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LEVERAGING GLOBAL RESOURCES

Yarel + Partners, CPA Participates in Global Conference on the Aftermath of the Economic Crisis and the New Key Business Players

Leading accountants from around the world have been told that emerging markets like China and India are key to the success of a global economy.

Yarel + Partners, CPA, a leading accountancy and business advisory firm in Tel-Aviv, Israel, met with fellow financial professionals in Rome, Italy, from October 30th to November 2nd, for BKR International's Annual Worldwide Meeting. Shimon Yarel, Managing partner was joined by nearly 200 delegates representing 90 independent accounting firms from around the world.

Keynote Speaker and *Financial Times* Columnist David Stevenson advised delegates that understanding how businesses, and indeed the culture, work in these emerging markets is a business imperative – which is not always understood and which is why the conference was so important.

Shimon Yarel said: "Emerging markets are important for all of us and, in order for our clients to conduct business in these new areas, we must be able to advise them on both the business and cultural issues they are likely to encounter. As a result of our participation in the conference, our firm now has a greater understanding of the financial implications of trading with emerging nations."

Additional speakers included Professor Innocenzo Cipolletta, chairman of UBS Italia SIM SpA, who provided valuable information about the state of the EU following the global financial crisis in Europe.

Dr. Peter Cochrane, a technology expert based in London, discussed innovations in technology and how new technologies will change industries and impact businesses, their clients, and their customers.

David Steele, Jaguar Cars Global Product Marketing Director, outlined strategies for marketing in emerging countries. Steele was responsible for the launch of Jaguar's new XJ saloon.

Don Timmins, Chairman of BKR International and Partner at Welch LLP Chartered Accountants in Ottawa, said, "Understanding global markets and how they operate is key to global business success in the future. Our member firms need to provide their clients with the most current information available on how to deal with the changing global economy. Clearly, emerging markets like China and India are important. It is up to BKR to disseminate relevant information to our member firms so that they can compete and win in the global marketplace."

About Yarel + Partners, CPA

Yarel + Partners, an independent member firm of the leading association BKR International is a professional public accounting firm providing internal and external audit services and business consultancy services. The firm is located in Tel Aviv, Israel and provides a wide variety of professional business services to private and public, international and local companies and to individuals.

For more information visit: <http://www.bkr-yarel.co.il/>

About BKR International

BKR International is a leading global association of independent accounting and business advisory firms representing the expertise of more than 135 member firms with over 300 offices in over 70 countries around the world. For more information visit: www.bkr.com.