

# KKP

## EARLY PREPARATION FOR THE CRISIS LEFT US UNAFFECTED

INTERVIEW WITH ANDREAS KOUTOUNAS FCCA, MANAGING DIRECTOR KKP

### What lessons have you and your firm learned from the way your business was affected by COVID-19?

Following the crisis of 2013, we learned that diversifying our services and clientele portfolio would be key in dealing with possible future economic crises. Consequently, even though COVID-19 has proved to be one of the most significant challenges for economies across the world, we were prepared. Due to meticulous planning over the past few years and thanks to maintaining a balance between our domestic and international clientele, KKP has been able to continue its operations unaffected. During these hard times, we have been able to expand our services even more in order to assist our clients by providing them with reassuring support network via multiple channels, including a new section on our website with 24/7 COVID-19 and financial updates regarding the Government's schemes, decrees and protocols.

### Has business from international clients been affected? Do you envisage any new opportunities in terms of markets and new service lines?

As a business with clients across the world, we have experienced difficulties due to the restrictions on travel. We believe in personalized and personable relationships, hence the lack of face-to-face communication has impacted the level of service we strive to provide. Of course, this has been mitigated by the technological advancement we have applied as a company the past years. Prior to COVID-19, we had seen the international services sector declining due to various global developments, stricter regulations set by several countries and new

EU directives. New business opportunities, in terms of markets and service, will be possible only if the decline of the international services sector can be combated. We believe that the state has a significant role to play in rejuvenating the sector, by taking prompt action to update and digitalize government services and to combat bureaucracy. Such services include the Registrar of Companies, the Tax Department, Social Insurance Services, the Department of Land and Surveys, etc. Improvements to these and other relevant government services will allow businesses like ours to be more effective and efficient and hence to become more competitive.

### Do you believe that your firm has adapted well to the new way of working? If so, are you planning to make working from home an integral part of how it operates in the future?

Our philosophy at KKP has always been to invest in new and advanced technologies. We know that the latest technology can enhance productivity and accessibility and that both are key to providing outstanding services. The quality of our team, along with the diversity of our portfolio, has been the



**DUE TO METICULOUS PLANNING OVER THE PAST FEW YEARS AND THANKS TO MAINTAINING A BALANCE BETWEEN OUR DOMESTIC AND INTERNATIONAL CLIENTELE, KKP HAS BEEN ABLE TO CONTINUE ITS OPERATIONS UNAFFECTED**

driving force in introducing remote working and flexible hours well ahead of COVID-19. Our team members already have the experience, knowledge and the commitment to adopt and adapt to new technologies in order to continue providing quality services and an excellent customer experience.

## BACKGROUND AND PROFILE

When the firm's founders established KKP in 2005, their primary objective was to expand the business through hard work. Over the last 15 years, we have kept a low profile, always aiming to let our actions speak. During this time, KKP has grown and now has more than 30 members of staff. In addition to our headquarters in

Larnaca, we have offices in Poland and an immense network of connections in more than 80 countries. KKP is a fully fledged member of the Institute of Certified Public Accountants of Cyprus and the Association of Chartered Certified Accountants of the United Kingdom. Furthermore, it is recognized as an approved employer by ACCA and holds the Practising Development Certificate and the Professional Development Certificate.

KKP is an ambitious and growing firm of Chartered Certified Accountants, highly trained professional qualified accountants, lawyers, and tax business consultants, specialists in the fields of Auditing, Accounting, local and international Corporate and Personal Taxation, Administrative Services and Business Advisory. We operate in a dynamic entrepreneurial environment, having in mind our clients' best interests. Confidentiality, honesty and integrity are the cornerstones of KKP's working practices. Our confidentiality procedures, supported by advanced IT systems, ensure that we keep our clients' business affairs within our firm.

### WORKPLACE PHILOSOPHY

People are our greatest asset; our people enable us to add value to our clients' businesses. We intend to successfully serve our clients by having partners and staff who possess the capabilities, competence, and ethical principles required to guarantee that engagements performed by the firm are in accordance with professional standards, regulatory and legal requirements. We seek to employ individuals with the highest levels of integrity, competence, intelligence, maturity and motivation. We push the parameters of accounting by investing in cutting-edge technology and business tools, while leveraging success for our clients, as well as offering a dynamic modern working environment.

Our philosophy and principles are simple: our partnerships are built on transparency, mutual trust, confidentiality, shared goals and objectives. We provide quality service to our clients by focusing on client-specific needs and offer solutions for business and personal aspirations through communication and expertise.

### A PROUD MEMBER OF PRIMEGLOBAL

2020 is the year that KKP celebrates 10 years of membership of PrimeGlobal, one of the five largest associations of independent accounting firms in the world. It comprises approximately 300 highly successful independent public accounting firms in more than 80 countries. Membership gives KKP the strength and capability of a large worldwide organisation, with the technical depth and geographic reach impossible for a local firm alone. Our clients can take advantage of the extensive network that we have developed through PrimeGlobal.

### COMMUNICATION

Our relationships with clients extend throughout the years and, when questions arise, we encour-

age them to call and share their concerns with us. Our clients can get in touch with us through a variety of methods, including phone, Skype, Zoom, Microsoft Teams, email, and face-to-face meetings. The chosen communication method depends on the circumstances and what works best for each particular client.

### CORPORATE SOCIAL RESPONSIBILITY

Doing great work requires great people. Through the KKP Charity Association, which was founded by KKP staff in 2017, we go the extra mile to meet the objectives of our social responsibility towards the community and the environment.

### PROFESSIONAL SERVICES

We offer, among others, the following services:

- Auditing and Assurance
- Personal and Company Tax
- VAT Services
- Payroll
- Business Consulting
- Company Formation
- Administrative Services
- Other professional advisory services.

**Empowering your Success!**

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