司  
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