

Expanding to the EU – Setting Up Your European Office

Live Q&A

17 September 2025



REPUBLIC OF ESTONIA
E-RESIDENCY



Speakers



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What we'll cover today...

1

When and why: when to consider setting up an EU headquarters

2

Starting a Company in Estonia: benefits, basics, service providers, banking

3

Taxation: introduction to cross-border tax topics & the tax system in Estonia

**e-Residency connects
you to Estonia**

**InCorpora assists your
business
in its growth**

InCorpora



WHAT WE HELP WITH



- ✓ **Company formation – remotely, fully online**
- ✓ **Accounting & tax support – clear, compliant, stress-free**
- ✓ **International Tax Structuring – tailored to your needs**
- ✓ **Tailor made corporate solutions – when your business goes beyond the standard**
- ✓ **Ongoing advice and support – whenever you need it**

InCorpora



WHY CLIENTS CHOOSE US

PERSONAL APPROACH

**no copy-paste
solutions**



16+ YEARS OF EXPERIENCE

**we know the
system
inside-out**



TRUSTED PARTNER

**supporting e-
residents from
over 23 countries**



InCorpora

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When should you start thinking about it?

The right time to start your EU company depends on various aspects of real-life situations.

„HOME BIAS“ IN BUSINESS

European companies and governments tend to favour local or domestic suppliers

TRUST & PUBLIC OPINION

In strategic sectors and critical technologies, EU providers are favoured over non-EU

LEGISLATIVE RED TAPE

Certifications, standards or environmental rules make it harder for non-EU firms to comply

MOVEMENT OF TALENT

Hiring anyone even if for the time zone compatibility is really hard remotely

EU countries are not all equal...



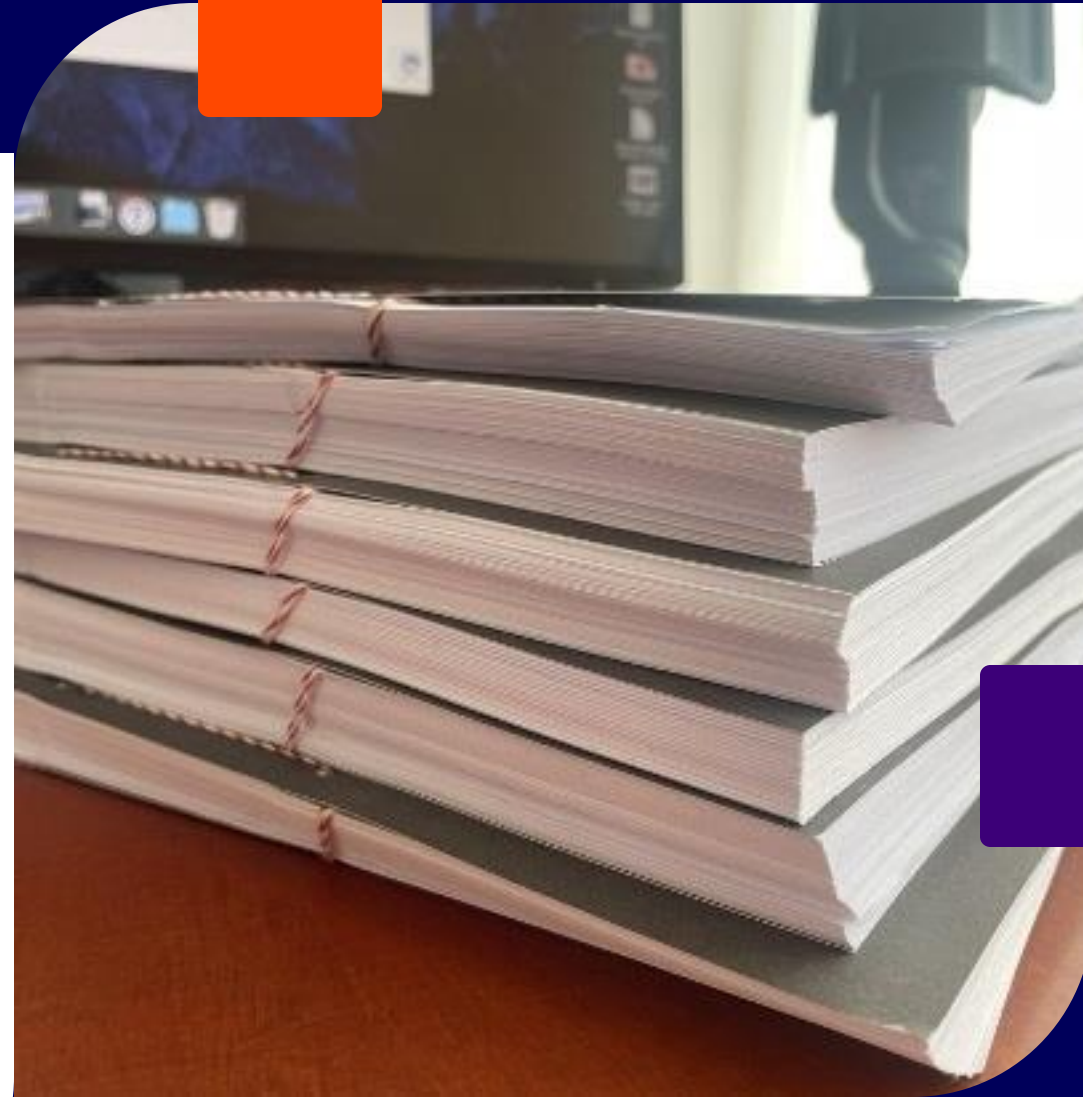
Johannes Reck
@JohannesReck



The notarised documentation of a Series A round in Germany. Roughly 800 pages. This package was sent to all 30 investors equating to 24'000 printed (!) pages sent by physical (!) mail. In 2022!!! How many digital advisors does the 🇩🇪 government still need to end this insanity? 🤪

1:25 PM · Mar 27, 2022

289 Retweets **114** Quotes **3,023** Likes



...especially when it comes to digitalization



Nathan Benaich 

@nathanbenaich

Follow

12 hours and counting - notary reads every single word of Series A docs in Germany out loud in front of founders. In person.

Guys, we have GDP to grow here.

Pure prehistoric madness.

20:52 · 28/11/2024 · **847K** Views

 222

 372

 5,2K

 820



Welcome to Estonia



A compact, natural, democratic & digital country

- Northern European country of 1.3 million people
- 'Digital Society' – 99% public services online
- 50% forest, 700 bears and 2,222 islands
- 10 unicorns (the most per capita!)



Why should Estonia be your gateway?

Estonia is where entrepreneurs go to do business, 100% digitally and from anywhere in the world.

EASE

Make business easy at every stage

TRUST

Do business securely in the world's most digital country

OPPORTUNITY

Access opportunities for your business to thrive

COMMUNITY

Connect to the world's entrepreneurs

Comparing business environments

	Estonia (with e-Residency)	US (Delaware)	Ireland	UK	Singapore	Portugal
State fee to register business	€265	from \$90	€150	£50	SGD300 (~€200)	€360
Time to register business	2 hours	5-15 days	3-7 days	24 hours	1-3 days	1-2 days
First year costs	~€200	~\$2,500	~€2,000	~£600	~€4,000	~€80
Visa, local agent or director?	×	Agent	EEA resident Director	×	Local director or visa	Agent or visa
Minimum Share Capital	€0.01	nil	nil	nil	SGD1	€1
E-services	Yes	Limited	Limited	Yes	Yes	Limited
Digital ID card	✓	×	×	×	✓	X
Corporate Tax Rate (%)	0% / 22%	8.7%	12.5%	25%	17%	21%
Hours to file tax returns p.a.	50	175	82	114	64	60-150

Comparing company formation speed



Estonia

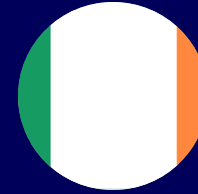
2-4 hours

15m33s world record



UK

1 day



Ireland

3-7 days



US, Delaware

5 days



Spain

15 days



Germany

20 days

#1

EU Digital Public Services Index

EUROPEAN COMMISSION

#5

Global Corruption Index

GLOBAL RISK PROFILE

#9

Rule of Law Index 2022

WORLD JUSTICE PROJECT

Estonia is the Silicon Valley of Europe

- Highest number of unicorns per capita in Europe
- Very international – 38% of startups have a foreign founder
- Startup Visa for relocating as a founder and hiring from non-EU
- Great angel investing and venture capital concentration
- Smart legislation for scaling companies

 **playtech**
SOURCE OF SUCCESS

1999  2007

 **skype**

2003  2005

 **ZEGO**

2016  2021

 **ID.me**

2010  2021

 **wise**

2010  2015

 **Bolt**

2013  2018

 **Gelato**

2006  2021

 **veriff**

2015  2022

 **pipedrive**

2010  2020

 **glia**

2016  2022

Q&A time

On the why and when



What is e-Residency?



e-Residency is...

- > A **Digital identity**
- > Access to Estonian e-services
- > Secure digital signature
- > A digital key to do business
- > A global community



e-Residency is NOT...

- > A travel document
- > Citizenship, Visa or Residence permit
- > Tax residency
- > Business bank account
- > Personal bank account

Why become an e-resident?

- Register an **EU-based company** 100% online from anywhere
- Run business remotely with **24/7 secure access** to Estonian e-services
- **Digitally sign documents** to highest eIDAS standards (as strong as handwritten)
- Join a community of **over 129,000 like-minded people** from 170+ countries



Who can apply?

- E-Residency is only granted to **individuals**
- Substantial interest in using e-services & starting a company in Estonia
- Not open for Estonian citizens or residents of Estonia
- Restrictions on new applications from Russian or Belarusian citizens



E-Residency timeline



1. Apply online

Choose pickup location

Pay the state fee (€150)



2. Wait for approval

Identity check

Card delivery



3. Pick up your card in person

Bring your photo ID

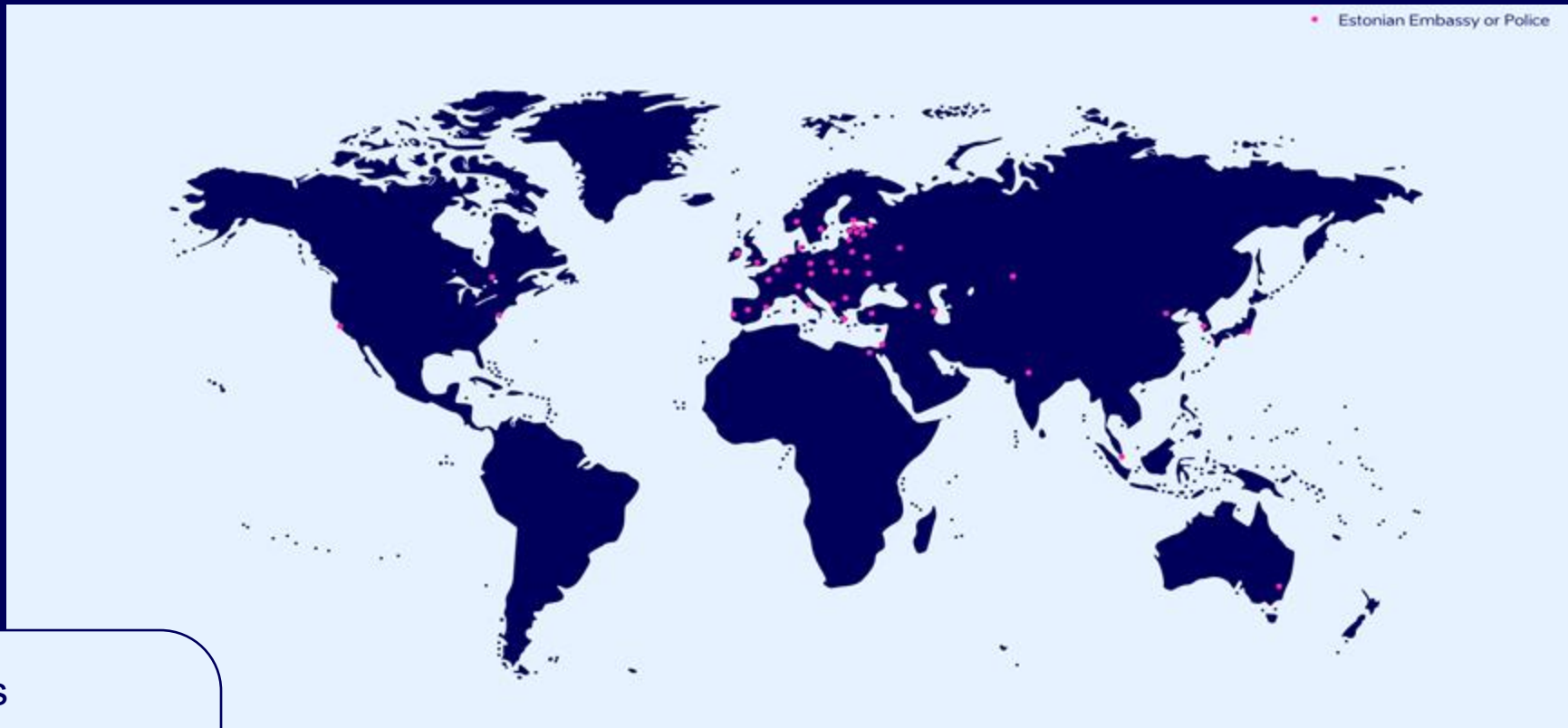
Give your fingerprints



4. Set up your company in minutes

Your card is activated in 24 hours

3-8 weeks



- 40+ locations
- Change fees apply
- Travel may be required
- Legal right to enter the country is needed

Company types

- 'OÜ' is a private limited company
- Most popular business form
- Limits shareholder liability
- Simple online registration process
- Suitable for solopreneurs, micro-enterprises, startups, SMEs
- Share capital starts from €0.01 per shareholder, 10k allows simplified cap table management

Estimated costs

- e-Residency = **€150** per shareholder
- Register OÜ = **€265**
- Contact person = **€200-400** per year
- Accounting = **from €60** per month

- TOTAL (first year rough costs), from:
 - **€565** (DIY, single founder)
 - **€1,265** (with accounting support)

If it needs to be owned by a legal entity



Via notary

- Power of Attorney to a Service Provider who helps you with the documents
- DIY and visit Estonia to incorporate in a notary
- As an e-resident Estonian notaries are accessible by an online e-Notary system



Yourself

- Register yourself as individuals first with €10000 share capital fully paid in
- Remove requirement for notary approvals from the articles of association
- Sell 100% of shares to the mother company in another country

Business Banking options



Estonian banks

Personal visit required

Strong connection



Fintechs

Open account online

Widest choice

No business loans



Other EEA banks

Existing client relationship

Why hire in Estonia

- Flexible legislation for employers
- Well defined labour laws and English government websites
- Fully digital payrolling
- Highly skilled workforce with great English
- Reasonable salary levels and strong work ethic
- Support and onboarding to foreign workforce

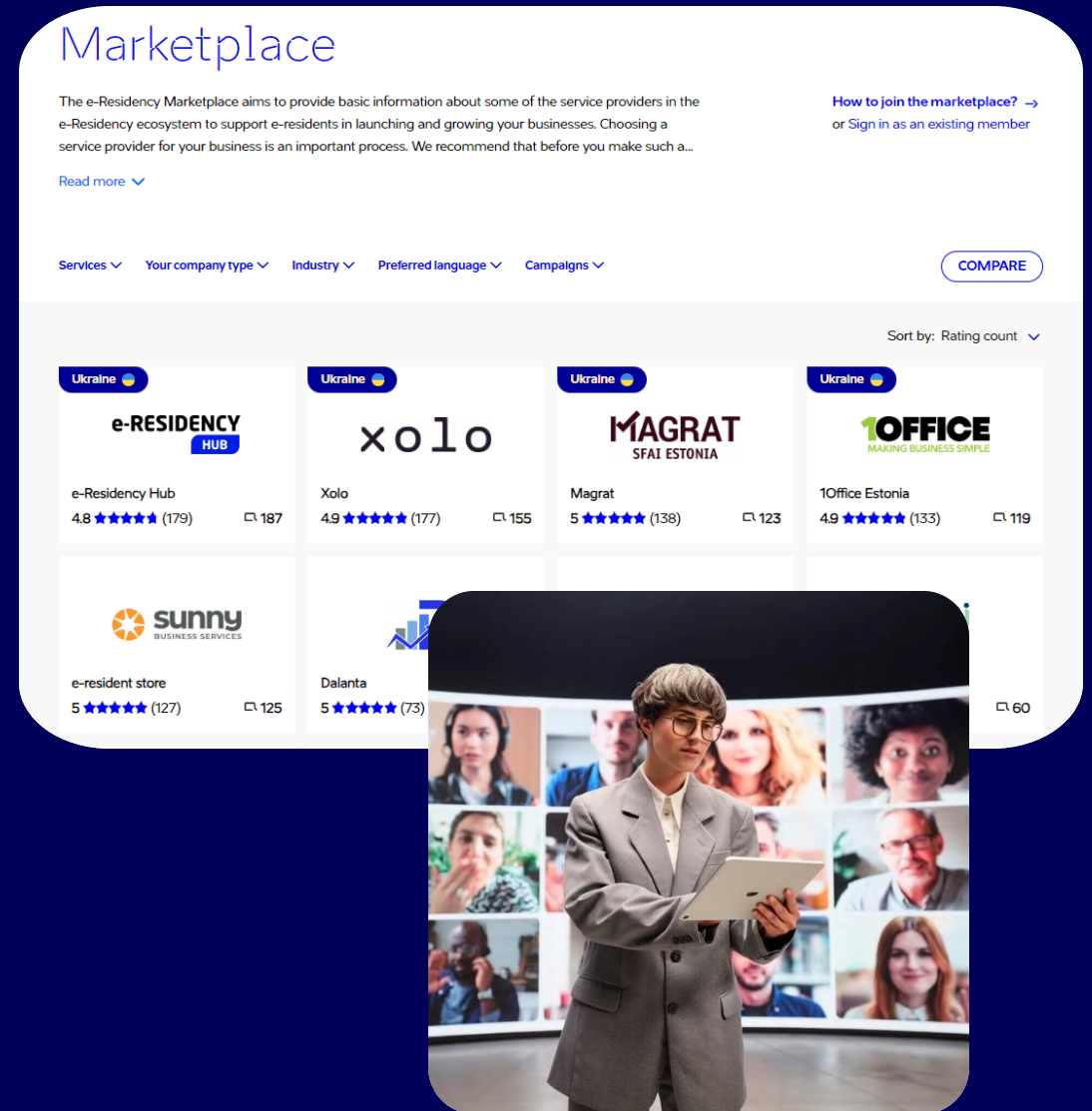
Read more [here](#)!



Who can help me start, run and grow my company?

- 140+ expert business service providers on the e-Residency Marketplace
- A local contact person is the only mandatory service
 - For companies with a foreign board address
- Other services: company formation, accounting, legal, tax consulting, marketing, recruitment, etc

<https://marketplace.e-resident.gov.ee/>



The screenshot displays the 'Marketplace' section of the e-Residency website. It features a header with navigation links and a 'COMPARE' button. Below the header, there's a section for 'Ukraine' with a grid of service providers. Each provider card includes the company name, logo, rating (stars and count), and a filter icon. The providers listed are e-RESIDENCY HUB, xolo, MAGRAT SFAI ESTONIA, 1OFFICE, sunny BUSINESS SERVICES, and Dalanta. A person in a grey suit is overlaid on the bottom right, holding a tablet and looking at a grid of video call windows.

Marketplace

The e-Residency Marketplace aims to provide basic information about some of the service providers in the e-Residency ecosystem to support e-residents in launching and growing your businesses. Choosing a service provider for your business is an important process. We recommend that before you make such a...

[Read more](#) ▾

[Services](#) ▾ [Your company type](#) ▾ [Industry](#) ▾ [Preferred language](#) ▾ [Campaigns](#) ▾ [COMPARE](#)

Sort by: Rating count ▾

Ukraine 🇺🇦	Ukraine 🇺🇦	Ukraine 🇺🇦	Ukraine 🇺🇦
e-RESIDENCY HUB e-Residency Hub 4.8 ★★★★★ (179) 🗑️ 187	xolo Xolo 4.9 ★★★★★ (177) 🗑️ 155	MAGRAT SFAI ESTONIA Magrat 5 ★★★★★ (138) 🗑️ 123	1OFFICE 1Office Estonia 4.9 ★★★★★ (133) 🗑️ 119
sunny BUSINESS SERVICES e-resident store 5 ★★★★★ (127) 🗑️ 125	Dalanta Dalanta 5 ★★★★★ (73) 🗑️ 60		

Q&A time

E-Residency and starting a company





The complexities of taxation for cross-border businesses



Types of Taxes

#1

Personal Income Tax

Declared where you are tax resident

#2

Corporate Income Tax

Declared where company registered and/or has permanent establishment

#3

Social Taxes

Declared where your employees are located / registered

#4

Value-added Taxes (VAT)

Online sellers can declare in the EU country where they are VAT-registered (OSS/IOSS), subject to thresholds

Your Taxes VS. Your Company's Taxes



Your Taxes

- > Tax residency
- > Personal income tax
- > Withholding taxes
- > Social taxes
- > VAT



Your Company's Taxes

- > (Dual) Tax residency
- > Permanent establishment
- > Double taxation
- > Corporate income tax
- > Payroll (employee contributions)
- > VAT registration

Where do e-residents pay company taxes?

You shouldn't be double-taxed!

Contact a local tax consultant for professional advice regarding your specific situation.

ESTONIAN COMPANY = TAX RESIDENT

Automatically upon registration

PERMANENT ESTABLISHMENT

Activities in other country(ies)

E-RESIDENCY \neq TAX RESIDENCY

Does not exempt foreign tax liabilities

60+ DOUBLE TAX TREATIES

Dividends may be exempted in full from taxes here

The most competitive tax code for 11 years

- Estonia has minimal tax regulation & low rates
- Corporate income tax supports growth
 - No tax on reinvested profits
 - 22% on dividend distribution
- Taxes can be declared and paid online
- Get help from the friendliest tax authority in the world!

Natalia and Alexander Storozhuk,
Founders of PRNews.io



Substance in Estonia

- Rent an office
- Hire employees
- Hold Board Meetings
- Register assets
- Relocate
- Become a digital nomad

<https://www.e-resident.gov.ee/bringing-business-to-estonia/>



Funding Portal of entrepreneurship programs

- 66 entrepreneurship programs (grants, accelerators, funds, etc)
- The most comprehensive English collection of growth opportunities in Estonia
- E-residents are welcome to all of them

<https://www.e-resident.gov.ee/funding-your-business/>

66 results

Opportunity all

[Clear selection](#)

- ☐ Incubators, accelerators
- ☒ Investing, funding
- ☐ Clusters, support organizations
- ☐ Grants, loans
- ☐ Competitions, events

Target maturity all

[Clear selection](#)

- ☐ Startups
- ☐ Pre-startups

Location all

[Clear selection](#)

- ☐ Estonia
- ☐ Remote
- ☐ Worldwide
- ☐ Baltics
- ☐ Finland
- ☐ Sweden
- ☐ Spain
- ☐ Portugal

Accelerate Estonia: accelerator with one-of-a-kind collaboration between the public and the private sector
Applications on a rolling basis

Ajujaht: accelerator programme and TV competition
Applications open in February 2024 and the program takes place from May to November 2024

BaltCap: the largest private equity investor in the Baltic states
Investing in startups

Beamline: accelerator for cleantech startups
Applications currently opened, next batch starts in second half of 2024

Chamber of Commerce: the most influential network of entrepreneurs
Their mission is to promote strong and friendly business environment in Estonia.

Change Ventures: pre-seed investments for tech startups
Investing in pre-seed round

Cleantech Estonia: cluster for early-stage cleantech startups
Open to mentoring and support.

Cocoon: startup founders' 1-year de-acceleration program

Fast Track for expanding entrepreneurs

- Priority processing of applications to existing entrepreneurs that:
 - Export to 5 markets already or have a revenue of over 2meur
 - Need to hire in Europe within next 6 months or have a client/investor in the EU ready to sign an agreement
- Approved faster and more flexible pickup at embassies
- Contact ulane.vilumets@eis.ee





Estonia is a forward-looking country that has made significant investments into boosting entrepreneurship and technology, and e-Residency is well-aligned with the country's philosophy. We enjoy its benefits that allow digital signatures and access to Estonia's e-services from anywhere in the world. We appreciate the simplicity and supportive attitude towards entrepreneurs."

DAN MICHAELI

Founder & CEO of Glia, our 10th unicorn





E-Residency is a must-have in every investor's toolbox that wants to engage with Estonia. It's appreciated that you as a foreign investor can be part of the same digital process. E-Residency makes it smooth like butter.

PHILIP JUNGEN

Angel Investor & Co-founder of Darkstar





E-Residency is more than just a digital ID. I've observed a growing trend of foreign startups leveraging e-Residency to establish themselves in Estonia, drawn by the diverse range of e-services the country has to offer.

LAURI ANTALAINEN

President of EstBAN



Q&A time

Taxation and building physical ties to Estonia



Thank you!



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E-RESIDENCY

Visit our website for more information
or follow us on social media

e-resident.gov.ee



Book a call with the Head of non-EU
markets using the QR code link:





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