

RELOCATION

— *Relocation, Relocation*

In 2011 cross-border activity rebounded strongly, representing 41.5% of all global M&A activity. Triggered by the increasing internationalisation of markets and industries, the international relocation of top management team members, and core functions like finance and R&D is happening more and more.

● Relocating individuals and departments is extremely strategically beneficial, essentially people are being moved to grow business and share expertise.

Moving however, is a costly and complicated process and one that warrants support from the best in the industry to make the transition as smooth as possible. Barriers can include personal ties, functional interdependencies and fiscal and legal constraints at the individual, organizational and country level. Some firms may have had to cut relocation spends due to market pressures but budgets are returning and sometimes geographic talent imbalances make relocation an absolute necessity whatever the cost. Acquisition International speaks to the experts.

John Rason, Director of Business Development, Interdean Relocation Services - part of the Santa Fe group, he comments:

"We have over 3,000 relocation experts in 122 offices worldwide, providing relocation services for organisations who want to transfer their employees across the globe. In 2011, we relocated 110,000 employees and their families.

We work cross-sector with companies managing anything from a handful of relocations per annum through to organisations with more than 1,500 International Assignees.

Typically clients all want the same thing – for us to make employees' lives easy, enabling them to focus on their day job while we take care of the entire relocation process."

WHERE ARE MOST OF YOUR CLIENTS RELOCATING TO AND FROM? WHAT ARE THE CURRENT PUSH AND PULL FACTORS FOR THESE MAJOR DESTINATIONS?

"The UK, US and China are still significant destinations, but with the discovery of new energy sources in Brazil, India and China we're seeing an increase in relocations to these countries.

Having our own offices in the most challenging destinations provides benefits to clients who want to control service and costs."

WHAT ARE THE MAJOR BENEFITS OF OUTSOURCING RELOCATION NEEDS TO YOUR COMPANY?

"We offer consistency, scale, local market knowledge, innovation and the management of risk for both the employee and the company, and a comprehensive understanding of immigration laws.

We are also able to deliver services globally and this includes partnering in locations and in broader range of services. And we keep track of all relocated employees wherever they are in the world – an invaluable service to HR teams."

WHAT FACTORS HAVE DRIVEN THE STABILIZATION OF THE CORPORATE RELOCATION INDUSTRY IN YOUR JURISDICTION/REGION OF EXPERTISE?

"The relocation industry has seen a number of acquisitions and further consolidation. There has also been a hardening of the lines between the small, local, moving and destination services companies and the global relocation management companies who co-ordinate services. We've changed the dynamics in the marketplace by offering a range of coordinated relocation services on a local/regional/global basis in addition to offering the more local delivery of moving and destination services."

Kristin Ash, Sales Director at ITG Worldwide. Over 20 year's project management experience across multiple industries with the past five years at ITG Worldwide focusing on international benefits. Kristin is a recognized leader in her field receiving 2011 EMMA nominations from the FEM (Forum for Expatriate Management) in the categories: Global Mobility Rising Star, Best Vendor Relationship and Best Vendor Partnership with CIGNA. , she comments:

"ITG Worldwide started over 25 years ago as a travel insurance specialist. We've expanded our capabilities over the years beyond travel insurance to provide a full spectrum of benefits, including: medical, life, disability, AD&D, Kidnap & Ransom, personal property, and liability for individuals and groups in all countries including high risk areas."

WHAT GIVES YOU AN ADVANTAGE OVER LOCAL AND GLOBAL COMPETITORS IN YOUR AREAS OF EXPERTISE?

"International benefits are our only focus. We are a top producer with the leading global insurance providers. This allows us to create customized plans that meet the unique needs of each client.

We've succeeded and grown by educating our clients, paying attention to detail and by being quick, thorough and responsive. Our advantage lies in our specialized focus in international benefits, our years of experience and our strong relationships with leading global insurance providers."

WHO IS A TYPICAL CLIENT?

"Our clients are organizations in all industries that send employees on assignment outside their home country."

WHERE ARE MOST OF YOUR CLIENTS RELOCATING TO AND FROM?

"Our clients collectively are a large and diverse group encompassing multiple industries with employees moving to and from all countries where business growth is taking place. Our clients travel to all areas of the world for business, academic enrichment and volunteer non-profit endeavors. They are the organizations we all hear about that are making truly global business a reality."

CAN YOU PLEASE DEFINE THE KEY BARRIERS THAT COMPLICATE THE RELOCATION PROCESS IN TERMS OF YOUR EXPERTISE?

"Expatriate assignments can fail when an improper or poorly designed benefits plan is in place. Conversely, an excellent benefits plan removes stress from expats and their families by providing access to vetted medical care providers, a 24/7/365 help line, which includes medical and prescription translation in over 100 languages and overall reduced out-of-pocket costs. Other issues commonly overlooked are the existence of a domestic carrier's "residency clause" that can make a local plan unworkable for expats. Some of the negative ramifications associated with putting an expat on a local employee benefits plan include; no future right to COBRA benefits, and no evacuation/repatriation or other vital support services often needed by international assignees.

Also, upon return to the U.S., the employee cannot receive a letter of credible coverage required by U.S. carriers to eliminate pre-existing condition limitations. Further, local benefit plans often just can't work for expats. They need specialized benefits with an international carrier who recognizes and addresses the needs and stresses associated with living outside your home country."



Company: Interdean part of the Santa Fe Group
Name: John Rason
Email: john.rason@interdean.com
Web: www.interdean.com
Address: Global Headquarters, Central Way,
London NW10 7XW, United Kingdom
Telephone: +44 (0)20 8961 4141



Company: ITG Worldwide
Name: Kristin Ash
Email: kristin@itgworldwide.com
Web: www.itgworldwide.com
Address: 500 Professional Center Drive, Suite
515 Novato, California 94947 USA
Telephone: 1.972.722.6399