

Helma International Newsletter – July 2015



EDITORIAL

The launch of [Smart Expatriation](#) in April is a big pride because it is the fruit of an experience of more than 10 years and a work of study and search shared between collaborators and partners. In one month, more than 3000 simulations on the site were realized with an ascendancy of French users. Thus it is not surprising that the city of the most selected origin is Paris. The most wanted countries of destination are the United States, the United Kingdom, China and the United Arab Emirates. Figures will soon have to evolve with more and more users coming from any countries. We have the possibility already to compare the costs that represent for example an expatriate of Paris towards the other big destinations. The surprise is considerable because the traditional studies focus only on the differences of cost of living (except accommodation) between cities. In reality, most wide gaps of costs result from the housing and the social and fiscal charges. So for a single man, it is cheaper for a company to send an expatriate in Dubai than of the credit note as an employee in Paris because it not neither tax nor social charges. On the other hand, to exile a family from Paris to New York is 3 times as expensive as to leave it in France, essentially because of the difference of the price of the accommodation and its impact on the fiscal cost. The data which we collected are colossal and are going to allow us to measure the competitiveness price of every city. When it is crucial for a company to master its costs and to arbitrate between the places of residence of his employees, Smart Expatriation brings a big increase in value. As for the candidate for the international mobility, he will have more and more information at his disposal to make his choice. Find the complete results of our study on the cost employer in expert's word of this quarter.

Ghislain de Rengervé, President & Founder

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EXPERTS SPEAK

It is often relevant for a company to compare the complete cost between various cities in case of mobility of a collaborator. Is it more interesting financially to send a manager to a city rather than an other one, in particular when he has to work on the whole geographical zone? It is also a calculation important to compare the cost of a person between its country of origin and the host country. So to send a single collaborator from Paris to Dubai returns cheaper than to leave him in affectation in Paris. He will nevertheless have to count additional expenses if he wants to cover himself in health and to prepare his pension. Extremely brought into conflict, to send a family from Paris to New York shows itself particularly ruinous because the cost for the company will be three times higher. The note should more grow heavy it if we add tuition fees in international school. In our study, 3 elements which make vary the cost for the employer are the compulsory amount of the welfare costs and the income tax, the cost of the accommodation, and the cost of living. We notice that the cost of the accommodation has a very strong impact in the complete cost, the accommodation representing to him alone between 29 % and 56 % of the total cost. Being considered most of the time as a fringe benefit, the accommodation is going to weigh down in more the tax grab in countries with a high imposition (the USA, UK, Brazil). It is in cities State (Singapore, Dubai, Hong-Kong) that in relative value the cost of the accommodation is the highest neighboring for a couple married with 2 children the 50 % of the total cost. These cities are very attractive for their very soft taxations (of 0 in Dubai and to 10 % for a couple in Hong-Kong). The impact of the difference of cost of living for the studied cities is relatively modest with regard to the complete cost because it represents on average 5 % for a single man or a family. In a vision of optimization of the costs, include are what the heaviest expense items is an essential prerequisite to lead a program of effective cost cutting. To negotiate the rent and to revise downwards the standard of the accommodation will have for example a much more significant effect in terms of costs than try to reduce an indication of cost of living.

Employer cost (€) for a single employee from Paris to other destinations with a 50000€ gross salary



Employer cost (€) for a married with two kids employee from Paris to other destinations with a 50000€ gross salary



* Consideration of the difference of the cost of living (Expat index Smart Expatriation), of the cost of the accommodation, the welfare costs and the compulsory income taxes. Tuition fees are not integrated.

Data extracted from the site [Smart Expatriation](http://SmartExpatriation.com)

TESTIMONIAL

Robert Bosch's Headquarter in France describes their experience with HELMA International

Since April 2007 HELMA International supports us for the relocation of our long-term and short-term assignees, mainly in the Parisian area.

We appreciate the advantage to have on one hand a single point of contact for the management of the files which give us the needed reactivity, and on the other hand additional support provided by the manager for more complex files and specific requests. The consultants during the housing visits are great listener and respond favorably to the assignees' needs. Their expertise brings therefore to all of our assignees full satisfaction. Our decision to choose HELMA International is no accident. We do not regret it.

MUST KNOW ...

Evolutions of the MOBILIPASS

We would like to present the evolutions concerning the Mobili-Pass which can enable companies to realize economies whichever level of wages of their expatriates.

A new directive from the UESL to the collectors is applicable from May 11th 2015. You will find below the main points which can impact International Mobility Managers.

- The minimum distance to be respected, 70 Km, may be replaced by "a transportation time" which must be superior to 1 hour and 15 minutes.
- The prior agreement is now considered as the final agreement for the collectors. The procedure does not change: you should ask it systematically.
- In the annual budget envelope allocated to each collector, 70% of the allowed amount should respect the PLI ceiling (of which 30% for the ones aged below the age of 30), but as of now 30% can be distributed without revenues' limits.

This implies that a prior agreement can be asked for MOBILI PASS even when the revenues exceed the ceilings.

As per the directive, in case of refusal, the collector will have to justify this decision..

If you wish to have additional information, do not hesitate to contact us. We remain available to provide details on the Housing research service with the MOBILI PASS funding.

+ Info sur Immi

INTERNATIONAL MOBILITY EVENTS



- **25th of September:** HELMA International's Breakfast – Topic to be defined.
- **8-9th of October:** HELMA International will be part of the Global Workforce Symposium 2015 in Boston, organized by the Worldwide ERC – The Workforce Mobility Association.
- **4th of December:** HELMA International's Breakfast – Topic to be defined.
- **January 2016:** The 24H Chrono de l'International organized by Mondissimo with the participation of Smart Expatriation- www.smart-expatriation.com. The concept will take 24 cities in the world within 24 hours. The live screening will be ensured by TV5MONDE.

PROFILE



Priyam Majumdar Quality/ Training & Global Partnerships Department Manager

Having spent a significant part of her childhood in Pondicherry, and, later, acting as the Cultural Co-ordinator at the Alliance Francaise in Bangalore, has given her deep insights into various aspects of the Indo-French relationship. These insights have been honed by her experience as a key accounts manager at Mayflower Language Services, where she worked with international clients to research market trends and Quality check for translation & Localization projects.

Priyamvada joined HELMA India in 2009 as a business development manager. Over the next few years, she successfully developed strong partnership network across the globe thereby increasing HELMA's footprint in international mobility services. In 2011, Priyamvada moved to Head of Global Partnerships and in October 2013 she successfully created the Household Goods Move Co-ordination department for HELMA International.

Combining her skills in management with a passion for all things inter-cultural, Priyamvada heads two of HELMA's primary departments: Global partnerships and Quality and Training for HELMA India. As Partnership Manager her responsibilities include: selection of suppliers, negotiating contractual business partnerships, quality control as per ISO 9001 and EuRA norms. For Quality and Training- she implements intra-department processes and trains GAMs, the suppliers and other stakeholders to ensure smooth operations, communication and stringent compliance to client KPIs and quality norms. Additionally, she collaborates with HELMA's multiple offices in various geographies in order to respond to RFPs for instance. She is currently pursuing a Management Development Program in HR & Training Development by XLRI, the premier HR institute in India.