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Turkish Accounting Firm Joins International Accounting Firm Association MSI

Independent accounting firm CONSULTAS Denetim appointed as exclusive accounting firm member in Turkey.

With Turkey showing signs of growing promise as a destination for foreign direct investment, MSI has moved quickly to appoint an independent accounting firm member that can provide the full range of accounting, assurance and consultancy services to companies investing in the country.

"With a fast-growing international client base, ambitious plans to grow the firm, and well trained partners with Big Four firm backgrounds, Istanbul based CONSULTAS Denetim is exactly the type of progressive firm we are aiming to bring into our global association," says MSI's Chief Executive James Mendelssohn.

Turkey's 2003 Foreign Direct Investment Law has stimulated the country's economy and created a regulatory environment conducive to foreign investment. Indeed, since its foundation four years ago the firm has been able to grow its client base to 60 companies, half of which are foreign entities. It provides clients such as National Bank of Kuwait, Regus and Sagem with a range of audit and business consulting, accounting, tax and payroll services. Managing Partner Murat Şenyüz comments: "Our mission is to become Turkey's best local accounting firm, and MSI membership gives us a strong team we can reach out to in order to grow our international client base."

"The world is changing so rapidly that traditional ways of doing business are no longer appropriate. Businesses need access to the best knowledge and advice in order to be able to move forward with confidence and succeed. It is therefore important to us that we can demonstrate the firm's global reach to our domestic and internationally focused clients – being able to refer a valued client to an accountant or lawyer I know personally adds a layer of reassurance for both parties, a luxury we didn't have until our appointment by MSI. We are very excited by the potential of our membership."

Affiliation with MSI enables CONSULTAS Denetim to extend its services to include the provision of a broad range of sophisticated, cross-border professional advisory services through MSI's membership of carefully selected, highly skilled, independent professional firms located in 100 countries.

Mendelssohn adds: "MSI is increasing its footprint in those emerging markets where clients need to be able to call on high quality local firms that are not only technically sound, but also responsive and knowledgeable about the intricacies of doing business in their developing economies. CONSULTAS Denetim fits our business model perfectly."

"In addition to the accounting services available through our new accounting firm member, SME businesses can also be confident of receiving high quality legal services through our law firm member Uskay & Co. With two complementary member firms in Turkey, MSI offers investors an alternative option when choosing their professional advisors."

"Professional firms and their clients are facing similar challenges around the world. We have seen a huge increase in the number of firms applying for membership in recent months, and we encourage applications from independent accounting and law firms in cities where MSI does not currently have member firms."

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About MSI Legal & Accounting Network Worldwide (MSI)

MSI is an international association of independent professional firms, with over 250 member firms in 100 countries. The association was formed in 1990 in response to the growing need for cross-border co-operation between professional services firms. For more information on MSI and its member firms, please go to www.msi-network.com

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