

Setting up and doing business in the USA

Pathfinder Service

PricewaterhouseCoopers has developed the Pathfinder Service to help overseas companies establish new US operations. Whether your plans simply involve setting up a small sales office in one or many US locations, or a larger operating unit, you will require professional support in addressing the US formalities and complexities.

Setting up in the USA

The US tax and regulatory environment can be very different from your home country, and we can help you understand and successfully navigate the key set up issues. We have created a multi-disciplinary US team and developed a valuable methodology that provides an easy to understand 'step by step' roadmap to expanding into the US market. There are many pitfalls and opportunities when setting up in the USA, and we have strong experience in helping to identify and address these areas. We can ultimately help to ensure a smooth, compliant and timely set up, and reduce the time you incur in this process.

The 'first steps'

Our US roadmap may include advising you on and/or helping you to coordinate some or all of the following important areas:

- Advice on the inbound US tax structure and choice of entity.
- Incorporation of a new subsidiary company.
- Federal tax (domestic and cross-border) implications and registrations.
- State income tax implications and registrations.
- Payroll tax registrations.
- Sales tax implications.
- Opening a new US bank account.
- Setting up a new US payroll.
- Business registrations.
- Employee benefits and insurances.
- Employees relocating into the USA.
- Customs duties.
- Site selection and government incentives.



In addition to providing technical tax advice in these ‘first step’ areas, our service can support you in other important ways. For example, we have identified and can introduce you to reputable third party service providers that will be needed such as US corporate attorneys (we cannot provide legal services), banks, payroll providers, insurance brokers, immigration lawyers and so on. We may also help project manage the many tasks and various professionals involved in the set up to help ensure all goes to plan.

Existing US operations

Once the new US business has been established, we may also prepare your annual US income tax returns and provide on-going day-to-day US tax support. If you have an existing US operation we can take over the preparation of your annual tax returns if you are looking to switch US advisors, and can also perform a ‘health-check’ to help ensure that you are compliant with, and aware of, key US tax requirements.

The benefits

The advantages we bring to you may include:

- **A unique US set up service** providing access to multi-disciplinary advice.
- **A central contact person** to help you project manage the various tasks and team.
- **Experience through working** with many inbound companies over several years.
- **Offices across all US** geographies.
- **Working with a major US firm** such as PwC.

US contact

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Solicitation