

Planning Your Business' **SOFT LANDING**

Top facts to consider when opening your business in the U.S. market.

FOREIGN INVESTMENT IN THE U.S. MARKET

\$1.9 Billion

Foreign investment to establish new business in the U.S. in 2020

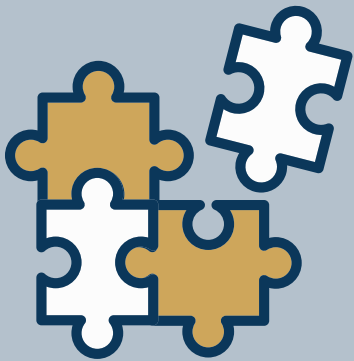
\$2.4 Billion

Investment from foreign-owned businesses expanding into the U.S. in 2020

(Bureau of Economic Analysis, U.S. Department of Commerce)



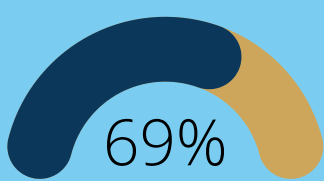
6 MOST COMMON EXPANSION CHALLENGES



- Language Barriers
- Cultural Differences
- Recruiting
- Managing Global Teams
- Currency Exchange Rates
- Nuances of Foreign Policies

(Harvard Business School)

RECRUITING STATS TO KNOW



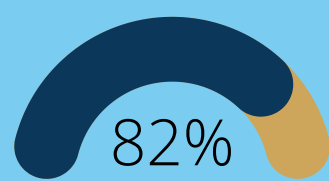
69% of companies in the U.S. struggle to find top talent

(Manpower)



The hiring process takes an average of 36 days

(SHRM)



A great onboarding process improves new hire retention by 82%

(Glassdoor)

TOP EXPERTISE NEEDED TO SUCCEED



- Human Resources
- Business Development
- Sales
- Accounting and Tax
- Marketing
- Immigration Assistance

(UnniCo)



If you're looking to expand your business into the U.S. market, don't go it alone.

UnniCo Cross-Boarder services can help you land softly in the U.S. so your business can achieve limitless success.

Learn more at UnniCo.us