



MSI Update

Andrew Leck, MSI CEO & Martin A Scott, CEO Designate

Mark Allwood, HaysMac & Andreas Boch, ADKL

Independent legal & accounting firms

Overview

- Our people
- MSI snapshot
- Maximising the value for your membership
- What's next

The MSI Board of Directors



Andreas Boch

Director, **ADKL Group**



Tobias Polka

Director, **ADKL Group**



Marc Sarburg

Director, **ADKL Group**



Mark Allwood

Director, **HaysMac**



Jeremy Beard

Director, **HaysMac**



Melanie Pittas

Director, **HaysMac**

The role of the MSI Board

- Strategy development
- Operational oversight
- Member engagement

MSI today



250+
Member
firms



17,300+
Professionals
globally



US\$2.03bn
Member fee
income combined



100+
Countries



50% Split
Legal &
Accounting

MSI Area Representatives: **Role**

- Act as a key link between members and the MSI Secretariat
- Support member engagement across regions
- Help identify potential new member firms
- Advise on MSI's future growth and strategy

MSI Area Representatives: **New appointments**



Jeffrey Davis – North America

Partner and Co-Chair of MSI NYC member Moses Singer's Corporate practice group and Leader of the Hospitality Industry practice.



Mitil Chokshi – Asia Pacific: India

Senior Advisor to Adarsha Advisors LLP, MSI's accounting member firm in Mumbai, India.

Our MSI Area Representatives: EMEA



Isaac Mugerwa

Managing Partner, **Bluebell Legal Advocates**



Jarkko Ruohola

Managing Partner, **Edelle Attorneys**



Philippe A. Schmidt

Managing Partner, **Schmidt Brunet Litzler**



Siddharth Ravi

Partner, **Alnoman & Ravi**

Our MSI Area Representatives: APAC



Michael Heng

Managing Partner, **Heng Lee Seng**
LLP



Mitil Chokshi

Senior Advisor, **Adarsha Advisors**
LLP



Stuart Wagschall

Managing Partner, **Thomas Davis &**
Co

Our MSI Area Representatives: **North America**



Arlene O'Neill

Partner, [Gardiner Roberts LLP](#)



Jeffrey Davis

Partner, [Moses Singer](#)



Jon N. "Blue" Loupe

Partner, [Taylor Porter](#)



Leslie Sobol

Partner, [Lucas Horsfall Advisors,](#)



Ray Chipman

Partner, [Squire](#)



Tom Harrison

President & CEO, [Corrigan Krause](#)

Our MSI Area Representatives: Latin America



Creuza Coelho

Partner, *Vieira Coelho Advogados*



Diana Sanclemente

Senior Partner, *Sanclemente
Fernández Abogados S.A.*



Marcela Trujillo Zepeda

Partner, *RVA Abogados S.C.*

Maximising the value of **your membership**

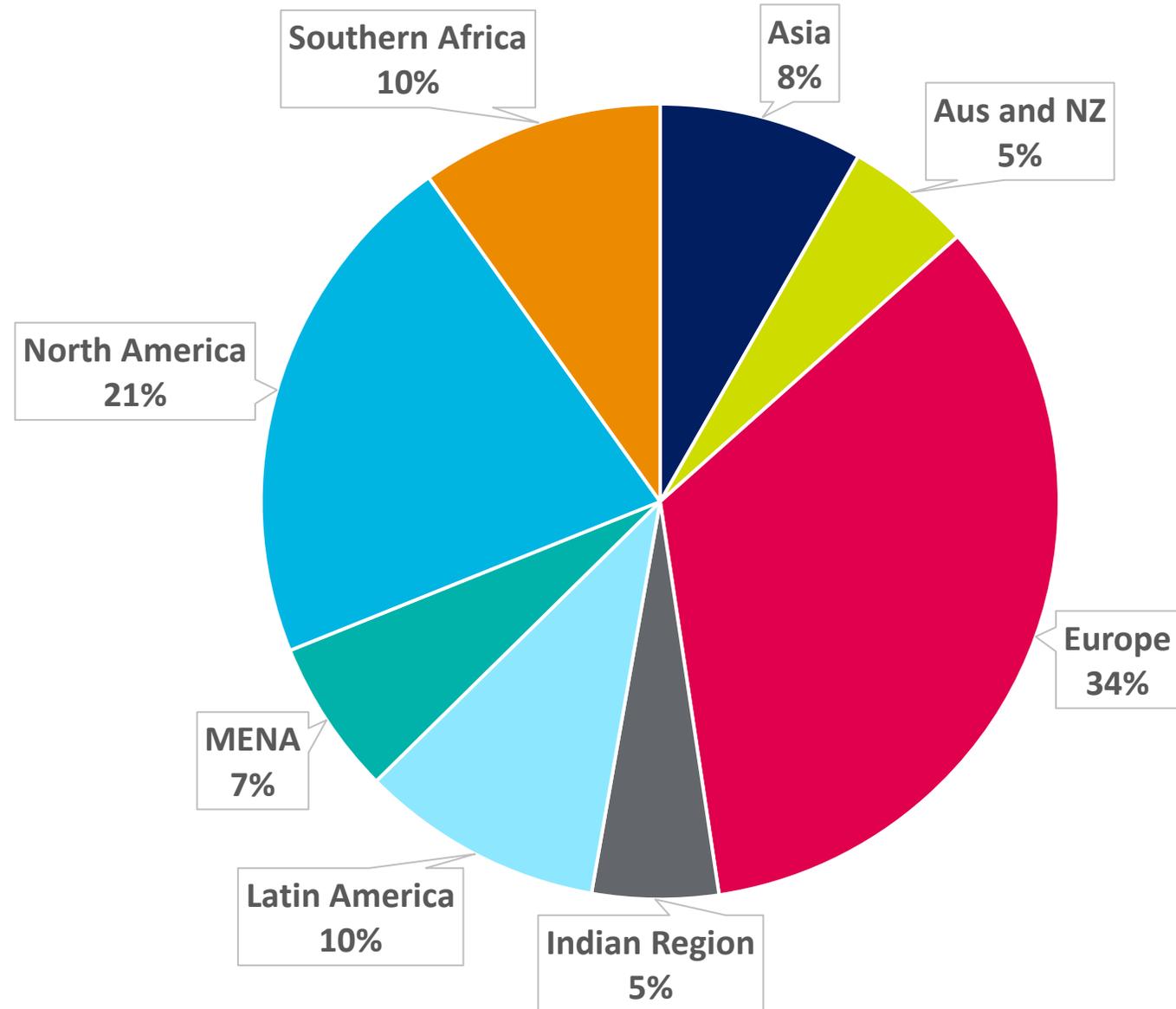
Practical steps

- New firms
- Referrals
- Global Connect
- Expertise
- Feedback

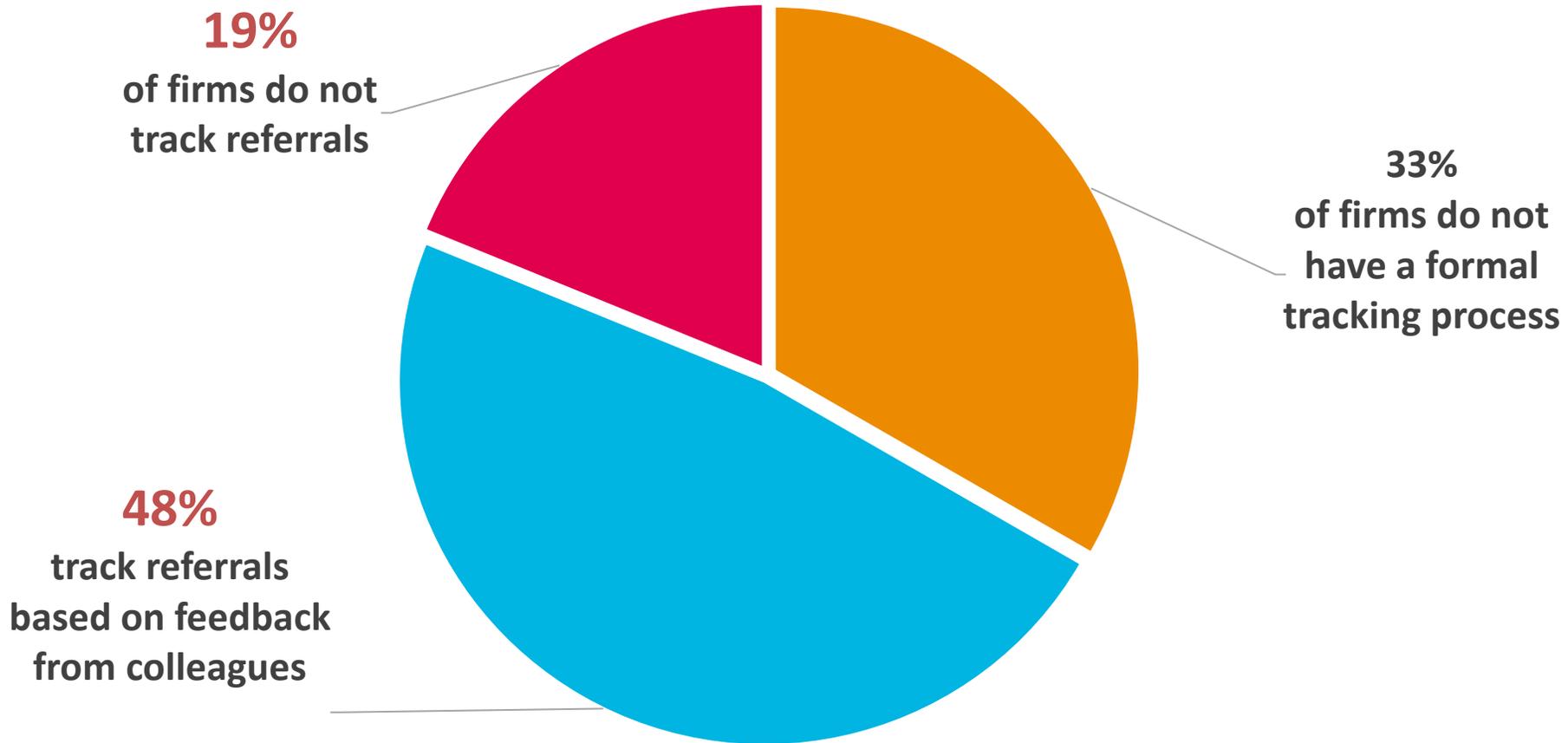
Growth in 2025: New members

- Octopus International Business, Gibraltar (Acc)
- Consultex, Tanzania (Acc)
- DCP Protau, Greece (Acc)
- Finchtree, Netherlands (Acc)
- Schuiteman, Netherlands (Acc)
- Stolwijk Kelderman, Netherlands (Acc)
- U Adviseurs. Netherlands (Acc)
- Tayhuan Partners Attorneys- at-Law, Taiwan (Law)
- Al Busaidy Mansoor Jamal & Co, Oman (Law)

Regional split of firms: % by number of firms



Referrals: Do you track referrals?



Firms in the frame

2024 AMQ on referrals

- **We asked you to tell us the firms that both referred work to you and received referrals from you.**
- **The most mentioned firms (in alphabetical order) were as follows:**

Firms in the frame

The top 24 referring firms

- ADKL
- Ahlers & Vogel
- Alix Frank Rechtsanwälte GmbH
- Armstrong Watson
- Caminada Zurich
- CKH Group
- Edelle Attorneys
- Greenstep
- HaysMac
- Heng Lee Seng
- Howard Stallings
- Lakshmikumaran & Sridharan
- Lester Aldridge LLP
- Lucas Horsfall
- Mackay Bailey
- Magnus Legal Business Law Firm
- MOOG Partnerschaftsgesellschaft mbB
- Moses Singer
- Myerson
- Orpen Franks
- Schmidt Brunet Litzler
- Taxpoint
- Tito Isaac & Co LLP
- Wortman & Partner & Co

Firms in the frame

The top 24 *receiving* firms

- ADKL
- AFP Audit
- Aquaxis Law Office
- Armstrong Watson
- Caminada Zurich
- Carson Fox Legal
- Cusack & Co
- DaHui Lawyers
- Edelle
- Furst und partner
- HaysMac
- Heng Lee Seng
- Lester Aldridge LLP
- Moneris Group
- MOOG Partnerschaftsgesellschaft mbB
- Moses Singer
- Orpen Franks
- Piaster
- Rothbard & Company
- Schmidt Brunet Litzler
- Squire
- Synerga
- Trenam
- Vanhier

Referrals: Ensuring a smooth process

1.

Contact members via the Worldwide Directory

2.

Prioritise an MSI enquiry and respond within 24 hours

3.

Check your spam/junk folders regularly

4.

Inform the Secretariat if you have not had a response or poor service

5.

All members follow a common set of guidelines when doing business together and adhere to MSI's Code of Conduct

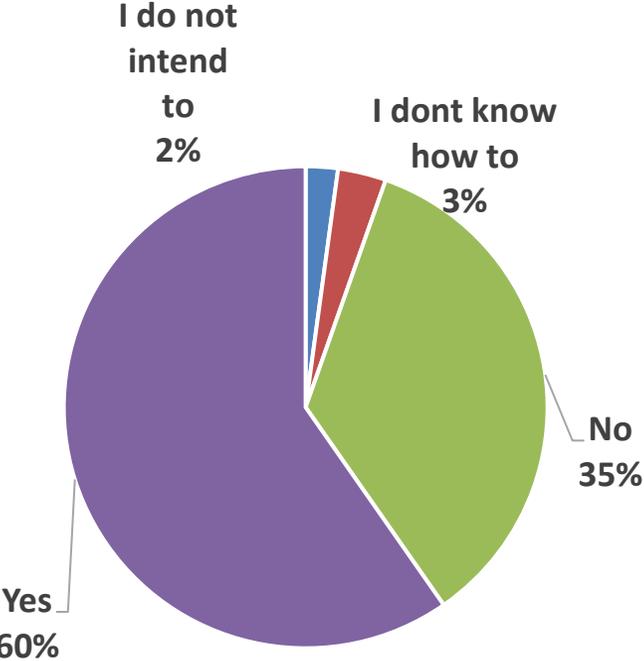
Global Connect

- **Strategic alliance** between MSI Global Alliance and DFK International
- Two independent associations working together, not in competition with each other
- Support where MSI/DFK have member gaps
- Over 400 member firms in 110 countries
- Contact the MSI Secretariat for assistance

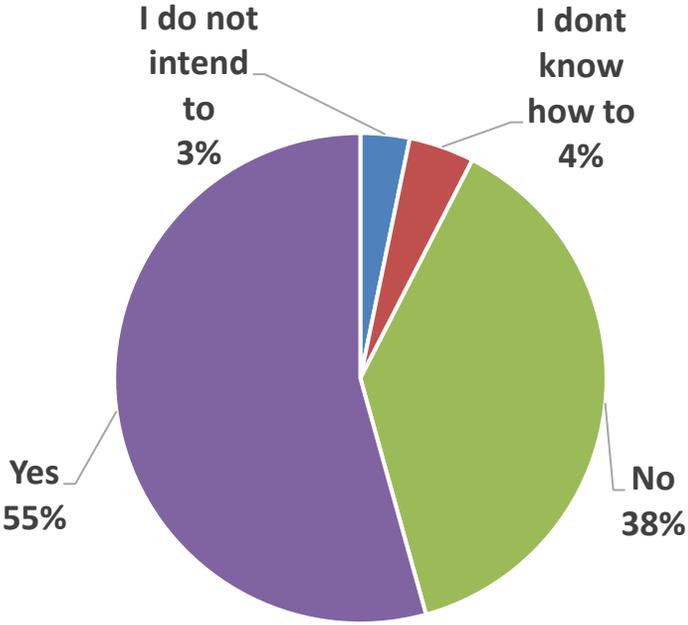


MSI Website: Updating your profile

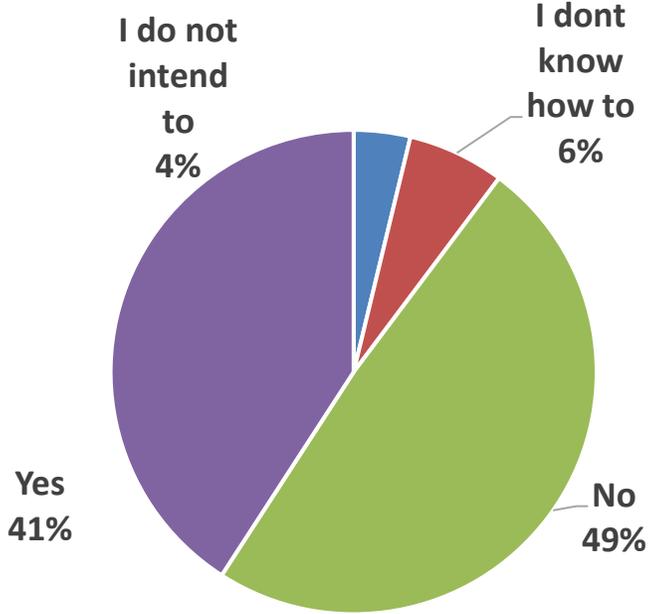
Have you updated your firms practice areas?



Have you updated your firms market sectors?

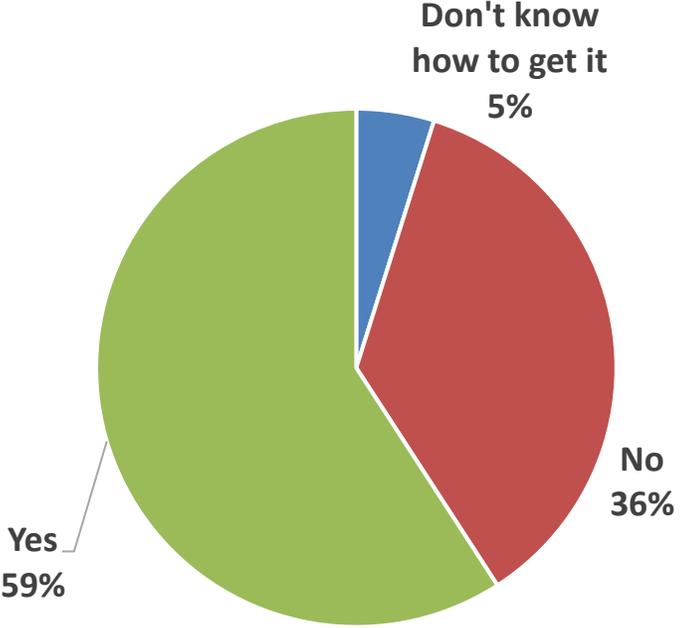


Have you updated the details of individual contacts?

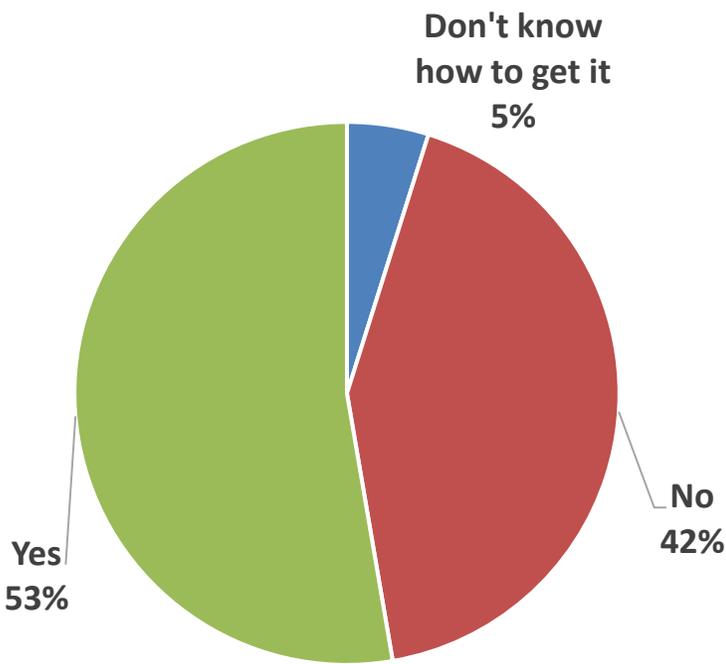


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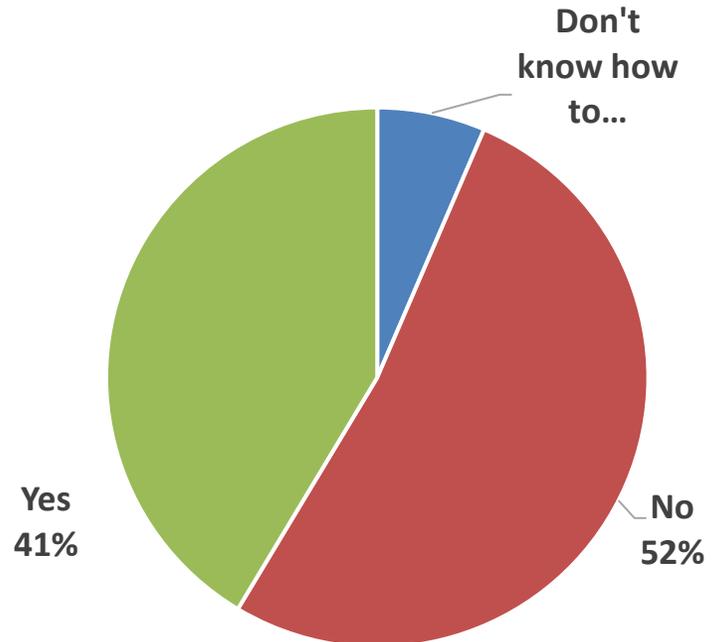
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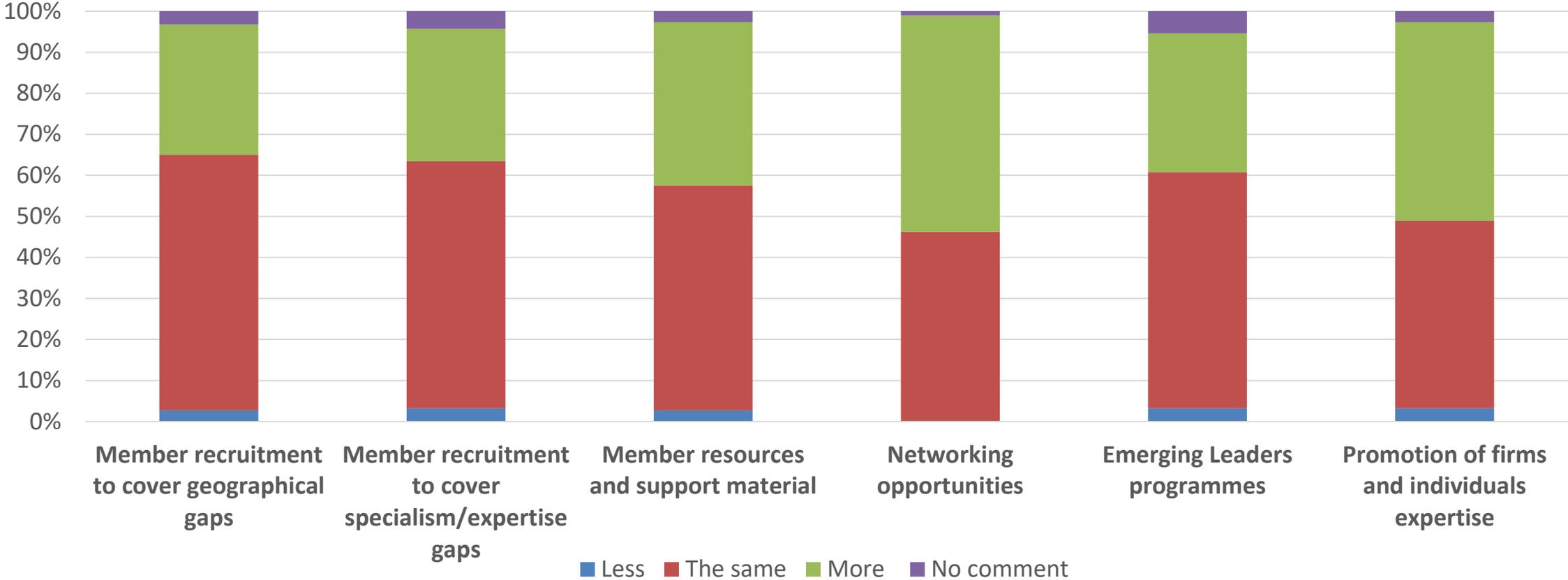
Download MSI's mobile directory app

- Find an MSI member on the go
- Member only- access to safeguard your data – simply use your MSI website login!
- Works offline, no internet required (after initial login)
- Available for Apple and Android devices



MSI future focus

What areas would you like MSI to focus on more in the future?



MSI opportunities for growth

Looking ahead

- CEO transition but business as usual
- Continue to target priority growth markets
- Keeping a high level of engagement
- Deeper dive into member participation
- Developing strategy to 2030