



2 YEARS

PARTNERS

The European development journey of one of our North-American clients that expanded to 7 European countries!

With one of the world's largest and most mature markets, a strong and stable geopolitical environment, and easy access to multiple regions – Europe is the next logical step to the global growth and development of many U.S.-based companies.

PARTNER'S PROFILE



USA
based



25+
years of experience



125+
employees



employment in
7 countries in Europe



legislative
compliance risks



cultural
differences



time zone



language



Cost

In early 2020, a notable and fast-growing captive management & reinsurance firm from the United States requested assistance to realize its plans of rapid expansion into Europe.

Prior to partnering with EuroDev, the client already had a foothold in Europe with a presence in Ireland and employees in the UK. The client faced multiple challenges in taking the next steps to increase its European market share. In their European expansion plan, the client desired to employ over 10 employees in several countries throughout Western Europe. These countries included the United Kingdom, Guernsey, the Netherlands, Luxembourg, France, Malta, and Switzerland. Each country brought along its own myriad of challenges that EuroDev assisted in resolving quickly and efficiently, some of which are discussed below.

Challenges in France

France has one of the highest levels of employee protection in Europe, and as a result, the legal environment is constantly evolving due to political reforms and judicial precedence. This in turn has led to some unique contractual requirements for employment in France. For example, the French government passed a law in 2017 requiring employers in France with at least 50 workers to negotiate agreements with unions allowing employees to disconnect from work technology after working hours. If the parties don't reach an agreement, the employer must establish a right-to-disconnect policy on after-hours technology use.

Challenges in the Netherlands



The Netherlands is a relatively business-friendly country, but there are certain rules which are very complex for foreign employers and employees. For example, highly skilled migrants can receive a 30% tax break on their income for five years should they be recruited to work in the Netherlands from a foreign country, however, should the employee set foot in the country prior to beginning employment then they are not entitled to the tax-break. Further, every employer in the Netherlands must have comprehensive health and safety inventory and plan of action (Called the RI&E) even when employees work from home, and in certain situations, these inventories must be inspected and verified, with a failure to comply resulting in potential fines.



Challenges in Guernsey

Guernsey is the second largest of the Channel Islands and is a British Crown dependency, despite this the Island has many legal and jurisprudential differences from the United Kingdom. An example of how Guernsey differs from the U.K. and Europe at large is that there is no statutory obligation placed on employers to provide employees with annual leave in Guernsey, as no supporting legislation exists (Even Guernsey though the norm is to grant annual leave).

OUR SOLUTIONS



Business structure



DBA registration



Tax registration



Social security



Employment contracts

Plan of Approach

Set up a European entity



A single point-of-contact for all European HR needs

Draft employment agreement



Centralized knowledge and up-to-date information and advice on local European payroll rules/regulations.

Register employees in specific countries



EuroDev minimized the client's corporate and employment liabilities

Set up strategy and recommendations to meet deadlines



Quality & Domestic HR support



The client can focus on its core business

Incorporating multiple compliance regimes

As EuroDev is designed to establish an Employer-of-Record service in Europe for its clients, we also bear the liabilities associated with the regulatory compliance obligations. With such risks, it is paramount to maintain appropriate and up-to-date knowledge and understanding of the various regulations. For this client, setting up in so many countries simultaneously meant that each contract of employment had to comply with the requirements of the host country and as such a common template would not be able to stand up against the required legal scrutiny of each host country.

When expanding to a new country, EuroDev undertakes a contractual obligation with its clients to pay salaries and comply with the relevant local taxation and employment regulations of the selected country, such as leave management, contractual inclusions, or mandatory insurances and social contributions. EuroDev manages and coordinates the registration of its clients in these multiple countries through a professional network of established partners so that no time or money is wasted correcting potential setting-up errors.

Results

Within six months of joining EuroDev, the client has successfully expanded into all of its targeted markets whilst growing its operations in Ireland. EuroDev supported the client by completing the required registrations of the business and social security, negotiated, and drafted contracts of employment compliant with local legal requirements, arranged payrolling benefits, and provided generalist HR advisory services on topics such as leave management, GDPR and corporate headhunting. The client's success in its growth during these uncertain times was facilitated by the fact that they could focus on their core business while EuroDev could handle the various HR-related headaches.

Next Steps

In order to ensure that the excellent growth and success of the client are maintained, we take a number of actions on a regular basis.

The expansion of the client is being maintained with a further five potential candidates in the recruitment pipeline with the goal of ensuring vacancy fulfillment in the first half of 2021.

Any potential new host countries are discussed in length so that the client understands both the opportunities, requirements, and risks of the potential expansion.

Weekly update calls with directors of the client are held so that no issue is overlooked and so that any potential concerns and objectives are discussed. This also keeps the client in the loop on the various HR matters throughout Europe and allows for continuous improvements in our current service delivery.

We have direct contact with the employees on a regular basis to ensure that their interests are addressed and so that they can focus on the core business of the client. This is an especially important step for employees who moved abroad to fulfill the position.

WHY EURODEV?



26+ Years of Experience and Network within the EU markets



Multilingual staff, dedicated to the partner's success



Making the effort to truly understand the client's values and align our internal processes to theirs



Cost-effective solutions to grow the Pan-European presence



European business development experts ranging from Sales to Marketing to HR

WHO WE ARE

Founded in 1996, EuroDev is a business development organization. We assist internationally oriented North American medium-sized organizations that have a strategic focus to expand to the European market.

MEET MONIQUE

Monique Ramondt-Sanders is our executive Vice President of HR Outsourcing and if you are planning your expansion to Europe - this is the contact you are looking for.



m.ramondt@eurodev.com
+31 (0)546 660 000

OUR TEAM

Our team of dedicated, experienced, and multilingual business developers are successfully helping over 500 North American companies.

500+
partners