

Beating the BIG 4

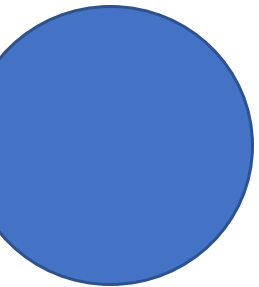
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The Hare & the Tortoise



Slow & steady
wins the race



The Hare & the Tortoise... the story continues

A cartoon illustration of a tortoise and several hares. The tortoise is in the center, wearing an orange tank top and holding a green flag on a wooden pole. It has a determined expression. Surrounding it are several hares, some looking surprised or excited, with their mouths open. The background is a solid orange color.

**Fast & Consistent
will always beat the
Slow & Steady**




The Hare & the Tortoise... the story doesn't end here

A large blue rectangular box with a thin orange border. Inside the box, the text 'Identify your core competency and then Change the playing field to suit your core competency' is written in white, bold, sans-serif font. The background of the box features a faint, blue-toned illustration of Bugs Bunny and the tortoise from the cartoon 'The Hare and the Tortoise'.

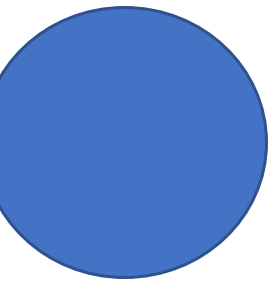
**Identify your core
competency and then
Change the playing field
to suit your core
competency**



The Hare & the Tortoise... the story hasn't ended

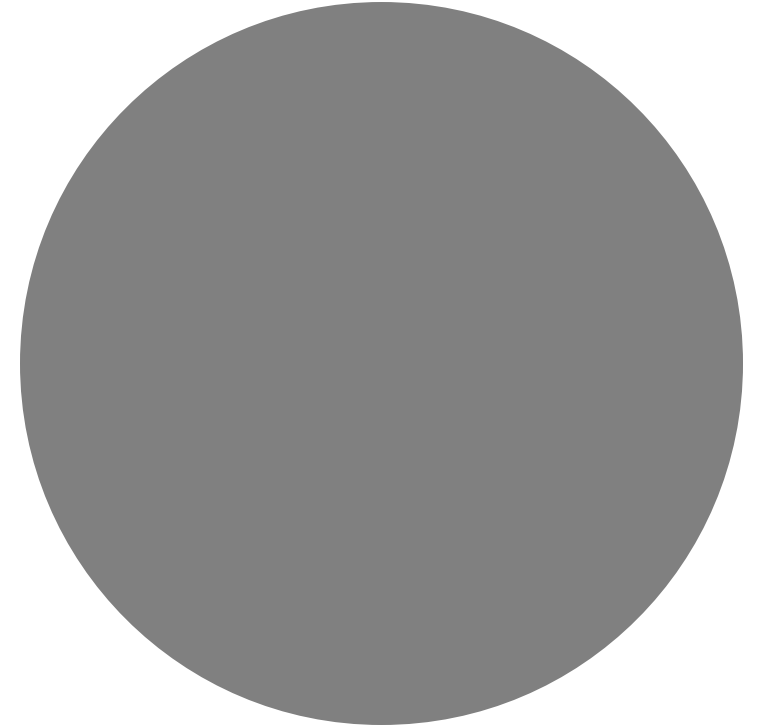
A cartoon illustration of Bugs Bunny and the Tortoise from the Looney Tunes. Bugs Bunny is on the left, standing upright with his hands on his hips, looking towards the tortoise. The tortoise is on the right, standing upright and looking back at Bugs. They are in a landscape with rolling hills and a forest in the background. The scene is framed by a brown border.

Together we can
achieve more than as
individuals



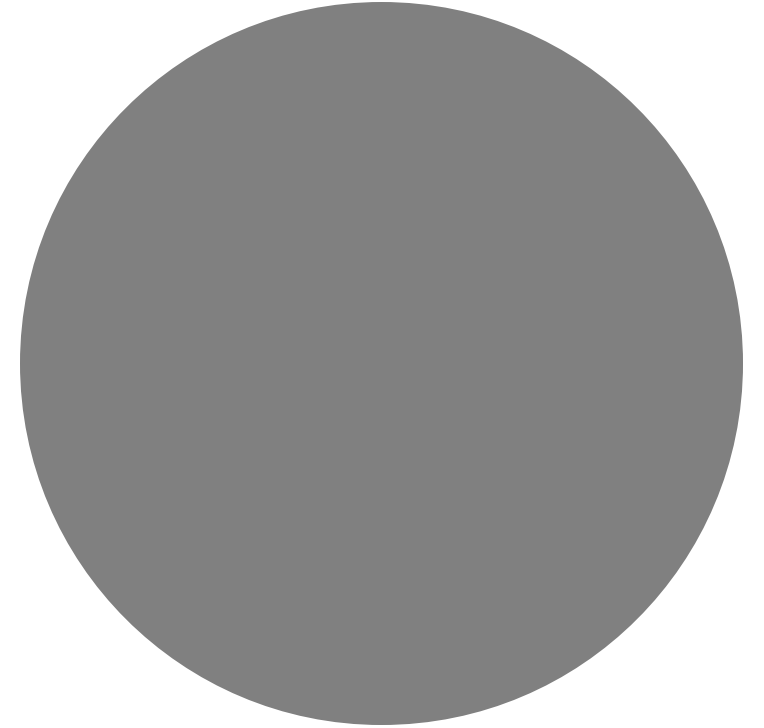
What do our clients expect and want?

Top 3 expectations from your clients





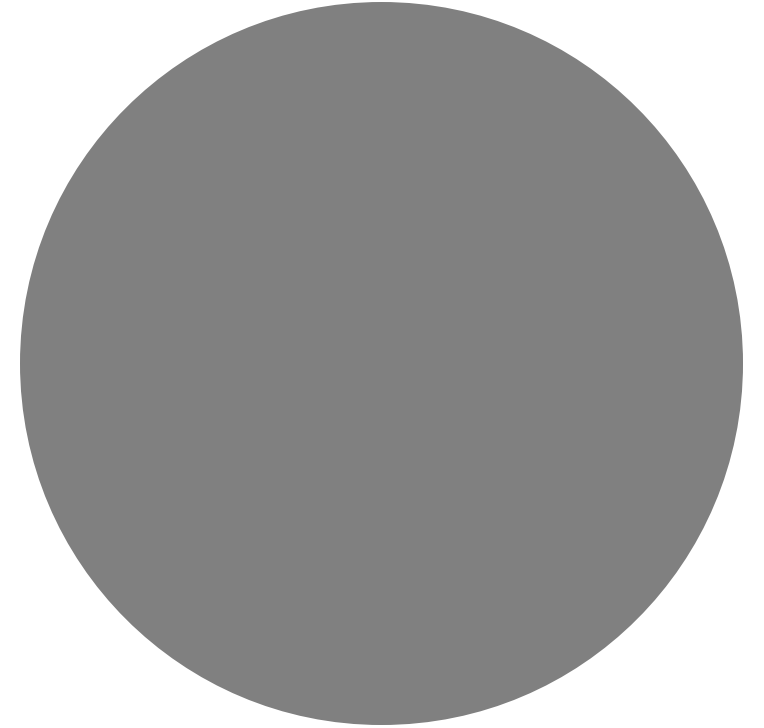
- High quality level of service – recognized in the industry
 - Cost effective services
 - One stop shop
 - Local In-Country specialization
 - Advice on Compliance with local laws
 - Consulting on Industry best practices
 - Information and advice on entrance into New Markets
 - Employment and Secondment services
 - Global mobility – not individual services
-



What do our clients expect and want?



- One stop shop for
 - Corporate set-up
 - Taxation
 - Legal
 - Compliance
 - Consulting
 - Payroll
 - Immigration
- The value of a big name backing their services / a guarantee on the level of services



What do the BIG 4 offer?



What do we,
IAPA
members,
currently
offer?

Accounting,
Tax and Payroll
services

Legal Services

Consulting
services

Regulatory
services

SIG's

Compliance

Immigration
services

IT services

Conferences,
Training &
Webinars

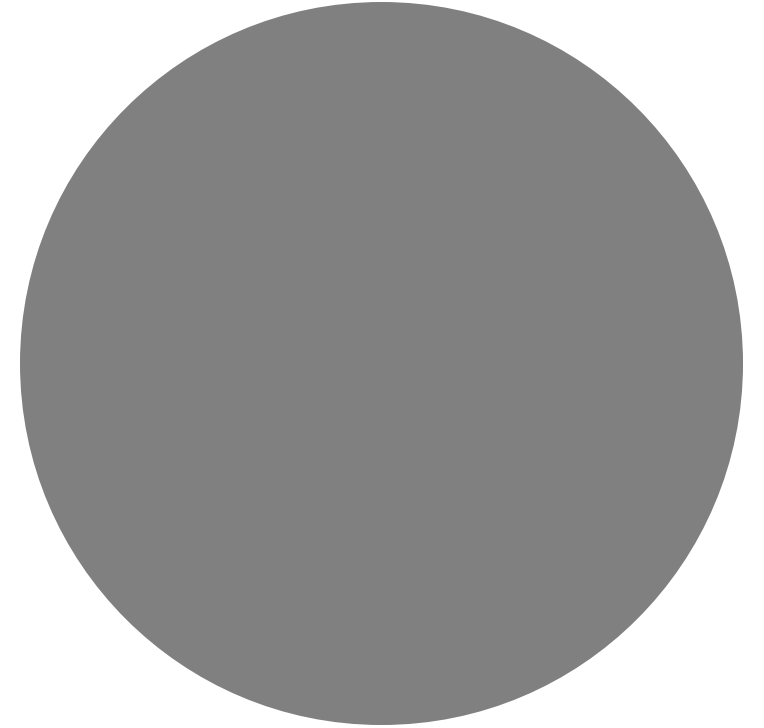
Blue Ocean Strategy

New services that your clients may want – that your company does not offer

Suggestions for new service lines for a specific target market

Sharing of specific market targets within the IAPA network

- Sustainability consulting (Corporate Social Responsibility)
- Multi service line compliance and audits
- GDPR Consulting
- Debtors follow up and reminders
- Training
- Insurance, pension,
- Wealth management



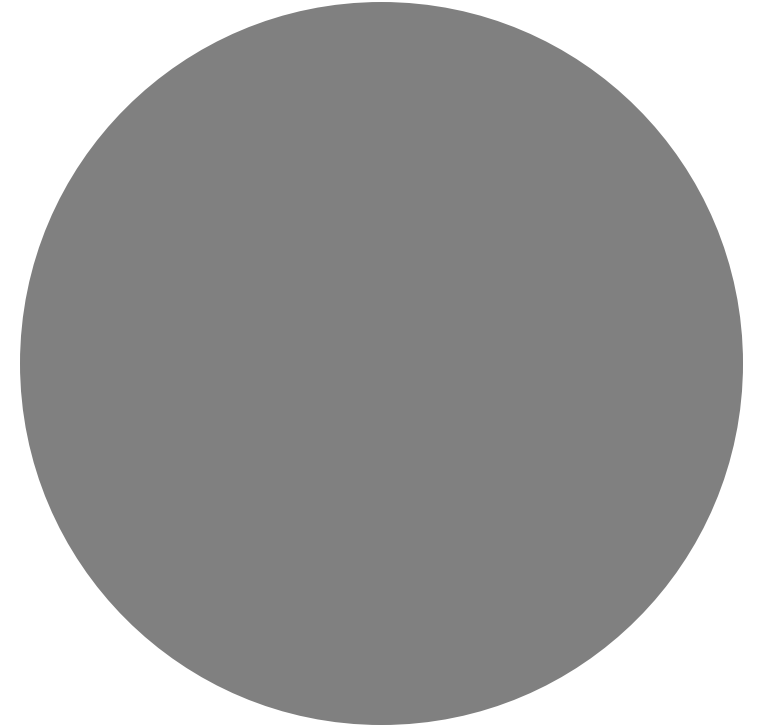
What can we add into our current bouquet of services?

- Become a one stop shop for Global Mobility services
- Economy of services – proactive information
- Host conferences on Global Mobility
- Host quarterly Webinars on topics that affect the day to day existence of our clients – invite a client to provide their insight
- Work seamlessly across service lines
- Create a library of information on Global Mobility requirements
- Create a country information pack on Global Mobility requirements

How would we in the Global Mobility field beat the BIG 4?

- Bring in an internal quality control system, IAPA Quality Seal (certified by an external auditor example DQS) ensures high quality services
- Proprietary process encompass all service lines
- Seamless transition between services and partners

How do we beat the BIG 4?... contd.



Antony's story of growing Global Mobility services through our partnership



FACTS
LONG HISTORY - 2007
MAJOR SOURCE OF LEADS



WHAT WORKS AND
DOES NOT WORK

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Heard the Coke story?

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Thank you !

