

# Media giant relocates head office to Canada

January 26, 2022

## Client industry:

Media

## Client location:

Multinational

## Business immigration services:

- Strategy
- Inter-governmental relations
- Labour Market Benefits Plan
- Executive relocation
- Customs and international trade
- Cross-border tax advice
- Privacy

## Client challenge

When a media company with a mission to reinvent the way people work decided to reinvent its own way of working, the result was to relocate the CEO, COO and 400 employees from offices in the U.K. and U.S. to a new head office in Toronto. The challenge was to minimize disruption to company operations and the lives of the top execs and their families.

## Our approach

This opportunity allowed the BLG Beyond Business Immigration team to combine two things we love: strategic thinking and white glove service.

We negotiated beneficial plans and streamlined approvals, thanks to our understanding of requirements in the originating countries, familiarity with Canadian business

immigration programs (including the Global Talent Stream and Labour Market Benefits Plans), and knowledge of options under trade agreements.

Where a clear path did not already exist, we were happy to break new ground with the help of relationships with high-level government officials, including at the Privy Council Office, IRCC's NHQ in Ottawa and the High Commissions in London and Canadian Consulate General in New York.

When it came to easing the cross-border transition for the CEO and COO, no task was too small. We used our international trade expertise to resolve a significant issue regarding the movement of personal goods and effects. Our senior team members met the executives and their families on the tarmac when they arrived in Toronto by private jet to ensure there were no customs problems.

## Client results

The first 400 employees and two executives arrived well within the company's hoped-for timeline, and we made sure we were available any time to answer questions and complete tasks, whether requests came from the C-suite, human resources, general counsel or a member of the global mobility team. Cost may not have been a concern for relocating the executives, but when it came to relocating talent below the C-level, we **were able to provide predictable pricing and help the client's legal team develop the skills to take over much of the repeatable work.**

The relationship continues today, as new executives and employees join the company from all over the world. Through it all we've used our contacts, reputation and savvy to give the company access to business immigration opportunities they didn't have before – including new approaches that the Canadian government adopted using our client as a test case.

Services:

[BLG Beyond Business Immigration](#)

---

## BLG | Canada's Law Firm

As the largest, truly full-service Canadian law firm, Borden Ladner Gervais LLP (BLG) delivers practical legal advice for domestic and international clients across more practices and industries than any Canadian firm. With over 725 lawyers, intellectual property agents and other professionals, BLG serves the legal needs of businesses and institutions across Canada and beyond – from M&A and capital markets, to disputes, financing, and trademark & patent registration.

[blg.com](http://blg.com)

### BLG Offices

#### Calgary

Centennial Place, East Tower  
520 3rd Avenue S.W.  
Calgary, AB, Canada  
T2P 0R3

T 403.232.9500  
F 403.266.1395

#### Ottawa

World Exchange Plaza  
100 Queen Street  
Ottawa, ON, Canada  
K1P 1J9

T 613.237.5160  
F 613.230.8842

#### Vancouver

1200 Waterfront Centre  
200 Burrard Street  
Vancouver, BC, Canada  
V7X 1T2

T 604.687.5744  
F 604.687.1415

#### Montréal

1000 De La Gauchetière Street West  
Suite 900  
Montréal, QC, Canada  
H3B 5H4

T 514.954.2555  
F 514.879.9015

#### Toronto

Bay Adelaide Centre, East Tower  
22 Adelaide Street West  
Toronto, ON, Canada  
M5H 4E3

T 416.367.6000  
F 416.367.6749

The information contained herein is of a general nature and is not intended to constitute legal advice, a complete statement of the law, or an opinion on any subject. No one should act upon it or refrain from acting without a thorough examination of the law after the facts of a specific situation are considered. You are urged to consult your legal adviser in cases of specific questions or concerns. BLG does not warrant or guarantee the accuracy, currency or completeness of this publication. No part of this publication may be reproduced without prior written permission of Borden Ladner Gervais LLP. If this publication was sent to you by BLG and you do not wish to receive further publications from BLG, you may ask to remove your contact information from our mailing lists by emailing [unsubscribe@blg.com](mailto:unsubscribe@blg.com) or manage your subscription preferences at [blg.com/MyPreferences](http://blg.com/MyPreferences). If you feel you have received this message in error please contact [communications@blg.com](mailto:communications@blg.com). BLG's privacy policy for publications may be found at [blg.com/en/privacy](http://blg.com/en/privacy).

© 2023 Borden Ladner Gervais LLP. Borden Ladner Gervais LLP is an Ontario Limited Liability Partnership.