



SAFEGUARD
GLOBAL

SAFEGUARD GLOBAL EBOOK

The HR Playbook for International Expansion

How to Recruit and Hire Globally with a Focus on
Compliance, Risk Mitigation, and Scalable Growth



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00 Introduction

Introduction

Global expansion may take many forms, but no matter the method, expanding your workforce into a new country is always a multistep process. You need to find and hire the right talent in the right markets to fuel growth.

Safeguard Global's more than 17 years' experience in global workforce enablement gives us special insight into hiring worldwide. In this guide, we'll be looking at issues surrounding recruitment, hiring, onboarding, and the ongoing management of employees in new countries. By better understanding these challenges, you can better prepare yourself for expansion, no matter what new country you'd like to expand into.

Finally, we'll examine how a global workforce enablement partner like Safeguard Global can help mitigate risk, support your new employees better, and make expansion into a new region go smoothly.

One of the biggest challenges in hiring in a new country is making sure you're legally compliant with local laws and regulations in that area. A workforce enablement partner like Safeguard Global can help.



Safeguard Global has more than 17 years experience in global workforce enablement.

01 Recruiting

CHAPTER ONE

Recruiting

Sourcing talented candidates to meet your specific needs takes extra care when you're searching in unfamiliar foreign markets. First, you need to be certain that you're hiring in the right countries for your organization. Then, you need to ensure you're ready to conduct interviews and hire in that market.

By using a Global Recruitment specialist like Safeguard Global, you can get guidance on candidate availability in your target country, both from a skill and a population perspective. Or, you can get expert advice on which countries might be best to hire from given your organization's needs.

Does your target market have the talent you need? Could you benefit from cross-border remote talent? A global recruitment partner can answer all of these and more.

BRIDGES BECOME BORDERS



CHAPTER ONE

Candidate interviews

Candidate interviews can be one of the most difficult parts of hiring in a new country. Luckily, an workforce enablement partner like Safeguard Global can make this work much easier, helping to marry the candidates' expectations with those of your organization. Here are some considerations to take in mind when conducting interviews in a new country.

Speaking the same language. Using a local partner ensures that candidates are being interviewed by someone who speaks their language and can effectively communicate things like skill assessments or other requirements.

Staying compliant. Many jurisdictions don't allow asking candidates certain questions during the interview process. A local recruiting partner can ensure you stay compliant with local laws.

Cultural expectations. Understanding cultural expectations is perhaps the most difficult part of the process of interviewing candidates in a new country. Local partners ensure you don't make a misstep.

CHAPTER ONE

Making a competitive job offer

A competitive compensation package makes sure your offer is compliant with local laws as well as on par with the cultural expectations of that region. Two areas that a recruitment partner can help you stay knowledgeable about are:

Wages and incentives

The average salary or hourly wage varies not only by country, but by region in that country. Additionally, you may need to consider incentive structures or bonus programs, particularly if the roles you're hiring for are instrumental in helping to support your global growth.

Benefits

When offering a compensation package, it should include benefits mandated by the laws of that area as well as perks considered attractive by local norms. Sometimes, you may have to offer benefits to workers even if they're not full employees.

BRIDGES BECOME BORDERS



02 Hiring

CHAPTER TWO

Hiring

Just like recruiting, hiring in new international markets requires expert knowledge of local requirements and worker expectations. Areas to keep in mind when it comes to hiring include worker classification, employment contracts, and benefits and entitlements.

A black and white photograph of a man and a woman in business attire. The man, on the left, is wearing a dark suit, white shirt, and patterned tie. He has short dark hair and glasses. The woman, on the right, is wearing a light-colored blazer over a white shirt. She has dark curly hair pulled back and glasses. They are both looking down at a tablet computer held by the man. The woman's hand is on the tablet screen. The background is plain white. A thick yellow horizontal bar with rounded ends is positioned across the middle of the image, partially obscuring the man and woman. Below this bar, a dark purple horizontal bar with rounded ends contains the text "BORDERS BECOME BRIDGES" in white capital letters.

BORDERS BECOME BRIDGES

CHAPTER TWO

Worker classification

When it comes to worker classification, mistakes don't often turn into happy accidents. Misclassifying foreign hires could result in penalties and fines, so it's critical you understand the local rules for different worker types. Even when you've accurately classified an independent contractor, you may still be compensating them incorrectly or mistakenly denying them benefits they're entitled to.

A global workforce enablement partner like Safeguard Global can help you employ your workers in full compliance, whether that means guiding you through Legal Entity Setup, working as your Employer of Record (EOR), or providing solutions for Contractor Management.

530 milion

The jaw-dropping amount Nike may owe adter misclassifying workers across the U.S, U.K, Belgium and the Netherlands

10 years

The length of time employers could be banned from hiring independent contractors in France.

250-5000x

MINIMUM WAGE

The amount Mexico may fine you for misclassifying even one employee.

IN THE NUMBERS



CHAPTER TWO

Employment contracts

Local employment laws — and sometimes, collective bargaining agreements — determine what an employment contract should include and how it must be communicated or administered.

Common employment contract information includes:

- Compensation
- Bonuses
- Compensation
- Probationary periods
- Termination information, including severance

However, requirements vary widely by jurisdiction. A global hiring partner can advise you on the nuances of contract requirements in your target market.

CHAPTER TWO

Benefits and entitlements

Employee benefits and entitlements vary from country to country. While some may be considered perks by employees, others are legally mandated. Some things to consider as you account for social contributions for your international hires include:

- Sick time
- Parental leave
- Vacation time
- Health coverage
- Pensions or other retirement funds

03 Onboarding and Beyond

CHAPTER THREE

Onboardng and Beyond

The only thing better than an efficient recruiting process is an efficient onboarding process. Working with a partner who can onboard your workers after they've been recruited can help make the international hiring process even easier.

With an all-in-one solution like Safeguard Global, you can not only recruit and onboard workers from countries worldwide, you can use our Global Pay solution to make paying them easier. We also offer Employer of Record (EOR) and Legal Entity Setup, which can help you stay legally compliant in countries around the globe.

Partnering with a provider that can go beyond recruitment — and help you hire, onboard, pay, and support your people — can make the transition more seamless for both you and your employees.



BRIDGES BECOME BORDERS

CHAPTER THREE

Local employee support

If you're hiring workers in another country, it's important to provide HR support in the local time zone, from people who speak the local languages.

Local support not only helps new workers feel connected to the larger global organization, but also helps ensure they have what they need to be successful in their roles. At Safeguard Global, our in-country HR pros also make sure local holidays and other cultural touchstones are recognized.

BORDERS BECOME BRIDGES



CHAPTER THREE

Ongoing management and administrative help

If you're working with a workforce enablement partner, you may want to seek out one that offers a technology platform to help you manage your international workforce. Workforce management platforms can help you do things like set up new hires, automate paperwork, manage expenses, track employee time and attendance, and gain insights from analytics. When you have workers from multiple countries, this becomes essential not only for streamlined management, but to ensure you're compliant with privacy laws and other local regulations.

04 Workforce enablement partners

CHAPTER FOUR

Workforce enablement partners

Whether you want to hire in a new market, learn more about which countries are best for global hiring, or ensure that your global recruitment is conducted legally and in-line with local expectations, a workforce enablement partner like Safeguard Global can help. Contact us today to get started.

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COUNTRIES

Expand almost anywhere
in the world

100%

COMPLIANCE

Let us take on the risk

500+

IN-HOUSE EXPERTS

Get local expertise around
the globe

IN THE NUMBERS





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Safeguard Global enables global expansion without the risk. As a pioneer in global workforce enablement and Employer of Record (EOR) services, Safeguard Global helps organizations quickly and compliantly recruit, hire, pay, and manage teams in nearly 190 countries, without establishing legal entities. The company's technology platform is backed by over 400 experts working in 65+ countries who deliver human support when it matters most. With a breadth of global workforce solutions that also includes HR, benefits, accounting, legal, visa and immigration, and tax services, Safeguard Global guides customers with the expertise and support they need to scale faster and hire smartly around the globe — wherever they are in their expansion cycle. At Safeguard Global, borders become bridges.

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