



As we close out 2024, it's been a quarter full of key milestones. From sharing insights at the *Xero Talks* in Limerick to gathering our leadership team in Costa Brava for a strategic offsite, we have been focused on growth and collaboration. We also partnered with Clark-Esposito Law Firm to dive into key compliance considerations for businesses entering the US market and rolled out our new *Meet the Founders* series, spotlighting our origin story. To top it all off, we're proud to be included in *Ireland Inc's 250 Index*, marking a significant achievement for Amesto Global. Thank you for being part of our journey—here's to what's next in 2025!

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

## Out & about.

### SHARING KNOWLEDGE AT XERO TALKS LIMERICK

Last week, our *Director of Finance & Operational Excellence*, Conor McFadden FCA, took the stage at *Xero Talks Limerick* to share his insights on leveraging Xero for global business scaling.

He also shared valuable experiences from our clients' growth across multiple countries, highlighting the critical role of Xero Practice Manager in fostering effective and flexible collaboration.



### STRATEGY & GROWTH: COSTA BRAVA LEADERSHIP OFFSITE 2024

This fall, our leadership team gathered in Costa Brava for our first-ever Leadership Offsite. With a diverse group of leaders from across 10 nationalities and three countries, this was a special opportunity to come together in person.

We spent valuable time sharing insights, collaborating on strategies and setting the course for the year ahead. The offsite provided a chance to strengthen our connections and reinforce the collaborative culture that supports our global success. We left with a clear direction and a renewed focus for the months to come.

**Together, we grow!**



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# Key import and export compliance considerations for successful US market entry.

The US market holds vast potential, but for international businesses, stepping onto American soil is more than a new chapter—it's a leap into a highly regulated and strong lawsuit environment. Understanding the legal details can mean the difference between success and setbacks. To help businesses navigate these challenges, our *Founding Partner*, Armin Kirchner, recently spoke with Deanna Clark, Esq., *Founder and Managing Partner of Clark-Esposito Law Firm*, about the critical import and export compliance considerations when scaling in the US.



**Clark-Esposito Law** specializes in helping international companies mitigate regulatory risks while maximizing growth opportunities. Read on for essential legal insights for businesses expanding into the US.

## LEGAL ASPECTS OF US MARKET ENTRY: WHERE TO BEGIN?

**Armin:** As companies look to expand into the US market, it's easy to focus on the exciting opportunities—new customers, broader reach and potential growth. However, some may overlook the crucial legal considerations that lay the groundwork for a successful expansion. With complex federal laws and regulations to navigate, businesses must understand the legal framework before they can move forward. **What legal aspects should companies be thinking about when it comes to entering the US market, especially when they are importing goods from overseas?**



**DEANNA CLARK, ESQ.**

*Managing Attorney  
at Clark-Esposito  
Law Firm, P.C.*

Answered by **Deanna Clark, Esq.** – *Managing Attorney at Clark-Esposito Law Firm, P.C.*

As a starting point, it is crucial to consider how your product itself is regulated within the United States. As with any product, if it does not meet these basic domestic regulations, you are going to have compliance issues, whether at the border or with regulators in the US marketplace. This can include a variety of both mandatory and prohibited consumer product label content, which depending on the product, may be regulated by more than one agency, such as the **U.S. Food and Drug Administration** and the **U.S. Federal Trade Commission**, who regulate some aspects of product labeling for virtually all consumer products in the US. This may also include prohibited ingredients in foods, packaging regulations, domestic permitting and licensing, and so on. Always begin with asking the question, "how is my product regulated in the destination market?"

Second, there may be (and often are) some specific requirements that apply only to imports in a particular product category. For example, for foods, the first thing that comes to mind is the **Foreign Supplier Verification Program**, or FSVP, which is a robust FDA compliance mechanism to ensure that foods imported into the US are manufactured abroad under acceptable health and safety standards. Consider also the importer permit required for most alcohol and tobacco importers by the **U.S. Alcohol and Tobacco Tax and Trade Bureau**, and the requirement that the company maintain a legal entity and a physical facility within the US. These are examples of special regulations which apply only to the imported versions of consumer products.

Finally, a business seeking to expand into the US marketplace will need to understand their import compliance obligations. Make no mistake, if importing into the US is a frequent or core component of your business, establishing a robust internal **import/export compliance program** is essential. Importing is complex, and compliance is often monitored by multiple agencies with the authority to turn your goods around at the border and send them back to their country of origin. For example, consumer goods regulated by the FDA face dual scrutiny; while Customs inspects the shipments, FDA agents stationed at ports of entry also examine FDA-regulated products for compliance. These agents have the authority to reject any non-compliant goods, potentially disrupting your supply chain and market entry plans.

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**Armin:** A common pitfall for companies entering the US market for the first time is focusing too heavily on the logistics of exporting products, without fully understanding the critical regulatory requirements that must be met from the outset. Compliance isn't just a step to take after entering the market—it's essential from the moment products are shipped. **With that in mind, what are the US compliance requirements for products at the time of export?**

**DEANNA CLARK, ESQ.**

*Managing Attorney  
at Clark-Esposito  
Law Firm, P.C*

Advance preparation is crucial. All imported goods must comply with US laws at the time of importation, so exporters must identify and implement all applicable US regulatory requirements before shipping. This includes ensuring the product and its packaging meet standards, such as permanently marking the product or packaging with its country of origin, well in advance of departure.

With respect to goods, these must be in a compliant state and accurately reported at the time of export, as US Customs requires an importer to submit advance reporting before an exported shipment ever leaves the foreign port. Recognizing that your goods are of no use to you if they are detained in a Customs warehouse upon arrival, or worse, rejected outright, this is where your product-specific advance compliance work pays off. At the time of export, you should have confidence that the products themselves are US market-ready, that your product labels are compliant and that all other US-side considerations are in order...

Read the full interview [here](#).

#### INTERNATIONAL EXPANSION TIPS

## Ready to expand to the US? Some key site selection tips...

One of the major challenges our clients face when setting up in the US is selecting the right location. From choosing the right state for these operations, to leveraging available economic development incentives, the process can be equally challenging.

We recently sat down with the site selection experts at **KSM Location Advisors (KSMLA)** to learn more about how KSMLA is providing companies with the guidance they need to make informed location decisions.

### **Do: Leverage Economic Development Incentives.**

When selecting a site in the US, one of the key factors to consider is the availability of economic development incentives. These incentives, such as tax credits, grants and other benefits, vary significantly between states and regions. Taking full advantage of these opportunities can substantially reduce your upfront costs and improve the overall feasibility of your expansion. Ensure you research the specific incentives offered in different states to identify the most advantageous location for your business.

### **Don't: Overlook the Long-Term Impact of State and Local Regulations.**

While immediate cost factors are important, don't overlook the long-term effects of state and local regulations. Different states have varying laws regarding labor, environmental standards and business operations that can significantly impact your costs and growth trajectory. Understanding these nuances before finalizing a location is crucial for mitigating risks and avoiding unforeseen challenges down the road.

Want to dive deeper into KSM's insights on selecting the right site in the US market? Check out our recent blog article: [here](#).



#### IN THE NEWS

## We are featured in this year's Ireland INC US 250 Index!

We are honored to be featured in the Ireland INC US 250 Index 2024! This report highlights top Irish companies driving growth in the US, and we are proud to be part of this story.

Read more [here](#).

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OUR TEAM

## Holidays around the globe.



From brewery tours to carousel rides, crafting signature scents and basketball games, our holiday celebrations have been as diverse as our team! Bringing everyone together from Barcelona, NYC and Limerick has made this season all the more special.

OUR STORY

## A relationship-driven approach: the story behind Amesto Global.

Every company has a beginning, and ours started with a vision to provide growing businesses with straightforward, practical support. In our new mini-series, *Meet the Founders*, Armin and Oonagh reflect on the journey that inspired them to create a boutique professional services firm tailored to the unique challenges of scaling internationally.

Having spent years in larger organizations, both founders witnessed a growing gap between service providers and their clients. Oonagh explains, "In a large firm, as you move up the chain, you get further away from the clients. I wanted to be closer—to see their journey and help them realize their goals."

Armin shares the same drive, adding, "We wanted to move away from being consumed by internal processes and focus on building long-term relationships with our clients. They don't need lengthy explanations—they need practical, timely guidance."

In a fast-evolving industry, Amesto Global has embraced technology to stay ahead, integrating automation to streamline processes and free up time to add real value. Yet, at the heart of the business lies a simple truth: "It's a relationship business,"



says Oonagh. "People want to work with people."

This commitment to clear guidance, personalized solutions and genuine relationships forms the foundation of Amesto Global. Learn more about how our approach helps businesses thrive internationally in our [Meet the Founders](#) series.

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

