

## ENTER

You may have understandable concerns about entering a new international market.

How do you establish a local presence? Do you establish yourself as a legal entity or are there other alternative platforms that are less onerous and easier to manage? You will need to consider many aspects, including compliance, tax, office space, recruitment and HR issues and brand reputation if something goes wrong.

With a strong track record of supporting many of the world's leading institutions in complex markets, we take care of your market entry needs ensuring you get results and also have peace of mind.

Our market entry services include:

- Local representation via BaseCamp™
- Identifying institutional, public or private sector partners
- Compliance, finance and tax management
- Company formation and management
- Student recruitment strategy, campaigns and screening
- Agent search, selection and management

### Local Representation

Depending on your objectives, budget and priorities, we can provide a range of easy to implement, compliant and cost effective in-country operating models.

#### BaseCamp™ and BaseCamp Lite

We provide 'in-country' representation to organizations through our BaseCamp™ market-entry platform.

Using BaseCamp™ you can take the first step towards setting up a long-term presence in a new market. BaseCamp™ is fully compliant with local regulations and represents a low risk, cost-effective way of having a local presence in an overseas market. We'll recruit dedicated and sector-experienced local staff to your organization, working under your name from one of our world-class offices around the world. In essence you can build a local operation, free from the governance issues and expense of having to set up a legal entity or having to manage something solo remotely.

Alternatively for an even more cost-effective way to build local understanding, and to develop the market, before making further commitment, you can opt for BaseCamp Lite. This will enable you to secure a local presence but pay only for the level of support that you actually need, delivering sector experienced local staff, who will work to your objectives, supported and driven by us, from one of our world-class offices in the selected market.

## Finding an Institutional Partner

We will identify and select the most qualified partners for your organization to fit your line of business.

Selecting the right channels/partners and managing them effectively can be very difficult in international markets. Understanding local reputations, agendas and capabilities is often fraught with challenges.

Once we have a clear understanding of your goals, our local experts will identify and present a shortlist of potential suitable partner candidates and provide an independent view on their strengths and weaknesses and their likely fit with your institution.

## Compliance, Finance and Tax

Many institutions are unaware of the tax and compliance risks they run when operating overseas.

Our dedicated tax and compliance team will proactively manage your risk in key international markets. Areas our team deal with on a daily basis include the administration of donor gifts, research funding and grants, partnership arrangements, executive education, training, events and sponsorship. Our proactive approach to compliance and tax ensures you can focus on developing your local opportunities without the distraction of having to try and understand and manage all of the local tax, compliance and regulatory nuances.

## Formation and Management of a Local Legal Entity

Establishing the most appropriate local legal entity for your institution internationally and managing the finance and tax implications is a specialist job.

We will tailor the right entity structure for your organization to suit both your current needs and as your institution grows. We act as an extension to your international compliance team, delivering on-going local business support services to ensure that your institution always remains compliant.

## WE DESIGN, IMPLEMENT AND MANAGE LOCAL OPERATIONS

Considering your business objectives in a given market, we present a range of local market entry and expansion approaches to meet your needs.

These may include finding distributors, resellers and franchise partners, to establishing a local part or full time presence via our BaseCamp™ / PEO platform.

Where clients want a more formal local presence, our accounting and financial consulting

team will help structure and establish the right local legal entity, we will identify potential JV partners and/or present suitable organizations for M&A activity and we will manage your local human resources needs, ensuring you are hiring the right staff, compliantly and not overpaying salaries and benefits.

Once we agree the best market entry plan, we'll help you implement it, and as your trusted local partner, we'll be looking after your interests every step of the way.

## ESTABLISHING A LOCAL PRESENCE

International organizations are often unsure of what type of legal entity they should establish in a new market and whether they need one at all. There are understandable concerns about running costs, repatriation of profits, tax, HR and compliance and local management and control issues.

Voluble Inc will present a range of options for establishing a local presence and the associated pro's and con's of each option. We will ensure you establish a compliant in-market presence efficiently and cost effectively. The majority of our clients then continue to use Voluble Inc to provide their on-going local HR, compliance, tax and accounting requirements, minimizing their risk and ensuring peace-of-mind.

## IMPLEMENTATION SERVICES

### Exporting and sourcing

We assess the local market, identify and select the best customers, agents, distributors and suppliers, establish and manage the sales channels and facilitate the entire regulatory and compliance process.

Our unique BaseCamp™ platform goes further and enables you to continuously develop and manage your agent, supplier or customer relationships 'on-the-ground', resulting in improved conversion rates.

We deliver:

- Agent, distributor, customer search and selection
- Partner search, identification and selection
- Due diligence on distributors and partners
- Territory analysis
- Facilitation of meetings and negotiations (in a culture very different to your own)
- Facilitation of terms and agreements
- Compliance, finance and tax

## Local Representation - BaseCamp™

Voluble Inc is the market leader in providing ‘in-country’ local representation.

Our BaseCamp™ platform is an ideal first step towards setting up a long-term presence in the market. BaseCamp™ is fully compliant with all local regulations and represents a low risk, cost-effective market-entry platform.

Under the BaseCamp™ model, dedicated and sector experienced local staff are recruited to your organization, who will work to your objectives, from one of our world-class offices in the selected market. Client objectives vary, from managing local agents and distributors, partner development, brand building and reputation management.

BaseCamp™ enables you to build a local operation, free from the governance issues and expense of having to establish a local, legal entity and the significant tax risk of creating a permanent establishment by hiring individuals directly.

- Dedicated local representative(s) for your business
- World-class office environment
- No separate legal entity is required
- Fully compliant to local/ national regulations
- Voluble Inc local management support
- Finance, tax and accountancy covered
- Payroll and expense management included

## Setting up a legal entity

Voluble Inc will advise on the best legal entity strategy and manage the on-going compliance.

- Compliance advice related to local foreign exchange laws
- Obtaining local registrations, licences and permits from the local authorities
- Setting up a bank account
- Intellectual Property (IP) Protection
- Anti-Trust competition advisory
- Contract law advisory
- Negotiation of agreements
- Corporate governance
- Verification of your local business plan in-line with local parameters (benchmarking salaries, employee demands, office rental, apartment costs, etc.)
- Office premises selection and negotiation
- Recruitment of local staff
- HR advisory including employment contracts, employee handbooks, employee and company rights, holiday and sick pay, etc.
- Set-up/ on-going management of staff payroll
- Relocation, registration and ‘settling-in’ services to your expatriate staff.

### Setting up a franchise operation

Voluble Inc has a strong track record in supporting franchise operations expand into challenging markets.

- Territory identification
- Franchisee search
- Supporting development of terms of agreement sheet
- Negotiation
- Agreement
- On-boarding and implementation support
- Regulatory and compliance support
- Customs, imports and taxation advice
- Repatriation of profits / fees / royalties

### Local manufacture and licensing

Trusted local advice and guidance is needed when considering manufacture or operating under licence in challenging markets.

- Partner identification
- Due diligence
- Terms of agreement
- Negotiation
- Agreement
- On-boarding and implementation support
- Incorporation of the legal entity
- Obtaining local registrations, licences and permits from the local authorities
- Intellectual Property (IP) Protection
- Anti-Trust competition advisory
- Contract law advisory
- Negotiation of agreements
- Verification of your local business plan in-line with local parameters (benchmarking salaries, employee demands, office rental, apartment costs, etc.)

## Entity formation

We will support you to understand the available business vehicles and their applicable formalities; corporate governance structures and requirements; foreign investment incentives and restrictions; currency regulations; and tax and employment issues.

- Incorporation of the legal entity
- Advice on compliance related to local foreign exchange laws
- Obtaining local registrations, licences and permits from local authorities
- Setting up a bank account
- Intellectual Property (IP) Protection
- Anti-Trust competition advisory
- Contract law advisory
- Negotiation of agreements
- Nominee Director and Corporate Secretarial services
- Verification of your local business plan in-line with local parameters (benchmarking salaries, employee demands, office rental, apartment costs, etc.)
- Office premises selection and negotiation
- Recruitment of local staff
- HR advisory including employment contracts, employee handbooks, employee and company rights, holiday and sick pay, etc.
- Set-up and on-going management of staff payroll
- Relocation, registration and 'settling-in' services to your expatriate staff.

## Joint ventures, mergers and acquisitions

Our team has supported many organizations through complex, in-bound mergers and acquisitions. We are widely recognized as a trusted advisor supporting clients from identifying potential targets, due diligence, structuring and closing the deal to supporting post deal merger.

- Brief 3rd parties [eg. clients advisers]
- Identify potential strategic partners
- Qualification & due diligence on acquisition targets
- Negotiation
- Agreement
- Implementation
- Incorporation of the legal entity
- Advice on compliance related to local foreign exchange laws
- Obtaining local registrations, licences and permits from the local authorities
- Intellectual Property (IP) Protection
- Anti-Trust competition advisory
- Contract law advisory
- Post merger integration services

## Finance & Accounting, Payroll & Expense Management

- Day-to-day accounting and bookkeeping
- Setup and management of employee payroll
- Management of all banking activities
- Maintenance of foreign inward remittance certificates, etc.
- Regular accounts reporting (MIS) in client preferred formats
- Preparation of annual financial statements
- Manage and administer all local company taxation requirements
- Setting up insurance policies for the company and its employees
- Payroll services

Management of permanent establishment (PE) risk

## Tax, Compliance & Company Secretarial

Expanding internationally involves adhering to a plethora of new compliance requirements, returns and filings in order to avoid being legally and financially exposed. Voluble Inc will ensure compliance, therefore minimize your risk and provide peace-of-mind.

- Administering annual statutory requirements
- Statutory audit
- Internal audit
- Tax audit
- Financial accounting (inc. UK/US GAAP)

## Staff Recruitment

We identify local talent with the right balance of local knowledge and know how, with the ability of working effectively remotely within a multi-cultural business.

Our recruitment services include

- Management of the search, interview, shortlist and appointment process
- Staff recruitment background checks (criminal, reputation and education)
- Industry benchmarking on salaries, benefits, healthcare and insurance
- Issuance of offer letter and employment agreements
- Provision of employment contracts
- Our services combine initial recruitment with ongoing HR management support taking away the compliance and administrative burden from our clients.

## HR Advisory

Voluble Inc delivers bespoke local HR support to ensure the implementation of best practice and high levels of ongoing employee productivity, satisfaction and retention.

Our HR Advisory services include:

- Employment laws and statutory labor compliance
- Compliance for an employment entry/exit process
- HR policies and handbooks
- Development of privacy and data protection procedures
- Competency framework, staff and leadership training & development
- Organizational structuring, re-structuring and change management
- Cultural training (locally and internationally)
- International assignment, expatriation and repatriation

Our HR Operations services include:

- Management of ongoing HR & employment formalities
- On-boarding formalities and HR induction
- Drafting and provision of employee handbooks, staff policies and company guidelines
- Setting-up of health/life insurance benefits and the management of any claims
- Managing the probation period end and confirmation

Our Employee Relations services include:

- Employee compensation assessments
- Drafting of working terms and conditions
- Development / localization of company policies and procedures
- Performance management and recognition processes
- Grievance and appeals process
- Maintenance of HR records and document management and reporting