

Overseas expansion is an exhilarating prospect for many businesses — and a pressing, sometimes stressful, reality for others.

New markets. Fresh revenue streams. High returns on reinvestment. Revitalized product development. “Going global” is a strategic maneuver opening the next chapter for many organizations seizing the moment to expand their global footprint.

However, internationally expanding businesses should remember growth is a marathon, not a sprint. As a [global PEO](#), we’ve compiled some of the tips, practices, and attitudes we’ve seen clients adopt in their short- and long-term international planning. These foreign expansion strategies push a company beyond yesterday’s borders without sacrificing domestic activities or objectives — setting the stage for a successful today and tomorrow.