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# Navigating New Horizons: Overcoming HR & GDPR Challenges in European Expansion

**Presenters:** Laurent-Pierre Sans, Regional Director - Europe  
Monica Preciado, HR SD Manager & GDPR Expert

**Organiser:** **BIPO** | Make Life Easier.

# Speakers



## Laurent-Pierre Sans Regional Director - Europe

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- Professional with more than 25 years of experience in global HR technology service provider companies, specialist in global and international partnerships/international private sectors in the field of human resource management.
- Expert in business expansion in the European territory and market, as well as reputed business expert specialised in HR outsourcing services.



## Monica Preciado HR Service Delivery Manager & GDPR Expert

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- Jurist and HR and employment law specialist with over 6 years of experience in EOR and PEO business expansion. Hold a *Compliance and GDPR EU* Accreditation
- She has a proven track record of success in all aspects of HR, including legal consultancy for international expansion companies, globalisation of EOR services and HR market implementation expertise.

# Your Webinar Experience

## Housekeeping Notes

01

Presentation slides will be shared.

02

Q&A session is at the end.

03

Use the **CHAT** function to ask us your questions.

04

Give us your feedback through the form!





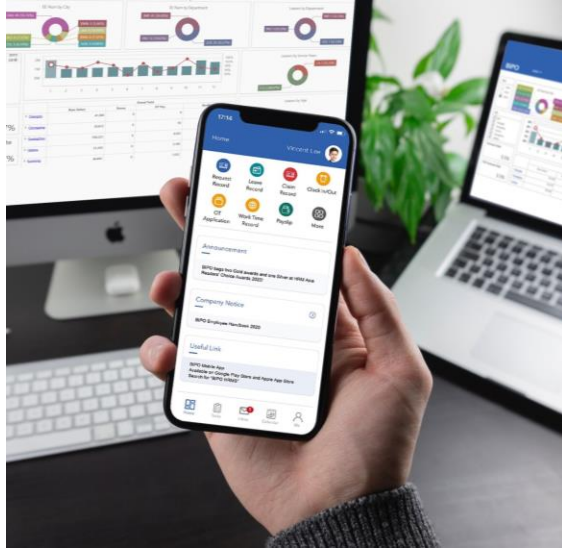
# Today's Discussion

- Overseas Expansion - Potential HR Challenges and Recommendations for Success
- What GDPR Mean for Your Business?
- How can Your HR Operations Efficiently Support Your Business Growth?
- Q&A



# BIPO at a Glance

# Total HR Solutions for your Global Workforce



**10+**  
Years of  
experience

**560,000**  
Users  
globally

**160+**  
Countries  
covered for EOR

Payment in  
**200**  
Currencies

**900+**  
Employees  
worldwide

**44+**  
International  
offices

**63**  
Payroll  
outsourcing  
countries

More than  
**3,300**  
Clients

## Leader in Asia

- Based in **Asia**, with **global reach**
- Helping global companies. expand **into and out of Asia**
- Core USP: 18 specialist **payroll engines** in Asia.

## Recognised by Peers



# Our Expertise & Product Lines

BIPO's technology-enabled **total HR solutions** streamline the employee lifecycle from onboarding to offboarding. Our integrated suite of cutting-edge HR and payroll solutions empower companies to navigate today's world of work.

## Total HR Solutions for your Global Workforce

### Human Capital Management Solutions (SaaS)

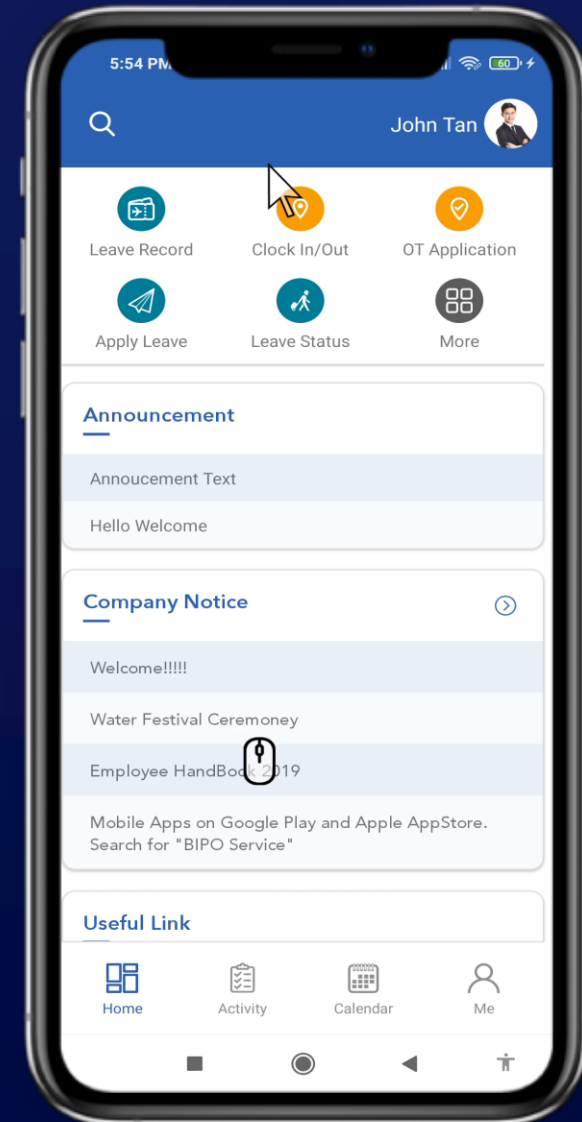
- BIPO HRMS
- Athena BI

### Global Payroll Outsourcing

Multi-currency salary payments with Butter

### Employer of Record (EOR)

Hire and manage talents in 160+ global markets with Butter





# Europe at a Glance



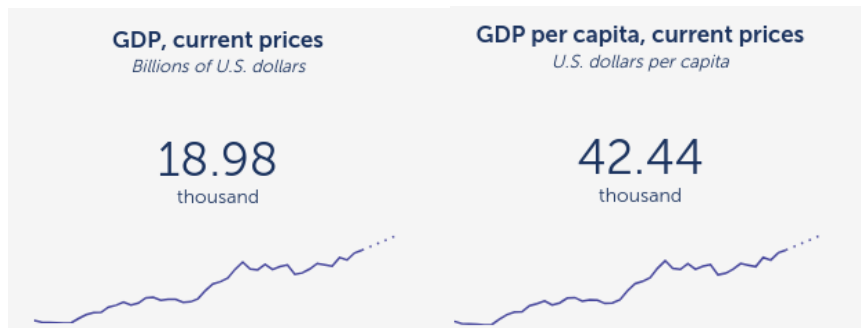
# The European Union

The European Union (EU) is a political and economic union consisting of 27 member states subject to the membership's obligations and privileges.



27  
Countries

450M  
People



Map of European Union Countries



# **Overseas Expansion**

**Potential Challenges and Recommendations  
for Success Overseas**

# Most Common HR Challenges to Consider while Expanding Overseas

High Risk & Costs

Data privacy and GDPR risk

Labour law complexity

HR local practices knowledge

Lack of visibility & transparency on HR processes

Data inconsistency from across geographies

Lack of process efficiency – Manual excel-based HR reporting

Low  
Productivity

# Key Recommendations for a Successful Workforce Expansion

## Anticipate and Secure Risks



**Proactively Address  
Data Privacy  
Management**



**Ensure Full GDPR  
Compliance**



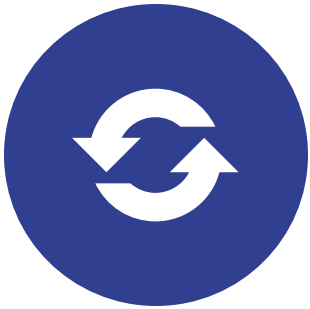
**Navigate the Local  
Legislation to Minimise  
Business Risks**



**Master Local HR Practices  
To Support Business**

# Key Recommendations for a Successful Workforce Expansion

## Implement a Robust HR Operation Platform



**Save Time and Money  
Through Process  
Harmonisation & Efficiency  
from the Get-go**



**Get Full Visibility and  
Control on HR & Payroll  
Processes**



**Ensure Data Accuracy and  
Consistency across  
Geographies**



**Get the HR  
Dashboard You Need to  
Monitor Your Business**



# **What does GDPR Mean for Your Business?**

# Global Data Protection Regulation (GDPR)?

- The world's strictest privacy and security law.
- Drafted and approved by the European Union (EU) - Came into effect on May 25, 2018.
- Imposes obligations on organisations globally targeting or collecting data related to EU individuals.
- Penalties for violations can reach up to €20M or 4% of annual global turnover.
- Regulation is broad, far-reaching, and light on details.
- **Applies to organisations processing data of EU citizens or residents or offering goods or services to them.**
- Data subjects have the right to seek compensation for damages.

# GDPR-Recognised Privacy Rights for Data Subjects

**Right to be informed:**  
Clear information on data collection, usage, and storage.

**Right of access:**  
Access to and copy of personal data being processed.

**Right to rectification:**  
Correct inaccurate or incomplete data.

**Right to erasure:**  
Request deletion of personal data under certain conditions.

**Right to restrict processing:**  
Limit the use of personal data in specific situations.

**Right to data portability:**  
Receive and transfer personal data in a common format.

**Right to object:**  
Object to data processing for specific reasons, including direct marketing.

**Rights related to automated decision-making and profiling:**  
Protection against decisions based solely on automated processing that significantly affect them.



# What Data Privacy and GDPR Means for Your Business?



Legal constraints that requires businesses to anticipate how and where individual data will be handled



A thought process for all your business processes handling personal data (clients, prospects, partners, associates)



Significant financial risks and business risk (reputation damage) that needs to be understood and put under control



A source of concern, lost time and cost if not anticipated from the get-go

# Data Privacy & GDPR's Main Expectations from HR Leaders

Personal Data Protection

Data Storage and Data Access

Data Retention Strategy and Data Purge

Employee's Data Control & "Right To Be Forgotten"

Incident Management Protocol and Declaration



# Overseas Expansion

**How can Your HR Operations Efficiently Support  
Your Business Growth?**

# Have a HR Plan in Place!

- Incorporate HR operation as a **pillar** of your overseas expansion strategy
- Define **global HR** needs versus **local HR** needs
- Balance **global control** versus **local autonomy** to enable business flexibility
- Leverage **technology** to **digitalise** your HR processes

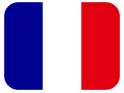
# Client Case

## A Global, Secured, Efficient and Unified HR Operation Platform

### Your Local Operations



Spain



France



UK



Turkey



Germany

#### Workforce Management Processes

- Employee profile
- Onboarding/Offboarding
- Contract management
- Payroll & tax declaration
- Travel expenses
- Employee portal & mobile Apps
- Leave request management
- Performance management



#### Expansion Strategy and Global Process Design

#### Workforce Management Processes

- Access to Employee profile
- Country dashboard and HR reporting
- Launch / monitor HR processes
- Monitor payroll processes

### Your Headquarter

HR  
Command  
Center

- ✓ Data security & GDPR-proof solution
- ✓ Efficient, consistent & transparent HR processes
- ✓ Data consolidation, Reporting HR, full control from HQ
- ✓ Scalable & agile HR solution to support overseas' growth

**Q&A**

# Connect with Us



**Monica Preciado I Alberch**

HR Service Delivery Manager & GDPR Expert

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**Laurent's WeChat**

