

Runtime HRMS Presents



Unlocking Opportunities: A Guide for Indian Companies to Expand in the US Market

The US Market expansion with current laws and regulations

Read more >>

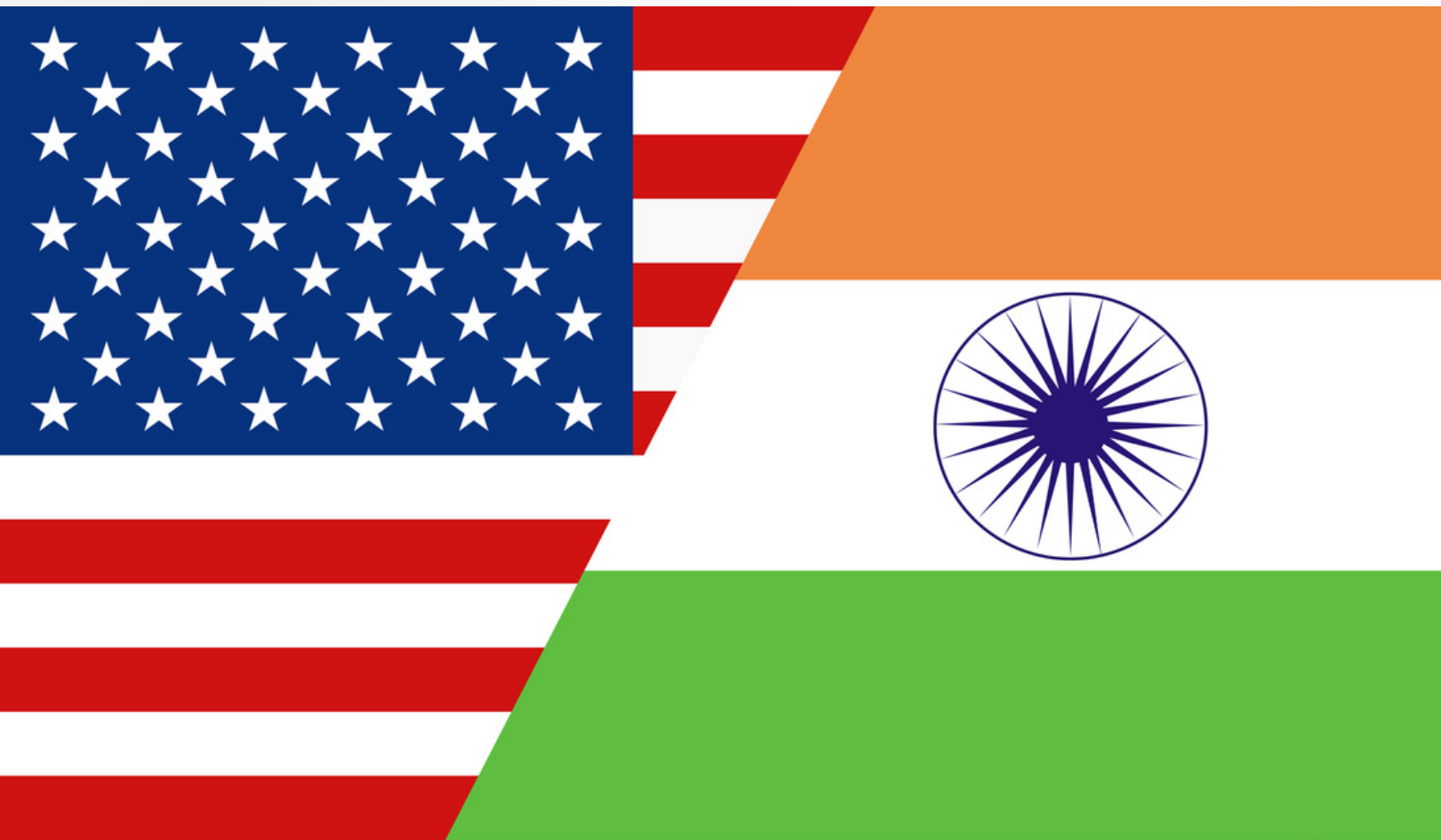




TABLE OF CONTENTS

01

Introduction

02

Why should Indian companies consider expanding to US markets?

03

Understanding the US Market

04

Market Analysis:
Demographics, Consumer
Behavior, and Trends

05

Legal and Regulatory
Considerations for Foreign
Employers

06

Key Takeaways for
expanding to the US

07

Establishing presence

08

Recruitment

09

Conclusion



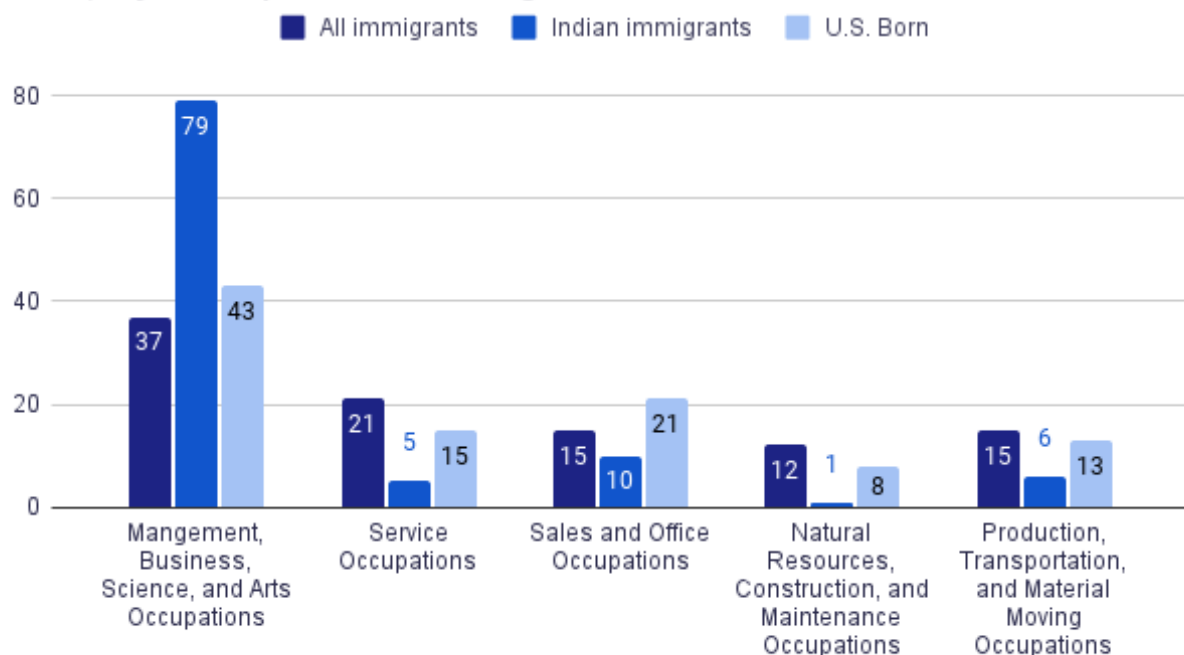


The United States offers a
fertile ground for businesses
looking to increase their
revenue streams and
enhance their global
competitiveness

Introduction

Expanding into the U.S. market presents significant opportunities for Indian companies seeking growth and global expansion. With its vast consumer base, stable economy, and reputation as a hub for innovation and technology, the United States offers a fertile ground for businesses looking to increase their revenue streams and enhance their global competitiveness.

Employed Workers in the U.S. Civilian Labor Force (ages 16 and older) by Occupation and Origin, 2021



Source: <https://www.migrationpolicy.org/article/indian-immigrants-united-states>

Why should **Indian companies** consider expanding to **US markets**?

► Access to advanced technologies

Indian companies can tap into cutting-edge technologies available in the U.S., enhancing their competitiveness and innovation capabilities.

► Tax incentives for non-resident entities

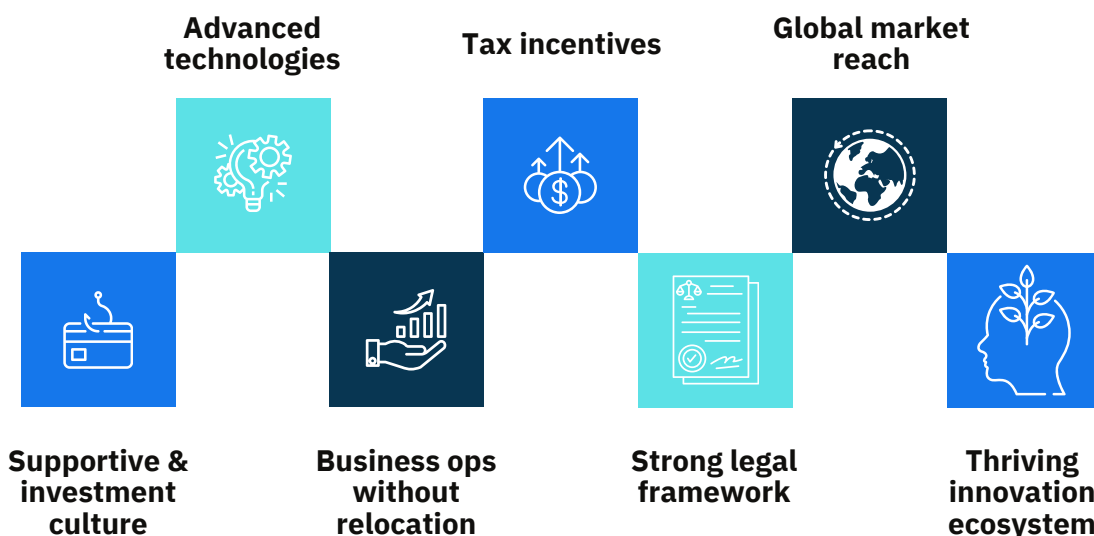
Various tax benefit policies in the U.S. cater to non-resident individuals or corporations, providing financial advantages for businesses operating in the country.

► Robust branding and global market reach

The U.S. offers strong branding opportunities and facilitates easy access to global markets, bolstering the international presence of Indian companies.

► Supportive entrepreneurial and investment culture

The U.S. attracts investors worldwide, fostering a supportive ecosystem for entrepreneurs to secure funding and expand their operations without the need for relocation.





BUSINESS OPERATIONS WITHOUT RELOCATION

Indian companies can conduct business in the U.S. without the requirement of physically relocating their operations, providing flexibility and cost-effectiveness.

STRONG LEGAL FRAMEWORK

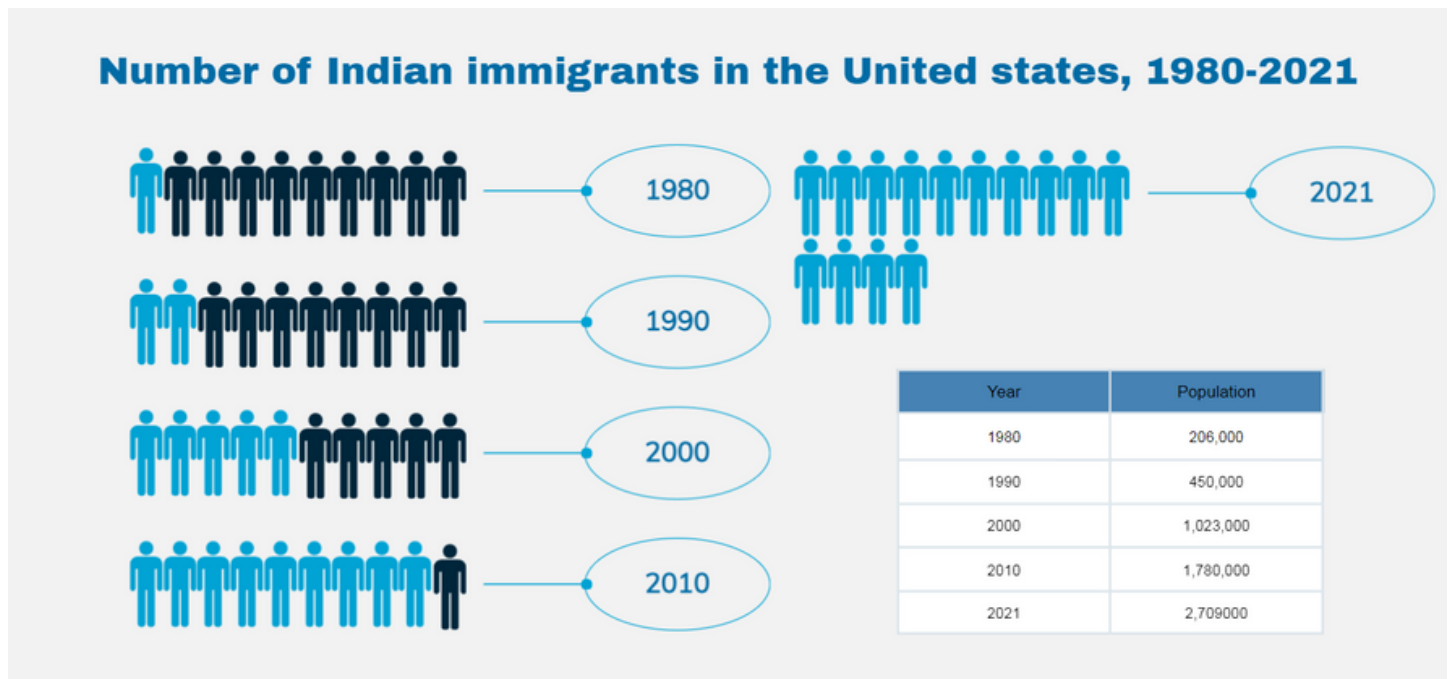
The well-established legal framework in the U.S. creates a favorable environment for businesses, ensuring stability and protection of corporate interests.



THRIVING INNOVATION ECOSYSTEM

Tech hubs like Silicon Valley in the U.S. are renowned for their innovative ecosystems, making them ideal locations for technology-driven startups to thrive and grow.

Understanding the US Market



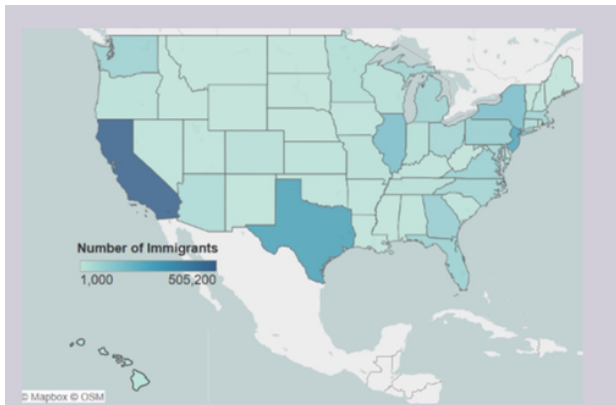
Each  represents 2 lacs Indian immigrants

Sources: Data from U.S. Census Bureau 2010 and 2021 American Community Surveys (ACS), and Campbell J. Gibson and Kay Jung, "Historical Census Statistics on the Foreign-Born Population of the United States: 1850-2000" (Working Paper no. 81, U.S. Census Bureau, Washington, DC, February 2006)

Understanding the U.S. market is essential for any foreign company seeking expansion and success in this dynamic business landscape. A comprehensive analysis involves exploring demographics, consumer behavior, and current trends, as well as navigating legal and regulatory considerations for foreign employers. Additionally, understanding cultural nuances and adhering to business etiquette is crucial for building strong relationships with American counterparts.

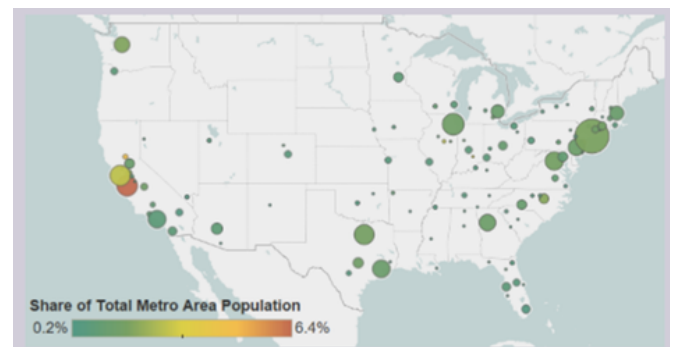
Market Analysis: Demographics, Consumer Behavior, and Trends

Figure 1: Top States of Residence for Indian Immigrants in the United States, 2015-19



Source: MPI tabulation of data from U.S. Census Bureau pooled 2015-19 ACS.

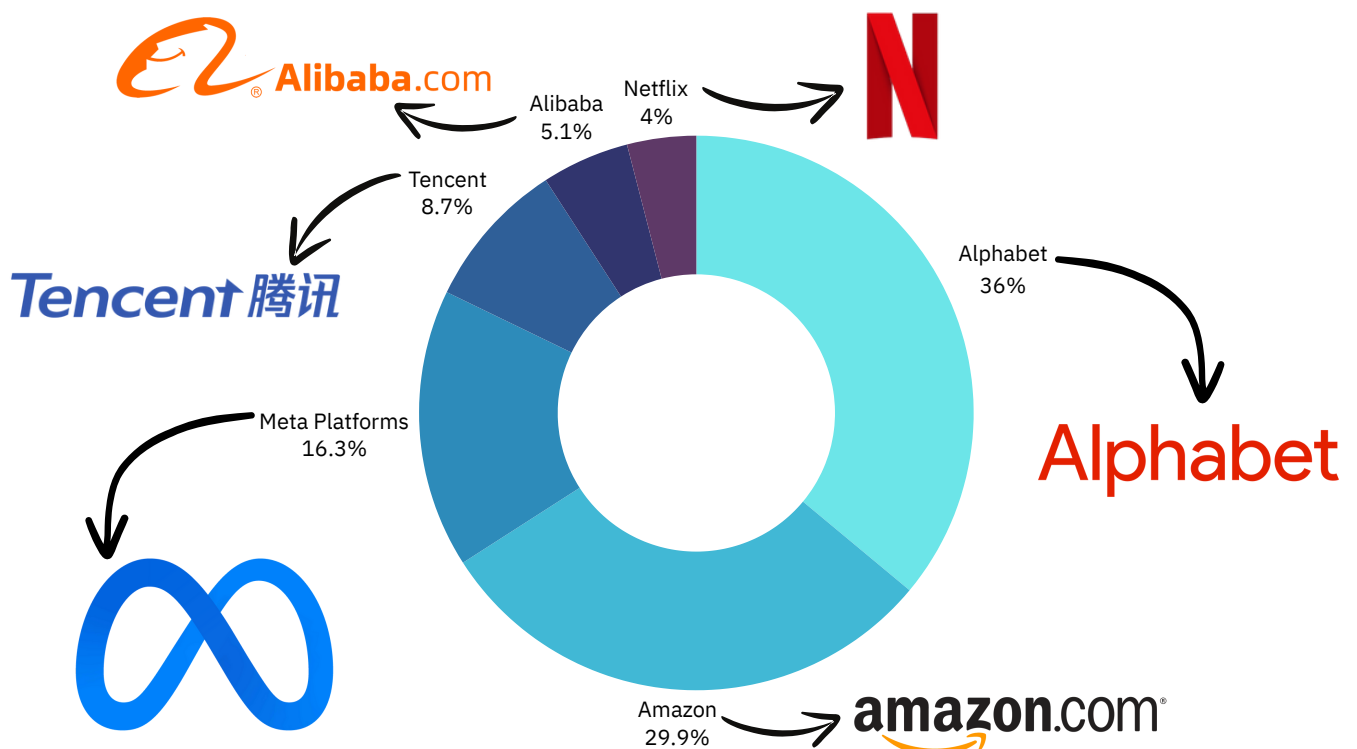
Figure 2: Top Metropolitan Areas of Residence for Indian Immigrants in the United States, 2015-19



Source: MPI tabulation of data from U.S. Census Bureau pooled 2015-19 ACS.

Market capitalization of the top largest internet companies worldwide as of August 2023

(in billion U.S. dollars)



To know more info: <https://www.statista.com/statistics/277483/market-value-of-the-largest-internet-companies-worldwide/>

Legal and Regulatory Considerations for Foreign Employers

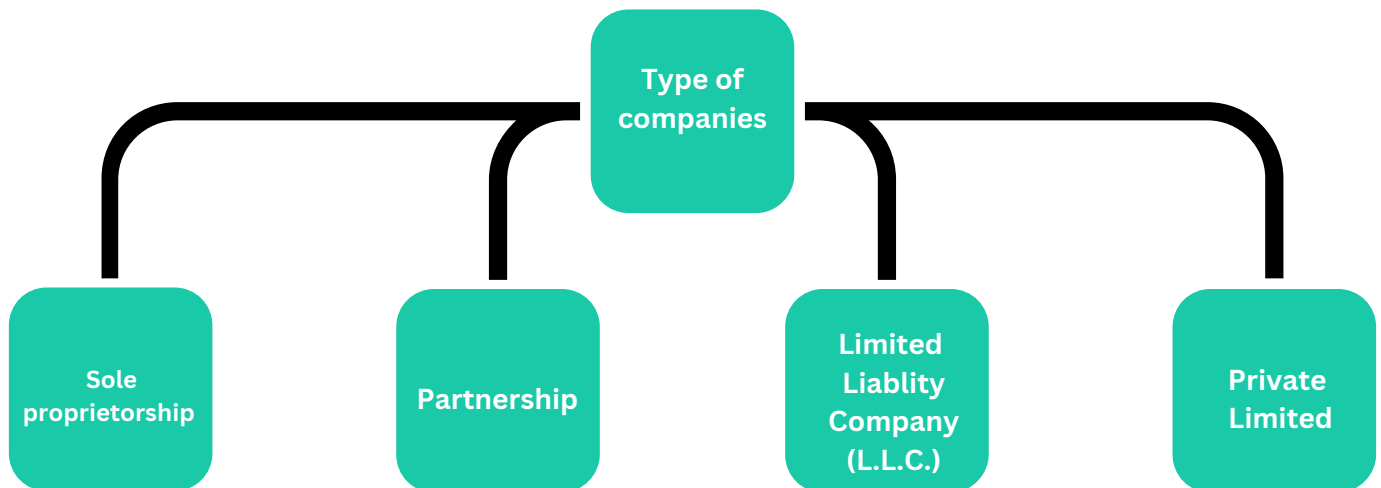
Employment and Labor Laws	https://www.dol.gov/general/aboutdol/majorlaws
Immigration Laws	https://www.uscis.gov/laws-and-policy
Taxation Regulations	https://www.irs.gov/privacy-disclosure/tax-code-regulations-and-official-guidance
Intellectual Property Protection	https://www.state.gov/intellectual-property-enforcement/
Data Protection and Privacy Laws	https://epic.org/issues/privacy-laws/united-states/
Environmental and Safety Regulations	https://www.epa.gov/laws-regulations
Consumer Protection Laws	https://portal.ct.gov/DCP/Agency-Administration/About-Us/History/The-Roots-of-Consumer-Protection-in-America
Contractual Agreements	https://leglobal.law/countries/usa/employment-law/employment-law-overview-usa/02-employment-contracts/
Anti-Corruption Laws	https://www.justice.gov/criminal/criminal-fraud/foreign-corrupt-practices-act
Health and Safety Regulations	https://www.osha.gov/laws-regs

Key Takeaways for expanding to the US

- ▶ **Innovation and Adaptability:** Indian startups shine in the US for their knack for innovation and adaptability. They're not afraid to try new things and push the boundaries.
- ▶ **Risk-Taking Spirit:** Indian entrepreneurs embrace risks, injecting a sense of adventure into their ventures. This risk-taking culture often leads to fresh and exciting ideas that resonate well in the dynamic US market.
- ▶ **Top Talent Magnet:** Opening offices in key US locations isn't just about business – it's also about attracting and keeping the best talent. Being closer to the action helps these startups build diverse and skilled teams.
- ▶ **Friendly Collaborations:** The success story isn't a solo act. Indian startups charm their way into the US market by forging strong partnerships with local businesses. This collaboration not only provides insights into the local scene but also opens doors to funding and valuable resources.

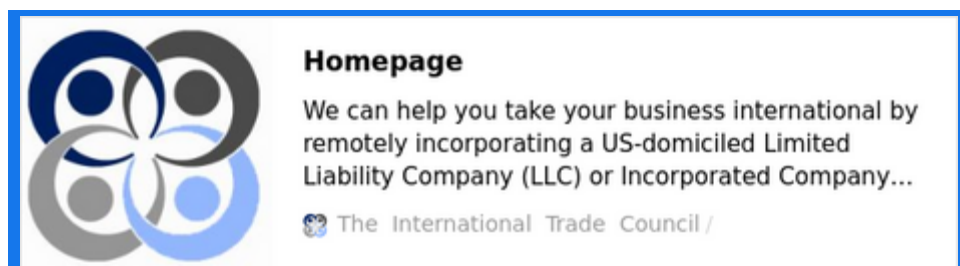


Establishing a Presence



Source : https://en.wikipedia.org/wiki/List_of_legal_entity_types_by_country#India

Source : https://en.wikipedia.org/wiki/List_of_legal_entity_types_by_country#United_States





- ▶ **E-2 Investor visa:** This visa lets a foreign citizen live and work in the U.S. for a set amount of time. This requires approximately at least a \$100,000 USD investment in a U.S. business.
- ▶ **EB-5 Investor visa:** This visa lets a foreign citizen live and work permanently in the U.S. This requires an investment of at least \$500,000 USD in a commercial business that creates at least 10 U.S. jobs.
- ▶ **O-1 visa:** This visa is for people who have demonstrated exceptional achievement and ability in the arts, culture, education, or business. The O-1 visa may help you qualify to move to the U.S. and start a business.

Recruitment

▶ **Talent Acquisition and HR Management:**

Effectively managing talent acquisition and HR practices is critical for success in the dynamic U.S. market. Crafting strategic recruitment approaches and adhering to complex labor laws and employment regulations are integral components for companies entering this competitive landscape.

▶ **Recruiting Strategies for Hiring Local Talent:**

To attract local talent, companies employ diverse strategies. Leveraging online platforms, participating in campus recruiting events, and encouraging employee referrals help expand the candidate pool. Networking within the industry and showcasing a positive company culture are crucial, as is offering competitive compensation to remain attractive in the job market.



Conclusion



Setting up an Indian company in the USA requires careful planning, smart execution, and staying flexible.

By learning about the market, following laws, and building strong operations, Indian companies can do well in the competitive US market. With determination and foresight, they can grow sustainably globally. Forming partnerships and networks is key to growing quickly in the US. Understanding the market helps companies make smart plans, handle risks, and take advantage of opportunities for success in this fast-paced environment.





SCAN HERE

“

*Turn Boundaries into Opportunities.
Make the World your Playground.*

Prashant Agarwal - Founder & CEO

”



Runtime Software Private Ltd
www.runtimehrms.com