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## Cross borders solutions

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A new company with decades of experience The original crossborder solutions was founded in 2001 and quickly became the industry leader in transfer pricing compliance. We were sold to Thomson Reuters, but we have now recovered under our original management team. Define what cross-border means. Identify the main benefits of going beyond borders. Describe how cross-border solutions work. Today, the world is more connected than ever. As technology advances, there are fewer barriers between people and countries, and the ability to do business together. It's an opportunity. As more people buy products online from different parts of the world, companies are getting more ways to find new customers. To go beyond borders is to find new places to do business in other countries. It's a way to communicate with people around the world and turn them into customers. Let's look at a few reasons why going beyond borders could be a valuable next step for your business: Your market is where you currently do business. But it is very likely that you also have a market outside your home country. All over the world, people may have similar tastes and shopping habits. Expanding your business to other countries means you will be able to meet the needs and interests of these potential customers. People are buying more and more products outside their home countries. Whether it's clothing, jewelry or travel packages, customers see more value in buying products from around the world. Going beyond borders expands opportunities to get new customers. People in other countries also use Facebook. By going beyond borders, people around the world can see your ads, which can increase brand recognition for your business. You may be wondering if going beyond borders is a good option for your business. Although the decision is ultimately yours, Facebook offers solutions that can help you. When it comes to expanding operations to other countries, there is no method that works for all businesses. Each company's goals, steps and resource capacity are different. There is no to go beyond borders. You decide how much you want to spend based on your own budget. Facebook may not prescribe specific actions for the expansion of your business, but our cross-border solutions can provide you with options to help you design your own strategy and grow at your own pace. Before you get to expand your business across borders, we suggest you have certain elements. For example, if your company is shipping to new countries, we recommend that you have: A website in English and in several languages. A payment system compatible with new countries. A shipping infrastructure, if necessary. Be sure to set customer expectations for delivery times and refund policies. A tariff and tax infrastructure. Customer service or local experts. If you advertise in multiple languages, expect customers to contact you in these languages. Facebook has several specific tools to help you on your cross-border journey: with Facebook's global and regional targeting tool, you can choose the area where your ads will target. It can be a city, a country, a free trade area or an entire global network. This determines where we will show your ads. Similar audiences in several countries help you define the who. You can create similar audiences from multiple countries based on your current customer types. It simply provides Facebook with a list of these customers, and we will create a similar audience. If you want to create ads in multiple languages, dynamic language optimization can be helpful. This tool will show your ads in relevant languages to people who see them, wherever they are in the world. What if you have a wide range of products or use different currencies? You can use dynamic ads in multiple countries and languages to create a product catalog and translate it into other relevant languages and currencies. Duke-Dexter is a UK-based footwear company dedicated to making comfortable, high-quality footwear. Their cross-border initiatives are notable for their resounding success. Play IconWith so many people connected to online businesses, advertising products to a wider global audience often makes sense. Going beyond borders gives companies of all sizes the opportunity to find markets in other countries. Facebook offers specific solutions to help you grow your business across borders. The tour does not end there. Learn more about Facebook-specific cross-border solutions with these additional resources: CrossBorder Solutions' integrated proactive project management educates your team and corrects long-term headaches in your supply chain, so both the hassle and bad paperwork from suppliers doesn't land on your desk. Your internal processes can be easily integrated, and you'll have communication every step of the way so you can focus on what you're doing, trusting your products to pick up, and delivered on time when you need them. Put boring voice menu systems behind you. A live voice from CrossBorder's Belleville office answers every call during business hours. You won't wait to talk to the right person: the staff available to help you on site throughout business hours. Technologically advanced to offer you flexible reports of all the details you want, and same-day billing so you know the final costs for the immediate calculations you need to do. You don't have time to evaluate the best freight options from the stores, we do. The border is the exchange of goods across a border. In recent years, global trade has led to a substantial increase in cross-border or cross-border transport, creating great internationalization opportunities for businesses of all sizes. To achieve efficient cross-border transport, it is necessary to find a proven logistics operator or carrier, an infrastructure to ensure the reliable and uninterrupted transfer of goods and bilingual staff operating 24 hours a day, seven days a week. Similarly, in their transportation strategy, companies must take these three factors into account when seeking international transfers: 1. Mexico-U.S. cross-border transportation units: Trucks are the main means of transportation in the Americas, so companies should look for operators who provide this service, which is cheaper than air and faster than shipping. 2. Cross-border transport in the Southeast Asian region: Despite complicated border situations in Thailand, Indonesia, Malaysia, Singapore and the Philippines, the demand for logistics and transport is increasing every day as the regional economy develops. The ports of Thailand and Malaysia are good options such as gateways to areas without developed port infrastructure. 3. Entries into Eastern Europe by land: Central and Eastern Europe has few entries from Asia. In fact, it is considered a difficult area to make deliveries. However, Vienna is seen as a good option to start a transport network in these regions. The challenges posed by cross-border transport trade treaties have increased global imports and exports; However, there are several challenges that cross-border carriers face, the main one being documentation. Because carriers face a large number of burdens, they must accurately report the classification, evaluation and country of origin of the products, and generally have to do so in different languages. If the documentation process is not successful before shipping, there will surely be delays (days or weeks) at customs, which means you can't return to the original seller and the customer won't get Refund. Other challenges in cross-border trade include the lack of visas and permits for unit drivers, the miscalculation of customer demand in a particular market, the and multi-channel sales with different requirements. How do I choose a cross-border carrier? Here are some capabilities to consider when choosing a cross-border supplier: security: these are security providers when they cross the border and manage the load and reputation of the brand, as well as saving time on transfers. Includes tracking and locating technology, alerts, certified drivers, maintenance fleet, safe route planning and cargo liability insurance. Assets: means the ability to quickly take control of the load to generate savings of time and money. The best suppliers invest in their own units and equipment and ensure their availability. Local representation: that is, knowing countries, their routes, customs procedures and local businesses to ensure quick and effective solutions. Multimodal options: i.e. consider intermodal alternatives based on location, time frame, volume and frequency, and that can respond in case of bad weather and political conditions. Experience in cross-border transfers: refers to the selection of an operator who has years of experience in international shipments and who knows how to deal with the complexities that may arise. What are some of the benefits of global shipping? Low Freight Costs Improve Delivery Times Improves Customer Experience Reducing Inventory Costs Achieving Stable Operations in Different Markets Is Possible; however, it is a matter of designing optimal transport models that take into account the latest customs and transit regulations. To manage cross-border trading, it is necessary to hire a logistics operator who offers performance management and reverse logistics solutions in order to reduce return costs and increase profit margins. In this way, returns can even become a competitive advantage. At Solistica, we work to provide high-quality border services, including storage and distribution services, as well as dock, transfer and customs coordination. Customs.

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