

[Stories of the Certified Tax Accountant (CTA)]

Changjin Kim, Representative CTA of SELIM Tax Office Build a Competitive Edge in 'Foreign Direct Investment' through Constant Learning ...

Translated on Sept 2, 2016

[Tax Daily Newspaper] reporter SC Ryu, YJ Kim ejfejfdl@joseilbo.com

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◆...Changjin Kim, Representative CTA is wreathing in smiles while he is having an interview with Tax Daily Newspaper (www.joseilbo.com).

The CTAs (Certified Tax Accounts) are gathering one by one to the office in Keuncheon area in Seoul at 6pm every Wednesday. They are gathering to have exciting debates on the subjects prepared and presented by each other which they experienced in the field and relative tax laws.

This is called 'Wednesday Study' which has been proceeded over the last 10 years by Changjin Kim, Representative CTA of SELIM

Changjin Kim is now well known as a professional tax consultant and a veteran CTA for 'foreign direct investment corporations'. He has passed the CTA exam in 1986, and has built his career during last 30 years. He expressed that SELIM's competitiveness in this area is attributed to the continuous learning.

Became Famous through Word-Of-Mouth between 'Foreign Direct Investment' Clients based on the competencies build up during 10 years....

Changjin Kim has decided to start services for foreign direct investment corporations about 10 years ago. The Weekly Study has begun around this time, too.

He has run the tax and accounting service business since 1994 but, Kim thought that his business has faced the challenges against wall for the further growth of the business. So Kim agonized over how he can overcome and found that the opportunity lies in the foreign direct investment corporations to meet the needs from the international market opening at that time. He decided to have those foreign direct investment corporations as his core client base.

Kim explained the situation at that time, "I had neither career at National Tax Service, nor good business ability and sociability. I seriously agonized to find the way out to bring the business to the next level."



- ◆...Changjin Kim has himself indicated as 'practical style in business'. His office looks simple and neat and is filled with a bunch of documents and research materials for the Study rather than flashy furniture for visitors.

Kim said, "lots of foreign direct investment corporations have started their business in Korea as the market was opened at that time. Considering all opportunities and challenges, I made up my mind to start the tax and accounting services for foreign direct investment where the blue ocean at that time.'

But nothing could be done well from the first time. Having no knowledge about foreign direct investment corporations at the beginning, he didn't have a choice but to build from the beginning, laying the foundation stone.

What Kim could do then was to face and get into the new challenges for foreign direct investment services what he has not been practiced and get solution for improvement through intensive study on the trials and errors.

Kim has started the Weekly Study from this time so that the affiliated CTAs in SELIM could share and learn the cases every week on the subjects they have experienced in the field. This Weekly Study has been continued to this day.

Kim said, "every Wednesday, it has been presented and debated on the subjects by each affiliated CTA during past 10 years. They have brought the cases what they have experienced during a week to the Weekly Study," and "it has been quite small level of studies for each week, but our new competency which is differentiated from other tax service firms could have been built up through this Weekly Study. And not it has become a significant level of base for the foreign direct investment corporation as it has been piled up by months, by years up 10 years."



◆...with staffs in Head office of SELIM Tax-Accounting Firm (Changjin KIM is standing at 3rd from the right).



◆...with CTA and staffs in Gangnam Center of SELIM Tax-Accounting Firm (Changjin Kim is standing at the 2nd from the right at the back)

But Kim did not keep those know-how and knowledge piled only within the firm. The study materials developed every week are being posted in the SELIM website and share with all clients.

And SELIM is equipped with a professional for English interpretation and translation in order to provide best and convenient communication services to the clients of foreign direct investment corporations. Also SELIM has opened English website and provide materials to the clients.

He is contacting the clients of foreign direct investment corporation continuously accompanied by a professional for interpretation and translation more than once a week these days.

Kim said, "and now clients are knocking our door first even we do not have separate advertisements", and "there are many cases that they are come to us after they try to request services to large-size accounting firm, because of our experienced know-how and fee competitiveness".

Also he emphasized, "the quality of service depends on the constant efforts to be a professional expert", and "we can keep the trust based relationship with our clients only by providing best quality of services, and this could be maintained through constant learning."

The Head Office of SELIM Tax-Accounting Firm is located at Digital complex in Doksan-dong, Geumcheon-gu in Seoul, and Branch offices includes Geumcheon Branch 1 (branch manager, Hyunho Kim), Geumcheon Branch 2 (Myungseok Kim) and Gangnam Center (Junhyo Kim). 2 teams are organized in Head Office and Gangnam Center each, and one of teams is FDI team which is wholly responsible for foreign direct investment corporations. And a professional for English interpretation and translation is one of member in FDI team.

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Venture Start-up, New Opportunity Area for SELIM

New opportunity area what SELIM aims ambitiously is venture business start-up, followed by services for foreign direct investment corporations.

The expectation and supports to the new industry and venture business are high and active than ever due to the worldwide economic recession. SELIM plans to specialize in this area as new competency and play a bridge role for the growth of the venture business.

Kim said, "generally, the venture enterprises are suffering from the obstacles for the growth at the beginning of the stage, due to lack of the accounting knowledge despite they are well equipped with technology competitiveness," and "as I have faced those cases many times, we put the primary object in clearing all those difficulties when we provide our consulting services, so that they can grow to a bigger size enterprises with competitiveness.

Also Kim said that he also tries to contribute to build 'mindset' of the top manager in addition to the normal consulting on the accounting system setup and settlement support, legal issues, etc.

Kim said, "in consulting and supporting venture enterprise, our standpoint is that 'once a company falls down, it is hardly possible to recover'", and "as it is important to start off on the right foot, we pay our attentions to set up the healthy management system by contributing to build healthy mindset of top manager."

Yujung Choi, an affiliated CTA in SELIM, is playing an active part in Start-up Support Center of Seoul National University as a consultant CTA to this Center, and increases the contacts with potential clients in the future.

Kim said "he keeps his clients updated with the high quality of tax and accounting information by sending those in emails or post mails every month, and also the various updated information is posting and providing in the SELIM website.

He said "we'd sincerely appreciate the loyalty of clients, they want to keep our relations and stay as our clients continuously", and "one of our clients with whom I have relations since 1994, from the time of beginning of this tax and accounting service, said 'I really was not aware of when your hair has become such grizzled'".

[Profile] Changjin Kim, Representative CTA of SELIM Tax-Accounting Firm

▲Year of Birth 1963 ▲Daegu, Korea ▲Business Administration in Kyungpook National University – Tax Management in Kyunghee Graduate School ▲ Passed the Certified Tax Accountant exam in 1986 (the 23rd) ▲ Administrative Officer in the Air Force ▲Start the own tax and accounting service firm business in 1994 ▲Counselling Committee member in Civil Affairs Office of New Seoul ▲Salvation Advisory Committee member in Geumcheon-gu, Seoul ▲complete course om Korea Leaders Academy (the 12th) ▲The Advanced Policy Program, Graduate School of Policy Studies of Korea University (the 45th)

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(Reference: (세림커뮤니티) 공지사항)

[세무사 열전]
끊임없는 교육으로 '외투' 강자 우뚝...세림세무 김창진 대표

[조세일보] 류성철, 김용진 기자 ejfejfdl@joseilbo.com
2016년 08월 12일



◆...세림세무법인 김창진 대표가 조세일보(www.joseilbo.com)와의 인터뷰 중 환한 미소를 보이고 있다.

매주 수요일 저녁 6 시면 어김없이 서울 금천구의 한 사무실에는 세무사들이 하나 둘씩 모여든다. 세법과 실무에 대해 각자 준비해 온 주제로 발표를 하고, 이에 대해 열띤 토론을 벌이기 위함이다.

벌써 10 여년째 해오고 있는 일이다. 세림세무법인 김창진 대표가 진행하고 있는 '수요스터디'다.

지난 1986 년 세무사 시험에 합격, 경력 30 년차의 '외국인 투자기업' 전문 베테랑 세무사로 자리 잡은 세림세무법인 김창진 대표는 조세일보와의 인터뷰에서 외투분야 강자로 우뚝 설 수 있었던 비결은 바로 끊임없는 교육이라고 밝혔다.

10 여년간 쌓아온 내공...'외투' 고객들 사이 입소문 파다

김창진 대표가 외투기업 분야를 파고들어야겠다고 마음먹게 된 것은 10 여년 전부터다. 매주 스테디를 시작해온 것도 이맘때쯤 부터다.

지난 1994 년부터 세무사무소를 개업해 운영해오던 김 대표는 세무사로서의 자신의 성장이 '벽'에 부딪혔다고 생각했다. 그래서 김 대표는 깊은 고민 끝에 국제적인 시장개방 상황에 맞춰 외투기업을 주 고객층으로 삼아야겠다는 결정을 내렸다고 했다.

당시의 상황에 대해 김 대표는 "나는 국세청 출신 경력자도 아니었고, 그렇다고 영업력이나 친화력이 좋은 편도 아니었다"며 "세무사로서 더 성장하기 위해서는 어떻게 해야하는지 상당한 고민을 하고 있던 시기"라고 설명했다.



◆...스스로 '실무형' 세무사라고 밝히고 있는 김창진 대표. 담백하고 깔끔한 느낌의 김 대표의 사무실에는 손님을 맞이하기 위한 화려한 가구들보다는 업무 관련 서류와 스테디를 위해 만든 연구자료로 가득했다.

김 대표는 "당시에는 시장개방에 따라 외투기업들이 국내로 본격적으로 진입하기 시작했던 시기였다"며 "그래서 고민 끝에 남들이 하지 않는 분야인 외투기업의 세무업무에 뛰어들기로 마음먹었다"고 말했다.

하지만 처음부터 잘할 수 있는 것은 없었다. 외투기업에 대한 지식이 전무한 상태였기 때문에 모든 것을 처음부터 다시 쌓는다는 마음으로 임할 수밖에 없었다.

김 대표가 할 수 있는 것은 익숙하지 않은 외투기업 실무에 몸으로 부딪히고, 그에 따른 시행착오의 원인을 철저한 연구를 통해 개선하는 것 뿐이었다.

이때부터 김 대표는 법인 소속 세무사들과 매주 겪었던 실무나 세법을 주제로 스터디를 진행했고, 그것이 현재까지 이어져오고 있다.

김 대표는 "지난 10 여년간 소속 세무사들이 각자 한주동안 겪었던 실무에 관한 주제를 가져와서 매주 수요일 서로 발표하고 토론을 해왔다"며 "한주 한주 보면 미미하지만 그것이 한달이 되고 한해가 되고 10 년이 되다보니 외투기업에 대한 타 법인에서 흉내내기 힘든 상당한 수준의 베이스가 쌓였다"고 말했다.



◆...세림세무법인 본점에서 직원들과 함께한 김창진 대표(오른쪽에서 3번째).



◆...세림세무법인 강남점에서 소속 세무사들 및 직원들과 함께 기념촬영을 하고 있는 김창진 대표(뒷줄 오른쪽에서 2번째).

김 대표는 이렇게 쌓인 노하우와 지식을 내부적으로만 공공 숨겨두지 않았다. 매주 진행된 스터디의 결과물을 전부 홈페이지에 공개하고 고객들과 함께 나눌 수 있는 장을 만들었던 것이다.

또한 김 대표는 외투기업 고객들과 보다 편하게 소통할 수 있도록 법인 소속 전문통번역사를 고용하고 있으며, 세림세무법인의 영문 홈페이지를 별도로 개설해 외투기업 고객들에게 자료를 제공하고 있다.

현재도 매주 1회 이상은 전문통번역사를 대동하고 외투기업 고객들과 끊임없이 접촉하고 있다.


김 대표는 "이제는 굳이 광고를 하지 않아도 외투기업들이 먼저 찾아오고 있다"며 "오랜 경력의 노하우와 가격경쟁력 때문에 대형 회계법인에 의뢰하려다가도 발길을 돌려 우리 법인으로 찾아오는 고객들이 많다"고 전했다.

그는 "업무 품질은 끊임없이 공부를 해 전문가로서 갈고닦는 것 외에는 방법이 없다"며 "고객에게 업무적 믿음을 드려야 신뢰를 유지할 수 있고, 업무적 믿음은 지속적인 공부로만 채워진다"고 강조했다.

김 대표의 세림세무법인은 현재 금천구 독산동 디지털단지에 위치한 본사 및 금천 1 지점(김현호 세무사), 2 지점(김명석 세무사)과 강남센터(김준호 세무사)로 운영중이다. 본사 및 강남센터는 모두 각 2 팀으로 구성돼 운영중이며, 그 중 1개 팀은 외투기업 전담팀이며 영어 전문통번역사를 고용하고 있다.

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세림세무법인의 새로운 먹거리...벤처 스타트업

외투기업 분야에 이어 세림세무법인이 새롭게 야심차게 도전하고 있는 분야는 바로 벤처기업

스타트업이다.

세계적인 경기 침체로 그 어느때보다 신산업, 벤처에 대한 정부의 기대와 지원이 활발하기 때문에 여기에 특화된 세무법인으로 거듭나 벤처기업의 성장에 가교 역할을 하겠다는 것이다.

김 대표는 "대체로 창업 초기 벤처기업들은 기술경쟁력은 있지만 세무 회계적인 지식이 부족해 성장에 장애를 겪고 있는 경우가 많다"며 "지금까지 그런 케이스를 많이 접했기 때문에 초기 벤처기업이 경쟁력있는 중견기업으로 성장하도록 애로사항을 해소하는데 주안점을 두고 자문하고 있다"고 설명했다.

또한 김 대표는 세림세무법인이 벤처 스타트업 회사에 대해 회계시스템 수립 및 정착지원, 법률문제 등 통장적인 자문 서비스 외에도 경영자의 '마인드' 형성에도 기여하고자 노력한다고 전한다.

김 대표는 "세림이 벤처기업을 자문하고 지원하는 관점은 '한번 망가진 회사는 다시 살아나기 쉽지 않다'는 것"이라며 "초기 벤처 스타트업 기업에는 '첫단추'가 중요하기 때문에 경영자의 건전한 마인드 형성에도 기여해 회사의 건전한 경영시스템이 자리잡는데도 신경쓰고 있다"고 말했다.

현재 세림세무법인 소속 최유정 세무사는 매월 서울대 창업지원센터에서 자문세무사로 활약하며 미래의 잠재 고객과의 접촉을 늘리고 있다.

김 대표는 "가장 고품질의 세무회계 관련 정보를 고객에게 전달하기 위해 매월 모든 고객에게 이메일이나 우편을 통해 세무정보를 보내고 있고, 홈페이지에도 늘 다양한 최신의 정보를 올려 제공하고 있다"고 말했다.

그는 "이렇게 고객들에게 최선을 다해 노력하는 덕분인지 한번 우리와 인연을 맺은 고객은 계속해서 우리 고객으로 남아있으려고 한다"며 "1994 년 세무사무소 개업때부터 인연을 맺은 한 고객은 '김 세무사 머리가 언제 이렇게 희끗희끗 해졌나'라고 말하기도 한다"고 전했다.

[약력]김창진 세림세무법인 대표세무사

▲1963 년 ▲대구 ▲경북고-경북대 경영학과-경희대 세무관리학과 ▲ 제 23 회 세무사 시험 합격(1986 년)
▲공군관리장교 ▲1994 년 세무사무소 개업 ▲서울시 새서울민원상담실 상담위원(전) ▲금천구 구세자문위원(현)
▲한국지도자아카데미 12 기 ▲고려대 정책대학원 최고위과정 45 기

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