

HINTS OF DECISION MAKING PROCESS IN ESTABLISHING A LEGAL ENTITY ABROAD

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Abstract

Choosing to open a representative office, branch or subsidiary in another country helps multinational corporations, like our group, reengineer their value chain, control the complexity of their businesses and gain significant financial benefits from a superior business model. Selecting an appropriate location for a local entity is one key driver of a successful initiative. A multinational company (called The Group) might have many companies around the world, notably in France, but no activity at all in Switzerland. In this paper we intend to present what are the main advantages of a multinational company that wants to develop new activities in Switzerland and what the tax consequences are? At the end of this paper we will provide our own recommendation regarding the continuation of business activity.

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