



LA RELOCATION
WE TRANSFER YOUR WORLD

We Transfer Your World, We Elevate Your Lifestyle

Discover how to live a stress-free life, anywhere in the world. With exclusive, tailored services we take care of every detail, giving you the freedom to enjoy what truly matters.

www.larelocationgroup.com



Discover Italy with La Relocation Lago di Como

Italy is a country of timeless charm, rich traditions, and a lifestyle admired across the world. Nestled in the Lombardy region, Lake Como is one of Italy's most enchanting destinations, where majestic mountains frame the deep blue waters and elegant villas stand as symbols of history and culture. Life here is a balance of sophistication and tranquillity, with cobbled lakeside towns, vibrant markets, and breathtaking panoramas that make every day feel extraordinary.

La Relocation Lago di Como is more than just a point of reference for those settling in the area—it is a dedicated partner committed to helping you embrace the beauty and rhythm of Italian life. From organizing your daily routines and finding the perfect home to connecting you with the local community, our team ensures a smooth and enriching transition.

We know the territory, the customs, and most importantly, the people. Our goal is to make you feel at home from day one, unveiling the authentic spirit of this magnificent region. Whether you are drawn to the cultural elegance of Como city, the serene charm of lakeside villages, or the dynamic opportunities of nearby Milan, we are here to guide you in discovering your new life in Italy.

Message from the General Manager Sara Iannone



As General Manager of La Relocation Lago di Como, I am proud to lead a team dedicated to providing personalized, high-quality support to those who choose this remarkable region as their new home. My Italian-German background and multiple relocations with my family over the years have shaped both my empathy and my precision, qualities that allow me to combine a warm, human approach with meticulous attention to detail in everything we do.

For me, relocation is not only about logistics—it is about creating a sense of belonging from the very first day. Lake Como offers a lifestyle where elegance, nature, and culture meet, and my mission is to ensure our clients can fully embrace and enjoy this extraordinary environment.

From assisting with daily routines and property management to guiding families and professionals through local opportunities, our role goes far beyond a simple service: we are partners in building a smooth and fulfilling experience.

At La Relocation Lago di Como, empathy, dedication, and care define the way we work—because feeling at home is the true measure of success.



La Relocation Group with Global Ambition

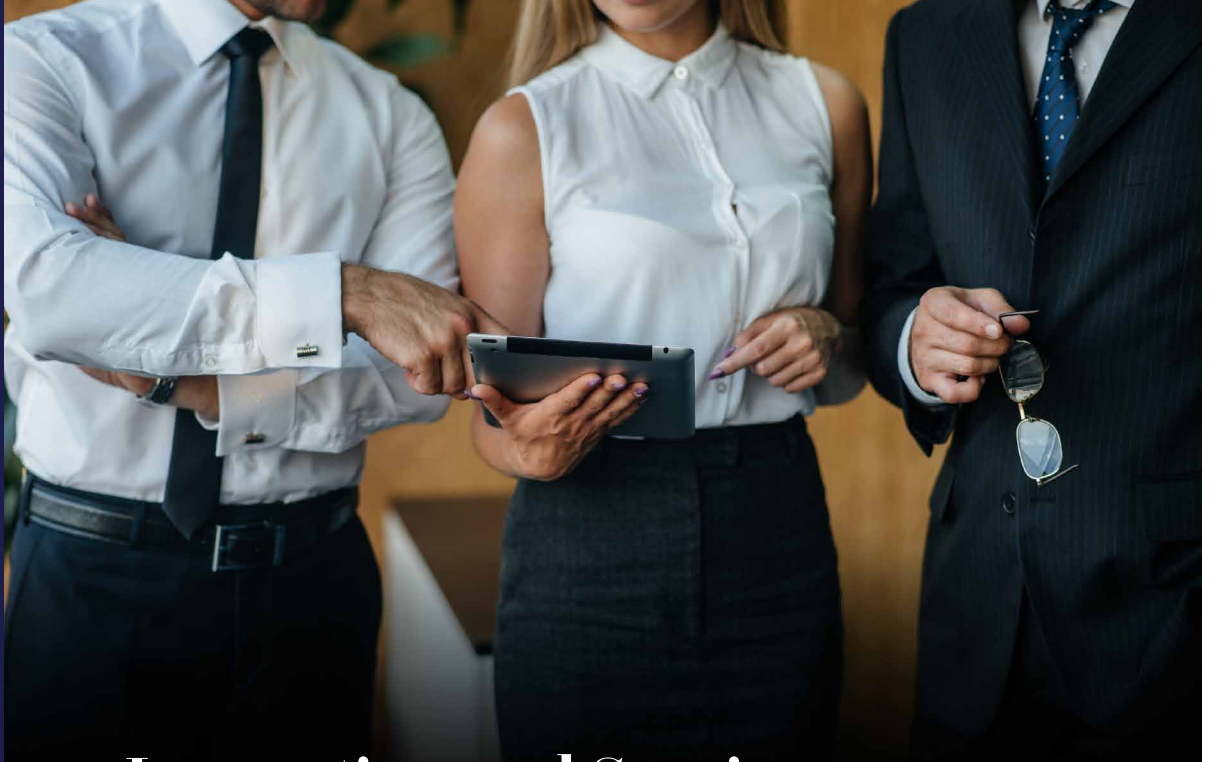
Our international presence allows us to deliver high-end relocation and lifestyle services tailored to each location. We adapt to local needs while upholding our exceptional standards. Through franchising, our expansion continues, sharing expertise and empowering local franchises to maintain service excellence.

Proximity: The Key to Our Service

La Relocation Group's strength lies in our ability to provide personal, tailored support to clients, no matter where they are. Our services are designed to seamlessly follow customers through every stage of their journey, ensuring consistent quality and attention to detail, wherever life takes them.

“ Being close to the
client, wherever
they go.”





Innovation and Service Excellence for the Future

At La Relocation Group, we continuously strive to innovate our services, ensuring personalized support for those seeking to make the world their home. Our focus remains on delivering tailored solutions, and with every new location, we enhance our ability to simplify and enrich our clients' lives.

**“ The future of relocation is
global, personalized, and
close to the client.**

Vision

La Relocation Group aims to become the global reference brand in the relocation services sector for international clients. From the very beginning our goal has been clear: to serve those who, coming from all over the world, find themselves living and working in an initially unfamiliar territory. We cater to expatriates, immigrants, professionals, families and entrepreneurs, all sharing the common need to feel at home in a new environment.

**“ We Transfer your World –
We turn your relocation into
a new opportunity.”**



Mission

We aspire to build a global network recognized for supporting people wherever they choose to live, becoming a trusted partner for anyone relocating for any reason, or living across multiple locations. In a world where mobility is an integral part of daily life, La Relocation offers personalized services for those moving for work or lifestyle choices. Our focus on high standards and individual needs ensures a smooth and serene transition in any new environment.

**“ It’s not just about moving;
it’s about feeling at home
anywhere.”**

Global Mobility:

Growth and Evolution Opportunities for Business Professionals

🕒 Reading time: 5 minutes

In recent years, global mobility has undergone a radical transformation, offering new opportunities for business professionals and those looking to expand their professional horizons abroad. In an increasingly connected world, geographical barriers are dissolving, paving the way for a future where working from anywhere in the world is not only possible but also advantageous.

The Rise of Digital Nomads

One of the most significant phenomena in recent years is the rise of digital nomads, professionals who choose to work remotely from different locations, taking advantage of the flexibility offered by technology. According to a study by MBO Partners, it is estimated that in 2023, there were over 16.9 million digital nomads in the United States, a significant increase from 7.3 million in 2019. This trend is set to grow, driven by the pursuit of a better work-life balance and the opportunity to explore new cultures and environments.

Opportunities for Young Professionals

Young professionals, in particular, are looking to the future with a different approach compared to previous generations. Instead of seeking stable jobs rooted in a single location, many prefer roles that allow them to travel and work abroad. A report by the Boston Consulting Group reveals that 57% of workers under 30 would be willing to move abroad for career opportunities, with a particular focus on countries like Canada, Australia, and Germany.

This desire for mobility is driven not only by the search for professional adventures but also by the willingness to acquire international skills and build a global network. Additionally, young people are increasingly attracted to roles that offer flexibility and autonomy, characteristics that allow them to better manage work time and personal time.

The Role of Companies in Global Mobility

Companies play a crucial role in this new mobility scenario. Offering employees the opportunity to work remotely or relocate to other international offices has become a key element in attracting and retaining talent. A Mercer survey shows that 51% of global companies plan to increase the number of employees in international mobility in the coming years.

Moreover, the expansion of relocation programs and support for those who move has become essential. Companies that offer relocation assistance services, such as housing support, cultural integration, and local orientation, are seeing an increase in employee satisfaction and productivity.

Challenges and Considerations for the Future

Despite the opportunities, global mobility also presents significant challenges. Managing cultural differences, local regulations, and security are crucial aspects that companies and professionals must consider. Additionally, it is important to assess the environmental impact of frequent relocations, seeking sustainable solutions to reduce the ecological footprint of global work.

In this context, the ability to adapt and be flexible becomes a key factor for success, both at the individual and corporate levels. International experience, once considered a competitive advantage, is increasingly becoming a necessity in a globalized job market.

Conclusion: A Future of Opportunities

Global mobility represents one of the greatest opportunities for today's business professionals. Whether young people seeking new experiences or companies looking to expand their international presence, the future is rich with possibilities for those ready to embrace the challenges of an increasingly interconnected world.

The path to a global career is now more accessible than ever, and with it, the opportunity to enrich oneself not only professionally but also personally, through exploration and interaction with diverse cultures.

Sources:

- MBO Partners, "State of Independence in America 2023"
- Boston Consulting Group, "Decoding Global Talent"
- Mercer, "Global Talent Trends 2023"



Tailored Solutions for your Needs

La Relocation Group is specialized in providing **bespoke relocation services** for families, companies and entrepreneurs. Our mission is to make every move not just smooth, but an empowering and positive experience. We take care of every detail with **precision, care and professionalism**, ensuring that your transition is seamless from start to finish.

Once you are settled, our support doesn't end. We offer **tailored lifestyle packages** designed to continue assisting you, with a dedicated team of experts who understand your needs, speak your language and provide day-to-day guidance. From handling logistics to easing your integration into your new surroundings, we ensure that your relocation is stress-free and effortless.

Serving those who seek Excellence

Our bespoke services are designed to meet the unique needs of diverse clients from all walks of life. Whether you're relocating for business, personal or lifestyle reasons, we provide tailored solutions for:

- **Families** – Comprehensive support to ensure a smooth and stress-free transition for every member of the family, from education to home management.
- **Corporations** – End-to-end relocation solutions for businesses, ensuring seamless transfers for executives and employees alike.
- **Entrepreneurs** – Personalized services that support business relocation and setup, helping entrepreneurs focus on growth in their new environment.
- **Globalists** – For those who live without borders, we offer lifestyle and relocation solutions that cater to international mobility and flexibility.
- **Retirees** – We make post-career life stress-free with relocation and lifestyle services designed for a smooth transition into retirement.
- **Elite Athletes and Artists** – Specialized relocation and lifestyle management for high-profile individuals, ensuring privacy, precision and personalized service.
- **Digital Nomads** – Flexible services designed for professionals on the move, helping them maintain a seamless work-life balance wherever they are.
- **eSports Professionals** – Tailored relocation and lifestyle management for professionals in the fast-growing world of eSports, providing support both on and off the field.



**“ With La Relocation,
every detail is taken
care of – live your new
world worry-free.**

The Choice of Retirees: Living a Peaceful Life Abroad

🕒 Reading time: 3 minutes

In recent years, a growing number of retirees have chosen to move abroad not only to reduce living costs but also to ensure a higher quality of life. This trend reflects a significant shift in the priorities of those in retirement, with an increasing focus on health, well-being and serenity.

A Growing Phenomenon

According to International Living, American retirees moving abroad have increased by 40% over the past decade. Countries like Portugal, Spain and Costa Rica have become popular destinations due to lower living costs, favorable climates and high-quality healthcare infrastructures. The decision to relocate is often driven by the search for a peaceful, secure environment with an efficient healthcare system.

The Importance of Infrastructure and Services

Beyond healthcare, infrastructure and personal services are also crucial. Countries like Spain and Portugal offer an excellent balance between lower living costs and quality services, making them ideal for a peaceful retirement. The availability of home care and support for daily activities adds value for retirees seeking a supportive community.

Aging Population and Future Challenges

The global population is aging rapidly. By 2050, the number of people over 65 will double, surpassing 1.5 billion. This phenomenon presents significant challenges for countries with declining birth rates and strained welfare systems, such as Japan and Italy. Rising costs for pensions and healthcare are prompting more retirees to consider moving abroad to find a more sustainable system.

Conclusion: Living a Peaceful Retirement Abroad

The decision to retire abroad is not just an economic choice but a way to seek a better quality of life in an environment that offers security, care and tranquility. For today's retirees, the world is more open than ever, and the opportunities to live a peaceful retirement are increasingly accessible.

Sources:

- International Living, "Best Places to Retire 2023"
- United Nations, "World Population Prospects 2019"





“Time is our most precious asset: dedicate it to what you love. Trust the rest to those who can be relied upon.”

Why Choose La Relocation:

01

Swiss Quality:

As a Swiss brand, La Relocation embodies the precision, reliability and excellence for which Switzerland is renowned.

02

Experience and Trustworthiness:

Years of experience in the field ensure tailored solutions and a stress-free management of every step of the relocation process.

03

Comprehensive and Personalized Support:

From managing the move to integrating into the new community, we provide continuous and personalized assistance, tailored to each client's specific needs.



Inside the Life of a Lifestyle Manager: Alina Barbarasa

© Reading time: 3 minutes

Alina Barbarasa is a key figure in our La Relocation Lago Ceresio franchise, based in Melide, serving the Lugano Lake region in Canton Ticino. With a solid background in facility management and personal services, Alina leads the Lifestyle Management division with precision, warmth, and a deeply client-focused mindset. In this interview, she shares what it means to support individuals and families in their everyday lives, offering personalized services that go far beyond the ordinary.

Questions And Answers:

1. *Alina, what does being a Lifestyle Manager mean to you, and how did this journey begin?*

Being a Lifestyle Manager means becoming a trusted point of reference for all the small and big aspects of life. It's about simplifying complexity, creating comfort, and enhancing quality of life through care and attention. My path began in the world of facility management, caring for real estate assets, where I developed a strong sense of service and detail. Over time, I realized that what fulfilled me most was helping people feel truly at ease in their daily lives. That's how I found my place in Lifestyle Management—combining structure, empathy, and practical solutions.

2. *How do you prepare to meet the diverse needs of the families and professionals who rely on your services?*

It all starts with listening. No two clients are the same, and understanding their lifestyle, habits, and expectations is essential. From wellness appointments to household management, from school coordination to leisure planning, I tailor every solution with care. Thanks to my network in Ticino and beyond, I can activate reliable partners quickly. My approach is always proactive, discreet, and personalized.

3. *What is the most rewarding part of your role, and how do you build a strong relationship with your clients?*

The greatest reward is hearing a client say, "You made my life easier." Trust is built through consistency, empathy, and

the ability to anticipate needs. I often support people in moments of change or stress, and my role is to bring calm and structure. I aim to become that reassuring presence who always finds a way—quietly, efficiently, and with a personal touch.

4. *Can you give us some examples of the lifestyle services you manage on a daily basis?*

Of course. My work ranges from organizing practical aspects of everyday life—such as hiring household staff, managing home maintenance, or arranging private transport—to curating personal experiences like spa retreats, last-minute restaurant bookings, or cultural activities for the whole family. I also assist with school-related logistics, pet care, and seasonal planning. Every day is different, and that's what makes this role so dynamic and rewarding.

5. *Can you share a particularly complex request you've managed, and how you approached it?*

One of the most complex projects involved assisting a newly arrived family with very specific lifestyle preferences, including wellness routines, dietary requirements, and educational support for their children. Coordinating everything from personal chefs to extracurricular activities required precision and flexibility. I managed every detail with care, keeping communication clear and constant. The result was a smooth and stress-free integration—and a long-term relationship based on trust and satisfaction.

Your Lifestyle, Managed in Every Detail

Imagine a world where every aspect of your daily life is handled with precision and care, leaving you the time and freedom to focus on what you love. A Lifestyle Manager from La Relocation is more than just an assistant: they are a trusted expert who acts on your behalf, finding solutions and coordinating everything that revolves around your life. They know the area, speak the language and have exceptional organizational skills. They are professionals who understand local laws, listen to your needs and turn them into concrete actions.

Our Lifestyle Manager not only frees you from daily chores but also grants the peace of mind that everything is under control. From managing correspondence to organizing events, from scheduling medical appointments to caring for your pets, our service is designed to make your life easier and more serene.



“Trust us –
discover the
pleasure of a
worry-free daily
life.”



Our services at a glance



CORRESPONDENCE

Management and organization of your mail.



EVENTS

Organization of personalized events.



TRANSLATIONS

Professional translation services for all your needs.



TRAVEL

Planning and management of tailor-made trips.



APPOINTMENT SCHEDULING

Planning and management of your appointments.



PETS

Care and management of your pets.



PHYSIOTHERAPY AND DOCTORS

Coordination of medical and wellness appointments.



MOVING

Coordination and management of relocations and moves.

Lifestyle Packages



Our **Lifestyle Packages** are designed to make daily living effortless, providing you with a team of experts who manage everything, from household logistics to personal requests. Each package guarantees a set number of dedicated hours annually, allowing us to tailor our services to your needs with precision and attention to detail.



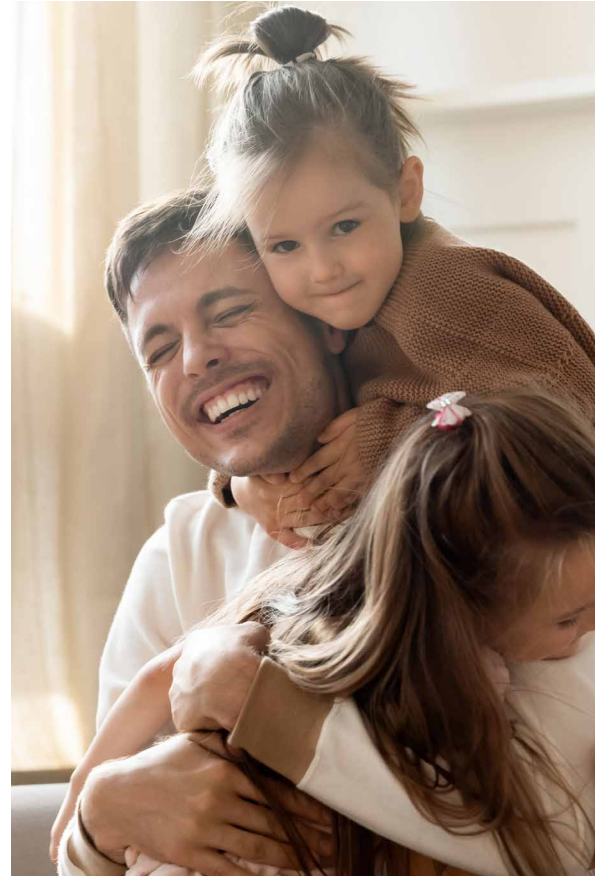
With every package, you are assigned a **dedicated Lifestyle Manager** who coordinates all aspects of your day-to-day life. This professional acts as your personal assistant, ensuring that your home, family, and personal matters are handled with the utmost care. From managing schedules to arranging services, your Lifestyle Manager ensures that everything runs smoothly.



Your dedicated team consists of **2 to 3 professionals** who work in perfect coordination to deliver a personalized service experience. Importantly, **we act solely in your best interest** and never take commissions from third parties. Our loyalty is to you, ensuring that every decision we make reflects your preferences and needs.



Whether you need assistance with property management, organizing personal events or simplifying administrative tasks, our packages are flexible and designed to give you peace of mind. The ultimate goal is to give you more time to focus on what truly matters, while we take care of the rest.





Relocation Services

Our **Relocation Services** are designed to make every move seamless and stress-free, offering tailored solutions based on an in-depth feasibility analysis and precise planning. Whether you're relocating families, globalists, entrepreneurs, retirees, or elite athletes, our goal is to provide support that is both personalized and comprehensive.

With every relocation, you are assigned a **dedicated Relocation Manager** who oversees the entire process, ensuring that all aspects of your move are executed flawlessly. From housing to school selection and local integration, we handle every detail with care and professionalism, giving you peace of mind during this important transition.

In addition, our **team of 2 to 3 professionals** works closely with HR departments to create an ecosystem that fully supports employees during their relocation. This not only ensures a smooth process but also highlights the company's commitment to its employees, improving their experience and satisfaction.

Our packages are designed to provide **continuous support**, from the initial feasibility analysis and planning to the final stages of settling into your new environment. We take pride in offering solutions that reflect your unique needs, whether for personal, family or business reasons, making your relocation a smooth and rewarding experience.

Why Choose La Relocation Group and Its Affiliates?

We believe that every client deserves a seamless, stress-free experience—whether moving across the globe or managing day-to-day life. Here's what sets us apart:

▶ **Holistic Service**

We integrate both relocation and lifestyle management into one cohesive offering, ensuring personalized attention from start to finish.

▶ **Empathy and Personalized Care**

Our services are built on a foundation of empathy and a deep understanding of each client's individual needs, providing tailored solutions that go beyond the ordinary.

▶ **Exclusive, High-End Packages**

Designed for high-net-worth individuals, our packages are fully customizable to fit your unique lifestyle, offering flexibility and discreet, premium service.

▶ **Local Expertise, Global Reach**

With offices, partners, and franchise affiliates around the world, we bring the best of both worlds—local knowledge combined with global experience, ensuring high-quality service in every location.

▶ **Continued Support beyond Relocation**

We don't stop at moving you. Our lifestyle management services handle everything from home care to personal concierge services, so you can focus on what matters most.

▶ **Swiss Excellence**

Founded in Switzerland, we uphold the country's renowned standards of precision, trust, and excellence, ensuring reliable and impeccable service at every step.

▶ **Empowered Franchises, Unified Vision**

Our franchising model empowers each location to offer personalized, local expertise while maintaining the same high standards that define La Relocation Group worldwide.

Testimonials

The appreciation and affection our clients have for us is not only evident in their words but, more importantly, in the years of loyalty they have shown. The testimonials that follow tell stories of trust, relationships built over time, and the consistent quality of service we are committed to providing every day.

“ True loyalty is built over time: it is the result of trust, excellence, and constant care.

I would like to highly, highly recommend La Relocation. I was moving to Switzerland together with my family. We had limited time for everything which was causing a lot of stress. We contacted La Relocation and from the first email we knew that we have found the right people. Always professional, always on time, always keeping an eye on what and when you need to do and if you forgot for some reason you will get a kindly reminder, there are no questions which were left unanswered. You want to meet in person - no problem, online - no problem, you need to get things explained again (and again and again ;)) - no problem. We had really limited time for some of our queries and it was never an issue, La relocation was doing all in their power to help us in the time that we had and what is really important to take as much stress from us as possible.

★★★★★ **Natalia** - Poland

La Relocation has made relocating to the Ticino area from the other side of the globe a complete breeze. The team has great leadership and in the beginning the founder and CEO of La Relocation, Laura, worked hard to understand our needs and tailored a bespoke plan to ensure our move went smoothly.

The wonderful team at La Relocation worked tirelessly to handle all the aspects of the plan from ensuring we found a home that was the right fit to getting cell phones, internet, post, and local registration sorted out; the team handled it all efficiently and professionally.

Additionally, Raffaella has been wonderful to work with. We have worked with Raffaella after the move and she has helped us address countless concerns across a myriad of areas. Raffaella's attention to detail, ability to build a curated plan, and ability to effortlessly jump into any situation have all played a critical role in her success.

Over the last couple of years the entire team at La Relocation have helped us navigate the new chapter after the move and we are grateful for all the hard work they have put in.

★★★★★ **Isa** - USA

I moved to Switzerland from Australia and Laura made the whole process super easy. She even helped me carry some of the ikea stuff all the way to a third floor with no lift, in August, in Lugano 🙏😊 Thanks again for the massive help Laura!

★★★★★ **José** - Spain

I have been using La Relocation Group's Lifestyle services for over 8 years, and I cannot express enough how grateful I am for their unwavering support. From managing every aspect of my home to handling all of my daily needs, they have been by my side every step of the way. Their dedication and professionalism have allowed me to live worry-free, knowing that every detail is taken care of with precision. I truly appreciate having them as my trusted partner in managing my life at Lago Maggiore.

★★★★★ **Anne** - French Client, Lago Maggiore

Since moving, La Relocation's Lifestyle services have completely transformed my life. Initially, I sought their help to manage the many tasks that come with relocating, but now I simply can't imagine my life without their assistance. They have taken the stress out of my daily routine, and thanks to their dedicated team, I feel supported and empowered in my new surroundings. Their services have truly improved my quality of life.

★★★★★ **Katja** - Finnish Client

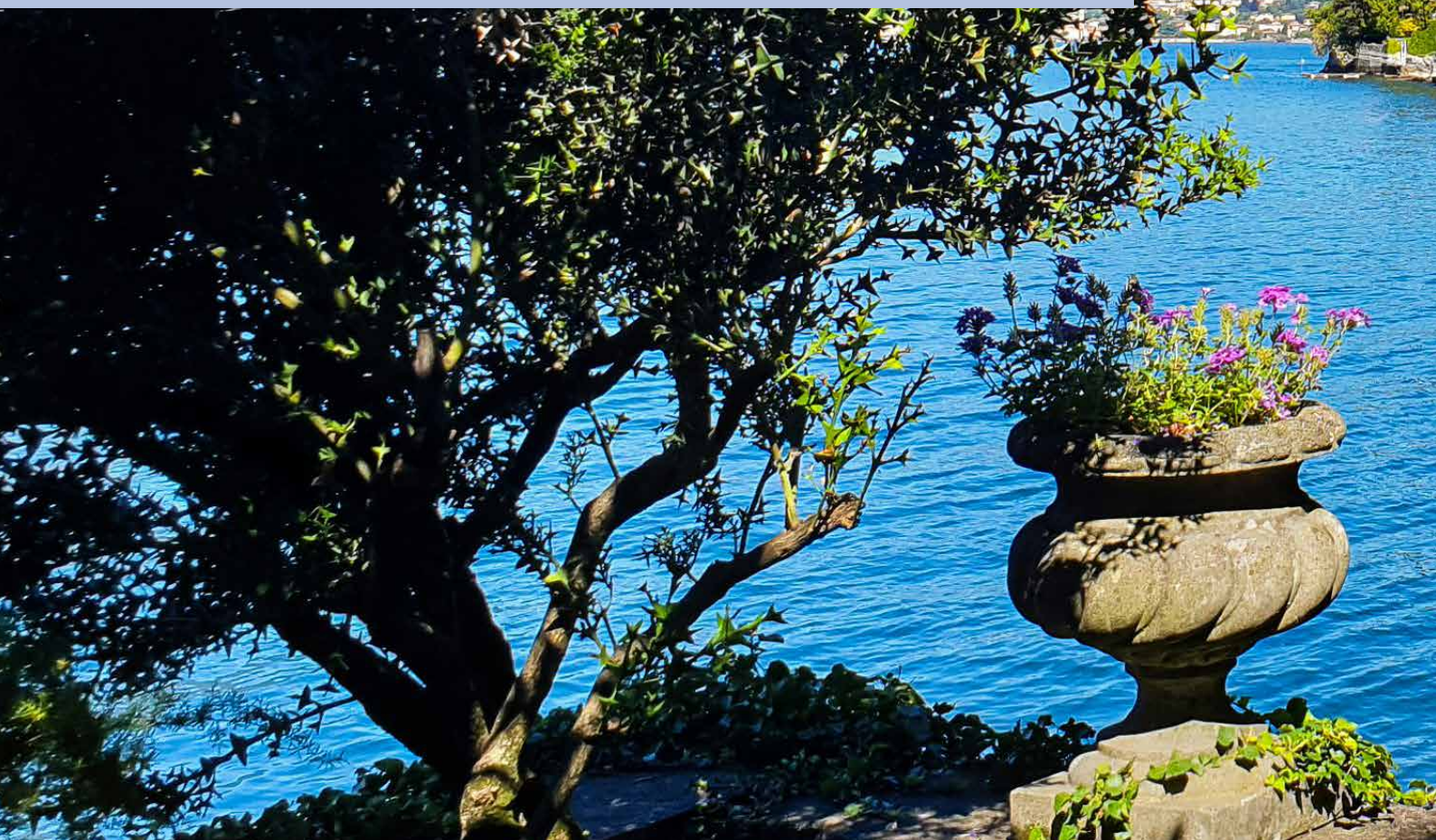


Franchising: Be Part of Our Journey

La Relocation Group SA serves as the supervisory hub, ensuring the consistency and high standards of all franchise locations. As the driving force behind our franchising model, the headquarters provides strategic oversight and support to our affiliates. We are also available to offer detailed insights into franchising opportunities for those looking to join our network and grow with us.

For all information regarding Franchising and the opportunity to collaborate with La Relocation Group SA, please contact us at:

✉ franchising@larelocationgroup.com








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