



GRADUATE RECRUITMENT

Your  
Journey  
towards  
a Career

AUDIT ■ TAX ■ ADVISORY



- KPMG. Outstanding professionals, working together to bring value.
- We offer audit, tax and advisory services. Three complementary areas of knowledge and insight that enable us to meet the needs of our clients.
- We turn knowledge into value for the benefit of our clients, our people and the capital markets.



**Richard Ebling**, Regional Chairman and CEO of KPMG in Central and Eastern Europe, reflects on the last three decades working for KPMG and a career which has taken him all over Europe, living and working in Germany, Switzerland, Belgium, Italy and Hungary.

"There is never a dull moment," he says of his work for KPMG. "It's given me the opportunity to do a lot of things. Every five years or so I've had a new job, new challenges and new people to work with and I've always been able to build on my previous experience."

Richard's advice for new university grads interested in working for KPMG?

"They need to embrace their training, the corporate culture of KPMG, and develop a specialist knowledge of a particular service or industry. This will help them to gain the respect of their clients. But it's important to specialize in something you like doing!

"With over 2,600 staff working in 16 countries, the Central and Eastern Europe practice provides them with something broader than simply a national perspective. It's a closer link to an international firm and to international business than if they go to work for a local company. It offers a structured career path for advancement. The environment itself gives you a chance to work with people with a variety of educations and cultures and can only be enhancing to you from a personal point of view."

Richard sums up what new joiners can expect from KPMG:

"Training, a degree of specialization either in a specific industry or a specific service, and the ability to experience lots of different clients. For those who studied economics or business, they'll be able to see up close some of the things they've read about in textbooks. KPMG gives them a broad training ground in their first 1-2 years."

"People don't intend to join a company for thirty years," he explains, speaking of his tenure at KPMG. "It's up to the organization to make the environment rewarding and challenging. Provided there are still things to be done, you enjoy doing it. I've always enjoyed it."

A handwritten signature in white ink on a blue background. The signature is stylized and appears to read 'R. Ebling'.

- Richard Ebling -



## KPMG - Where you can develop in-depth knowledge of industries and services

KPMG was one of the first professional services firms to align its services, on a global basis, along industry lines. This enables us to develop an intensive understanding of different industries to provide our clients with an informed view on the specific issues they face and the ability to provide them with a tailored service response.

This structure increases the quality and effectiveness of our traditional offerings of audit, tax and advisory services, which are underpinned by our geographical strength, spanning over 140 countries worldwide.

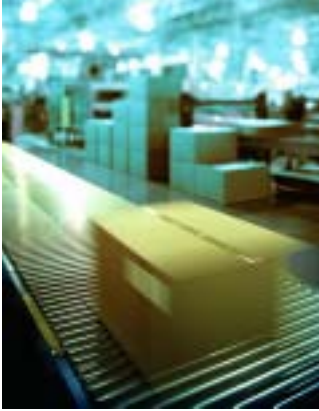
For those who decide to work for KPMG this means that they are able not only to develop their skills as audit professionals or advisors in their work, but they also become intimately familiar with the details of the industries our clients work in. While professionals with 'deep sector knowledge' are no doubt the most qualified for serving our clients, developing this deep understanding in different sectors of business can make one's work that much more meaningful.



# Our industries

As an introduction to the broad range of work performed by KPMG, we offer the following brief summaries of our industry sectors or, as we like to call them, 'lines of business' (LoBs). The specifics of LoBs make it easier for us to sell our services - audit, tax, and advisory; information on these follows. Hopefully, all of this information will give you a taste of the industries and/or services you are likely to work in should you become a part of our team.





### **Consumer Markets**

Concentrating on industry sectors, industrial, retail & consumer products

Among the high pressures faced by enterprises in today's consumer industries sector is the emphasis on increasing profit margins. Companies must also convert their market and customer information into sales, improve efficiency and harness technology to add value and strategic advantage.

The competitive emphasis has now moved towards managing brands and consumer relationships from tangible to intangible assets. Consumer Market companies are having to restructure to re-focus their businesses, dispose of non-core activities and invest the proceeds into streamlining and growing the business.

### **Financial Services**

Servicing large banks and financial institutions, insurance companies



Professionals from member firms around the world work together in this industry group to serve around 20,000 financial institutions, from many of the world's largest banks, insurance companies and fund managers, to mid-sized national players and small-scale specialists. KPMG aims to help them

build a more profitable, focused and efficient business by working with them on key issues such as risk management and governance strategies or anti money laundering processes.

Through a thorough understanding of the financial services marketplace, KPMG helps financial enterprises create and release value.



### **Industrial Markets**

Focusing on industrial and automotive products, chemicals, pharmaceuticals, energy and natural resources

Through a global network of professionals focused on serving manufacturing companies, KPMG provides industry specific strategies and support to clients. Client relationships are of fundamental importance and we can deliver value for stakeholders through our understanding of the complex issues they face like difficulties posed by global competition or the increased regulatory pressure and risks of non-compliance.

KPMG is continually investing in the sector, developing intellectual capital and contributing to the vision that will drive these market sectors in the future. Through this sector led approach we provide customized industry-focused advice from our audit, tax and financial advisory practices.

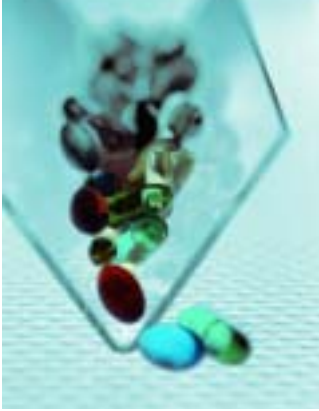
### **Information, Communications, and Entertainment**

Professional advisors to the telecom, broadcasting, advertising, publishing, computing, Internet and electronics sectors; also includes 'travel, leisure & tourism' group



Today's leading-edge information, communications, and entertainment companies are creating the foundation for a networked global economy - a revolutionary new business environment that offers unprecedented opportunities for new enterprises and the means for enabling the most successful organizations to generate extraordinary growth and shareholder value.

Our Information, Communications & Entertainment (ICE) practice has developed the means and resources to help the top producers of technology products and services succeed in turbulent markets. As an industry thought leader, we can provide long-range vision, perceptive insights, and innovative professional service strategies to help leading corporations stay at the top of their markets.

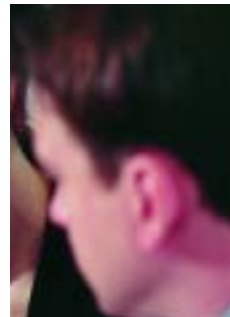


### **Infrastructure, Government and Healthcare**

Advising major contractors and developers in the building and construction industry, transport, healthcare companies, funding agencies and government; also real estate and property services

Terrorism. The rising cost of healthcare. Balancing growth with environmentalism. These are some of the issues challenging organizations around the world. KPMG's Infrastructure, Government & Healthcare (IGH) practice professionals are working together to provide fresh, timely strategies.

Teamwork is nothing new to KPMG's professionals serving the IGH sector. They have long been committed to sharing knowledge on behalf of member firm clients in the government, healthcare, transport, and funding agencies sectors as well as in building, construction, and real estate.





# Introducing our services

KPMG services fall under three broad categories: *Audit, Tax and Advisory.*

**A**udit is about understanding clients' business processes and objectives to help them succeed in unpredictable markets. This service offering provides independent, objective opinions on the reliability of financial information to meet statutory and non-statutory requirements. Using our industry knowledge, KPMG auditors identify high-risk areas of audit assignments and assess the validity of information reported in financial statements. By assuring the quality and transparency of financial reporting, KPMG auditors can add significant value to shareholders and bolster the effective functioning of capital markets.

A career in Audit at KPMG promises an unrivalled opportunity to develop your business knowledge and experience. It will also enable you to obtain your qualifications in audit.



**T**ax legislation changes come about as often as the government policies and economic changes which influence them. Tax crosses borders and is a key concern for businesses, especially within the expanded Europe. KPMG Tax professionals advise clients on every aspect of tax that can affect their business.

As tax law becomes ever more intricate and the pressure increases for tax harmonization with the EU, KPMG's tax practice continues to grow rapidly. It's a varied and challenging professional environment which can stretch your capabilities. A career in Tax allows you to make a significant impact on corporate strategy.



**A**dvisory can be categorized into two sub-groupings:  
Financial Advisory and Risk Advisory.

**Financial Advisory Services (FAS)** provides valuable insights into how companies can grow and enhance their shareholder value. This may involve supporting clients through phases of a transaction, from corporate strategy to post-merger integration; we also help under-performing companies get their business back on track, as well as investigate white-collar crime.

The biggest part of FAS is one-off transaction oriented and has to do with deals - companies buying and selling each other with KPMG helping them with merger and acquisitions' advice, valuations and due diligence. Those who work in FAS find it exciting as they are always involved in making important decisions.

**Risk Advisory Services (RAS)** capitalize upon our firm's broad knowledge base of a comprehensive range of industries to provide the tools, methodology and people to help corporations conduct business efficiently and cost effectively. Information Risk Management, for example, involves protecting the integrity of an enterprise's data systems. We also have the ability to assist clients in complying with individual areas of legislation and help them navigate through intricate regulatory challenges, among the other numerous offerings under RAS.

While many of the KPMG professionals who work in RAS have several years' work experience, a future career in this comprehensive department is also a potential opportunity for new recruits.

# Great expectations

What we are looking for  
in 'our' people



We're looking for talented people with a wide range of skills, abilities and backgrounds - team players who enjoy solving problems and who can effectively communicate their ideas. People who keep on learning, who want to be at the leading edge of their chosen profession. People who display integrity and objectivity in everything they do.

KPMG professionals never stop learning. Obtaining a degree or equivalent qualification is only the start of your professional learning, not the end. We feel that maintaining a learning atmosphere at KPMG is essential, because we know that an investment in one of our people is an investment in the future of our firm.

Our business relies on producing able, inspired individuals always ready to seize the opportunities presented by change and to adopt new ways of thinking. Our clients expect us to keep up to date with specific developments in their industries, as we are often at the forefront of decision-making which affects their industries in the rapidly changing world of global business.

We ask a great deal of you as a 'new joiner' at KPMG. You will be expected to learn quickly and develop your potential rapidly. If you are to succeed in your career ambitions, your personal development and training are responsibilities we must share.



# What we offer

## What you can expect from us

Are you looking for exciting and stimulating challenges, opportunities to extend your knowledge and skills, and the thrill of working closely with leading businesses and industries? How about the opportunity for starting a successful, long-term career? Would you like to be a team player at one of our member firms, which are typically among the best providers of professional services in their local markets?

KPMG very well might be the place for you. We offer you the choice to work in a range of exciting and innovative services in audit, tax and advisory, as well as industries which may reach across those functions.

Perhaps most important of all in your development is the practical experience you gain from doing your job, building relationships with colleagues and clients and developing your business knowledge. The variety of business environments you may work in will also help you challenge yourself.

Because we believe that work experience is only a part of the development process, we also help you access the training resources that you'll need to sustain exceptional skills and knowledge.



## Continuous learning

Your education and training don't stop when you leave university. Knowledge is the lifeblood of KPMG and continuous learning and professional skills development of all our people are critical to delivering the best service to our clients. As a member of KPMG, you'll get many opportunities to sharpen your skills and deepen your understanding of business issues. Our learning mix includes team-based and experiential learning, case studies, self-paced learning and intranet resources.

At whatever stage you are in your career at KPMG - from graduate trainee to qualified partner - we view your professional development as part of a continuum. Wherever you start with us, we'll provide the hands-on experience and professional training to help you develop your skills, realize your potential, and choose a career path that's right for you.

We aim to provide most of our graduates with a structured training program that starts with an induction course which can include industry specific and technical training. This is all complemented by the successful completion of your professional qualification.

To help ensure that you develop your career and realize your potential, KPMG has a systematic method of tracking your progress. We have found setting objectives and holding regular review sessions to evaluate their attainment to be highly effective. Our aim is to cultivate and reinforce a coaching and learning environment.



### Access to global resources

Everyone at KPMG, all over the world, has access to KWorld, a global messaging and knowledge-sharing system.

KWorld gives every employee access to the intellectual capital of KPMG member firms around the world, including information about our people, products, clients, markets and best-practice deliverables. This means that at the click of a mouse you'll have, for example, access to information on KPMG products and services offered around the world, you'll be able to retrieve market analyses and 'best practices' as well as information on existing and potential clients, among the other invaluable material which can help you succeed in your work.

### Benefits

Apart from enjoying a job that is varied, stimulating, and highly challenging - and receiving decent pay - you'll have the opportunity to gain some valuable professional qualifications. You'll also profit from KPMG's exceptional benefits package.

You bring your talents, intelligence and energy to the job and KPMG will provide the support, opportunities and resources you need to grow as a fully rounded business professional.

The information contained herein is of a general nature and is not intended to address the circumstances of any particular individual or entity. Although we endeavor to provide accurate and timely information, there can be no guarantee that such information is accurate as of the date it is received or that it will continue to be accurate in the future. No one should act upon such information without appropriate professional advice after a thorough examination of the particular situation.

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