THE TRADE COUNCIL
YOUR GATEWAY TO NORTH AMERICA
WE OFFER

Corporate Establishment
Virtual Office
Physical Office
Local Recruitment
Employee Contracts
Distribution Contracts
Registration of Trademarks
Product Certification
Counselling on Tariffs
Accounting Services
Corporate establishment is a necessary first step when expanding to North America and The Trade Council can help you with this process.

The Trade Council Offers:
• A legal set-up and corporate entity structure relevant for your U.S. subsidiary
• Access to a local network of corporate attorneys, immigration lawyers and accountants
• A dedicated project manager providing guidance throughout the establishment process to ensure a smooth market entry
• A local business address at a Consulate General of Denmark for up to two months during the establishment phase.
WE OFFER
VIRTUAL OFFICE

A virtual office gives your company immediate market presence with a local business address, phone number, front desk and meeting room facilities.

The Trade Council Offers:
• A local business address and direct phone number administered by your chosen Consulate General of Denmark in North America
• Mail handling and check deposits
• Comprehensive summary of all inquiries and incoming calls to your company
• Meeting facilities at the office of the Consulate General whenever you are in town.
• Leverage of local Trade Council Advisors’ market knowledge and networks.

WE OFFER
PHYSICAL OFFICE

A physical office enables your company to set up operations quickly, easily, and safely; thereby allowing you to focus on the most important thing from Day 1 - your customers.

The Trade Council Offers:
• An official address at a central location with a fully furnished office and modern IT, along with ready access to meeting facilities
• Assistance with all practicalities including VISA application, lawyers, accounting and taxation
• An assigned project manager at The Trade Council to help you get your business up and running
• A social environment, an extensive business network, and professional feedback on local market opportunities from advisors of The Trade Council
• Assistance in the search for private housing through trusted real estate agents.
Finding the right country manager, key account manager or engineer is key for your market entry in North America; by hiring the wrong employee, you risk setting your operations months or perhaps years back. In North America, it is easy to hire and fire and it is not unusual that employee and employer have the right to terminate a contract with two weeks' notice. It is therefore important to treat your employees well and offer reasonable benefits including salary, bonus, flexibility, and sufficient healthcare insurance.

The Trade Council Offers:
• Support with recruitment of local staff
• Complete recruitment research tailor-made for your industry if needed
• Access to The Trade Council's extensive network of Danes working with recruitment companies in the U.S.
• Advise on job postings.

Once a subsidiary has been established, The Trade Council is able to assist in expanding your business. North America is very different from Denmark when it comes to employee contracts. Issues such as healthcare, pension, vacation days and maternity leave are all things to consider before hiring additional staff.

The Trade Council Offers:
• Outline of standard benefit schemes in your industry.
• Access to a trusted network of lawyers that can assist you in drawing up the contract.
The importance of having transparent, legally binding distribution contracts cannot be emphasised enough. Although your company has come to agreement with, what seems to be, the perfect partner, the partnership can still come to an end. The Trade Council has unfortunately observed negative consequences for a number of Danish companies through the years, where the U.S. partner has not lived up to their obligations.

The Trade Council Offers:
• Access to a network of trusted attorneys that Danish companies have been using for years.
• Attorneys specialized in distribution contracts with services including both review of standard distribution contracts as well as tailor made distribution contracts for your industry that meet local requirements of the states in which you operate.
We offer product certification.

In some cases it might be beneficial to get a product certification in the U.S. Such certifications can be attained by certifying your product at a nationally recognized testing laboratory. Such laboratories are privately owned and located across the U.S. The timeline on a product certification varies depending on whether your product can be tested through existing standards or if it is a so-called ‘new invention’, which requires new standards to be defined.

The Trade Council offers:
- Access to a network of people working at various nationally recognized testing laboratories.
- Overall guidance on the product certification process.

We offer registration of trademark.

Trademark registration ensures that your company can transfer its name and logo to North America. In the U.S., a trademark can be registered both on a Federal and State level. This can be done as long as a certain word or term (i.e., trademark) has not been registered in the U.S. before. If not, the application process can begin.

The Trade Council offers:
- Trademark registration in the U.S. or Canada
- Access to local Trademark attorneys that will assist with Trademark search and filing the relevant application
- A dedicated project manager that will assist you throughout the process.
import of goods to the U.S. and Canada is a complex process. CETA, the European Union's free trade agreement with Canada, valid with effect from 2017, resulted in removal of tariffs on a significant number of products and services.

In contrast, trade relations between the U.S. and the European Union is currently facing a period of considerable uncertainty.

The Trade Council Offers:
• Counselling on customs regulations
• Access to a network of customs lawyers, who can represent you in case of import disputes with the U.S. authorities.
On a regulatory level, the U.S. consists of multiple state and municipal regulatory environments. Therefore, having an 'on the ground' accountant is vital. A experienced accountant is able to assist your company in complying with current regulation in each of the states in which you are operating.

The Trade Council Offers:
- A Certified Public Accountant (CPA) to advise on your taxes
- Complete payroll management
- A dedicated project manager who will assist you throughout the process.