



International growth is rarely a straight line, and that's what makes it interesting. This quarter, we welcomed a new team and Partner in Romania, we joined Ireland's largest-ever SelectUSA delegation, were recognized at the Xero Ireland Awards and brought colleagues together across two continents.

Let's dive in...

If you are viewing this on mobile, you can also read this newsletter on our website [here](#).

EVENTS

Out & about.

SELECT USA 2026: JOINING IRELAND'S LARGEST-EVER DELEGATION

In May, our Partners Ger Holliday and Sims Tullos attended their third [SelectUSA Investment Summit](#) in National Harbor, Maryland, joining business leaders, investors and advisors from around the world to discuss growth opportunities in the US market. This year, we were proud to once again be part of the Irish delegation, which was the largest from the European Union and one of the ten largest delegations globally, representing 65 Irish companies. The strength of the delegation reflects the continued ambition of Irish businesses looking to establish and expand operations in the United States.



Throughout the week, conversations were firmly centered on one thing: how companies are entering and scaling in the US. From market entry strategy and hiring plans to operational readiness and long-term growth, it was valuable to hear firsthand about the opportunities businesses are pursuing and the challenges they are working to overcome.

A special thank you to the U.S. Embassy Dublin Team and U.S. Ambassador to Ireland, Edward Sharp Walsh for their leadership and support throughout the week. The energy and ambition of Irish companies expanding internationally never gets old. We are proud to support that journey and help turn those ambitions into reality on the ground.

Introducing, Amesto Global Romania.

OUR FOOTPRINT IS EXPANDING

One of the biggest highlights of this quarter was welcoming our new team in Romania. On 15 April, **we announced** the acquisition of *Ensign Finance*, a Bucharest-based boutique corporate services firm with a strong reputation in the Romanian market. Founded in 2005, *Ensign Finance* (now Amesto Global Romania) provides accounting, tax compliance and advisory, payroll and HR administration services to a diverse client base ranging from Romania-headquartered companies with international operations to multinationals. The firm is also a Cooperation Partner of *WTS Global*, strengthening capabilities in cross-border tax compliance and advisory.



WELCOME, CAMELIA NITĂ, - COUNTRY PARTNER, AMESTO GLOBAL ROMANIA

As part of this next chapter, we were delighted to welcome Camelia Nită as *Country Partner* of Amesto Global Romania and the fifth Partner of Amesto Global, joining Armin Kirchner, Oonagh Hayes, Ger Holliday and Sims Tullos.

With 26 years of experience in global business services, Camelia brings a strong track record of building and leading high-performing teams. She previously served as

“(...) a firm with an outstanding reputation and shared values, (...) It’s a powerful combination.”

– Armin Kirchner, *Co-Founder & Managing Partner*

Managing Director at *TMF Group Romania*, where she played a key role in building the business from the ground up, and later as *Managing Director* heading the *Connected Tax Compliance* business unit at *PwC Compliance Services* in Romania.

As *Co-Founder and Managing Partner* of Amesto Global, Armin Kirchner put it: “This was an opportunity we were truly excited to embrace. Not only have we welcomed a firm with an outstanding reputation and shared values, but on a personal level, I am especially delighted to be working again with Camelia, whom I have known for over 25 years. It’s a powerful combination.”

IN THE PRESS: CAMELIA ON TECH, TAX AND THE FUTURE OF CORPORATE SERVICES

We were proud to see Camelia featured in [Economica.net](#), a prominent Romanian business publication, shortly after joining Amesto Global. In the interview, Camelia spoke about how the traditional model of reactive service delivery is being replaced by one built on technology, automation and real-time data analysis, driven in large



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– Camelia Nită, *Partner*

part by the rollout of digital tax frameworks like SAF-T, e-Invoice and international Pillar Two rules.

Camelia says, “Technology, artificial intelligence and automation are no longer an additional element, but factors that redefine the way services are delivered. Technology helps us do this at a scale and speed that we couldn’t have achieved otherwise. But behind it is always human expertise.”

SUMMER PARTY IN BUCHAREST

To mark the occasion, colleagues from across our offices gathered for our summer party in Bucharest to welcome our new team. With so much of our work happening across time zones, getting together in person was a reminder of what makes this group special.

Great people, great energy and the perfect way to celebrate this next chapter. Here's to many more!



DOING BUSINESS IN THE US

What founders need to know before expanding to the US.

There is no single playbook for US expansion, but there are some common lessons that apply to almost every business making the move. Our US Resident Partner, Sims Tullos, has helped companies navigate everything from market entry and entity setup to scaling operations on the ground. Here are a few of her key do's and don'ts for Founders considering the US market. Read the full article [here](#).

Don't: Wait until you are in the US to build your network.

Many Founders focus on legal setup, hiring plans and logistics, but underestimate the importance of relationships. The businesses that gain momentum fastest often begin building connections with customers, advisors, investors and partners long before they officially launch.

Do: Build your presence before your launch.

The most successful market entries often begin months before a company officially establishes operations, through networking, market research and relationship-building with key stakeholders.



EVENTS

Passion for Payroll.

Recently, members of our Payroll and HR team attended the **Passion for Payroll** event in Barcelona. Payroll may happen behind the scenes, but it plays a critical role in every organization. As businesses continue to grow internationally, the landscape is becoming more complex, making it more important than ever to stay informed, connected and ahead of change.

Events like *Passion for Payroll* are a great reminder of the expertise, dedication and passion that exist within the profession, qualities we are proud to see reflected in our own team every day!



ONE AMESTO

Amesto leadership comes together in Barcelona.

Earlier this quarter, leaders from across *The Amesto Group* came together in Barcelona for a leadership summit. It was a valuable opportunity to connect across markets, share experiences and align on the priorities that will help shape the next chapter of our growth. A good reminder that while we work across different markets and service areas in the Nordics, Europe and the US, we are all working toward the same thing.

IN THE NEWS

Celebrating innovation: Xero Ireland Awards '26 Finalists!

We are thrilled to share that Amesto Global has been shortlisted for not one, but two categories at this year's *Xero Ireland Awards*, which took place on 18 June at the Teeling Distillery in Dublin. Amesto Global was named a finalist for "Digital Innovator of the Year", recognizing practices that have transformed their operations, culture and client services through technology, with measurable impact across the business.

"Innovation isn't just about technology. It's about continuously finding better ways to work."

– Rodrigo Cruz, *Manager – Operations*

Rodrigo Cruz, our *Manager – Operations*, was also shortlisted in the "Rising Star" category which celebrates individuals who champion cloud adoption, drive digital transformation from within and lead by example. These nominations reflect the mindset we try to bring to everything we do: finding smarter ways to work, embracing technology where it adds genuine value and continuously raising the bar for our clients and team.

Congratulations to Rodrigo and the wider team, and thank you to Xero for the recognition!



LOOKING AHEAD

From Bucharest and Barcelona to Maryland and Dublin, this quarter was a reminder of the power of bringing people together around a shared goal. Thank you to our clients, partners and colleagues who continue to be part of the journey. We look forward to sharing more stories, insights and milestones in the months ahead. **Together we grow!**

Interested in learning more? Reach out to globaloperations@amesto.com

