

## Destination London Helping you get there...



### Our Story

The F&L group was founded in 1992. Today our team of over 80 professionals in London and San Francisco support international companies expanding into new markets.

Our breadth of service and in-house expertise is unique. We're entirely privately funded and have grown since inception by establishing successful long term relationships with the people behind the companies we advise.

We provide top tier expertise with a more personal approach than larger advisory firms.

We put down roots in San Francisco in 2010 to provide international expansion advice and support in our clients' own time zone. The team based on the West Coast includes European experts who are on hand to help you navigate entering new a territory.

Every client we work with is different and we don't believe that 'one size fits all'. Your needs will vary as you grow and will differ from country to country, so it's important you get the right advice from the outset.

That said, once you've decided on London as the ideal destination for your business, there are some initial considerations an international company would typically need to address, regardless of market sector.

### Getting Started

Companies expanding into London usually need to consider:

- Business Trips, Global Mobility & Assignment Structuring
- Corporate Structure & Entity Registration
- Corporation Tax, Transfer Pricing & Value Added Tax (VAT)
- Salary & Benefits Benchmarking
- Banking & Accounting Services
- HR & Employee On-boarding
- Payroll, Social Security & Personal Tax Compliance
- Employee Benefits & Stock Options

### Ongoing Business Success

- Audit, Accounting & Reporting
- Tax Compliance
- HR, Payroll & Employee Benefits Support
- Global Growth Strategic Advice

“I've worked with fast paced global software companies in the Bay Area for most of my career and I know how complicated things can get overseas. Yammer needed an advisor that would be able to scale up services as the operation grew, while keeping us one step ahead of the complicated rules on things like tax and employment law. F&L did just that.”

Jason Rodrigues, Yammer (now Microsoft)

### Our London Team

Our specialist teams can communicate in languages including French, German, Spanish, Polish, Slovak, Russian and Mandarin (capabilities increase all the time, so it's worth getting in touch for the up to date list).

We work closely with other leading government organisations dedicated to helping companies grow. This includes Department for International Trade's Advisory Network (UKAN) and Global Entrepreneur Programme (GEP), US Commercial Service, British American Business, Canada-UK Chamber, German-British Chamber of Industry & Commerce, Enterprise Ireland and the Franco-British Chamber.

### Beyond London

Companies usually ask us to coordinate their global operations through our international network of likeminded, trusted partners. This means the team at HQ benefit from one point of contact and streamlined processes in all the countries where they operate. More information on our Global Expansion Advisory (GEA) Network can be found here: [www.geanetwork.com](http://www.geanetwork.com).

Whether you're a multinational seeking an easier way to manage overseas compliance or you're a start-up wanting to access the global marketplace, our tailored services and straightforward advice will provide all you need to optimise your presence in London, throughout Europe and beyond. Get in touch with a representative below:

Melissa Harkcom: Director  
San Francisco Office  
+1 415 867 6245 / [mharkcom@fitzandlaw.com](mailto:mharkcom@fitzandlaw.com)



Jamie Richardson: Partner  
London Office  
+44 (0)20 7430 5889 / [jrichardson@fitzandlaw.com](mailto:jrichardson@fitzandlaw.com)

