

# Helma International Newsletter – March 2013



## Editorial

A recent study by PWC shows that a 50% increase in the number of international transfers is predicted for the next 10 years. This means that international mobility is not dead. In an economy which is so globalized, where a product is designed in Germany, manufactured in Turkey and sold in Malaysia, it is crucial for a company to have a strong geographical agility of its human resources. International Mobility is changing significantly: becoming more responsive, more secure, and with faster turnarounds. Faced with growing business challenges, having the right resource at the right place at the right time requires international mobility managers to switch from the rudimentary mode to focused and responsive professionalism. Our daily challenge is the advancement of International mobility towards excellence.

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## Expert Speaks

### Immigration : Is the EU blue card a testimony of a common immigration strategy of the European Union ?

Since last year the European Blue Card (EBC) scheme has been implemented in France and in other countries of the European Union for professional migrants.

This scheme is slowly starting to interest companies that wish to hire highly qualified workers on a more permanent base.

The main objective of the EBC is to provide a common standard for immigration and rights of transferees being sent to work in the EU.

#### Eligibility criteria

- 1.5 x the average French Gross salary (which has been calculated as 52 725 € for November 2012 ),
- A diploma confirming that the person has studied a minimum of 3 years in a higher education institution (university or college recognized by the Government in the Home country) Or a minimum of 5 years professional experience at the same level
- A job position which is competent with the professional experience of the candidate and an employment contract for at least for 1 year.

#### Advantages and Disadvantages

##### *Advantages :*

- If the assignee has a EBC, there would be no check to see if a local national can be employed in the local labour market.
- Other advantages include ease of procedures like: a single drop box facility in the bigger labour offices in France, no medical test required, no requirement for “reception and Integration” contract
- Possibility to us “the accompanying family” visa to bring spouse and children at the same time (instead of other immigration process for family reunion which are longer)
- The spouse would have the possibility to work
- After 18 months in the country of arrival the worker has the possibility to apply for a job in an another European Country (the employee is allowed to work in another EU country without requesting a new work permit if he fulfills the condition of the EBC in this country).
- The possibility of getting a 10 year European residence card, if the assignee has stayed and worked in the same EU country for 5 years.
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##### *Disadvantages :*

- During the first 2 years after obtaining the EBC the worker must stay in the same job, i.e. the job for which his initial Work permit has been obtained. He can then access to other type of jobs.
- Only for highly qualified employee (higher education, professional experience, salary...)
- A French work contract must be provided, which may not be advantageous from a mobility point of view for some companies.

#### In Summary

The EBC card allows companies, especially during current economic environment, to have greater flexibility in the transfer of their assignees within the EU countries.

This scheme is particularly attractive for people on a management level that would stay continually in France or another European country.

## Testimonial

### An accelerated international development– KEOLIS SA

Keolis is a leader in public transport for travellers in the world and is reputed to find transport solutions suited to problematic locations of each city and to the travel habits of travellers.

Keolis has more than 50000 employees throughout the world (around 20000 international)

Keolis is born out of a regrouping of many companies in the public passenger transport sector. Since then, the group has developed and has experienced a quick speeding up to international: participation in projects of diverse aspects (participating) in Canada (2002), Sweden (2003), United Kingdom (2005), Germany (2006), Belgium (2008), Australia (2009),...

In May 2012, Larson and Toubro Metro Rail entrusted a new project to the Keolis group: the operation and maintenance of the Hyderabad metro in India. The contract is worth approximately 3000 million Euros over a period of 8 years. Keolis and Helma will be working together for their mobility of their employees in India.

It should also be noted that Keolis has just opened new offices in Wuhan, China, for the projects in this area.

Following its development in India, many French expatriates have been sent to Hyderabad, India; some are already there. Keolis has chosen Helma International for the support of its employees:

- Advice on the pay structure in India.
- Setting up the payroll: taking account of all the social and fiscal obligations in India
- Fiscal assistance for expatriates

This support allows the company to comply with all the fiscal aspects and to be supported with its payroll services in India.

The following is the testimony of Ms Elise Mc Lellan, International HR Officer:

*“Helma is supporting us with the payroll and fiscal assistance of our expatriates in India. In a new environment where we do not yet have a local HR, Helma guarantees that we will be compliant and not miss a local legal requirement.”*

### Must Know

#### Tax issues :

France is in 5th position of countries with the highest taxes – 45 % marginal rate – according to the classification published by Eurostat (06/03/13). Following the last increase in the tax rate, France has become one of the top 10 countries for the highest income tax, behind Germany (number 1), Belgium, Canada, Spain and the United States

#### International transfer :

The 2012 Mercer survey on the Quality of Life reveals that Vienna in Austria is still the city where it is the most “pleasurable” to live as in 2011. Vienna is followed by Zurich in Switzerland and Auckland in Australia.

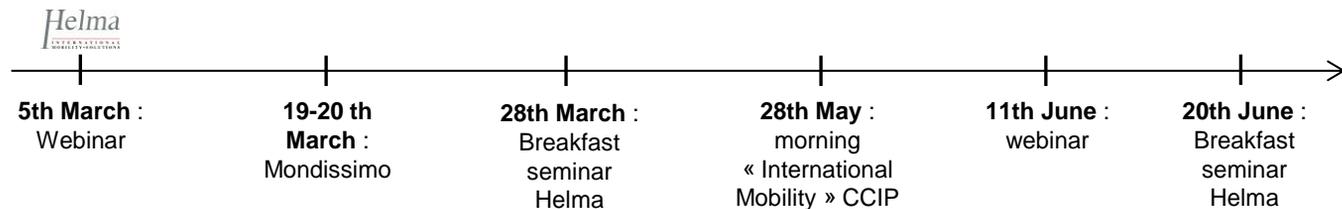
In the American continent, the Canadian cities dominate the classification: Vancouver (5th), Ottawa (14th), Toronto (15th), Montreal (23rd) and Calgary (32nd).

The major cities of the Middle-East and Africa are mostly at the bottom of the classification.

#### Social News :

The French welfare agencies have launched NSD (Nominative Social Declaration) on 19<sup>th</sup> February 2013 so as to reduce the burden currently placed on companies. The NSD system, a single dematerialised database will be implemented gradually in order to allow all employers to make all their social security declarations via the website [www.net-entreprises.fr](http://www.net-entreprises.fr) by 1<sup>st</sup> January 2016. This website site then handles the distribution of the necessary data to the different organizations.

## Helma International Events for the first quarter of 2013



**5 March** : webinar for the Syntec Numérique Members– *Immigration Good Practices : choosing the right permit for inbound foreign assignees to France.*

**19-20 March** : participation at Mondissimo Exhibition– Annual Convention on Global Mobility

**28 March** : Breakfast seminar Helma – *Benchmark from Helma : Best Practices in International Mobility*

**28 May**: Participation in the conference « International Mobility » by CCIP

**11 June**: Webinar for Syntec Numérique Members – *sending your French assignees to work abroad : best practices in International Mobility ( Consultancy – Immigration – relocation departments)*

**20 June** : Breakfast with Helma – *Our solutions to optimize « Short terms »*

## Profile



### Susi CHERET

Director- Relocation Department

A Swiss national, Susi Cheret, has worked in Global Mobility, particularly in Relocation, for more than 15 years.

Susi has been able to successfully utilise her personal experience as an expatriate (to Kenya, Yemen, Spain, Djibouti) to better assist and understand our clients' needs.

She is known for her inter-personal skills and her ability to cater to each and every need of expatriates and their families coming to France and in making sure that their relocation is a success. The range of services provided takes into account both practical necessities and can be tailored to each family's needs.