



Alfred Leong
PwC

Candidates Objectives

I am an audit partner of PricewaterhouseCoopers Guangzhou office and have been stationed here since 1997.

I have been actively involved with the various activities of the Chamber in the past, including investment and trade promotion seminars and meetings with the various government officials and foreign business delegations. The activities are fully supported by my firm, PricewaterhouseCoopers, which also highly values the various activities conducting with AustCham.

I am fluent in English, Cantonese and Putonghua, and was educated and brought up primarily in Australia. I understand the expectations of Australian citizens and enterprises with their dealing in China and, with the advantage of my Chinese heritage, I can help them solve business issues.

Also, as I have been living in China for over 20 years, I understand expectations of investors in China who are interested in entering the Australian market. These qualities allow me to develop insights that help smooth out potential gaps in understanding, drawing closer the links between the cultures to smooth out differences in expectations.

With my portfolio of clients being based primarily in Guangzhou, I am fully committed to staying here on a long-term basis and have first-hand knowledge of the needs that arise from the strengths and weaknesses of the constantly changing and improving business environment in this area.

I look forward to the support of members of AustCham to give me the opportunity to make full use of my already well-established network of connections to keep serving our members through the Chamber, with the solid backing of the many service lines and international network of PricewaterhouseCoopers.

Candidates Biography

Alfred Leong is an audit partner of PricewaterhouseCoopers and has been in Guangzhou since 1997. He has been a regular active member of the Chamber since then. Having participated in the growth of Guangzhou and China for many years, Alfred is familiar with the local business environment and the needs of the local business community, from both the Australian and Chinese point of view.

Alfred is an Australian Chartered Accountant as well as Certified Public Accountant of Australia and Certified Public Accounting of Hong Kong. He is fluent in English, Putonghua and Cantonese, helping him to weave seamlessly through different cultural setting that we face in Southern China.

Apart from Alfred's own initiatives in the Chamber, he is a partner of PricewaterhouseCoopers ("PwC"), which gives him full support in the role that he plays in the Chamber. PwC is a global brand name that is familiar to the business worlds in all corners of the globe, and this internationally recognised reputable status, with connections throughout the world, helps to open doors to new opportunities whenever the needs arise.