

Efficient Cross-Border Mobility Solutions for Mid-Sized Firms

THOUGHT LEADERSHIP

A stylized world map in shades of dark blue and grey. Overlaid on the map are several dashed white lines that form loops and paths across different continents. Interspersed along these paths are location pins; some are white with black outlines, while others are solid pink. The overall aesthetic is modern and tech-oriented.

**GLOBAL
EXPANSION**



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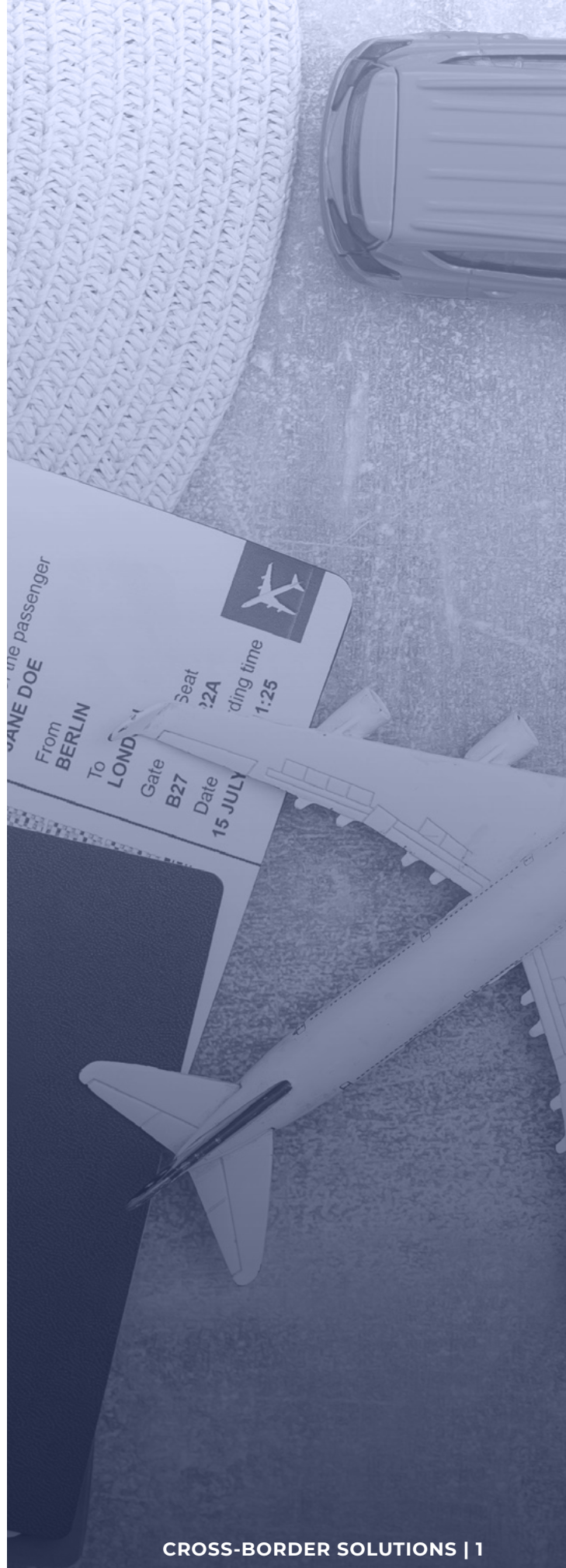
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01

INTRODUCTION

As mid-sized firms compete on a larger international stage, relocating employees across borders becomes necessary. Effective cross-border mobility solutions are crucial for these companies, providing cost-effective and compliant strategies that fit their specific needs.

Discover how to create these solutions, emphasizing affordability, compliance, and flexibility, with support from technical details, case studies, and industry insights.

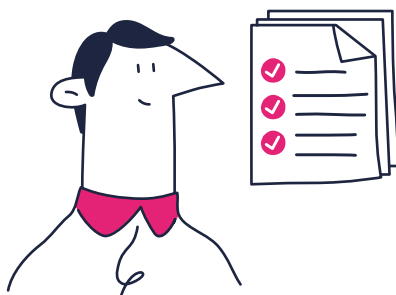


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UNDERSTANDING THE CHALLENGES

Mid-sized firms have unique challenges with cross-border mobility compared to larger companies. They have fewer resources and less infrastructure for managing international relocations.

However, they still need to handle complex regulations, stay compliant, and manage costs. To tackle these issues, they need a strategic approach that uses their resources wisely while meeting company goals and employee needs.



03

COST-EFFECTIVE STRATEGIES

Use Technology

Technology is essential for efficient cross-border mobility management. Software like MoveAssist, Global Mobility Management (GMM) by Topia, and Relocation Online can simplify relocation.

They provide tools for tracking expenses, ensuring compliance, and staying in touch with relocated employees. These platforms offer scalable solutions that grow with the company, maximizing the benefits of technological investments.



MoveAssist: This software helps in tracking relocation expenses, visa and immigration compliance, and provides real-time reporting.



Topia: Offers a comprehensive suite for global mobility management, including tax compliance, expense management, and employee support services.



Relocation Online: Specializes in managing relocation logistics, housing, and settling-in services for expatriates.



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FLEXIBLE RELOCATION PACKAGES

Offering flexible relocation packages tailored to the needs of individual employees can help manage costs effectively.

This could include:

✓ **Lump-Sum Payments**

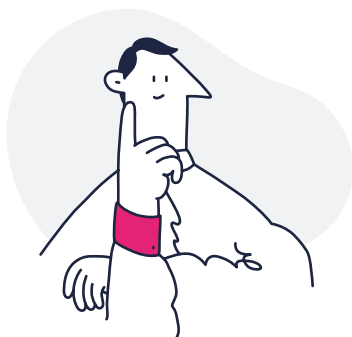
Providing employees with a lump sum to cover relocation expenses allows them to manage their budgets.

✓ **Tiered Support**

Differentiating support based on employee level or role within the company.

✓ **Location-Specific Allowances**

Adjusting packages to reflect the cost of living and specific needs of the destination country.



05

PARTNERING WITH RELOCATION EXPERTS

Outsourcing to relocation service providers can be a cost-effective solution for mid-sized firms. These experts offer comprehensive services, from visa and immigration to housing and schooling assistance.

By outsourcing these complex tasks, companies can ensure compliance and reduce the burden on their HR departments.

Notable providers include:



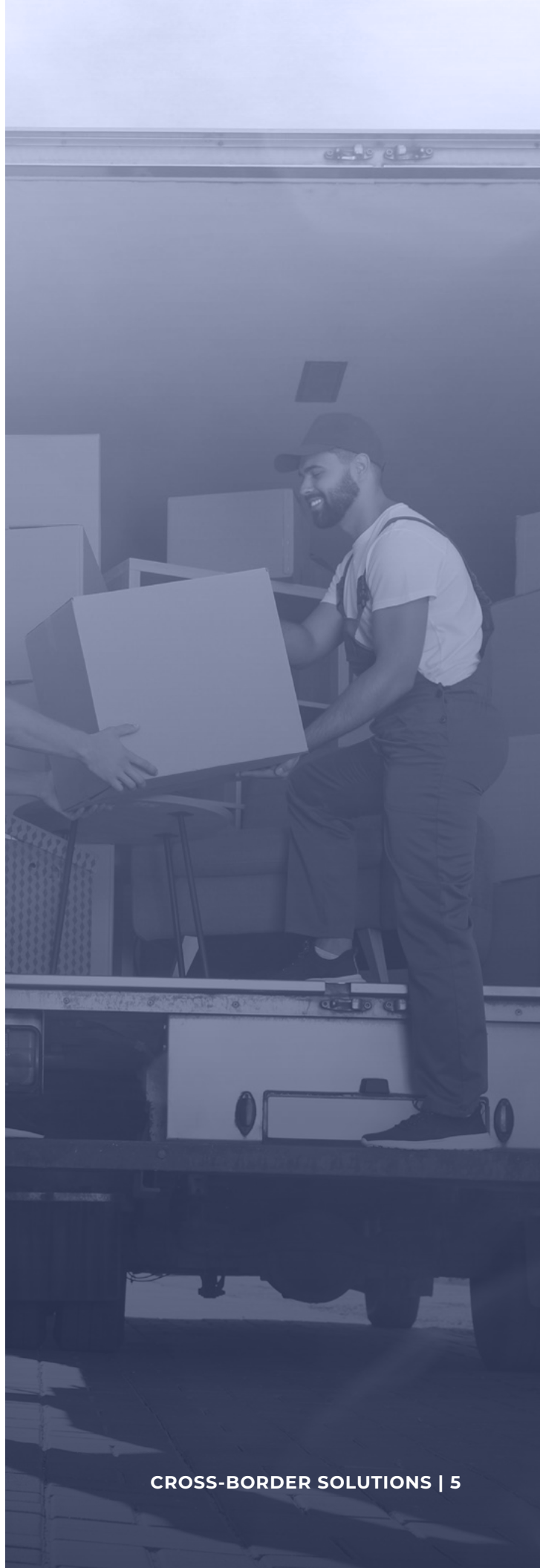
Cartus offers global relocation services, including pre-departure support and destination services.



Graebel provides end-to-end relocation management, focusing on compliance and cost control.



SIRVA specializes in global mobility services with a focus on reducing relocation costs.



06

ENSURING COMPLIANCE

Managing Immigration Laws

Staying compliant with immigration laws is essential for any international relocation. Mid-sized firms need to stay updated on regulations in each country where they operate.

This can be achieved by maintaining a dedicated team or partnering with legal experts specializing in immigration law, such as Fragomen and Berry Appleman & Leiden LLP.

FRAGOMEN

Fragomen: A leading immigration services provider, offering comprehensive support for visa and immigration compliance.

B · A · L

Berry Appleman & Leiden LLP: Specializes in corporate immigration, providing expertise in managing global mobility programs.



TAX COMPLIANCE

International assignments can trigger complex tax obligations. Companies should work with tax advisors to develop strategies that minimize tax liabilities and avoid double taxation.

This includes understanding:

- ▶ Tax treaties
- ▶ Expatriate tax equalization policies
- ▶ The implications of long-term versus short-term assignments



KPMG's Global Mobility Services

offers tax compliance and advisory services for international assignments.



PwC's Global Mobility Services

provides comprehensive tax planning and compliance support for cross-border relocations.



HEALTH AND SAFETY REGULATIONS

Ensuring the health and safety of relocated employees is both a legal and moral duty. It's important to understand the host country's health and safety rules and provide the needed training and resources.

This includes:

- ▶ Health insurance
- ▶ Emergency evacuation plans
- ▶ Access to local healthcare facilities



International SOS offers health and security services, including emergency evacuation and medical assistance.



Cigna Global provides comprehensive health insurance plans tailored for expatriates.



09

ADAPTING TO CHANGE

Continuous Learning and Development

The international business landscape is constantly evolving. Continuous learning and development programs can help employees stay informed about new regulations, cultural nuances, and best practices in cross-border mobility.

Companies like LinkedIn Learning and Coursera offer courses that can help employees and HR teams stay updated.

LinkedIn Learning

LinkedIn Learning provides a range of courses on international business, compliance, and cultural training.

coursera

Coursera offers specialized programs in global mobility, international law, and business strategy.



10

FEEDBACK AND IMPROVEMENT

Regular feedback from relocated employees provides valuable insights into the effectiveness of the company's mobility solutions.

Establishing channels for employees to share their experiences and suggestions can help mid-sized firms make continuous improvements to the relocation process.



Pulse Surveys: Using tools like SurveyMonkey or Qualtrics to gather feedback from expatriates.



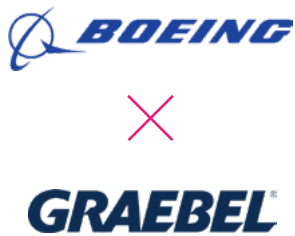
Employee Forums: Creating platforms where relocated employees can share their experiences and best practices.



CASE STUDIES

**Case Study 1: Cartus and Adobe Systems**

Adobe Systems partnered with Cartus to manage its global mobility program. By leveraging Cartus's expertise, Adobe was able to streamline its relocation processes, improve compliance, and reduce costs. The partnership allowed Adobe to focus on core business activities while ensuring a smooth transition for its employees.

**Case Study 2: Graebel and The Boeing Company**

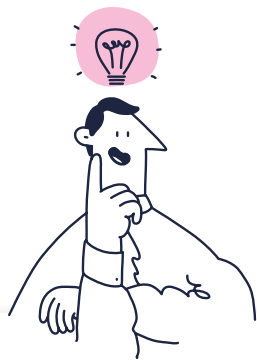
Boeing collaborated with Graebel to optimize their employee relocation program. Graebel's comprehensive services, including immigration support and expense management, helped Boeing achieve significant cost savings and enhanced compliance with international regulations.

**Case Study 3: SIRVA and Siemens**

Siemens worked with SIRVA to manage their global mobility needs. SIRVA's end-to-end relocation services enabled Siemens to offer tailored relocation packages, ensuring high employee satisfaction and effective cost control.

CONCLUSION

Mid-sized firms need efficient cross-border mobility solutions to stay competitive. By using cost-effective strategies, ensuring compliance, and staying adaptable, they can manage international relocations well. Tailored solutions that address the specific needs of mid-sized firms lead to smoother transitions, happy employees, and a stronger global presence.



For Further Reading

Explore resources from the Worldwide ERC (Employee Relocation Council) and the Society for Human Resource Management (SHRM) on best practices and trends in global mobility.





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