



EXPANDING BUSINESS TO CANADA



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ABOUT LPC

OUR STORY

Landing Point Canada was formed by Canadian professionals in different disciplines, each of whom was working independently serving businesses expanding to Canada. Recognizing the synergies of our client bases, we have come together to offer our respective clients the option to obtain any services they might need that are related to their expansion within one ecosystem. From banking, to law, to tax, HR and recruiting, insurance, physical space sourcing, and much more, Landing Point Canada is a complete support source for doing business in Canada. To date, the professionals of Landing Point Canada have now collectively assisted more than 150 businesses from countries worldwide with their expansions to Canada, which are now grossing more than CAD \$190M annually.

OUR MISSION

Landing Point Canada's professionals are committed to shepherding businesses through a tailored expansion experience coordinated amongst its members where required. LPC's professionals have long experience working together for the same clients. Our mission is to grow new businesses in Canada and develop relationships lasting many years.

OUR VALUES

QUALITY

The quality of advice and client experience come first. We ensure that you have the advice that you need for your expansion and will work with any of your existing or other LP Canada advisors to ensure that advice is best for your situation. Every business has unique needs.

EASE OF ACCESS

Speak directly with the representatives of LP Canada when you need, without being handed off to junior staff. Get your advice directly from the experts working on your file, experts located in Canada with decades of experience practising in Canada.

TRUST AND INTEGRITY

This is foundational to the way we conduct business. Each one of the well established Business and Government organizations in Landing Point have extensive track records, and a history of working together in a coordinated, cost effective manner. You can rely on us and feel comfortable that each of the Landing Point members put your interests first.



LANDING POINT IN THE NETHERLANDS – MAY 12 – 17, 2025

2025 TRADE MISSION TO THE NETHERLANDS

For the week of May 12 through May 17, 2025, Landing Point Canada will be in The Netherlands to meet with businesses and provide information about expanding to Canada. This represents a unique opportunity to get first-hand, expert information about your planned or possible expansion to Canada. Pose your questions to Canadian experts in the following fields, among others:

- Structuring your Canadian business for tax purposes and Canadian tax compliance
- Incorporating a Canadian company
- Canadian accounting standards
- Canadian immigration
- Canadian employment standards requirements
- Canadian payroll processing
- Canadian recruiting for staff

The members of Landing Point Canada will host two panel presentation and social events. Come and hear from these professionals to learn what is involved in expanding your business to Canada!

Each of the panel participants specializes in bringing businesses into Canada in their respective fields.

The speakers' expertise includes (but is not limited to): corporate legal services, banking, tax and accounting, human resources, regulatory employment issues, and immigration law.

The members of Landing Point Canada count more than 30 Dutch companies as clients, which together are grossing over \$66M in annual aggregate revenue in Canada. These businesses are in industries ranging from professional and technical services, to technology, logistics and distribution, wholesaling, home and personal goods, and professional associations.

Some Netherlands/Canada Business Facts:

- There are over 1M people of Dutch descent living in Canada (total population 40M)
- In 2023, Canada-Netherlands bilateral goods trade totalled \$12.5 billion.
- Over the past 5 years the exports from The Netherlands to Canada have increased at an annualized rate of 7.12%, from \$3.23B in 2017 to \$4.56B in 2022.
- The Netherlands is Canada's second-largest source of foreign direct investment.
- Both Canada and The Netherlands are signatories to the Canada-EU Free Trade Agreement ("CETA").
- Canada is a member of the United States-Mexico-Canada Free Trade Agreement, offering access to and from the US market.
- Canada is a member of the Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP), facilitating access to Indo-Pacific markets.

PROFESSIONAL SERVICE PROVIDERS BUSINESS LEGAL SERVICES

Mills & Mills LLP

Mills & Mills LLP ("M&M") is a full-service law firm in Canada. Founded over 140 years ago, it is one of Canada's oldest law firms. M&M is represented in Landing Point Canada by Denise Robertson, Chair of M&M's Business Law Group. Denise's practice is focused on private business and corporate matters. Denise assists business owners by providing practical and valuable legal advice. Her goal is to protect the business and legal rights of her clients to help them succeed.

For businesses seeking to establish a presence in Canada, Denise assists with the initial corporate structuring (ie. Incorporation) and once the business is established, Denise continues as a trusted advisor to ensure compliance with applicable corporate laws and to address other legal matters which may arise. As a full-service law firm, Mills & Mills LLP can assist not only with the initial corporate structuring but also with employment matters, contract and policy preparation, real estate acquisitions and lease reviews, trademark registration, dispute resolution and other legal matters which may arise as companies begin and continue their Canadian operations.

Denise is a frequent speaker on topics of interest to business owners including starting a business, expanding a business into Canada, buying and selling businesses, and the importance of putting agreements in writing.

Contact:

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- Corporate Lawyer

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TAX STRUCTURE & COMPLIANCE

SB Advisors

SB Advisors (“SBA”) is a full-service accounting firm with two offices in the Greater Toronto Area. SBA is represented in Landing Point Canada by Shawn Bausch, SBA’s Principal and Founder.

Shawn is both a Canadian CPA and a US CPA. SB Advisors specializes in guiding businesses which are coming to Canada (and the United States). This guidance includes how to establish a presence in Canada (i.e., whether to incorporate or not) as well as providing clients with an awareness of the compliance landscape so that they can make informed plans about the way they expand into Canada. Every business’ particular activities are unique and those factors affect a business’ compliance requirements in Canada.

A native of the GTA, Shawn spent eleven years working and studying in the US which is how he gained US tax and accounting experience. Shawn has a particular interest in planning for business owners, assisting them with their business matters and their family trust and retirement structures. In addition to Canadian tax services, Shawn delivers US services from SB Advisors’ offices, and through his network, provide tax support to more than a dozen countries.

Contact:

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- Principal, **SB Advisors Inc.**

Canadian and U.S. Tax Accountant

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INTERNAL ACCOUNTING AND BOOKKEEPING, PAYROLL, HUMAN RESOURCES, AND RECRUITING SERVICES

Flexserv

Flexserv is a bookkeeping/accounting and HR services firm. Flexserv is represented in Landing Point Canada by Jeff Chorlton, Flexserv's President & CEO. Flexserv (www.flexserv.com) becomes the in-house accounting and HR for their clients. Their professional staff includes bookkeepers, controllers, and HR professionals who work on an ongoing, long term basis, according to each client's unique needs. Their clients come to see them as integral members of their team and there are no minimums. They will completely automate the internal accounting function and provide the staff to run it! For HR, Flexserv provides HR Policy, recruiting (at dramatically reduced prices), performance management, benefits selection and admin, employee relations and much more!

Flexserv offers a free "Guide to Establishing Operations in Canada" on its website which is a 'must read' to plan your move to Canada. Since its founding in 2011, Flexserv has had a focus on supporting international businesses, governments and not-for-profits coming to Canada and now supports such organizations from all over the world. Flexserv works with client's home offices to facilitate consolidated financial reporting, Canadianization of employee handbooks, and integration of internal accounting and HR systems and processes.

With over 35 years of business experience, Jeff Chorlton, Flexserv's founder, will facilitate your organization's arrival in Canada.

Contact:

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COMMERCIAL BANKING (CREDIT)

Royal Bank of Canada

Royal Bank of Canada (“RBC”) is Canada’s largest bank and the world’s 8th largest bank by market capitalization. RBC Commercial Banking is represented in Landing Point Canada by Brione Lacey.¹

Brione Lacey (she/her) is a Commercial Relationship Manager at RBC with a decade of experience in financial services at two of Canada’s leading financial institutions. Originally from Vancouver, British Columbia, Brione has lived and worked in major cities across Canada, including Ottawa, Toronto, and Victoria, as well as abroad in Helsinki, Finland.

Brione is a trusted strategic advisor to a portfolio of mid-market commercial businesses, based both locally and internationally with a Canadian market presence. She excels at connecting business owners and executives with the right industry experts and resources to foster growth and manage their personal wealth in Canada.

Brione also supports subsidiaries of international companies in establishing banking operations as they enter the Canadian market, ensuring seamless transitions and customized financial solutions. Passionate about building relationships, Brione is committed to helping businesses achieve their goals at every stage.

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**RBC
Royal Bank**

¹Forbes India. 4 October 2024. Retrieved 26 October 2024.

BUSINESS MARKETS (RETAIL)

Royal Bank of Canada

Royal Bank of Canada (“RBC”) is Canada’s largest bank and the world’s 8th largest bank by market capitalization. RBC Small Business Banking is represented in Landing Point Canada by Aidan Guld.²

Aidan is a Relationship Manager in Business Markets, thriving on fostering meaningful connections and delivering tailored financial solutions to growing businesses.

Aidan is a graduate of the University of Toronto Rotman School of Management with a degree in Finance and Economics, with distinction. He continues to pursue education, diligently working towards obtaining a Chartered Financial Analyst (CFA) designation, a testament to his commitment to professional growth and expertise in financial markets.

Aidan is deeply committed to delivering exceptional value to clients and exceeding expectations in every aspect of his role. With a blend of academic rigor, hands-on experience, and a relentless drive for success, Aidan continues to make impactful contributions.

Aidan provides invaluable banking assistance for businesses – Aidan is able to open retail accounts without the requirement for new clients to visit a Canadian branch in person!

Contact:

Aidan Guld

- Relationship Manager, Business Markets

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²Forbes India. 4 October 2024. Retrieved 26 October 2024.

INSURANCE SERVICES

Carte Insurance

Carte Insurance (“Carte”) is a full-spectrum insurance broker. Carte is represented in Landing Point Canada by Jorge Ramos. Jorge and Carte help independent financial advisors integrate advanced planning concepts into their practice. From Buy-sell Agreements to Individual Pension Plans to creative Group Benefit plans, Carte assists our financial advisors in working with clients with varying needs and complexities.

Contact:

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- National Director of Advanced Planning

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Carte
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OCCUPATIONAL HEALTH & SAFETY AND WORKERS' COMPENSATION ADVISORY SERVICES

Simon Strauss Paralegal

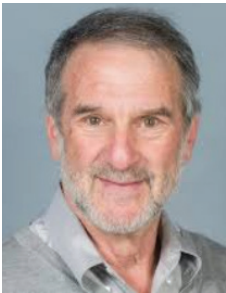
Simon Strauss Paralegal ("Strauss") is a comprehensive workplace safety paralegal service located in Toronto. Strauss is represented in Landing Point Canada by Simon Strauss. Strauss serves the employer community in the areas of Occupational Health & Safety, and Workers' Compensation, each obligatory for all employers. Strauss can ensure that your business is in properly documented compliance, provide safety assessments, training sessions, defend your business against fines and/or penalties, or conducting an appeal. Strauss has been providing these comprehensive services for over 40 years.

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ALTERNATIVE CAPITAL

Liquid Capital

Liquid Capital is an alternative lending firm providing financing to businesses. Liquid Capital is represented in Landing Point Canada by Rick Naor. Liquid Capital provides direct operating capital for B2B businesses to grow and prosper, in situations where companies cannot obtain traditional financing from banks. In his partnership with his clients, Rick is dedicated to their success, offering products such as Receivables Financing, P.O. Financing and Asset-based Lending.

Contact:

Rick Naor - *Principal*

Liquid Capital

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COMMERCIAL CREDIT BANKING – NOT-FOR-PROFIT GROUPS

Royal Bank of Canada

Royal Bank of Canada (“RBC”) is Canada’s largest bank and the world’s 8th largest bank by market capitalization. RBC Commercial Banking for Not-for-Profit organizations (“NFPs”) is represented in Landing Point Canada by Bradley Rabins. Bradley specializes in working with NFPs, offering strategic business and financial advice to meet the complex needs of qualified firms in the sector. Committed to helping clients accelerate revenue growth, acquire real estate, manage cashflow, reduce costs and minimize risk of doing business. RBC Commercial Banking offers a comprehensive suite of products and services that includes financing, deposits, leasing, trade, cross border banking, cash management and foreign exchange. Bradley is your RBC connection or can connect you to a Relationship Manager in any industry based on the organization’s needs.⁴

Contact:

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RBC
Royal Bank

⁴Forbes India. 4 October 2024. Retrieved 26 October 2024.



CHAMBERS & ASSOCIATION PARTNERS

Waterloo EDC (ON, Canada)

Waterloo EDC is a government-funded free concierge service for growing your Business in the Waterloo (Ontario, Canada) Region. Waterloo EDC helps companies from all over the world locate in Waterloo, Canada. Our list of clients includes major brands across multiple industries: Toyota, MasterClass, EPAM Systems, Beckhoff Automation, SAP, OVH Cloud and many more.

Sean Smith, Market Development Manager for Europe, has spent the majority of his career building early-stage tech companies in Waterloo and Toronto, Ontario. In 2018 he joined Waterloo EDC. Sean has helped a variety of major companies from California expand to Waterloo. He now focuses on areas of Europe including France and The Netherlands. Sean helps companies with every aspect of their expansion strategy, from evaluation to landing to post-expansion support. Scouting key locations, accessing critical talent, understanding legal/tax matters and facilitating a smooth immigration process are just a few ways he helps companies. Sean holds a Masters Degree in Economic Development from the University of Waterloo.

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Sean Smith - *Market Development, Europe*

Waterloo EDC

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CHAMBERS & ASSOCIATION PARTNERS

The Netherlands-Canada Chamber of Commerce

The Netherlands-Canada Chamber of Commerce ("NCCC") is a non-profit organization promoting trade, investment, industry, commercial services and cultural affairs between Canada and the Netherlands for more than 75 years. The organization assists Dutch companies that want to start or expand in Canada and also assists Canadian companies interested in the Dutch (and European) Market. Through the organization of member events, networking sessions, on-on-one introductions, seminars, workshops and trade delegations – in close cooperations with the Canadian and Dutch governmental agencies – the NCCC helps companies find their way into these markets and connects them with the people most able to assist them further.

Contact:

Julie Allen - Executive Director

The Netherlands-Canada Chamber of Commerce

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NCCC
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