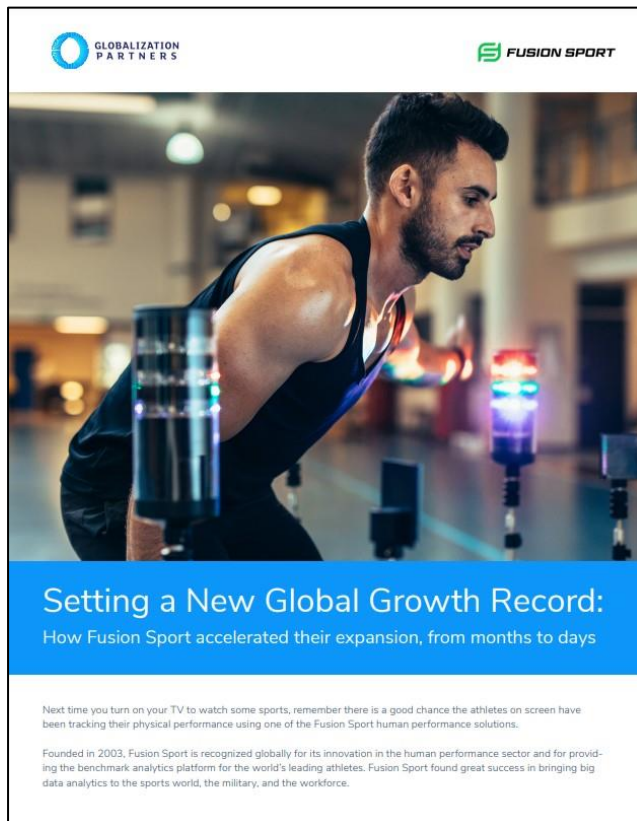


Australia Success Story: How Fusion Sport Accelerated Their Expansion, From Months to Days



Going global shouldn't be a drawn-out, time-consuming process.

Let's face it: the best talent doesn't always live in our backyards. By casting a wider net, companies can scout the best possible match for their teams. But what happens when they attempt international expansion with their own entity setup?

For Fusion Sport, the entire process took 12 months.

So, when a second opportunity for international growth came knocking, they knew they had to do it differently this time. The company decided to delegate the hiring and onboarding portion of their global expansion to Globalization Partners.

“Don’t feel like you have to create a business that could take six or 12 months,” said Karl Wood, People and Culture Manager at Fusion Sport. “If you have momentum now or you see an entry into the market, Globalization Partners can really help to speed up the process of getting people or employees there.”

Download the case study to find out:

- Why establishing legal entities in each country can hinder momentum
- How an Employer of Record aids in rapid global expansion
- How Globalization Partners helps companies hire anywhere in the world