

News release

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Ernst & Young Malaysia appoints new Country Managing Partner

New leaders also appointed for Assurance and Transaction Advisory Services

Kuala Lumpur, 1 April 2011 – Ernst & Young Malaysia today announced the appointment of Abdul Rauf Rashid as the new Country Managing Partner effective 1 April 2011. Rauf takes over this role from See Huey Beng who is retiring on 30 June 2011 after leading the firm for the past nine years. In assuming this new leadership appointment, Rauf will relinquish his current role as the Head of Assurance Services.

Rauf started his career in the United Kingdom and has been in professional practice for over 20 years. He was admitted as a partner of the firm in 2001 at the age of 33, and was appointed as the firm's Head of Assurance in 2008. Rauf is also the firm's leader for Islamic financial services.

In his years of service with the firm, Rauf has led and served as subject matter advisor in many of the firm's assurance and advisory engagements with international and local clients, particularly in the financial services industry. Rauf has also been the client service partner for many of the firm's large Government-linked company clients.

On his appointment as Country Managing Partner, Rauf said, "I am indeed humbled and honoured by the trust and confidence of my partners. To me, it is an affirmation of the firm's belief in and commitment to nurturing talents and helping them achieve their potential."

A strong proponent of the importance of talent management, Rauf believes strongly in teamwork and engaging with people. "When we engage with the people we work with, whether our own people or clients, we are more likely than not to win their trust and loyalty. This can lead to strong and abiding relationships because they know we have their interest at heart."



Rauf is an associate of the Institute of Chartered Accountants in England and Wales (ICAEW) and a member of the Malaysian Institute of Accountants (MIA). Rauf graduated with Honours in Accounting and Economics from the University of Southampton, United Kingdom.

Other leadership changes

With effect from 1 April 2011, Yap Seng Chong will take over as the firm’s Head of Assurance Services. With over 25 years of professional service with the firm, Seng Chong has provided advisory, accounting and audit services to a large number of local and international clients, across a diverse range of industries, particularly financial services, real estate and construction, consumer products, plantations, oil and gas, and manufacturing.

Also, effective 1 April 2011, George Koshy takes over as the firm’s Head of Transaction Advisory Services. George has close to 30 years of audit and transaction advisory experience covering a wide range of engagements in various industries. The nature of these advisory engagements includes provision of advice relating to mergers and acquisitions, due diligence reviews, valuations, financial modeling and debt restructuring. George is also the current President of Kuala Lumpur Hockey Association.

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