

BIPO TIMES

Aug 2024 Vol. 84

www.biposervice.com

Navigating New Horizons: Overcoming HR & GDPR Challenges in European Expansion

Overview

Europe, a continent rich in history, culture, and economic opportunities, offers a dynamic landscape for businesses seeking overseas expansion. Central to this landscape are the European Union (EU) and the Schengen Area, which facilitate seamless trade and travel across member countries. The EU, comprising 27 nations ([European Union](#)), operates as a single market with standardised regulations, making it an attractive destination for international businesses. Meanwhile, the Schengen Area, which includes 29 countries ([SchengenVisaInfo](#)), allows for passport-free travel, simplifying mobility for business professionals.

For businesses expanding into the European region, understanding and overcoming challenges related to human resources (HR) and the General Data Protection Regulation (GDPR) is crucial. In this piece, we address these hurdles, ensuring your business a successful and compliant entry into the European market.

European Union Facts



EU Countries
27



Population
449 million
IMF



Currency
Euro (€)

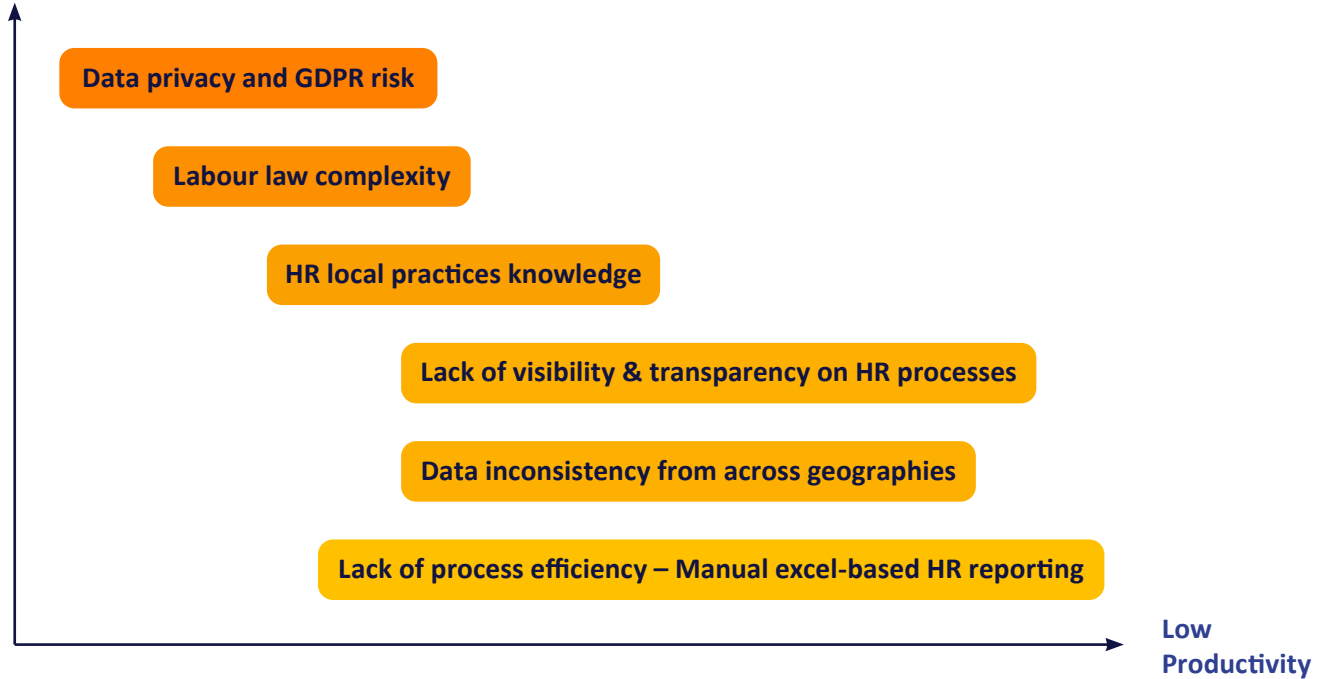


GDP per Capita
USD \$42,440 (as of 2024)
IMF

Overseas Expansion – Potential Challenges and Recommendations for Success Overseas

Most Common HR Challenges to Consider while Expanding Overseas

High Risk & Costs



Key Recommendations for Successful Workforce Expansion

Anticipate and Secure Risks



Proactively Address Data Privacy Management



Ensure Full GDPR Compliance



Navigate the Local Legislation to Minimise Business Risks



Master Local HR Practices to Support Business

Implement a Robust HR Operation Platform



Save Time and Money Through Process Harmonisation & Efficiency from the Get-go



Get Full Visibility and Control on HR & Payroll Processes



Ensure Data Accuracy and Consistency across Geographies



Get the HR Dashboard You Need to Monitor Your Business

What does GDPR Mean for Your Business?

Global Data Protection Regulation (GDPR)?

- The world's strictest privacy and security law.
- Drafted and approved by the European Union (EU) - Came into effect on May 25, 2018.
- Imposes obligations on organisations globally targeting or collecting data related to EU individuals.
- Penalties for violations can reach up to €20M or 4% of annual global turnover.
- Regulation is broad, far-reaching, and light on details.
- **Applies to organisations processing data of EU citizens or residents or offering goods or services to them.**
- Data subjects have the right to seek compensation for damages.

GDPR-Recognised Privacy Rights for Data Subjects

Right to be informed:

Clear information on data collection, usage, and storage.

Right of access:

Access to and copy of personal data being processed.

Right to rectification:

Correct inaccurate or incomplete data.

Right to erasure:

Request deletion of personal data under certain conditions.

Right to restrict processing:

Limit the use of personal data in specific situations.

Right to data portability:

Receive and transfer personal data in a common format.

Right to object:

Object to data processing for specific reasons, including direct marketing.

Rights related to automated decision-making and profiling:

Protection against decisions based solely on automated processing that significantly affect them.

What Data Privacy and GDPR Means for Your Business



Legal constraints that requires businesses to anticipate how and where individual data will be handled



A thought process for all your business processes handling personal data (clients, prospects, partners, associates)



Significant financial risks and business risk (reputation damage) that needs to be understood and put under control



A source of concern, lot time and cost if not anticipated from the get-go

Data Privacy & GDPR's Main Expectations from HR Leaders

- Personal Data Protection
- Data Storage and Data Access
- Data Retention Strategy and Data Purge
- Employee's Data Control and "Right to be Forgotten"
- Incident Management Protocol and Declaration

Overseas Expansion – How can Your Operations Efficiently Support Your Business Growth?

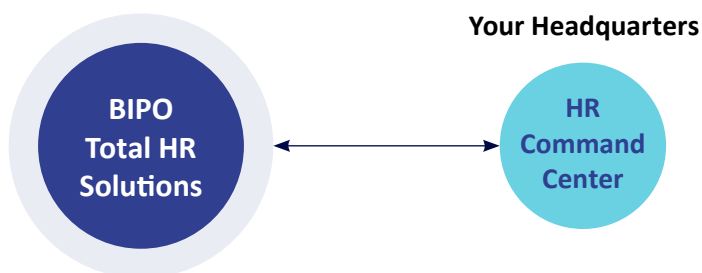
Have a HR Plan in Place!

- Incorporate HR operation as a **pillar** of your overseas expansion strategy
- Define **global HR** needs versus **local HR** needs
- Balance **global control** versus **local autonomy** to enable business flexibility
- Leverage **technology** to **digitalise** your HR processes

Client Case

A Global, Secured, Efficient and Unified HR Operation Platform

Your Local Operations



Workforce Management Processes

- Employee profile
- Onboarding/Offboarding
- Contract management
- Payroll & tax declaration
- Travel expenses
- Employee portal & mobile Apps
- Leave request management
- Performance management

Expansion Strategy and Global Process Design

Workforce Management Processes

- Access to Employee profile
- Country dashboard and HR reporting
- Launch / monitor HR processes
- Monitor payroll processes

- ✓ Data security & GDPR-proof solution
- ✓ Efficient, consistent & transparent HR processes
- ✓ Data consolidation, Reporting HR, full control from HQ
- ✓ Scalable & agile HR solution to support overseas' growth

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Around the World with BIPO

At BIPO, we are committed to facilitating international business growth. Here's a quick look at how we foster discussions with the business community, sharing our expertise at local events across the region!

Thailand

2 - 3 Jul

Thailand HR Tech 2024



Malaysia

10 Jul

HRM Asia CHRO Malaysia
with Karen Lee



Brunei

30 - 31 Jul

Digital Conference 2024



Singapore

18 Jul

People Matters TechHR
Singapore 2024



23 - 25 Jul

Singapore APEX
Business Summit 2024



23 Jul

Navigating Success: Chinese Enterprises
Going Global to Singapore Webinar
with Felix Ji & Bo Li Cheng



About BIPO

Established in 2010 and headquartered in Singapore, BIPO is a global payroll and people solutions provider. Our comprehensive **total HR solutions** include our Human Capital Management (HCM) suite, Global Payroll Outsourcing (GPO) and Employer of Record (EOR) service across **160+ global markets**.

Connect with our experts today: hello@biposervice.com

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