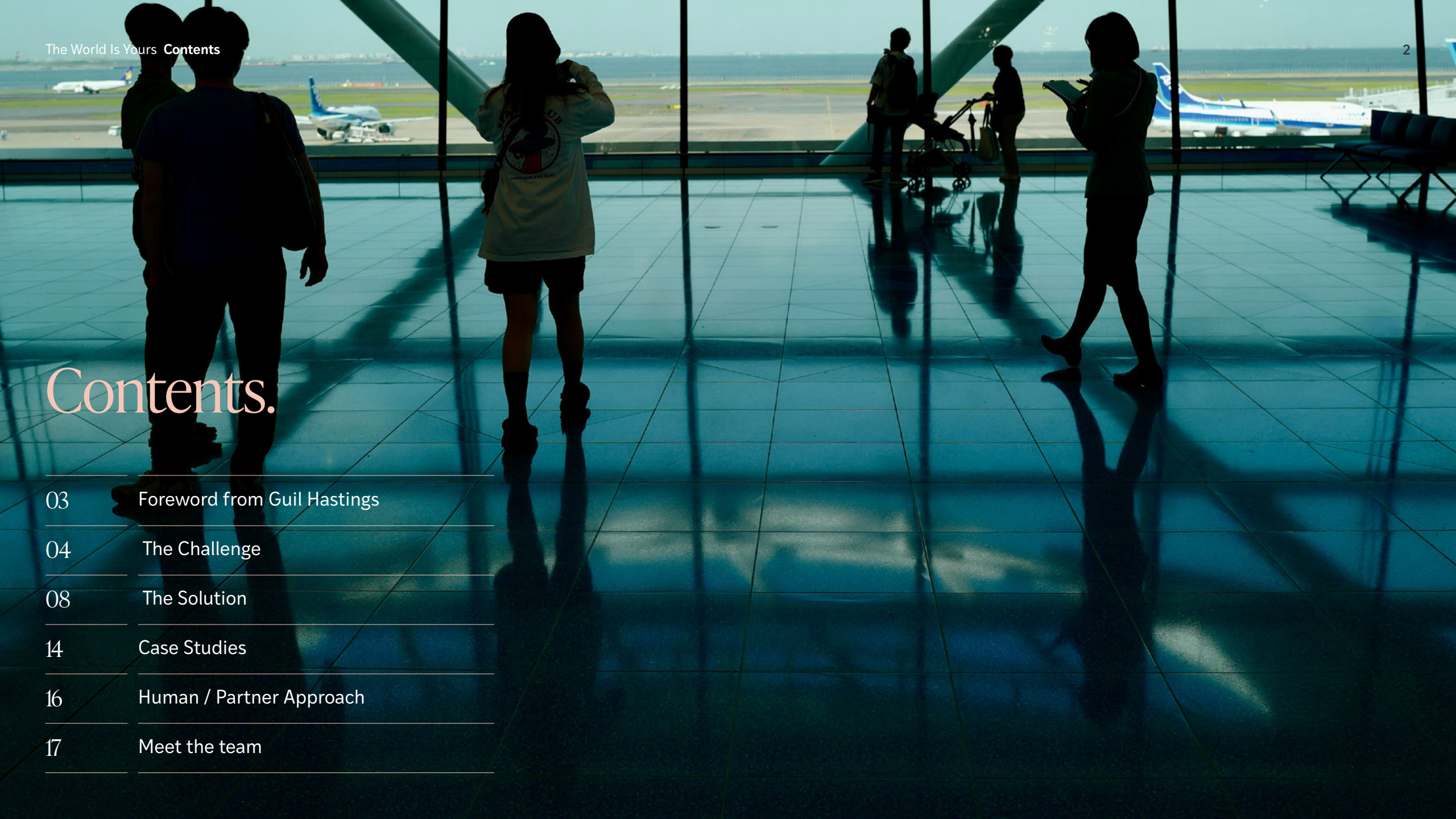
The World Is Yours.

Discover how we can help you accelerate global expansion with strategies and structures to employ talent – wherever it matters most to your growth.

TOPSOURCE
The World Is Yours



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Foreword from Guil Hastings

When your talent pool is global, your potential is unlimited.

Turning this potential into sustainable growth isn't easy. International expansion presents a whole range of exciting opportunities, but also complex decisions, local nuances, and significant risks.

Between 2015 and 2023, an estimated 85% of the revenue growth in FTSE 350 companies came from foreign markets.[1] This growth in global diversification is something we're seeing first hand at TopSource, with more and more businesses seeking our help to enter new international markets and scale their global presence. This is not only to access new customers, but also to hedge against domestic market fluctuations, and take advantage of global supply chains and talent pools that make their operations more flexible and resilient.

[1] McKinsey analysis based on Capital IQ data, March 2024
[2] Unleashing UK businesses' international growth potential', Santander UK 2023

And it's not just large companies. For UK small and medium-sized businesses, it's been estimated that global expansion represents a massive £93.5 billion revenue opportunity.[2] And with tools and strategies more accessible to facilitate international expansion, it's become possible for companies of all sizes to pursue this potential.

That said, breaking into new international markets is rarely straightforward. Whether you're hiring your first international employee or scaling across multiple regions, the challenges are considerable. From navigating data privacy regulations like GDPR to correctly classifying workers and making the right contributions, the complexities can quickly add up. And since no two companies follow the same journey, there is no one-size-fits-all blueprint for success.

With more ways than ever to build global teams, at every stage of your globalization journey, you'll face critical decisions about your people:

- Should you move existing employees or hire locally?
- What are the local HR laws and compliance risks?
- How do you build competitive, compliant compensation packages?

Selecting the optimal approach takes more than smart technology and automation. You need to:

- Benchmark local talent markets
- Navigate tax rules, cultural standards, and labor laws
- Choose the right structure (EOR vs. legal entity)
- Align global strategy with local execution

This takes deep local insight, agile strategies, and a partner who truly understands the fastchanging world of international employ-ment.

That's where we come in. At TopSource, we work with businesses of all sizes, across industries and borders bringing strategic, localized insight to support them to make the right decisions at every junction.

You can use this solutions paper to learn more about the various ways TopSource enables you to make your globalization strategy a reality, from initial research of a new overseas market, to designing a fully-fledged workforce and HR strategy.

Guil Hastings
CEO
TopSource

The Challenge

The future is global.

As globalization continues to reshape industries, businesses must expand internationally in ways that are efficient, compliant, and sustainable. It's not just about breaking into new markets, it's about crafting a scalable strategy that aligns and evolves with your long-term goals, supporting growth every step of the way. In this paper, we share our full-service, single-source approach to helping you navigate globalization with confidence, clarity, and with a trusted partner by your side.

01 Businesses need the confidence to scale quickly & efficiently

02 Global talent, comes with local challenges.

03 To pursue the right global path you need more than a platform.

01

Businesses need the confidence to scale quickly & efficiently.

Whether it's expanding into emerging economies, tapping into new customer bases, or scaling operations to meet global demand, businesses are looking beyond their home markets to seize growth opportunities in new international markets. But success on a worldwide stage requires more than simply expanding products and services – hiring locally is critical. The ability to scale quickly and tap into local knowledge can make or break a company's international efforts.

In a world where those who move fastest will come out on top, TopSource gives you the tools, insight and support to act rapidly, scale efficiently and secure that all-important competitive advantage.

60% of global growth comes from emerging markets and developing economies

World Bank Global Economic Prospects Report, January 2025

85% of the revenue growth of FTSE 350 companies 2015-2023 was from foreign markets

McKinsey analysis based on Capital IQ data, March 2024

£93.5 billion potential revenue growth for UK SMEs is through international expansion

Unleashing UK businesses' international growth potential', Santander UK 2023

02

Global talent, comes with local challenges.

Tax laws, labor regulations, data protection, and employee benefits like pensions, health insurance, and severance – hiring locally comes with a mountain of bureaucracy. The success of any globalization strategy depends on the local insight to navigate this complexity.

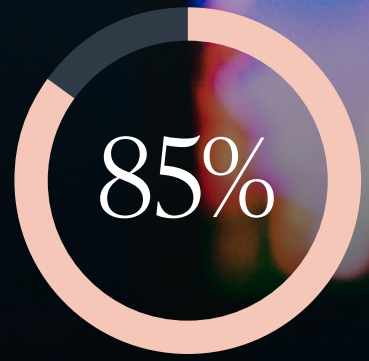
At TopSource, our strategic, service-agnostic approach gives you unbiased guidance and market-leading tools to:

– Enter new markets faster
– Employ the right talent, in the optimal way
– Operate compliantly and efficiently

From global employment and payroll to entity setup, contractor management, and HR advisory – our in-country expertise and advisory-led approach empowers you to scale at speed and with confidence.

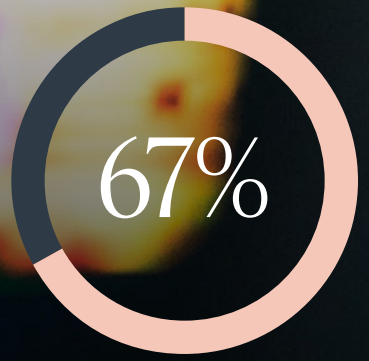
"TopSource has become a critical service provider, enabling us to pay and support employees in markets where we don't have a legal presence. Payroll is strategic—nothing affects an employee more than not getting paid. With TopSource, we can focus on growth, knowing our teams are supported and compliant."

Brian Boyce, CFO, Cortland International



85% of companies say compliance requirements have become more complex in the last three years.

PwC's Global Compliance Study 2025



67% said this increased complexity had a negative impact on market expansion and entering new markets.

PwC's Global Compliance Study 2025

03

To pursue the right global path you need more than a platform.

Many payroll and Employer of Record (EOR) providers will rely on a tech-enabled platform to automate away the complexities of global expansion. While a platformonly approach might work for a fast-scaling tech startup, it might fall short for an NGO navigating regulatory and cultural sensitivities, or for private equity firms managing cross-border portfolios.

Every globalization journey is unique, and so are the risks and requirements that come with it. That's why rather than approaching new market entry as a technical challenge, we treat it as a strategic move. And this requires more than software.

While our platform helps organizations manage global payroll, EOR, and contractor hiring quickly and compliantly, what sets us apart is the advice we provide alongside this. From salary benchmarking and benefits design to employment law and risk advisory – we don't just help you hire, we help you decide where, how, and when to scale. And this ensures your hiring model works from day one.

"As a PE-backed company that will have a transaction at some point. We can't be in a position where somebody looking at us sees a potential liability. So, it's about doing things properly. With TopSource, we get that advice. If you pick up the phone, email, you feel there is somebody looking after you."

Rupert Levy, CFO, Turnmill

The Solution

Successful global expansion starts with thinking strategically about where you hire.

Every step of international expansion brings new people and operational complexity. Each milestone presents specific challenges and requires unique strategies – particularly when it comes to human resources. Our strategic, service-agnostic approach enables our clients to decide where best to go, who best to hire and how best to operate.

The Solution

Phase 1

Research

We help you make sense of hiring market data, giving you the strategic direction you need to expand into the right markets in the right way.

Our services

- **Salary Benchmarking**
- **Market Selection Advisory**
- **Global Skills Analysis**
- **Contractor Misclassification**

Phase 2

Enter & Expand

We not only simplify entry into new markets, as you scale, we also fortify your people infrastructure to support compliant, accelerated growth in every market.

Our services

- **Employer of Record (EOR)**
- **Talent Acquisition**
- **Global Mobility & Immigration**
- **Contractors**

Phase 3

Commit

From legal structure to financial compliance, we provide the foundations you need to commit confidently to long-term growth.

Our services

- **Global Payroll**
- **Entity Setup**
- **Entity Management**
- **HR & Benefits Advisory**

Phase 4

Optimize

By aligning your workforce strategy with your business goals, we transform your people function into a sustainable lever for growth.

Our services

- **Transactional Accounting**
- **Global BPO**
- **Global Benefits Review**
- **Talent Strategy Optimization**

The Solution

Phase 1
Research

Phase 2
Enter & Expand

Phase 3
Commit

Phase 4
Optimize

We help you make sense of hiring market data, giving you the strategic direction you need to expand on the right terms.

Before expanding into a new market, it's critical to conduct research into both the opportunities and the risks in the target country. This will help determine how well the market aligns with your business goals, talent requirements and long-term ambitions.

Our services

Salary Benchmarking

Build an accurate, realistic and comprehensive picture of the offer packages you need to be both competitive and sustainable, with access to our local market knowledge.

Market Selection Advisory

Compare available talent, compensation and regulations. We help you to identify and select the right growth markets based on in-depth analysis of selected countries.

Global Skills Analysis

Map talent to the markets where you're thinking of establishing a presence. We provide you with a clear and accurate picture of supply and demand to guide smarter hiring decisions.

Contractor Misclassification

Engage contractors globally with compliant contracts and payments. We help you onboard, pay, and manage international contractors with country-specific agreements and clear tax treatment. This ensures you stay fast and flexible, while minimizing the risk of misclassification or unwelcome fines.

The Solution

Phase 1
Research

Phase 2
Enter & Expand

Phase 3
Commit

Phase 4
Optimize

This stage focuses on developing the infrastructure, talent and operational maturity to support sustainable growth in your key local markets.

Once you've selected your target market, we help orchestrate a smooth entry by guiding you through the logistical, regulatory, cultural, and legal hurdles specific to that country. Then, as your team expands, our focus moves to helping you build scalable systems that continue to support your growth strategy.

Our services

Employer of Record (EOR)

Hire and onboard local talent fast, without expending needless time, money and resources setting up a separate legal entity. As your EOR partner, we act as the legal employer on your behalf, handling contracts, payroll, tax, and compliance with local employment laws.

Talent Acquisition

Identify, attract and recruit the right talent in new or unfamiliar markets. From sourcing and screening to local offer design, we help you build highperforming teams with the skills, and cultural fit you need to grow.

Global Mobility & Immigration

Tailored support to help you move your key talent across borders and between markets. We support you to make necessary changes to your workforce strategy as and when you need to.

Contractors

Engage contractors globally with compliant contracts and payments. We help you onboard, pay, and manage international contractors with country-specific agreements and clear tax treatment. This ensures you stay fast and flexible, while minimizing the risk of misclassification or unwelcome fines.

The Solution

Phase 1
Research

Phase 2
Enter & Expand

Phase 3
Commit

Phase 4
Optimize

From legal structures to financial compliance, we provide the foundations you need to commit confidently to long-term growth in your target markets.

Ready to establish a fully-fledged business entity and build out your HR operations? We're here to help you every step of the way. This phase involves formalizing your presence and building a stable (and compliant) foundation for long-term presence.

Our services

Global Payroll

Simplify payroll across borders. With our combination of technology and localized expertise, we make sure your people are paid on time, every time.

Entity Setup

Establish a compliant legal entity for scalable, long-term operations. We tailor entities to your specific needs and ensure that you stay fully compliant with all local laws and customs.

Entity Management

Solidify your presence with full local incorporation. We manage registrations, licensing, and ongoing governance so your new entity is compliant from day one – and remains that way as you scale.

HR & Benefits Advisory

Flexible, local HR support to maintain consistency and compliance. We help you navigate in-country labor laws, employee relations and HR admin, so your people processes stay aligned across every location.

The Solution

Phase 1
Research

Phase 2
Enter & Expand

Phase 3
Commit

Phase 4
Optimize

By aligning your workforce strategy with your business goals, we transform your people function into a sustainable lever for growth.

Once you've committed to a particular market, it's vital that you continue to refine your talent strategies and ensure your global expansion strategy remains aligned with the local dynamics.

Our services

Transactional Accounting

Local accounting services to support financial compliance. From statutory reporting to local tax submissions, we make sure your numbers hold up under local scrutiny.

Global BPO

Outsource HR and payroll operations for efficiency and compliance. From onboarding to offboarding, we manage the day-to-day tasks so your teams can focus on value, not administration or regulatory risk.

Global Benefits Review

Benchmark benefits across borders to ensure competitiveness and costeffectiveness. We compare your benefits packages against local market standards. Armed with this insight you can attract and retain talent without overspending.

Talent Strategy Optimization

Align global talent plans with business goals to drive growth and retention. We help you assess current employment models, identify gaps, and build scalable strategies for hiring, retention, and workforce planning.

Case Study

Helping market leaders go global.

Whether you're expanding your business to Europe, Asia or Africa. Whether you're an MNC or an NGO. We have three decades' experience advising pioneering HR and finance leaders on where best to go, who best to hire and how best to hire them.

"With TopSource we were able to have employees hired or maintained in Nutreco without having to establish an entity in these countries for only 1–2 employees. I think most countries are covered by TopSource, so they can help us with almost all cases. Good advice on conditions and direct contact with employees. Invoicing done directly to the company. An easy process compared to hiring employees by ourselves."

Annette van Duijnhoven, HR Director, Nutreco.

Case Study

Empowering Cortland International's Global Growth with Strategic EOR Solutions.

Industry

Manufacturing

HQ Location

Canada

Employee Locations

US, Canada, India, Brazil, Chile, Dubai, Norway, The Netherlands

Business Overview

Cortland International is a global leader in the design, engineering, and manufacturing of advanced synthetic ropes, slings, and tethers. For 40+ years, the company has been a trusted partner for clients facing the most demanding operational challenges-including those in marine, aerospace, oil and gas, fisheries, and other specialized industrial sectors.

Challenge

Growth Without Borders - But Not Without Challenges

Cortland International's growth strategy required swift entry into new geographies and offshoring of key functions to increase profitability.

Implementing this globalisation strategy brought complex challenges:

Regulatory Complexity
Navigating employment laws and regulations.

Operational Agility
Establishing a local presence to onboard talent would be time-consuming and resource intensive.

Strategic Alignment
Ensuring expansion efforts aligned with Cortland International's commitment to innovation and quality, whilst meeting detailed compliance requirements.

Solution

A Scalable Workforce Solution

Cortland International partnered with TopSource to leverage their Employer of Record (EOR) and payroll services.

This strategic collaboration enabled Cortland International to:

Rapidly Onboard Talent
Utilizing TopSource's employer of record services, Cortland International was able to swiftly employ and pay skilled professionals in Brazil, Chile, Dubai, Norway, and The Netherlands.

Ensure Compliance
Navigating local employment laws and tax regulations was streamlined, helping to mitigate potential risks and maintain compliance across multiple regions.

Maintain Strategic Focus
With administrative functions taken care of, Cortland International could concentrate on its core competencies, serving their clients.

Impact

Seamless Global Hiring
Accelerated entry into key new markets through the recruitment of critical sales personnel at speed and without compliance risk

Payroll Accuracy & Compliance
A seamless transition of payroll processes, removing legacy issues from a previous provider.

Strategic Enablement
Partnering with TopSource has enabled Cortland International to pursue its aggressive growth plans, providing them with a blueprint to scale further.

"TopSource has become a critical service provider, enabling us to pay and support employees in markets where we don't have a legal presence. Payroll is strategic-nothing affects an employee more than not getting paid. With TopSource, we can focus on growth, knowing our teams are supported and compliant."

Brian Boyce, CFO, Cortland International

Human/Partner Approach - overview

Global growth doesn't wait. Neither should your questions.

We believe global operations should be frictionless. And it starts with knowing you can pick up the phone and trust that there's a knowledgeable local expert on the other end of the line.

If urgent questions arise, you need direct access to specialists who understand your business and local markets. Not a contact form or a chatbot generating automated replies.

Whether you're navigating employment law in Brazil or benchmarking salaries in Singapore, TopSource connects your employees with real experts, for real conversations.

Why not start that conversation today?

TOPSOURCE

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