



Federation of European Accountants
Fédération des Experts comptables Européens

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Challenge of Globalisation for SME's

Ruud Wolffensperger RA
The Netherlands

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www.fee.be



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Introduction

- Result Accountants B.V.
 - located eastern part of Holland

- 2 partners, 5 employees

- 80% national and 20% international working clients



Selection criteria for SMP's

- On basis of which elements do SME's select their accountant?
 - Click with the person
 - Price/quality ratio
 - Reputation of the practise
 - Availability of a network
 - Specialisation



Key Elements

- Confirm to the rules and prosper our business
- Use your network



Summary

- You are there when I need you
- Network and networking
- Know your limits / signal function
- Broader view than only bookkeeping
- You understand my business
- Personal contact and direct communication



Thank you