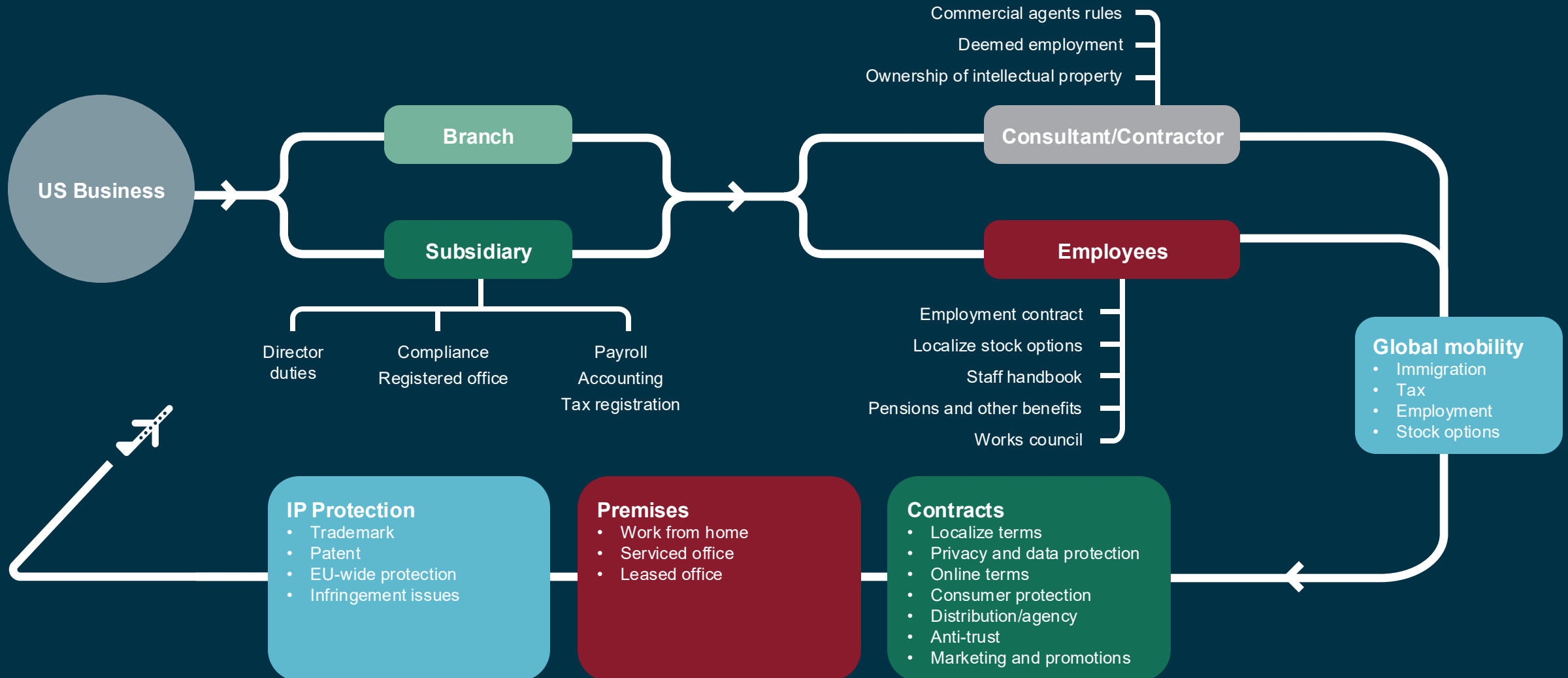


Growing your business internationally

Key considerations for expanding your operations



Issues to consider when doing business and growing in international markets

Area of focus	Precipitating event	Issues and solutions
Selling Overseas	Advertising, marketing and promotions Reseller agreements Localizing contracts and online TOS Regulation relevant to specific products and industries	Review of advertising and promotional materials for compliance Review agreements and competition law applicability Review of B2B contracts and website review for B2C companies Product liability, consumer protection regulations, payments regulations
Data Privacy	Transferring, storing and/or processing personally identifiable information	Review of internal company processes and procedures along with agreements and terms of service for compliance with EU regulations
Protecting IP	Transferring or creating IP Licensing IP	Register IP, brand protection Review of licensing agreements
Real Estate	Leasing serviced office or co-working space Moving and/or leasing office space	Legal review of the licence terms Negotiation of a lease
Managing People	Hiring contractors or employees Ongoing employee issues Offering stock options HR compliance	Localized agreement HR advice toolkit (resignations, terminations, change of status, general guidance, checklists, dealing with works councils) Set up EMI or unapproved options plan Employee handbook, pension registration and health & safety policy
Immigration	Regular business trips across borders Sending employees to work in the market	Business visitor visa Sponsor licence and inter-company transfer visa
Tax	Selling goods/services Meeting revenue threshold Intercompany agreement Sending employees into the market	Transfer pricing, VAT, international tax structuring Compliance with OECD regulations Annual review as business grows Global mobility: secondment letter, personal and corporate tax, stock options
Corporate	Entity corporate governance Acquiring an overseas company or business	Company secretarial service Transactional advice
Litigation	Involvement in a dispute	Advice on dispute resolution or conduct of litigation
International Expansion	Expanding into a new country/market	'In a Box' setup packages across Europe and Asia

International Expansion in a Box 2.0

Osborne Clarke's International Expansion in a Box 2.0 covers the broad range of legal issues you may encounter after you've established operations in a new market and begin trading. With a dedicated team of international expansion specialists, along with deep technical experts across Europe and Asia, Osborne Clarke is the ideal partner to support your international growth strategy. Osborne Clarke established its first US office over 20 years ago and during that time has worked with over 1,000 US companies on their expansion into Europe, Asia and beyond. We prepare project fees for accurate budgeting and deliver advice in a practical and commercially focused manner, aligning us as your trusted advisor in international markets.

If you want to hear more please contact us using the details on the next page.



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talented lawyers

working with

300+

expert partners

in

25

international locations*

advising across

8

core sectors

with insight into

3

transformational trends

driven by

1

client-centred approach

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Germany: Berlin, Cologne, Hamburg, Munich

Italy: Busto Arsizio, Milan, Rome

The Netherlands: Amsterdam

Poland: Warsaw

Spain: Barcelona, Madrid, Zaragoza

Sweden: Stockholm

UK: Bristol, London, Reading

USA

New York, San Francisco

Asia

China: Shanghai

India*: Bangalore, Mumbai, New Delhi

Singapore

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