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MGI to take on the world

By Lorna Thornber

Australasian members of international accounting, auditing and consulting association MGI have adopted the association's name and new branding in an effort to reflect its global nature.

The 10 MGI firms in Australia and New Zealand, with a combined total of more than 2,000 small to medium enterprise clients, will remain independently-owned and managed.

MGI Australasia chairman Mal Di Giulio said the name change represents "the start of a new era" for the association.

"The strengthening of the Australasian alliance with MGI internationally means we are well-positioned to service our clients' expanding business interests in India, China, Indonesia and Malaysia. Other emerging economies such as the Middle East, Brazil and the former Eastern Bloc are also covered by MGI. The association allows us to provide locally-tailored and relevant business advice to clients getting involved in these increasingly important markets."

Di Giulio said the new corporate branding is designed to reflect the association's international presence.

MGI has more than 200 member firms in 75 countries. The Australasian division was established in 1984 and includes firms based in Perth, Adelaide, Melbourne, Sydney, Brisbane, North Queensland and Auckland.

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