

## Press release

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### **HLB celebrates brand launch during 2018 International Conference**

SINGAPORE - Demonstrating our network philosophy of ‘Together we make it happen’, 200 professionals from 47 countries came together to celebrate the launch of HLB’s new brand at its annual international conference in Singapore from 17<sup>th</sup>-20<sup>th</sup> October.

The conference celebrated the new innovative and forward-thinking direction the network is taking, while addressing the trends and opportunities firms need to take to ensure they have a workforce fit for the future.

Frederik Haren, author on business creativity, change and global business, was the conference’s keynote speaker and he delivered a well-received speech on the rapidly changing world. Additionally, the combination of presentations and breakout workshops on topics such as the new brand, gender equality, outbound investment from China and the Belt and Road initiative left delegates well placed to deal with the upcoming issues facing their businesses.

“It was a pleasure to be able to celebrate the new brand with so many of our members in Singapore,” Marco Donzelli, HLB CEO said. “Our conferences are the perfect opportunity for our member firms to not only gain knowledge, but to network among each other. It is through this networking that business is gained, and friendships are created. It is this personal connection between advisors that has been the differentiator for clients doing cross border business which has ultimately led to our network’s impressive global growth. I look forward to seeing the new brand adopted across the network as we prepare for our 50<sup>th</sup> anniversary next year and I’m inspired to see our members continue the collaborative way of working that HLB is becoming synonymous with.”

### **About HLB**

HLB International is a global network of independent advisory and accounting firms. Formed in 1969, we service clients through our member firms in 150 countries, with 25,000 partners and staff in 700 offices worldwide. We are ranked 12<sup>th</sup> globally with many of our member firms ranked among the top 10 nationally.

Learn more about us and tell us what matters to you by visiting [www.hlb.global](http://www.hlb.global)

HLB refers to the HLB International network and/or one or more of its member firms, each of which is a separate legal entity. Please see [www.hlb.global/legal](http://www.hlb.global/legal) for further details.

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