



A[•]somerit

C O N S U L T I N G

Corporate, tax, compliance, and HR services
for international businesses entering and
scaling in the Chinese market.

Let business Merits be
Awesome.

Asomerit

Our business is advancing yours.

Asomerit Consulting provides international businesses with corporate, governance, tax, and advisory services in China. We deliver a comprehensive range of professional services to help businesses navigate complex regulatory environments and achieve their goals at every stage of the business lifecycle.



Asomerit at a glance.



International reach.

Deep expertise across China, Hong Kong, Singapore, and other key Asia-Pacific markets.



Trusted by leaders.

Supporting hundreds of foreign-invested entities, SMEs, and growth-stage companies.



Technology-driven.

Our processes integrate with Kingdee, QuickBooks, and other industry-standard platforms.



Recognised expertise.

Specialised in foreign investment compliance, work visas, and cross-border tax.



Comprehensive services.

Corporate governance, compliance, accounting, tax, HR, and advisory services.



Expert team.

Bilingual professionals with an average of 10+ years of cross-border experience.



Client-centric approach.

Personalised services tailored to each client's industry, structure, and stage.



Commitment to excellence.

Focused on accuracy, integrity, and delivering outcomes that withstand scrutiny.

Asomerit supports every stage of your China journey.

Asomerit supports international businesses across all stages of their China presence — offering insights, establishment services, growth strategies, and seamless expansion. From navigating compliance to optimising operations, we reduce uncertainty and deliver tailored solutions, ensuring smooth market entry, sustainable growth, and success in scaling or transitioning to the next phase.



Discover our solutions.



Research & insights.

We provide essential market and regulatory insights for informed decision-making. Our advisory services guide you through new markets, identifying risks and opportunities.



Establishment.

We streamline market entry: company registration, licensing, banking, and initial compliance — building a strong foundation for growth in the Chinese market.



Growth.

We help businesses in the growth stage navigate challenges and seize opportunities with tailored advisory, strategic insights, and operational solutions.



Expansion.

We facilitate scalable operations and cross-border expansion. From compliance to supply chain, we ensure a smooth path to greater market share and revenue.



Maturity & exit.

We support mature businesses optimising operations and preparing for exit — through IPO, acquisition, or buyout. We also provide services for sunseting entities.

Asomerit

Our services.

At Asomerit, we deliver full-spectrum services to support businesses from setup to expansion and beyond. We combine precision with a human touch, understanding your unique needs and challenges. Our approach ensures swift, effective solutions, while our collaborative mindset fosters lasting partnerships. Leveraging proven technology, we enhance service delivery without compromising the personalised care we're known for. Asomerit stands as your reliable partner, committed to helping your business thrive in China's fast-evolving regulatory environment.



Explore our services.

Advisory & consulting.

We provide tailored strategic guidance, helping businesses navigate complex Chinese markets, optimise operations, and achieve sustainable growth through informed decision-making.

Corporate administration.

Streamline your business operations with our corporate administration services, ensuring seamless compliance, efficient governance, and expert handling of statutory requirements.

Tax & accounting.

Our accounting and tax services ensure precision, compliance, and optimisation — giving you clarity and confidence in managing financial obligations and planning for growth.

Legal & compliance.

Navigate Chinese legal complexities with ease through our expert compliance solutions — safeguarding your business while ensuring adherence to all relevant laws and regulations.

Human resources.

Empower your workforce with our HR services — including payroll, recruitment, work visas, and Employer of Record, aligning your people strategy with business goals.

Navigating complexity with clarity.

Our expert team delivers comprehensive advisory services to guide international businesses through complex China-market challenges and opportunities. From market entry and structuring to tax planning and risk advisory, we provide tailored solutions that drive strategic growth, operational excellence, and sustainable success.

Precision in every detail.

Our corporate administration services ensure seamless compliance, governance, and operational efficiency. From company formation to statutory filings and board support, we manage every detail with exceptional competency, enabling you to focus on strategic priorities.

Advisory & consulting.

- Market entry research and advisory
- Foreign investment structuring
- WFOE setup advisory
- Joint venture support
- Internal controls
- Due diligence
- Tax advisory and planning
- Accounting advisory
- Virtual CFO
- ESG consulting
- Cross-border tax structuring
- VAT and customs advisory
- Transfer pricing
- Foreign exchange compliance
- Crisis and change management
- Funds advisory

Corporate administration.

- Company registration (WFOE/JV)
- Hong Kong company setup
- Business licenses
- Bank account opening
- Registered and virtual office
- Company secretary
- Legal representative
- Company dissolution
- Restructuring support
- Document authentication
- Process agent
- Articles of Association
- Annual compliance filings
- Statutory record keeping
- Industry permits
- Foreign exchange registration

Accounting & tax.

- Bookkeeping & record-keeping
- Accounting compliance
- GAAP, IFRS reporting
- Finance manager support
- Banking & treasury
- Tax compliance & filings
- Tax advisory
- Audit & assurance
- Statutory audit
- Internal audit
- Corporate valuation
- Internal controls
- VAT & customs
- Transfer pricing

Legal & compliance.

- Notary services
- Power of attorney
- Contract drafting & review
- Company registration
- Offshore registration
- Business licenses
- Bank account opening
- Registered & virtual office
- Company secretary
- Legal representative
- Company dissolution
- Document authentication
- Process agent
- Trust services

Human resources.

- HR outsourcing
- Payroll & social insurance
- HR administration
- Recruitment
- Visas & work permits
- Employer of Record (EOR)
- Foreign employee onboarding

Employer of Record capability

- Mainland China
- Hong Kong SAR
- Singapore
- Vietnam
- Thailand
- Malaysia
- Indonesia

Accuracy and experience.

Our accounting, tax, and audit services provide foreign-invested businesses in China with precise financial insights, robust compliance, and expert tax planning. From corporate tax consulting to comprehensive audits, we ensure accuracy, transparency, and tailored solutions that strengthen your financial foundation.

Bringing clarity to complexity.

Our corporate legal and compliance services ensure your business operates with confidence in China's evolving regulatory landscape. From legal structuring and contract reviews to compliance monitoring and governance support, we help you navigate complexity while safeguarding your business interests.

Enabling your workforce.

Bilingual HR expertise: payroll, social insurance, work visas, and EOR — built for foreign companies hiring in China.

Built on client success.

We are committed to delivering tailored services that meet your specific business needs. From streamlining compliance processes to optimising tax strategies, we ensure our clients have the tools and support to focus on growing their business in China. Clients trust us for our expertise, value our responsiveness, and appreciate the peace of mind that comes from knowing their business is in capable hands.



Our service approach.



Dedicated representatives.

Each client is assigned a dedicated service representative for personalised, consistent support.



Proactive assistance.

Our extensive experience allows us to anticipate your needs, offering solutions before challenges arise.



Scalable solutions.

Services designed for every lifecycle stage — adapting as your business grows and evolves.



Client-centric approach.

Focused on understanding and exceeding your expectations at every engagement stage.



Tailored strategies.

Customised approaches designed to address your specific goals, industry, and requirements.



Responsive communication.

Quick, reliable bilingual responses ensure your questions and concerns are addressed promptly.



Long-term partnership.

A commitment to building enduring relationships centred on trust, accountability, and success.



Global expertise.

Local Chinese knowledge combined with international standards and cross-border insights.

Our people.

At Asomerit, our team combines local Chinese expertise with international experience across advisory, tax, accounting, compliance, and corporate secretarial services. Our local experts have extensive experience working with international clients, while our senior management brings diverse backgrounds and specialised knowledge. This blend of perspectives ensures we deliver exceptional, globally informed services tailored to our clients' needs in the Chinese market.



Tommy Zhang
Founder & Chief Consultant

Master's in Business from Ireland, ex-government experience. Helps international entrepreneurs navigate China compliance and administrative procedures.



Jane Wu
Compliance Advisor

Ph.D. in Labor Economics with compliance consulting experience. Focuses on labor law, regulatory frameworks, and operational risk control.



Wei Wei
Financial & Tax Director

Master of Accountancy, certified Intermediate Accountant. 14 years' experience in IFRS, GAAS, and international tax compliance.



Yin Wang
Enterprise Architecture

International CPA with 15 years' expertise in internal control, risk management, group governance, and SASAC/MOF frameworks.

About our staff.



Broad expertise.

Experienced, industry-leading professionals committed to driving success for international clients in China.



International experience.

A blend of local Chinese knowledge and international insights for comprehensive solutions.



Leadership diversity.

Senior management hailing from multiple disciplines — finance, law, government affairs.



Continuous education.

Focused on ongoing professional development to maintain cutting-edge regulatory competency.



Cultural fluency.

Native bilingual teams adept at navigating cross-border and multicultural business landscapes.

We service all sectors.

Asomerit serves a dynamic range of international clients across multiple sectors, industries, and business stages. Our experience allows us to tailor our services to meet the unique needs of each client — whether they are entering the Chinese market, managing operations, or expanding their footprint across Asia-Pacific.

Industries we serve.

- Retail
- Energy & utilities
- Healthcare
- Pharmaceuticals
- Technology
- Telecommunications
- Professional services
- Renewable energy
- Media & entertainment
- Automotive
- Agriculture
- Construction
- Travel & hospitality
- Aerospace & defense
- Logistics & supply chain
- Apparel & fashion
- Consumer goods
- Food & beverage
- Biotech
- Cosmetics & beauty
- Financial services
- E-commerce
- Manufacturing
- Sports & wellness
- Real estate
- Non-profit / NGO
- Education
- Maritime & shipping

Trusted by international businesses across China.

wework®



ShinEtsu

Unilever



LENZING

CRODA

DAIFUKU
Automation that Inspires

Nitto



Speak to our experts.

Connect with our knowledgeable team to explore how we can support your business in China. Whether you have specific questions or need expert guidance on market entry, compliance, or expansion, we're here to help. Reach out by email, phone, or WeChat — our specialists will respond within one business day.

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Our locations.

Main office.

- Beijing — Headquarters
- B706, Hengan Building
- No. 17, North Third Ring Rd East
- Chaoyang District, Beijing

China network.

- Shanghai
- Shenzhen
- Guangzhou
- Hangzhou
- Other second- and third-tier cities.
- Hong Kong SAR

Asia-Pacific partners.

- Singapore
- Hong Kong
- Tokyo
- Seoul
- Sydney

Service capability.

- Mainland China
- Hong Kong SAR
- Macau
- Taiwan
- ASEAN region

Let's connect.

Reach out by email, phone, WhatsApp, or WeChat — or follow along on LinkedIn, Facebook, and our blog. Our specialists respond within one business day.

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[LinkedIn](#)



[Facebook](#)



[WhatsApp](#)



[Blog](#)

Thank you.

For your time. We look forward to building your China business with you — from incorporation and compliance to scaling and beyond.

**Let business
Merits be
Awesome.**