



Q2 2024

# Our quarterly wrap-up!

As we wrap up Q2, we're proud to celebrate some significant milestones over the last few months. We were honored with the *Emerging Firm of the Year* title at the Xero Ireland Awards and participated in major events like *SaaSiest* in Malmö, *XeroCon* in London and *SelectUSA* in Maryland. Plus, we hosted a Harvard Alumni event, diving deep into cross-border business expansion. These experiences have strengthened our global presence and provided valuable insights. Join us as we take a moment to reflect on the highlights of Q2 and upcoming endeavors!

If you are viewing this on mobile, you can also read this newsletter on our website [here](#).

## EVENTS

### Out & about.

#### A SUCCESSFUL WEEK AT SELECTUSA!

Our team had an incredible experience at the **SelectUSA Investment Summit** last week in National Harbor, Maryland! As one of the largest events aimed at Foreign Direct Investment in the U.S., it was a great opportunity to connect with expanding companies and founders from around the world.

We were thrilled to have Sims Tullos represent us during the Market Entry Panel Session. During her session, Sims shared her extensive experience guiding international companies expanding into the US market. You can preview some of the insights she shared in [this article](#).



SAASIEST



XEROCON

#### SAASIEST 2024 WAS A BLAST!

In April, we attended **SaaSiest** in Malmö, Sweden! This large-scale B2B SaaS event was impressive, and catching up with our clients in person was wonderful! Now, we're excited to sponsor *SaaSiest Amsterdam* this October! Don't miss out – register [here](#).

#### EXPLORING NEW TECHNOLOGY AT XEROCON LONDON!

Our team checked out the latest product innovations that Xero has to offer during *XeroCon London*, earlier this month. We gained hands-on insight into Xero tools, workflows and AI to help #simplifybusiness for our growing client portfolio.

# Amesto Global + Harvard University Alumni: insights on cross-border business expansion & investment.

In May, we hosted an engaging Harvard University Alumni Event at our Midtown Manhattan office! In partnership with the *Harvard Law School Association* of New York City and *Harvard Alumni Entrepreneurs*, we enjoyed a great turnout for an insightful discussion on cross-border business expansion and investment.

Moderated by our Partner, Oonagh, the event featured expert law panelists, including Miguel Angel Zapatero of *Crossmint*, Carolina Trejos Robledo of *Cuatracasas*, Radhika Bora of *Troutman Pepper* and Everett Carbajal of *The Carbajal Law Firm, P.C.*

Discussion topics ranged from assisting US companies expanding into Europe and vice versa, to global expansion case studies and cross-border investment facilitation as well as cross-border tax considerations. It was a fantastic evening filled with valuable insights, and we're looking forward to our next event!



## WE'VE PARTNERED WITH OYSTER HR!

We have recently teamed up with **Oyster HR** as our trusted *Employer of Record* (EOR) provider. This collaboration is geared towards streamlining business operations for our community contacts and clients. In today's globalized world, businesses frequently expand beyond borders without establishing a local presence.

That's where Oyster steps in as our EOR provider, enabling us to offer dynamic international expansion solutions that ensure seamless operations worldwide.

## IN THE NEWS

# We've been named 'Emerging Firm of the Year' at this year's Xero Ireland Awards!



We're proud to announce that Amesto Global has received this award at Xero Awards Ireland 2024, held at Anantara The Marker Dublin on April 18, 2024.

Central to our success with Xero is our *Director of Finance & Operational Excellence*, Conor McFadden, a certified *Xero Advisor* since our inception in 2018. Conor's leadership, alongside the dedication of our talented team, has been pivotal in achieving this significant milestone.

**"We're honored to receive the 'Emerging Firm of the Year' award at the Xero Awards Ireland 2024. This recognition highlights our dedication to leveraging technology and delivering exceptional service to our clients."**

– Conor McFadden, *Director of Finance & Operational Excellence*

# Navigating the US market: insights from BlueRock and Amesto Global.

Over the past few months, there has been a noticeable surge in interest regarding US market entry, particularly from Australian-headquartered businesses. To address this growing demand, we've collaborated closely with our Australian-based partner, **BlueRock**, to pool our collective insights. Together, we aim to equip international business owners with the necessary knowledge and strategies to successfully navigate the intricate landscape of the US market.

Understanding the unique complexities of the US is paramount. With 50 individual states, each boasting its own distinct culture, compliance requirements and market dynamics, thorough market research is essential. This includes identifying target audiences and pinpointing their locations across different states. Additionally, critical steps such as selecting the appropriate business structure, setting up a US bank account, and managing payroll must be meticulously executed. Our partnership offers comprehensive support to ensure that



businesses can confidently establish operations in the US market and thrive.

From incorporating a business to strategically hiring and managing a distributed workforce, our collaboration with BlueRock streamlines the process for international business owners. Together, we provide tailored solutions and expert guidance to navigate the complexities of US market entry.

For a deeper dive into our collaborative approach and detailed strategies, read the full article [here](#).

## US MARKET TIPS

### Preparing for a successful US Market Entry strategy?

**Some tips on how to avoid potential hurdles.**

**Do: Establish a strong operational infrastructure with expert guidance to navigate the complexities of the US market entry process.**

Establishing a strong operational infrastructure is vital for navigating the complexities of entering the US market. With guidance from experienced professionals, such as those at Amesto Global and BlueRock, and tax advisors, businesses can streamline processes, comply with regulations and efficiently manage tasks like entity incorporation, payroll setup and employee benefits. This

Want to dive deeper into the key considerations for doing business in the US? Our comprehensive guide aims to equip you with the operational knowledge needed to navigate the intricacies of the US business landscape successfully. Read more [here](#).

proactive approach not only ensures compliance but also sets the stage for a smooth and effective entry into the US market, laying a solid foundation for future growth.

**Don't: Rush into expanding into the US market without considering the intricacies of state-specific regulations and market nuances; thorough preparation is crucial to avoid costly setbacks.**

While the allure of the US market is undeniable, it's imperative for businesses to resist the temptation to rush into expansion without proper preparation. Each state in the US has its own set of regulations governing everything from taxation to employment law, and failing to understand and comply with these regulations can lead to significant legal and financial consequences. Moreover, consumer preferences and market dynamics can vary widely from one state to another, making it essential for businesses to tailor their strategies accordingly. By taking the time to thoroughly research and plan their entry into the US market, businesses can mitigate risks, identify opportunities and position themselves for success in this competitive landscape.

OUR TEAM

## Outdoor seating.



As the days grow longer and warmer, we've taken full advantage of the sunshine and have begun to take our team gatherings outside.

SUCCESS STORY

## Amesto Global + HaloCRM: transforming client management and workflow efficiency.

As our international client portfolio expanded, the challenges of managing inquiries through traditional methods like email and spreadsheets became increasingly apparent. Recognizing the urgent need for a more efficient and scalable solution, we embarked on a quest to find a platform that could seamlessly adapt to our evolving needs. Enter **HaloCRM**. With standardized workflows and a user-friendly interface, we streamlined our processes and enhanced productivity with HaloCRM.

Working closely with the HaloCRM team, our EMEA Payroll Manager, Nicole Hinrichsen, played a pivotal role in ensuring that our specific requirements were not just met, but exceeded. Her collaboration with the HaloCRM team ensured that every aspect of our operations was considered, resulting in a bespoke system that aligned with our needs.

**"What I have been most impressed with is that the team at HaloCRM genuinely want to work with you, to support you, to build a product that works for you, and the care given feels like a true partnership rather than HaloCRM just being a service provider to us."**

– Nicole Hinrichsen, *EMEA Payroll Manager*



We are excited to share our journey as a featured client of HaloCRM. Explore the full case study [here](#) to see how our partnership helped us overcome challenges and achieve higher levels of efficiency and client satisfaction.

Interested in learning more? Reach out to [globaloperations@amesto.com](mailto:globaloperations@amesto.com)



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