

# EXPANDING GLOBALLY CHECKLIST

Expanding into overseas markets is an ambition for many businesses and brings many benefits such as entry to new markets, increased revenue, and access to new talent.

As we can see from the latest reports in 2021, international expansion plans are still happening. However, before you enter a new market, it is vital to do research.

Some key factors to consider when deciding to expand your business and hire workers internationally are:

## KNOW WHAT COUNTRY TO EXPAND INTO



Each country has its own rules and regulations when it comes to employment law, so it is important to have researched the country before you make a decision.

## LEVEL OF INVESTMENT



The costs of setting up a foreign entity varies dramatically from country to country and depends on a wide range of factors. Besides the costs of a physical structure/address, companies will have to register with local tax and labour authorities, open bank accounts, set up payrolls and link up with the correct official authorities. If you are a business looking to build infrastructure, then setting up an entity is a good idea. However, if you are a business looking to expand quickly into a new country, there are other options.

## LOCAL COMPLIANCE



Staying compliant should be a major concern for all businesses expanding abroad. When expanding into a new market, a business must adapt and operate accordingly to the country's regulations. Understanding employment law, compliance, and regulatory frameworks as well as local customs can make expanding internationally complex.

## HIRING LOCAL WORKERS




Hiring local workers (who know the language and local customs) allows businesses to deliver customer service within the same time zone without any complications. It is important to note that employing abroad directly can be a complex and costly process as employment laws are inherently different and vary from country to country.

## COST OF SETTING UP AND SHUTTING DOWN



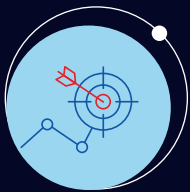
Another thing to consider is the cost and process of shutting down a new entity in a foreign country. Dissolving an entity could take anywhere from a few weeks to several years depending on the country, the type of operations, the building owned (if any) and the number of employees.

## EMPLOYING WORKERS GLOBALLY USING AN EMPLOYER OF RECORD (EOR) SOLUTION

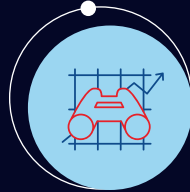


Our global EOR solution enables businesses to hire staff in a new international market where they don't have a corporate entity - saving significant time, cost, and hassle. With a global EOR solution there are minimal start-up costs, minimal ongoing fees, and your workers are compliant in-country from day one.

### Reasons how an Employer of Record (EOR) solution can help businesses expand internationally



**FASTER ENTRY INTO  
NEW MARKETS**



**EMPLOY LOCAL OR  
EXPAT WORKERS TO  
STAY AHEAD OF THE  
COMPETITION**



**REDUCE TIMELINES  
OF ONBOARDING  
WORKERS**



**KEEP WORKERS  
COMPLIANT IN  
UNFAMILIAR  
MARKETS**



**ENABLES THE RETENTION  
OF KEY TALENT  
REGARDLESS OF WHERE  
WORKERS ARE BASED**

### CONTACT



Partnering with an EOR provider such as Capital GES makes it easier for businesses to concentrate on the running of the core day-to-day business without the hassle of organizing global payroll, HR, or contract compliance.

Once you know where you want to expand and who you want to hire, we can do the rest. Contact us to speak to one of our experts about our global EOR service.

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