

PrimeTime Member Spotlight

December 2008/January 2009

Each month *Connections* talks to a PrimeTime member to find out more about who they are, what they do, and their association with PrimeTime.



This month we spotlight

Heli Buss
Business Consultant (Accounting and tax), Roedl & Partner

Personal talk ...

Connections: Where are you from originally, and how long have you been in Singapore?

Heli: I am originally from Finland and I have been in Singapore for two and a half years now.

Connections: Have you lived in other foreign countries? If so where?

Heli: I have spent most of my adult life in Germany, first studying in Berlin and then working in the Düsseldorf - Cologne area.

Connections: What brought you to Singapore?

Heli: I was planning a move to either Asia or the Middle East with my employer at the time, DHL Exel Supply Chain. As it turned out my husband's company asked him to move to Asia so we decided to move to Singapore.

Connections: What do you enjoy most about living here?

Heli: Singapore is a very international society with safe and green surroundings and a very favourable tax system!

Connections: What are your interests and hobbies?

Heli: My family – an English husband and a 3 ½ year-old son – take up most of my spare time, but I try to go jogging and do yoga regularly. I'm also planning to complete my Singapore CPA next year.

Connections: Which are your favourite restaurants/shops/places to go?

Heli: My favourite haunts are the Eastwood Centre, Arab Street and Pasir Ris Park.

Connections: What one thing would you like to accomplish in your lifetime?

Heli: I would love to have a summer cottage at a Finnish lake with my own potato and strawberry garden.

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Professional talk ...

Connections: Could you tell us a little about the company you work for and your current role?

Heli: Roedel & Partner is a German accounting, audit, tax and legal consultancy firm which operates around the globe.

Connections: How long have you been working for in your present role?

Heli: About one year now.

Connections: Have you always worked in the same industry? If not, what else have you done/where else have you worked in the past?

Heli: This is actually my first job in consultancy. I have previously worked in senior accounting and commercial roles with German subsidiaries of mainly American and British companies - DHL/Exel, Scottish & Newcastle and Enterprise-rent-a-car.

Connections: What do you enjoy most about your job?

Heli: I like meeting different people and making the most of international networking.

Connections: What do you enjoy most about the company you work for?

Heli: We have an interdisciplinary approach so we are able to offer our clients rounded solutions.

Connections: Have any of the PrimeTime programs you've attended helped you in your job?

Heli: The accounting and finance group is a good place to share experiences about working in this field in Singapore.

Connections: Do you have any advice for job hunters trying to move into your industry?

Heli: There is certainly a strong need for accountants in Singapore who have a broader understanding of business than just balance sheets!

PrimeTime talk ...

Connections: When did you join PrimeTime and how did you find out about it?

Heli: My husband discovered PrimeTime on the internet while we were still living in Germany. I joined straight after we had arrived in Singapore in 2006.

Connections: Which PrimeTime subgroups do you belong to?

Heli: I belong to the Accounting and Finance Subgroup

Connections: Do you volunteer at PrimeTime? If so, in what areas have you become involved?

Heli: I have helped out on the registration at the 2nd Thursday meetings.

Connections: What do you personally feel are the benefits of being a PrimeTime member?

Heli: I find the atmosphere at PrimeTime meetings great and the speakers give me a lot of food of thought. And I have got to know a lot of interesting people as well!

Connections: Which was the most interesting or inspiring PrimeTime event you've attended?

Heli: I found the 2nd Thursday meeting with Patricia Herbold talking about her transformation from housewife to US Ambassador for Singapore truly inspiring.

Thank you Heli!