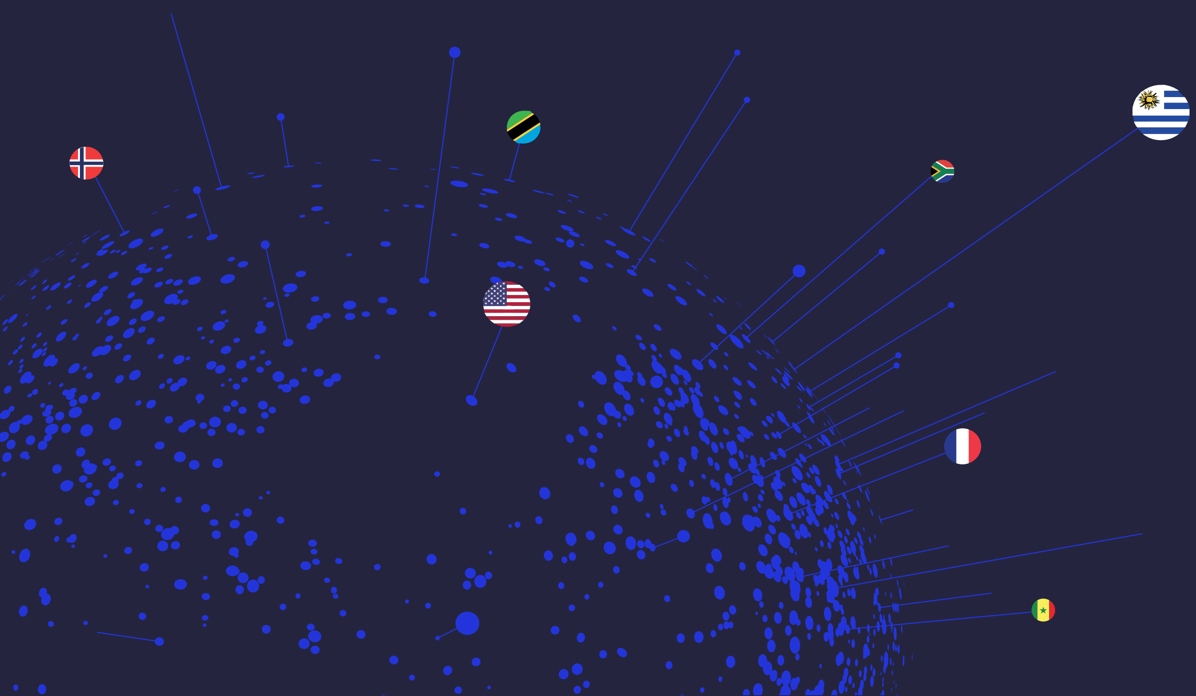
Globalization Partners

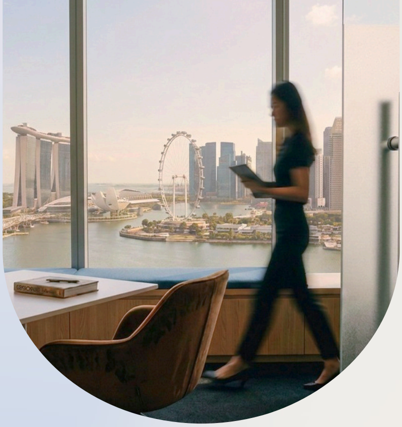
2026 Global Expansion Guide

Strategic Alignment for Executive, HR, Finance, Legal, IT, and Procurement Leaders



The future of business is global, and it starts with a unified strategy

Building diverse global teams and entering new markets is an exciting milestone for any company. As you gear up to make your first hire, chances are your leadership team is already asking:



Where should we expand to?
84% of leaders struggle to find qualified talent in their local market.

What's the best way to find and attract talent in other countries?
75% of organizations report a gap between current workforce skills and future needs.

How can we create a consistent employee experience across borders?
Companies with strong employee well-being programs see 41% lower turnover rates.

Who can help us navigate local laws and compliance?
77% of HR leaders say cross-border compliance complexity is a top operational risk.

An employer of record (EOR) removes the guesswork and simplifies expansion

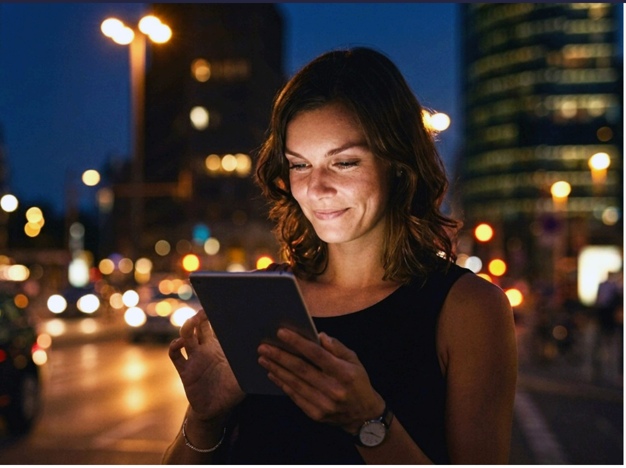
How? By giving companies of all sizes a way to hire, onboard, and manage talent anywhere in the world – without setting up new entities. An EOR handles all matters of employment, while ensuring compliance and cost-effectiveness.

Global expansion touches every corner of your organization. This guide breaks down what global expansion means for executive, HR, finance, legal, IT, and procurement leaders, the challenges they'll face, and how an EOR manages risk so you can move forward with confidence.

At the end, you'll find a checklist to help you choose the right approach to scaling your business internationally.

An overview of global expansion opinions, opportunities, and risks

A single-market strategy becomes a liability when inflation, rising interest rates, and geopolitical conditions can shift overnight. Global expansion gives you the agility to respond as circumstances change. It's the main reason why 67% of executives are prioritizing growth in 2026, even amid macroeconomic uncertainty.



Top challenges keeping executives up at night:

- **Increasingly competitive marketplace**
- **Keeping pace with AI innovation and tech changes**
- **Economic uncertainty**

For C-suite teams, the real test is balancing the need for expansion with the compliance and hiring risks of entering new countries. The cost of getting it wrong adds up quickly. Without the right partner or infrastructure, you can face:

- Operational bottlenecks that drain resources and slow down market entry
- Costly fines, reputational damage, and regulatory missteps
- Poor onboarding experiences that trigger turnover and drive up hiring costs
- Hiring initiatives stalled by financial blind spots

When leaders have a clear picture of the risks and opportunities ahead, they make better decisions – and get better results. An EOR gives you both the knowledge and the infrastructure to make that happen.

How an EOR makes global expansion fast, flexible, and fully compliant

What's an EOR?
A global EOR legally employs workers on your behalf in countries where you don't have a local entity. It's a faster and more cost-effective solution than setting up a subsidiary in every location.

As the legal employer, an EOR manages all aspects of employment, including but not limited to:

- Human resources tasks
- Payroll
- Taxes
- Benefits
- Contract generation
- Compliance

What this looks like in practice:

- **The EOR** handles onboarding, local contracts, payroll, benefits, tax compliance, and offboarding – ensuring your operations stay compliant in every country of operation.
- The company directs day-to-day employee activities, schedules, and compensation.

With the right EOR partner, your international hires feel like any other member of your team. They're fully embedded in your organization while the EOR takes care of the admin side of employment. **But global employment partners like G-P don't stop there.**

We know companies enter global markets at different speeds and with different strategies. Our platform is built for the reality of global scale. Whether you're testing a new region with contractors, hiring full-time employees, or managing your own entities, our AI-enabled products – EOR, Contractor, and Gia – power our platform to give you everything you need to operate globally with ease.

C-suite perspectives on global hiring and expansion

Every executive within the C-suite has their own priorities, concerns, and definition of global success.

In the next section, we'll explore each of these perspectives, so you can use these insights to build alignment across C-level roles before embarking on your global journey.

The CEO perspective on global expansion

For chief executive officers (CEOs), the mandate is clear: Spot high-potential growth opportunities and scale operations quickly without losing strategic focus. But traditional expansion is slow and risky.

CEOs need an operational model that bypasses the friction, months-long timelines, and heavy capital expenditure of traditional entity setup. Partnering with a proven EOR gives CEOs the compliant foundation to move at the speed of opportunity.

Traditional expansion risks for CEOs	Opportunities with an EOR
Admin roadblocks: Internal resources tighten when teams have to manually research labor laws, establish legal entities, and set up local bank accounts.	Generate revenue faster with first-mover advantage. Bypass entity setup and shield your business from tax and compliance liabilities.
Steep financial investment: Traditional expansion demands heavy upfront capital (entity registration, banking setups, and permanent overhead).	Trade entity upkeep costs and long-term financial commitments for a predictable monthly platform fee.
Risky market exit: Entity wind-down is slow and creates liability and executive distraction.	Scale down or exit an underperforming market with minimal friction, in as little as 30 days.
Strategic drift: Leadership gets tied up in regional HR nuances, instead of driving the core business.	Enter new markets with confidence by shifting compliance liability to in-country experts.
Data exposure: Vulnerability to cross-border data breaches (e.g., GDPR) increases without robust, certified cloud architecture.	Standardize global employment under audited, bank-grade security certifications (e.g., SOC 2 Type II and ISO 27001) to safeguard data.

> In 2019, we had 30 employees located in five offices around the world. Fast forward four years and we have approximately 500 employees across 40 markets with G-P.
>
> **– Zhong-Xu, Co-Founder and CEO at Deliverect**

Additional resources | 2026 Global Workforce Trends | The Executive's Global Hiring Guide

The CHRO perspective on global expansion

Chief human resources officers (CHROs) make sure growth never comes at the cost of the employee experience.

No matter how complex it gets, the expectation doesn't change: Every employee should feel supported, valued, and connected to the company they joined, regardless of geography.

That's the balancing act CHROs navigate every day during global expansion – and it's exactly where the right EOR partner makes all the difference.

Traditional expansion risks for CHROs	Opportunities with an EOR
Fragmented employee experience: Inconsistent employee touchpoints across markets damage company culture and engagement.	Give employees round-the-clock support from local HR specialists who speak their language and understand workplace nuances.
Operational drag: Internal teams are bogged down by trying to monitor and apply regional labor laws, statutory obligations, and sudden regulatory changes.	Automate compliance and get real-time alerts when labor laws, tax codes, or baseline employment regulations change.
Onboarding delays: Mandatory occupational health checks, complex visa processes, or contract registrations drag out timelines.	Offload country-specific requirements, such as local reference checks, statutory declarations, and onboarding enrollments.
Liabilities in employee relations: Even routine terminations or grievances can spiral into regulatory penalties and costly litigation.	Shift legal employer liability to a proven global partner.
Rigid benefits packages: Overlooking local nuances drives professional pushback and hurts the employee experience.	Provide competitive, benchmarked benefits packages tailored to each hiring location.

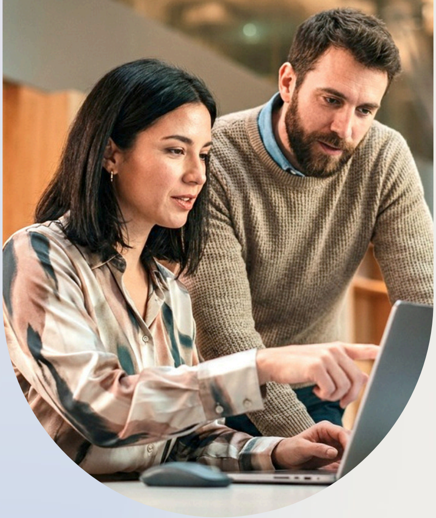
> With G-P, we achieve compliance, save time, and reduce administrative burdens. The platform helps us manage all our global workers in one place, accelerates our growth trajectory, and solidifies our position as a global leader in UX design software.
>
> **– Paula Im, Senior HR Manager at Protopie**

Additional resources | The HR Leader's Global Hiring Toolkit | Guide to global HR policy management

The CFO perspective on global expansion

Global expansion opens up new revenue opportunities, but it also introduces costs and compliance exposures that aren't always visible upfront. Chief financial officers (CFOs) are the ones bridging the gap between global ambition and financial reality.

With the right EOR partner, CFOs get a predictable financial framework to scale confidently across markets – without the risk.



Traditional expansion risks for CFOs	Opportunities with an EOR
Capital traps: Traditional expansion ties up massive capital before market revenue can be validated.	Access market benchmarking tools and an employer burden calculator for precise budget forecasting.
Trailing exit costs: Underperforming markets trigger expensive liquidation cycles and potential litigation.	Exit any market quickly, cleanly, and with separation liability off your balance sheet.
Hidden regulatory penalties: Tax withholding errors, statutory benefits gaps, and data sovereignty violations are invisible until an audit surfaces them.	Automate payroll and tax compliance with built-in guardrails and cross-checks for maximum accuracy.
Concentration risk: Relying on a patchwork of weak providers creates payroll continuity risk when economic conditions shift.	Protect payroll continuity with a well-capitalized foundation that absorbs macroeconomic risk.
Fragmented billing network: Disjointed systems take over internal bandwidth, introduce manual keying errors, and obscure high-level visibility over total global talent expenditures.	Consolidate international expenditures into single-invoice streams organized by country and currency.

“ G-P helps us meet ever-changing tax laws and regulations internationally. I have confidence that employment-related requirements are being taken care of by experts. It has been very cost effective for us and has saved DevonWay a lot of time.

– Laurel Timothy, Director of Finance and HR at DevonWay

Additional resources | The Finance Leader's Global Hiring Guide | Tips for transitioning to an EOR or switching providers

The CLO perspective on global expansion

Chief legal officers (CLOs) make sure expansion doesn't come at the cost of compliance. But risk mitigation is a dynamic and ongoing effort, and every jurisdiction adds a new layer of complexity.

An EOR acts as an extension of your internal legal team, providing in-country expertise that shields you from liability while enabling faster market entry.

Traditional expansion risks for CLOs	Opportunities with an EOR
Permanent establishment (PE) and tax exposure: Remote hires can trigger corporate tax liabilities and registration defaults.	Minimize PE exposure by using the EOR's wholly owned entity infrastructure. As the registered corporate employer, the EOR handles domestic registration mandates.
IP leakage and enforcement failures: Generic contracts leave IP ownership unenforceable in international jurisdictions and expose critical assets.	Secure asset protection through country-specific employment templates vetted by local counsel.
Third-party provider friction: Multiple providers obscure compliance visibility and break the chain of liability.	Keep control tight and liability clear with an EOR that relies on owned entities rather than third-party partners.
Data sovereignty violations: Cross-border employee data transfers trigger costly fines under strict regulatory frameworks like GDPR and PDPA.	Maintain enterprise-grade data security with a platform backed by certified global compliance frameworks, including SOC 2, ISO 27001, and GDPR.
Contentious terminations: Local labor courts favor workers, transforming poor exits into expensive litigation and severance disputes.	Get on-the-ground legal counsel to guide separation strategies, absorb legal exposure, and execute compliant offboarding.

> The state of global employment allows employers to tap into opportunities they never thought possible. But the onus is on the employer to navigate work authorization, local laws, tax issues, compliance, and more. If you don't have the resources or a local legal team to assess liability, represent you, and make business decisions, an EOR is a good business choice.
>
> **– Tiffany Cruz, Senior Employment Counsel Manager at G-P**

Additional resources | The Legal Leader's Global Hiring Guide | What's new in international law and compliance in 2026

The CISO perspective on global expansion

Chief information security officers (CISO) and IT leaders safeguard data privacy, manage system access, and ensure new software connects smoothly as teams collaborate across different countries.

A global EOR gives you a compliant framework that satisfies all three mandates. With built-in industry certifications, enterprise-grade authentication, and proven data safeguards, an EOR allows CISOs to operate globally with total peace of mind.

Traditional expansion risks for CISOs	Opportunities with an EOR
Regulatory violations: Fragmented systems are more susceptible to international data leaks and noncompliance with GDPR and local privacy laws.	Manage global workforce data on a secure platform backed by SOC 2, ISO 27001, and GDPR compliance.
Patchwork integrations: Manual data entry or poorly secured connections between systems introduce data corruption and exposure risks.	Use encrypted integrations with top HRIS platforms like Workday, ADP, and HiBob, or customize connections via open APIs.
Authentication vulnerabilities: Credential-based logins across multiple tools expose your network to unauthorized access and credential harvesting.	Automate user governance with single sign-on (SSO), mandatory MFA, individual user ID logs, and least-privilege administrative access policies mapped to your business needs.
Verification drags: Drawn-out vendor security assessments and endless questionnaires delay global expansion.	Skip the administrative gridlock with precompleted security questionnaires and transparent data privacy policies upfront.
Proof of protection: Uncertified providers give zero visibility into how employee data is handled.	Confirm employee data protection standards at any time with full access to SOC 2 Type II and ISO 27001 reports.

> We're proud to lead the industry forward, ensuring our customers can scale their global teams using best-in-class AI that's validated against the strictest international benchmarks for safety and compliance.
>
> **– Nat Natarajan, Chief Operating Officer at G-P**

Additional resources | [The Global Hiring Guide for Technology Companies] | [The power of an integrated HR ecosystem]

The CPO perspective on global expansion

Chief procurement officers (CPO) protect corporate margins by evaluating and securing international vendors that deliver value without sacrificing service quality. But tracking performance metrics and contract variations country by country can quickly max out your budget and bandwidth.

An EOR removes this operational fragmentation by consolidating global hiring into a single, reliable partnership.

Traditional expansion risks for CPOs	Opportunities with an EOR
Operational fragmentation: Vendor proliferation across multiple countries splinters accountability and operational consistency.	Eliminate intermediary risk by using a unified global infrastructure spanning across 180+ countries.
Hidden cost creep: Fragmented local payroll networks introduce volatile exchange rates and hidden cost creep.	Consolidate local payroll brokers into one global partner for complete control over compliance, treasury, and banking relationships.
Management bandwidth: Tracking and executing contract variations and statutory renewals by country exhausts procurement bandwidth and slows down timelines.	Replace disjointed multicurrency invoices with unified data streams mapped by country and currency to protect margins.
Unenforceable performance standards: Vague service commitments expose you to operational delays, onboarding bottlenecks, and unpredictable employee support timelines.	Enforce contract-backed operational excellence with documented SLAs governing response times, onboarding speed, and payroll accuracy metrics.
Siloed performance tracking: Lacking verified operational data and objective benchmarks complicates vendor review and obscures the provider's true track record.	Accelerate your sourcing cycle with immediate access to analyst reports, competitive comparisons, and validated customer references.

Compared to our previous provider, G-P stands out for being easier to navigate and more flexible when it comes to non-standard requests. There's also an added layer of review for things like contracts and changes, which we didn't have before, and the pricing is much clearer. Invoicing and payments are more streamlined as well. It really helps to have an engaged local customer success manager we can rely on.

– Steve Kilroe-Smith, Finance Manager at Away Digital

Additional resources | Tips for transitioning to an EOR or switching providers | 2026 Global Workforce Trends

Considering an EOR? Let's find one that's right for you.

With the right global employment partner, you can hire anywhere in the world quickly and compliantly. When reviewing your options, look for an EOR that offers:

Local expertise and compliance
in HR practices, benefits, and taxes

Human and AI expert guidance
from end to end

World-wide entity infrastructure
for fast and easy global hiring

24/7 multilingual support
for your company and team members

Quick and seamless
onboarding, regardless of location

Flexible talent solutions
to support diverse global strategies and needs

Best-in-class integrations
to minimize system jumping

> We chose to work with G-P after working with a different EOR partner because G-P delivers the trusted support we needed for global expansion. Their platform is secure and makes billing simple.
>
> **– Martha Angle, VP of Global Culture, Diversity, and People at OneStream**

The EOR checklist

The right EOR should grow with your business and deliver consistent service across every country you hire in. Use this checklist to cut through the noise and find the right fit for your business goals and tech stack.

Human-centric approach

- [ ] **In-region HR experts:** What local, knowledgeable specialists does the EOR provide to help with onboarding, payroll, and more?

- [ ] **Employee satisfaction rating:** What type of experience do you want your international hires to have? A positive employee experience will help your team members feel equally valued and considered.

- [ ] **Customer service:** What does a dependable EOR look like in practice? Consider important metrics like response times, overall satisfaction ratings, and access to a dedicated customer success manager.

- [ ] **Country-specific benefits options:** Do benefits offerings reflect local standards and expectations? Make sure your EOR employees have access to the same benefits as your direct hires.

- [ ] **Onboarding and offboarding management:** What processes does the EOR offer to simplify and streamline onboarding, and handle offboarding with sensitivity, care, and in compliance with local laws?

- [ ] **Worker categorization:** How does the EOR keep classification up to date as laws change? An EOR should help you classify employees vs. contractors to mitigate the risk of legal penalties.

Experience and reach

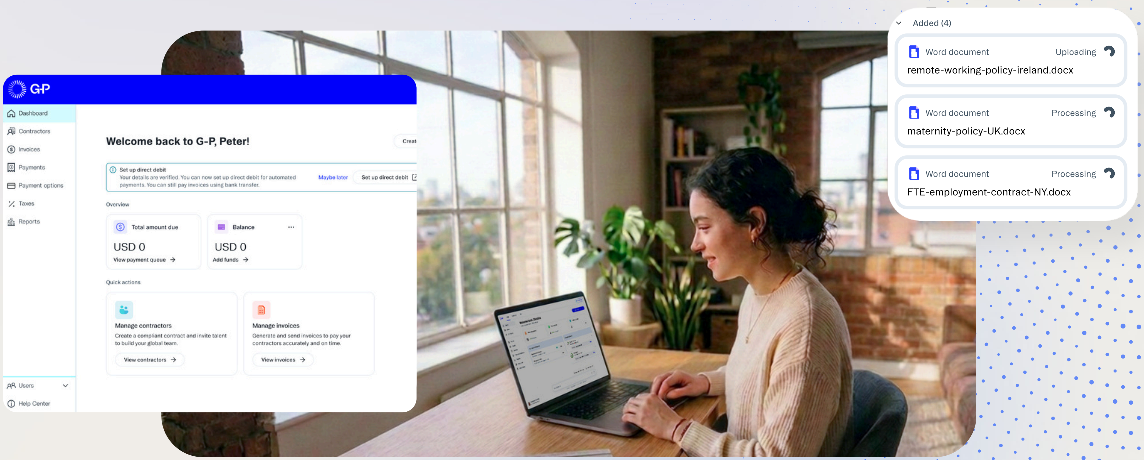
- [ ] **Industry recognition:** How does the EOR perform against competitors in analyst reports, and how long have they been in the industry?

- [ ] **Owned entities:** Does the EOR's global reach match your growth ambitions? Confirm that the EOR owns its entities vs. relying on a network of third-party providers.

- [ ] **Market guidance:** Does the customer success team provide guidance on market selection? Look for a strategic partner – not just an executor.

- [ ] **Dedicated support team:** How many in-house experts does the EOR have and what's the average time to resolution?

- [ ] **Payroll accuracy:** Does the EOR support multiple currencies and flexible payment options for different regions? G-P has a 99% payroll accuracy rating.



Intuitive platform

- **User-friendly platform:**
  Can you complete key employment tasks within the platform? Examples: Onboarding, bulk payroll changes, global salary benchmarking, benefits, and more.

- **AI capabilities:**
  Does the platform use AI to automate contract generation, worker classification, and onboarding at scale?

- **Insights and advanced analytics:**
  Do you have access to market analytics and employer burden estimations to make budget-based expansion decisions?

- **Integrations and APIs:**
  Can the EOR connect to your existing HCM, payroll, and enterprise systems?

- **IP and data security:**
  How does the EOR protect your data, your professionals' data, and all other intellectual property? What are the EOR's certifications?

Next steps for your team

Whether you're hiring globally for the first time or you have an established presence, G-P's Global Employment Platform and its AI-powered products – EOR, Contractor, and Gia – give you everything you need to operate globally with ease.

Get started with G-P

Expand globally in minutes with the world's first agentic AI Global Employment Platform. Driven by the industry's largest team of HR and legal experts and the most advanced AI technology, our platform gives you the tools to manage the full employee lifecycle in 180+ countries.

We remove the legal, administrative, and compliance barriers that come with global expansion, so your C-suite team can focus on the strategies that make an impact.

From generating compliant contracts in just a few clicks to navigating complex local labor laws and HR regulations, G-P's Global Employment Platform transforms borders into your next opportunity:

- Creator of the EOR industry: G-P created the EOR industry and has 14+ years of experience – more than any other competitor.
- Access to best-in-class HR tech: We partner with 200+ proven market leaders in HCM and payroll so you always have access to the most feature-rich and up-to-date solutions in the industry.
- Borderless growth: Go wherever opportunities take you, regardless of entity status, with the #1 Global Employment Platform.
- Unmatched compliance expertise: Our dedicated team of experts handles all compliance matters for you, including employment, tax, benefits, and local labor laws.
- Seamless customer experience: Our 96% customer satisfaction rating means fewer headaches, faster answers, and a partner who shows up.

G-P | Hire anywhere, scale everywhere

Get started