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2014

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# ANNUAL REVIEW

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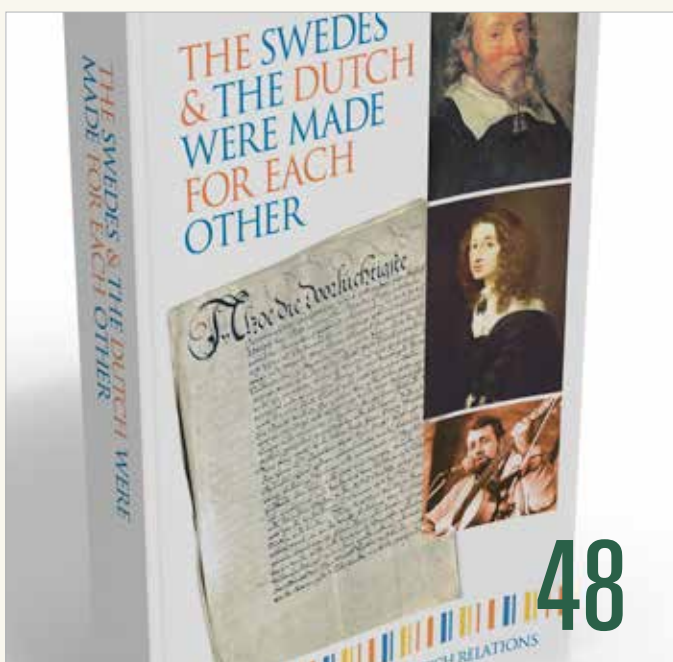
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## COLOFON

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## Samen hebben we de Amsterdam ArenA veranderd

Van energieafnemer naar producent en duurzame innovator

Kijk op  
[nuon.nl/samenveranderen](http://nuon.nl/samenveranderen)



### Samen veranderen

Energie is de mogelijkheid om iets te veranderen. Daarom werken wij elke dag vol energie aan uw energie. Als energiepartner willen we een bijdrage leveren aan de bedrijfsvoering en ambities van ondernemers.

Zo hebben we samen met de Amsterdam ArenA gekeken naar de mogelijkheden om invulling te geven aan hun ambitieuze duurzaamheidsdoelstellingen. De Amsterdam ArenA wil hiermee niet alleen een podium zijn voor topsporters en artiesten, maar ook voor duurzame innovatie.

### Partner in energieoplossingen

Henk van Raan, Facilitair directeur Amsterdam ArenA: "De Amsterdam ArenA wil in 2015 per saldo klimaatneutraal zijn. Om dat doel te behalen, nemen we Nederlandse windenergie af en gebruiken we restwarmte van een Nuon energiecentrale om het stadion te verwarmen. Om te koelen, pompen we koud water op uit de bodem van de nabijgelegen Oudekerkerplas. Daarnaast hebben we 7.000 m<sup>2</sup> zonnepanelen op het dak geplaatst, goed voor 10% van ons huidige energieverbruik.

Zoiets kun je niet alleen, daar heb je een partner voor nodig die beschikt over de juiste kennis en expertise. Nuon is voor ons die partner."

Wat mogen we voor u veranderen? Kijk op [nuon.nl/samenveranderen](http://nuon.nl/samenveranderen)

# WORDS OF THE CHAIRMAN

Nils van Dijkman

**IN THE YEAR** 2014 we celebrated the anniversary of 400 years of diplomatic relations between Sweden and the Netherlands.

It was a year with many highlights, but the main event was of course the Royal Visit on 4-5 April, during which the Swedish Chamber of Commerce organized a seminar on Innovation and Growth. His Majesty King Carl XVI Gustaf of Sweden and His Majesty King Willem Alexander of the Netherlands attended the seminar together with the Dutch Minister of Economic affairs Mr. Henk Kamp and the Swedish Trade Minister Mrs. Ewa Björling. The King of Sweden awarded the Swedish Chamber Export Prize to SKF, the Swedish multinational celebrating its 100th anniversary of its presence in the Netherlands. During a round table conference with both ministers and prominent business persons from the Netherlands and Sweden present, a joint statement regarding the approach towards a single European market was signed. It was a great honour for the Swedish Chamber to organize this event in close cooperation with the Swedish Embassy in The Hague. I would like to take this opportunity to thank the Ambassador of Sweden, Mr. Håkan Emsgård, and his team for the excellent cooperation.

The year 2014 was the last full year for me as Chairman of the Swedish Chamber of Commerce. After 8 years in the board one has to step down, which I will do during the Annual General Meeting on 19 May 2015. I am proud to leave the Chamber to a new chairman and an excellent board. I have really appreciated working with all the board members and especially with our fantastic General Manager, Kerstin Gerlagh. Without her the Chamber wouldn't be what it is today.

The Swedish Chamber has a solid foundation of enthusiastic members and loyal patrons. We have formed an influential board of recommendation and we form part of the international organization Swedish Chamber International (SCI) based in Stockholm. Our partnerships with the Swedish Embassy, Business Sweden, Visit Sweden, the Dutch Chamber in Sweden, other foreign business platforms (especially from the Nordic countries) and many Dutch organizations, help us to reach our aim; to provide a business platform for the advancement of Swedish and Dutch business and its members and to promote trade relations between both countries.



If I look back at the last couple of years I can only be proud to have been able to serve the organization where my heart lies. We have organized so many Master Class Luncheons with Dutch and Swedish captains of industry, we have had so much fun during study trips to Sweden and we have celebrated Swedish traditions, such as crayfish parties and of course our well appreciated Lucia gala dinners. The Junior Chamber Club

(JCC) has brought fresh ideas and forms an important part of the organization of the Swedish Chamber. The absolute highlight was of course the celebration of our 50th anniversary in 2010 in the presence of Her Majesty Crown Princess Victoria. We celebrated this milestone with a great seminar and a sparkling gala evening during which we honored the founder of IKEA, Ingvar Kamrad, with a Lifetime Achievement Award. Great memories!

I hope that you will enjoy reading about the highlights of 2014 in this annual review and I really look forward to seeing you at many events in the future.

Thank you for your support and enthusiasm; it absolutely contributes to the promotion of the business between Sweden and the Netherlands!



*"If I look back at the last couple of years I can only be proud to have been able to serve the organization where my heart lies."*



# WORDS OF THE HONORARY CHAIRMAN

*H.E. Ambassador of Sweden for the Netherlands Håkan Emsgård*

**WE HAVE ALWAYS** known that the links between Sweden and the Netherlands are strong and vital and this has become even more visible when we celebrated 400 years of diplomatic relations between the two countries in 2014. The celebration year has truly been a success and has exceeded all expectations. More than 200 events have highlighted the Swedish-Dutch relation in some way, with the Royal Visit being the highlight of the year.

Let me take the opportunity to look back for a minute and reflect on what this 400-years jubilee year has brought us. Throughout the year, a number of organizations, institutions and companies have been actively involved and contributed to the celebrations, both in the Netherlands and in Sweden. The Swedish Chamber of Commerce has played a central part in this jubilee year.

The highlight of the year was of course the official visit of the Swedish King and Queen to the Netherlands in April 2014. An important part of the Royal Visit was the seminar on Innovation and Growth which was organized by the Swedish Chamber of Commerce and the Embassy. The seminar involved prominent representatives from government, business and academia who shared their views on how to foster innovation. Clusters such as Kista Science City north of Stockholm and the Brainport region in and around Eindhoven were used as reference points. The Swedish Chamber Export Prize was also handed over to SKF by the Swedish King. I think this seminar was a prime example of how we can join forces and achieve true added value in our Sweden promotion.

The visit of the Swedish King and Queen received a lot of attention and spread the word about the 400-year celebrations. This proved to be very useful for the rest of the year, which offered a large number of interesting events. In fact, the Swedish Queen came to the Netherlands a second time in the autumn of 2014 to receive the Martin Buber-plaque in Kerkrade.

During the course of 2014 we have also had the privilege

of experiencing a large number of extraordinary Swedish-Dutch cultural events and exchanges, often with an “innovative” twist. The Swedish Month in The Hague for instance brought some major Swedish productions, like the innovative art of the “new circus ensemble” Cirkus Cirkör, and Sweden and the Netherlands were connected through the large interactive video screens by the Dutch company Dropstuff.



Looking ahead, we intend to continue to build on the results and contacts created during the 400-year celebrations and to continue the cooperation with business life, the academic world and cultural organizations.

Sweden and the Netherlands are comparing well with other European countries when it comes to innovation and competitiveness. At European level, we share the conviction that a better functioning of the internal market – in the field of services, trade and in the digital field – and focus on innovation and research, are measures needed to spur Europe’s long-term economic growth. It was therefore natural that innovation

and sustainability were chosen as guiding themes for the 400-year celebrations and it’s natural that these themes will continue to guide our work also in the future.

The new Swedish government has put export promotion and innovation high on the agenda (announcing the creation of a Council for Innovation and a new export strategy), flagging areas such as life science, environment/climate, and CSR/sustainable business as important priorities.

The image of Sweden as a modern and progressive society at the cutting edge of innovation and sustainable solutions has reached a broader audience throughout the jubilee year of 2014. The Swedish Chamber of Commerce played a crucial role in this and contributed substantially to the success of the jubilee. I expect the Chamber to continue to grow and to consolidate its position as an active network of unusual high quality, connecting Dutch and Swedish business life.

# MEMBER RELATIONS



25 PATRONS

25 LARGE COMPANIES

45 SELF EMPLOYED COMPANIES

46 S&M COMPANIES

5 HONORARY MEMBERS

8 PERSONAL MEMBERS

  
41 FEMALE CONTACT PERSONS

  
117 MALE CONTACT PERSONS

  
104 DUTCH OR FROM OTHER COUNTRIES CONTACT PERSONS

  
54 SWEDISH CONTACT PERSONS



86 JCC YOUNG PROFESSIONALS MEMBERS



44 SWEDISH CONTACT PERSONS

42 DUTCH PERSONS OR FROM OTHER COUNTRIES

44 FEMALE CONTACT PERSONS

42 MALE CONTACT PERSONS

# MEMBER LIST

AKD	Gemini Systems BV & GmbH	Market Explorer	SCA Graphic Paper Nederland B.V.
Akzo Nobel N.V.	Get Change Right	c/o Marketing House	SCA Hygiene Products Zeist B.V.
ALCES	GMS Sweden AB	Mazars Paardekooper Hoffman NV	Scandinavian Airlines Systems
Anna Skipper B.V.	Grote Spui Interim Management Consultancy Investment B.V.	MediaMedics	Sandler Training Amsterdam
APH-Produkter Holland B.V.	Gunnebo Doetinchem B.V.	Mercuri Urval B.V.	Scania Nederland B.V.
APM Terminals Europe	Handelsbanken Nederland	MH Leadership	Scania Production Zwolle
Are you Swedish?	Heussen	Moose Färg	Securitas
Arentec Management Concultyancy	HEX Travel B.V.	Mr. B. S. Hummel	SKF B.V.
Atlas Copco Nederland	Hotel De L'Europe	Mr. Bo Lindgren	Smart Documents
Atlas Copco Tools Nederlands	Hotels van Oranje	Mr. C.I. Schultz	Stena Line B.V.
ATLAS Tax Lawyers	Houblon Advocatuur B.V.	Mr. Hans Duijn	Sveatrans
Bavak Beveiligingsgroep B.V.	Hyannis Performance Consultance	Mr. Folke Lundberg	SWEEDS
Benify B.V.	IF P&C Insurance Ltd	Mr. Gerard Perik	Swedish Finance
Beran BV	Iggesund Paperboard Europe B.V.	Mr. Jan Lindhout	TeekensKarstens
Bex Legal	IKEA B.V. Nederland	Mr. Jules Hellendoorn	Tele2
Bilderberg Europa Hotel	IKEA Services B.V.	Mr. Percy Hamilton	Telia Sonera International Carrier Netherlands B.V.
Billerud Benelux B.V.	InnovationQuarter	Mr. Jos Tervoort	Tetra Pak B.V.
BN Connect	Inter Continental Amstel Amsterdam	Newhaven	TLO Deen BV
BOM Foreign Investments	Inter IKEA Systems B.V.	NIBE Energietechniek B.V.	Toyota Material Handling Nederland
Bomencentrum Nederland	Intertrust	Nordholm Design & Communication	Tuff Ledarskapsträning
Bufab Benelux B.V.	Intrum Justitia B.V.	Nordlok Management B.V.	Undutchables Recruitment Agency B.V.
Business Sweden	Jironet In Transition	Northside Financial Services B.V.	* Up There, Everywhere
CAPTA Management B.V.	Joel Beheer Groningen B.V.	Noviflora Holland BV	Van der Steeg Finance
CaseWare Analytics	KGH Customs Service	Nuon Energy N.V.	vanRinsum Institute of Language
Charter Real Estate B.V.	Kinnarps Office Furniture	Peerformance	Visit Sweden
Cicerone Noordwijk	Kiwa Sverige	Pervorm b.v.	Vodor Farsta
Amsterdam Inbusiness	Klarna B.V.	Peter Cederblad Business Consultant	Voerman International
Coreness	KPMG Meijburg & Co	Peter Gunnar Ollongren	Volvo Cars Nederland
CSMART	Labelprint B.V.	Poet Farmer	Volvo Group The Netherlands B.V.
Doecision BV	Leadership Development processes and enablers B.V.	POLARN O PYRET	WestCord Hotel Delft
DOLK+HESPER B.V.	Lean Marketing and Administration AB	Polygon Nederland B.V.	Yours
Earth Integrated Archaeology	Loading DDdesign	PriceWaterhouseCoopers BV	Your Special Delivery Service B.V.
Electrolux Holding B.V.	Logos Communication	Promedia Group	Zumflow
Electrolux Home Products BV	Loyens&Loeff	Qmatic Holland B.B	
Ericsson Telecommunicatie B.V.	Lundin Netherlands B.V.	Qvalia BV	
Ernst & Young Accountants LLP	Machinefabriken Bosker & Zonen B.V.	ReadSoft B.V.	
Eurocommercial Properties NV	Maes & Lunau Executive Search	Renthouse International B.V.	
Euroflorist Europe B.V.	Marit Kramer - Scandinavische vertalingen	ReputatieLoods	
EQT Partners AB Dutch Brand	Master Your Expression	Rock PR, Marketing & Communication	
fa.x. Translations B.V.		Samskip Van Dieren Multimodal B.V.	
fehresBLOOM Lawyers		Scandinavian Business Seating B.V.	
Filippa K BV			
Flextrus			
Free & Company			
Frisian Yacht Club			



# THE PATRONS

**THE PATRONS OF** the Swedish Chamber of Commerce are invaluable. Founded in 2004, the group consists of companies close to the Swedish Chamber who are willing to support the Chamber Mission and activities by contributing with an additional financial funding. Today the Swedish Chamber of Commerce are very proud to count 25 patron companies.

Patrons of the Swedish Chamber of Commerce for the Netherlands receive additional visibility through the various marketing channels such as Annual Review and The Swedish Chamber of Commerce website and social media platforms. The Swedish Chamber also presents the Swedish

Chamber of Commerce Patron Banner presenting the logotypes of all patrons which is present at all Swedish Chamber events. The patronship offers additional marketing and networking opportunities. The ability to sponsor or host events together with the Swedish Chamber of Commerce is largely taken into consideration. During the Sweden – Netherlands 400 years celebrations the support and co-operation with the patron companies has been invaluable and made it possible to present the Swedish industry on the Dutch market from the past until today and beyond. With thanks to their support and hosting of many events and conferences during the year of 400 years celebration, many new contacts and

business links were made between Sweden and the Netherlands and between the members of the Swedish Chamber.

The Swedish Chamber is very grateful for the additional support from the patron companies and would like to thank them for their generous contributions. We consider them industrial ambassadors contributing to the development and promotion of Swedish – Dutch trade and business.

Joining the exclusive patrons group is possible by invitation or application to the Patron Committee and by approval of the Board.

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Kinnarps

Atlas Copco

SCA  
c/o Life

IKEA®

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NUON

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PROTECTS  
Tetra Pak  
WHAT'S GOOD™

AkzoNobel  
Tomorrow's Answers Today

BN CONNECT

IGGESUND  
HÖLMEN GROUP

SAS

Scandinavian Airlines

ERICSSON

Inter IKEA Systems B.V. 

Noviflora

LOYENS L LOEFF

TOYOTA

MATERIAL HANDLING

Handelsbanken

Mercuri Urval

SCANIA

# NEW PATRONS

**TOYOTA**

MATERIAL HANDLING

## TOYOTA MATERIAL HANDLING

Nederland was established in 2007 by the integration of BT Nederland and Toyota Industrial Equipment Nederland. An organization with extensive experience in material handling. For decades both BT and Toyota are leading companies in terms of quality, innovation and service.

Toyota Material Handling Nederland is the Dutch organization of the global Toyota Material Handling Group which is part of Toyota Industries Corporation (TICO), the world leader

in materials handling equipment. Our Dutch headquarters is located in Ede (Gelderland). We help businesses of all sizes meet today's materials handling challenges with a full range of Toyota counterbalanced forklift trucks, BT warehouse equipment, and services and added value solutions, including service contracts, short term rental, used forklift trucks and the Toyota I\_Site information service. With nationwide presence in the Netherlands and a reputation for technical and service excellence, our industry leading range of products

sets ever new standards. We offer a complete range of solutions to cover any application requirements. Products include:

hand pallet trucks, powered pallet trucks, powered stackers, order pickers, tow tractors, reach trucks, counterbalance engine and electric forklifts and very narrow aisle equipment.



*"For decades both BT and Toyota are leading companies in terms of quality, innovation and service"*



**ERICSSON - LEADING TRANSFORMATION** through mobility. We are a world leader in the rapidly changing environment of communications technology – providing equipment, software and services to enable transformation through mobility.

Some 40 percent of global mobile traffic runs through networks we have supplied. More than 1 billion subscribers around the world rely every day on networks that we man-

age. With more than 35,000 granted patents, we have one of the industry's strongest intellectual property rights portfolios.

Our leadership in technology and services has been a driving force behind the expansion and improvement of connectivity worldwide. We believe that through mobility, our society can be transformed for the better. New innovations and forms of expression are finding a greater

audience, industries and hierarchies are being revolutionized, and we are seeing a fundamental change in the way we communicate, socialize and make decisions together.

These exciting changes represent the realization of our vision: a Networked Society, where every person and every industry is empowered to reach their full potential.



*"We believe that through mobility, our society can be transformed for the better"*



**ON THE 12TH** of March 2014, Peter Agnefjäll, CEO & President of the IKEA group, did a presentation about the IKEA Group to the Swedish Chamber of Commerce at the Hotel De L'Europe in Amsterdam.

Peter Agnefjäll focused his presentation on the IKEA business and what IKEA does in order to achieve the vision - "to create a better everyday life for the many people", through offering a wide range of well-designed, functional home furnishing products at prices so low that as many people as possible will be able to afford them.



The IKEA Group operates throughout the whole value chain from range strategy and product development to production, distribution and retail. This includes own manufacturing units, trading offices and customer distribution centers.

The first store was open in Älmhult in 1958 and since then IKEA Group is established in 43 countries, has 308 stores and 135 000 co-workers (47% of all managers are women), but is still small in many markets with plenty of room to grow. Peter also presented additional facts about the company: 2 000 new products are launched every year, 212 million copies of the catalogue were printed last fiscal year, the IKEA Group stores had 684 million visits and 1.3 billion visits to the website in FY13.

Peter said that despite of the tough economic situation, the last fiscal year was a good year as the private consumption strengthened in many markets and IKEA gained market share in almost all markets, which shows the importance of providing "value for money".

The starting point for developing the IKEA products is by visiting people in their homes all over the world and understanding how they live and what their necessities and dreams are. Then IKEA develop the products according to five principles: good quality, good form, functional, sustainable and at a low price, this is called "democratic design".

Peter described how the world we live in is changing and people are becoming increasingly aware of the importance of sustainability. At IKEA, sustainability is part of everything that is done, and one of the focus areas is aimed at inspire and enable the customers to live a more sustainable life at home.

The IKEA Foundation donated 101 million Euro in 2013 to different programmes fighting the root causes of child labour, empowering women and girls and providing a place to call home to refugee children. More than 100 million children will benefit from the current IKEA Foundation-funded programmes by 2015.

Peter finished his session with answering many interesting questions from the audience.



*Peter Agnefjäll*



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Scania Opticruise  
with Economy mode

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Euro 6 engines

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**SCANIA**

# THE SWEDISH CHAMBER OF COMMERCE

The Swedish Chamber of Commerce is a non-profit organization dedicated to its members since 1960. Our mission is to provide a business and social platform for the advancement of Swedish and Dutch business and between

member companies. We promote the trade relations between Sweden and the Netherlands and deliver a unique network based on the combination of Swedish and Dutch cultures.

## Board of Directors

The Swedish Chamber of Commerce is governed by the Board of Directors representing both Swedish and Dutch companies in the Netherlands. The Swedish Ambassador to the Netherlands, H.E. Mr. Håkan Emsgård is Honorary Chairman of the Board. The chairman is nominated by the board and approved by the members. The current chairman Mr. Nils van Dijkman (Heussen) has served his two terms of 4 years in 2015 and is therefore resigning from the Board at the Annual General Meeting on May 19, 2015.



*H.E. Håkan Emsgård*  
Honorary Chairman  
Ambassador of  
Sweden



*Nils van Dijkman*  
Chairman (leaving)  
Heussen



*Ann-Charlotte Runn*  
Vice Chairman  
Iggesund Paperboard



*Kathy Dolk*  
Treasurer  
Dolk Hesper



*Mikael Sørensen*  
Handelsbanken



*Kristina Johansson*  
IKEA Nederland



*Hannie Kroes*  
SKF



*Peter Smink*  
Vattenfall



*Stefan Fageräng*  
Tetra Pak  
(leaving)



*Evert Halvarsson*  
Scania Benelux  
(leaving)



*Jan Svärd*  
AkzoNobel  
(leaving)

## New Candidates



Wilma Buis  
Mercuri Urval



Per Cederlund  
Filippa K



Annika Hult  
Stena Line

## General Manager



Kerstin Gerlagh

## The Committees

### The Executive Committee

The Executive Committee outlines the work and decisions for the Board and supports the General Manager of the Chamber. The Chairman of the Chamber heads the Committee.

Nils van Dijkman  
Ann-Charlotte Runn  
Kathy Dolk  
Mikael Sørensen  
Kerstin Gerlagh

### The Finance Committee

The Finance Committee oversees the financial administration of the Chamber, including the budget setting on behalf of the Board.

Nils van Dijkman  
Kathy Dolk  
Ann-Charlotte Runn  
Kerstin Gerlagh

### The Patron and Member Committee

The Patron and Member Committee develop (new) member strategies, including the acquisition of new members and (new) Patron Companies.

Stefan Fageräng  
Kerstin Gerlagh

### The Nomination Committee

The Nomination Committee is responsible for the nomination of Board Members, Committee members and functions within the Board.

Ann-Charlotte Runn  
Nils van Dijkman  
Kerstin Gerlagh

## Honorary Members

Bert Gort, Ben Hummel, Henk Lokin, Gerard Perik, Claes-Ivar Schultz



## Board of Recommendation

**THE FOLLOWING PERSONS** from trade, industry and diplomacy acknowledge the importance of a Swedish – Dutch business network and they therefore support and endorse the activities of the Swedish Chamber of Commerce for the Netherlands:

<i>Maria Rankka</i>	CEO Stockholm Chamber of Commerce
<i>Björn Skala</i>	Former Ambassador of Sweden in the Netherlands
<i>Michael Treschow</i>	Chairman of the Board/Director, Unilever NV Director, ABB Ltd
<i>Jeroen van der Veer</i>	Chairman of the Advisory Board ING, Chairman of the Supervisory Board of Koninklijke Philips Electronics N.V., until end of June 2009 Mr. van der Veer was chief executive officer of Royal Dutch Shell plc.
<i>Hans de Jong</i>	CEO of Philips Benelux
<i>Mikael Ohlsson</i>	Non-Executive Director of Volvo Car Corporation, Ikano S.A, Tesco plc and Lindengruppen AB, Former CEO and President of the IKEA Group



*Maria Rankka*



*Björn Skala*



*Michael Treschow*



*Jeroen van der Veer*



*Hans de Jong*



*Mikael Ohlsson*



*"The Swedish Chamber of Commerce serves an important role in developing and contributing to the good human and business relations between Swedish and Dutch people, in society at large as well as in business life. The many events organised by the Swedish Chamber of Commerce are important as meeting points for exchange of experiences and learning. IKEA, where I worked almost 35 years until my retirement, is one of the many companies that since many years have good co-operation within the framework of the Swedish Chamber of Commerce, and I would like to recommend this also to other companies. And now staying in the Netherlands together with my family, it is a special pleasure for me to support long lasting and close ties between people, organisations and companies from the two countries."*

*Mikael Ohlsson*  
Non-Executive Director of Volvo Car Corporation,  
Ikano S.A, Tesco plc and Lindengruppen AB,  
Former CEO and President of the IKEA Group

# 4 YEARS IN THE SWEDISH CHAMBER

**IT HAS BEEN** a true pleasure to have served on the board of the Swedish Chamber the last four years, but for me my work now takes me to a new challenge and I am forced to resign my position, which leaves me both sad and very proud.

I am proud of what we have achieved. Under Nils' leadership and Kerstin's guidance we have managed to maintain the high standards expected at the Chamber, and some would even argue to raise them. We have celebrated the 50th anniversary of the Chamber with royal attendance as well as the 400 years of diplomatic relations between the two countries, again with royal attendance. We have had numerous CEO's giving their time to us and sharing their invaluable experience with us, always keeping us up to date with the latest that is going on. We have worked closely with the Swedish Embassy, and Ambassador Håkan Emsgård, and his team, driving the Swedish culinary industry and also the games industry. Finally, the Chamber launched its Export Prize which I believe has been an excellent way of increasing the profile of the Swedish Dutch cooperation.

There is a lot of achievement to be proud of, but I think I will miss my friends in the board and at the different events the most. It has felt good to be able to share problems and get both advice and courage from experienced leaders, thank you. A special thank to Nils van Dijkman for offering me this opportunity and to Kerstin Gerlagh for always keeping me and the others in order.

I will miss you all.

Best regards,

Stefan Fageräng  
Managing Director  
Tetra Pak North West Europe





# WELCOME TO JOIN the SWEDISH CHAMBER OF COMMERCE



## ***Your Benefits***

- » 30-35 professional networking events per year
- » Access to all essential business contacts within the Swedish – Dutch trade environment in the Netherlands
- » Networking events of various categories: financial, industry, leadership, social, sports, food, Swedish traditions, culture
- » Opportunities to host a company presentation
- » Professional organisation
- » Business study trips to Sweden
- » Access to the Swedish Chamber of Commerce Young Professionals, with about 100 members in the age of 25 – 36 years



## ***Members***

- » 160 companies from multinationals to starters, of both Swedish and Dutch origin
- » Multinationals such as: Ikea, Volvo, SCA, Atlas Copco, Akzo Nobel, Tele2, SKF, Tetra Pak, Scania, SAS, Iggesund, Stena Line, If, Toyota, PWC, Mercuri Urval, Handelsbanken, Noviflora, Kinnarps, Nuon, TK, Loyens & Loeff, Electrolux, BN Connect
- » Small companies within law, management consultancy, translations, finance, marketing, communication, hospitality, clothes, recruitment, flowers etc



# REFLECTIONS ON THE YEAR 2015

*In my comments last year I was perhaps overly optimistic – the year 2014 turned out to be a difficult one both politically and economically. As we now enter the year 2015, I nevertheless see reason for optimism although the picture remains mixed and in some respects worrying.*

*By Björn Skala, Board of Recommendation*

**SWEDEN AND THE** Netherlands have, on the whole, withstood the problems which still linger after the 2008-2009 financial crisis and the world-wide economic stagnation. Recovery in our two countries is now under way but is still precarious, growth of our export oriented industries slow, the ghost of deflation haunts us as well as the EU as a whole. Interest rates are at a historical low, Sweden, like Switzerland and Denmark, has entered uncharted waters in introducing negative interest rates in the hope of stimulating demand and reversing a dangerous deflationary spiral.

Four external factors loom large on the horizon, as this is written.

Russia's aggression in the Ukraine and its generally threatening behavior towards neighboring states has far-reaching consequences for European security and is also causing intense debate in Sweden whether it is finally time to join NATO as a full member.

The financial and social crisis in Greece, although limited in scale and relative importance, causes continued tension within the EU and the Euro Group.

On the general international economic scene the likely slowdown of the Chinese economy and its gradual reorientation from heavy investment towards internal consumption is likely to negatively impact European exports.

Lastly, the catastrophic refugee situation in the European neighborhood puts increased political and economic pressure on individual EU states as they try to formulate a policy to cope with a massive influx of refugees from Syria and African states. Obvious humanitarian considerations must be balanced against factual capacities for refugee reception and integration. Unfortunately, in Sweden as previously in the Netherlands, the current debate contains strong elements of xenophobia, and extremist parties are having a good time. It will be difficult to formulate a coherent policy and Sweden could learn from the open debate which has long been going on in the Netherlands on this subject. And it will be necessary to agree on a new EU refugee and immigration policy with an equitable burden-sharing – at present, Germany and Sweden receive the bulk of the current refugee stream.

Luckily, there are strong, positive countervailing trends.

The US economy is out of the doldrums and helps to lead the world out of recession.

Japan is making great efforts to escape its long period of stagnation.

And, very positively for Sweden and the Netherlands, Germany and, to a certain extent, the UK are moving strongly on the path of recovery and economic growth.

Finally, there is also the enormously important impact of lower oil prices which, on the whole and if they remain, are likely to have a positive effect on the economies of most EU states (I leave aside the negative impact on oil exporting states which could have certain repercussions on EU exports, and the wider implications for the world political balance).

It is, indeed, interesting to note that Western economies, which five years ago were said to be in final decline, are bouncing back and are in better shape than those BRIC states which were supposed to take the lead in the new world economy. The flexibility and resilience of the market economies are manifestly superior to the rigid, centrally governed and corrupt economies of countries such as Russia, China and India.

Basically, therefore, there is some reason for optimism for the year 2015. The financial crisis is receding, the efforts of central banks and the ECB are slowly turning the tide and stock markets are booming. It seems to me that if certain geopolitical and financial hurdles, mainly Russian aggressiveness and the Greek debt problem, could be lifted or contained (big if's, I agree), a robust European recovery could be within reach. The Netherlands and Sweden stand to gain a lot from such a development.

True, there are those who fear a new Bubble, in finance, in the stock or in the real estate markets. To predict this with any certainty, we would need a Hubble (telescope). Lacking this, we must keep our fingers crossed that no major disaster will affect our hopeful predictions.

# COMMUNICATIONS

**THE SWEDISH CHAMBER** of Commerce and JCC communication strategy is constantly on our agenda and has improved considerably thanks to very competent communication and social media interns during the years. Through our strategy we are able to communicate and interact with members and JCC – Young Professionals members according to their different needs and requirements.

The Swedish Chamber of Commerce and JCC - Young Professionals have their own websites with Chamber and JCC information about activities, members and other network news. In addition, the social media strategy

makes it possible to address the different groups of interest within the Chamber and JCC and we are therefore active on Facebook, Twitter, LinkedIn and Instagram. We use social media for event presentations, news about our members and to present new members, among others. Members can find each other at our LinkedIn group and it is possible to post company promotions and job offers. The communication strategy is an important tool to present the Chamber of Commerce and its members as well as promote and interact between the Chamber and the members, between members themselves and for non-members to find the Swedish Chamber of Commerce in the Netherlands.




Statistics over the Swedish Chamber of Commerce's Facebook likes during 2014



### LIKE US ON FACEBOOK!


 Swedish Chamber of Commerce for the Netherlands
 
 JCC Young Professionals

... to get the latest news about our activities, to share our posts and to see pictures from our events.



### CONNECT WITH US ON LINKEDIN!

Swedish Chamber of Commerce for the Netherlands

... The Swedish Chamber of Commerce LinkedIn group offers members an exclusive opportunity to connect.



### FOLLOW US ON TWITTER!

[www.twitter.com/SweChamNL](http://www.twitter.com/SweChamNL)

... to take part in our conversations and give your comments.



### VISIT OUR WEBSITE!

[www.swedishchamber.nl](http://www.swedishchamber.nl)

... to learn more about our organization and our members, to register for events and to read relevant business news from Sweden.



### SPOT US ON INSTAGRAM!

[www.instagram.com/scchnl](http://www.instagram.com/scchnl)

... and get picture updates directly from our events.



## DE ZIEL VAN DE OCEAAN

De Volvo Ocean Race is de zwaarste zeilwedstrijd ter wereld.

De ziel van deze uitzonderlijk menselijke uitdaging hebben onze designers gevangen in de Volvo XC60 Ocean Race Edition. De unieke Ocean Race-stijlelementen ziet u niet alleen aan het exterieur van de XC60. Ook in het interieur is een sportieve sfeer gecreëerd. Bovendien beschikt deze exclusieve editie over o.a. verwarmbare voorstoelen, een elektrisch bedienbaar glazen panorama dak\* en Park Assist. U rijdt de Volvo XC60 Ocean Race Edition vanaf €54.495 en hij is niet alleen voor de watersportliefhebber, maar voor iedereen die een heel speciale Volvo wil rijden.

**ONTDEK DE XC60 OCEAN RACE EDITION  
OP [VOLVOCARS.NL/OCEANRACE](http://VOLVOCARS.NL/OCEANRACE)**



\*Het elektrisch bedienbaar glazen panorama dak is niet afgebeeld, maar wordt wel standaard geleverd op de Volvo XC60 Ocean Race Edition.

Volvo XC60 Ocean Race Edition v.a. € 54.495 incl. 21% btw en bpm. Raadpleeg voor additionele kosten de verkoopvoorwaarden op [www.volvocars.nl](http://www.volvocars.nl). Leasen v.a. € 899 p.m., excl. btw en brandstof, o.b.v. Full Operational Lease, 60 mnd, 20.000 km p.j., Volvo Car Lease: 020-65 873 10 (kantooruren). Wijzigingen voorbehouden. Gem. verbruik: 4,5 - 6,4 l/100 km (22,2 - 15,6 km/l), gem. CO<sub>2</sub>-uitstoot resp. 117 - 169 g/km.



# FINANCE

## Balance Sheet / Profit and Loss

BALANCE SHEET	2014-12-31	2013-12-31
	Actual	Actual
	EUR	EUR
<i>Assets</i>		
Bank	11.915	21.088
Debtors	14.062	6.777
Prepaid cost	4.632	768
Total Assets	30.609	28.633

### Liabilities and Equity

Creditors	1.788	-
Prepaid income	3.768	963
Other liabilities	5.504	6.397
Equity	21.274	22.264
Result	(1.725)	(991)
Total Liabilities and Equity	30.609	28.633

## PROFIT AND LOSS

	2014	2014	2013
	Actual	Budget	Actual
	EUR	EUR	EUR
<i>Income</i>			
Membership Fee	59.915	70.860	61.451
Patronships	34.230	30.935	30.000
Advertisements	7.840	6.650	5.315
Activities	35.703	44.800	45.708
Sponsoring	575	1.200	1.200
Total income	138.263	154.445	143.674

### Expenses

Office costs & salaries	80.861	83.204	80.354
Activities	47.136	58.800	53.071
Marketing	8.846	8.400	10.270
Web Page & IT	3.145	4.000	970
Total expenses	139.988	154.404	144.665

Result	(1.725)	41	(991)
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## Amsterdam March 2015

Nils van Dijkman  
Chairman

Kathy Dolk-Hesper  
Treasurer

## Treasurer Report

The Swedish Chamber had a diverse and interesting program in 2014 thanks to the celebration of the jubileum of 400 years diplomatic relations between Sweden and the Netherlands. The financial crisis is still noticeable, however, in our association. We were happy to welcome three more patrons during the year, but fewer companies became a member than was accounted for in the budget. Also, relatively small companies have joined, a group for which a lower membership fee exists.

Measures were taken during the year to cut costs, but the activities were more expensive than usual because of the jubileum celebration and less companies joined the association than expected, so it could not compensate fully. The income was therefore less than stated in the budget, so a loss of 1,725.- Euro was accounted for. Overall, our cash position and equity is adequate, so we can state that our financial position is sound. The budget for 2015 was approved by the Board in November 2014 and is very conservative in order to come to a break-even situation again.

Kathy Dolk-Hesper  
Treasurer



# HEUSSEN

attorneys-at-law and civil law notaries

## Sweden Desk

Nils van Dijkman      Stina Lindmark  
Tel.: +31 20 312 2800

[www.heussen-law.nl](http://www.heussen-law.nl)

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# FINANCE

## CASH COMMITTEE REPORT

In the capacity of Cash Committee of The Swedish Chamber of Commerce, we hereby render the following audit certificate for the year 2014.

We have examined the accounts of the Swedish Chamber of Commerce, checked other documents giving information about the Chamber's financial position and administration, and performed such other auditing procedures as we considered necessary under the circumstances.

Our examination has revealed no reason for criticism of the accounts, the accounting procedures or the administration of the Swedish Chamber of Commerce.

We recommend, that the Profit and Loss account for 2014 and the balance sheet as per December 31, 2014 should be approved and that the Board of Directors should be discharged from further responsibility as regards the management for 2014.

Amsterdam, March 25, 2015



Mr. E. Denekamp



Mr. J. E. C. Evers



”

Sweden and the Netherlands are both small by population measure in the global arena, but both large in relevance to the world, among others with renowned company brands developing leading technologies that contribute to making the world a better place. By enabling and facilitating networks between the two countries the Swedish Chamber of Commerce contributes to creating opportunities for further cooperation and continued success.”

Hans de Jong  
CEO of Philips Benelux

# THE OFFICE AND THE NETWORK



Kerstin Gerlagh



Renea Rupar



Carolina Norlin



Erika Egonsson



Mia Chau

**THE OFFICE IS** responsible for the day-to-day running of the Chamber and lead by General Manager Kerstin Gerlagh and supported by four interns from Swedish universities each year.

In 2014, the Swedish Chamber of Commerce was very pleased to host Renea Rupar, Carolina Norlin and Mia Chau, all from Lund University, and Erika Egonsson from the Linnaeus University in Småland. All interns come from a variety of backgrounds and collectively, they have supported the Swedish Chamber of Commerce in delivering its services to the highest standard possible, especially focusing on JCC – Young Professionals, event managing, social media and communication. For more information about internship at the Swedish Chamber of Commerce, please visit [www.swedishchamber.nl](http://www.swedishchamber.nl)

The Swedish Chamber of Commerce for the Netherlands plays an active role in the Swedish Dutch business relations since nearly 55 years. 2014 has been a very special year with the celebration of Sweden – The Netherlands 400 years. The celebration year has brought many new relations and partnerships which resulted in excellent executive programs for our members and relations. We are very proud of the long list of co-operation partners during the year enabling us to provide a business and social platform for the advancement of Swedish and Dutch business and to promote the trade relations between Sweden and the Netherlands. A special thanks to the Swedish Embassy in the Hague and H.E. Ambassador Håkan Emsgård for the excellent co-operation and for making it possible for the Swedish Chamber to participate and co-operate in featuring the many outstanding and high level Swedish-Dutch conferences during the year. The highlight was of course the 400 Years celebrations on

the 4th of April, when we were not only very honored to welcome a very large number of our members and relations, but also both the King of Sweden and the King of the Netherlands. We would like to thank all our patrons, members and JCC members for their contributions and for participating in the dynamic Swedish Chamber of Commerce business network.

We would also like to express our thanks to the Swedish Chambers International, Business Sweden, The Dutch Chamber of Commerce in Sweden, The Royal Dutch Embassy in Sweden, Stockholm Chamber of Commerce, Finnish Dutch Trade Guild, Danish Dutch Business Club, SWEA and Svenska Klubben for the excellent co-operation and for making it possible for us to extend both the business and social network for our members by co-operating in a wide range of programs.

The Swedish Chamber of Commerce is a member of Swedish Chambers International. SCI represents a significant part of the Swedish business community globally. The SCI consists of Swedish Chambers of Commerce in 21 countries around the world where companies with Swedish connections do business. Our partner in Sweden is the Stockholm Chamber of Commerce.

On November 26, 2014 the official opening of Ondernemingsplein by Kamer van Koophandel Amsterdam took place at De Ruijterkade 5. KvK Ondernemingsplein is initiated by the Dutch Ministry of Economic Affairs and accomplished by Kamer van Koophandel in co-operation with the following national and local partners: de Belastingdienst, Qredits, Stichting Ondernemersklankbord, UWV, Amsterdam Economic Board, Gemeente Amsterdam, MKB Doorstart en de





Swedish Chamber of Commerce. We hope to intensify and learn more about possible co-operations for the benefit of our members during 2015.

The Swedish Chamber of Commerce will continue to build on the results and contacts created during the 400-year celebrations in order to offer a high-level Swedish – Dutch business network in the Netherlands also for


the future. We welcome you to contact us with your input, ideas or if you would like to discuss co-operation possibilities and future programs.

Kerstin Gerlagh  
General Manager  
[kerstin.gerlagh@swedishchamber.nl](mailto:kerstin.gerlagh@swedishchamber.nl)



*"The Swedish Chamber of Commerce in the Netherlands is, through its vast membership, an indispensable network for further developing the age long trade and economic relationship between the Netherlands and Sweden. It is a focal point for common joy and celebration, but equally important as a forum for discussing current economic questions and for exploring new and developing fields of trade, business and social collaboration to the benefit of participating companies and our national economies".*

*Björn Skala  
Former Swedish Ambassador to the Netherlands*



We care about the environment, every day. Anna Mårtensson, Environment Manager at Iggesund Mill, works daily to advance the mill's environmental programme. It encompasses everything from the logs arriving from the forest to the finished paperboard, Invercote. As a result she can now enjoy swimming in the crystal-clear waters of the Baltic Sea right beside the mill. Above all, though, impeccable environmental work is increasingly important to both our own and our customers' competitiveness. We offer the highest quality paperboard where pure virgin fibre is most suitable. We also offer qualified service and advice within a wide spectrum. How can we help you grow your business?

**Care by Iggesund.** Our care for our customers and their businesses goes far beyond offering two of the world's leading paperboard brands, Invercote and Incada.

A serene landscape photograph of a calm lake at sunset. The sky is a gradient of blue and orange, reflecting on the water's surface. In the foreground, a person with dark hair and a dog are swimming. The dog's head and front paws are visible above the water, while the person's head is just below the surface. To the left, a rocky shoreline with some greenery and a small structure is visible. The overall mood is peaceful and natural.

“In the paperboard business,  
black figures are best grown  
from green assets”

*Anna Mårtensson, Environmental Manager*

**IGGESUND**  
HOLMEN GROUP

# THE ANNUAL SWEDISH CHAMBER EXPORT PRIZE



The Swedish Chamber of Commerce for the Netherlands in co-operation with Business Sweden and the Swedish Embassy are very proud to present an Annual Swedish Chamber Export Prize. The Swedish Chamber Export Prize aims to strengthen the Swedish-Dutch business relations and is awarded to a Swedish related company in the Netherlands.

Criteria's to apply for the Swedish Chamber Export Prize:

- Companies awarded should meet high standards of Innovation and Sustainability
- The company has shown a positive development of export and trade with the Netherlands for, at least, three years
- The company must have a solid financial base, well established trade actions in the Netherlands as well as positive performance and profit on the Dutch market.

## Application for the Swedish Chamber Export Prize

Application of your own company or other company you would like to recommend by filling in the Application form available at [www.swedishchamber.nl](http://www.swedishchamber.nl)

## Award Ceremony

The Award Ceremony takes place in conjunction with a Swedish Chamber of Commerce major event.

Members of the Jury:

- H.E. Ambassador of Sweden and Honorary Chairman of the Swedish Chamber of Commerce Mr. Håkan Emsgård
- Mr. Nils van Dijkman, Chairman of the Swedish Chamber of Commerce
- Mr. Andreas Rentner, Area Manager Benelux, Business Sweden

For more information:

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Email: [info@swedishchamber.nl](mailto:info@swedishchamber.nl)

Business Sweden Andreas Rentner Tel: 070-3022050

Email: [netherlands@business-sweden.se](mailto:netherlands@business-sweden.se)



*"We are honoured and proud to receive this prestigious prize from the Swedish Chamber of Commerce and it is particularly special since we, this year, celebrate 100 years of being in the Netherlands. This award is a clear recognition of the excellent contribution to the SKF Group's development made by our Dutch and many international colleagues based in the Netherlands."*

*Tom Johnstone  
SKF President and CEO*



# EXPORT PRIZE 2014 “FOR A MOMENT I ENTERED THE RICH HISTORY OF OUR TWO COUNTRIES”

*Hannie Kroes, Company Director SKF B.V.*



**SKF WERE CELEBRATING** our 100 year anniversary in 2014. The origin of SKF Group goes back to 1907 when Sven Wingquist started a new bearing business in Gothenburg, Sweden with the newly invented self-aligning ball bearing. It was a ground breaking innovation. Three years later we were selling this bearing in the Netherlands. On 10 March 1914 SKF established a company in Amsterdam and started in a small shop at the Herengracht. The business was so successful that we had to move to a bigger building in 1916 at the Rokin. Today SKF Netherlands is located in Nieuwegein, Ridderkerk and Enschede.

Our main location is in Nieuwegein where the worldwide R&D center of SKF is located. This year it was decided that SKF Global Technical Center Europe will be established in The Netherlands. Here we will create 100 extra jobs. Currently, we are in the process to build the center and we plan to open it in 2016. That is a promise.

In May this year we will have our events for the anniversary and during this celebration we will open the Solution Factory. This is no longer a promise but a reality that comes true. In the Solution Factory

we will support our customers with their day-to-day problems, finding solutions to help them improve their business.

On top of this, we received the Swedish Export Prize 2014, handed out by King Carl XVI Gustav of Sweden during the Innovation & Growth seminar on 4 April 2014. The seminar had the positive energy in it that we as Sweden and The Netherlands can work together on innovation beyond our borders. Around 300 people joined the seminar that was well organized by the Embassy of Sweden and the Swedish Chamber of Commerce. This event was special and even more special for SKF because our President and CEO, Tom Johnstone decided to join the seminar. He also attended the round table discussion after the seminar, where captains of industries and the Swedish Minister of Trade, Ewa Björling and the Dutch Minister of Economic Affairs, Henk Kamp, came to an agreement on working together.

The state visit of the Swedish Royals to The Netherlands for the 400 year celebration on 4 and 5 April contained a dinner at the Royal Palace on the Dam. We took part of that celebration. It was a real honor for us to be present.

Next day we visited the Rijksmuseum to look at the interesting Rembrandt painting which is temporarily borrowed from the Swedish National Museum.

Rembrandt made it for the Palace on the Dam, but unfortunately his painting was removed. He cut it to a smaller size and sold it. His dream didn't come true in those days. But we saw the projection of the painting in the Palace, how it would have been seen in the early days. In a way it returned for a moment. We felt part of something bigger and that the past and the future were connected in this projection. The visit ended with a lunch with the royal families in the astonishing Library of the Rijksmuseum.

For me the two days were like a dream. For a moment I entered the rich history of our both countries. Some parts were already reality, other parts have a promise of working together as Swedes and Dutch.

And as the 400 year anniversary book says: 'the Swedes & the Dutch were made for each other'. Let's keep that in our minds for the future.



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# ACTIVITY PROGRAM



MASTER CLASS LUNCHEONS



The Swedish Chamber  
Business Women Program

BUSINESS WOMEN PROGRAM



MENTORSHIP PROGRAM



SWEDISH BUSINESS IN BRABANT



SWEDISH CHAMBER EXPORT PRIZE



ENTREPRENEURSHIP CAFÉ



ONDERNEMINGSPLEIN KVK AMSTERDAM



JCC



ANNUAL LUCIA DINNER



SCI



INTERNATIONAL CONFERENCES



NORDIC BUSINESS FORUM



TRADE MISSION



PATRON PROGRAM



SOCIAL EVENTS





ONZE KARTONNEN VERPAKKINGEN ZIJN VERKRIJGBAAR IN VELE MATEN, VORMEN EN VOLUMES - MET OF ZONDER SLUITING, DOP OF RIETJE. ER IS EEN VERPAKKING VOOR IEDER CONSUMPTIEMOMENT, OF DAT NU OP KANTOOR, IN DE AUTO OF AAN DE ONTBIJTAFEL IS.

WILT U OOK DE KEUZE UIT EEN VAN DE VELE VERPAKKINGSTYPEN?

[www.tetrapak.nl](http://www.tetrapak.nl)

# EVENTS 2014

<b>23 January</b>	Swedish Chamber of Commerce New Year's Reception
<b>17 January</b>	Swedish Chamber and JCC Mentorship program
<b>12 March</b>	Swedish Chamber Master Luncheon at Hotel L'Europe Mr. Peter Agnefjall, CEO and President IKEA Group
<b>20 March</b>	Swedish Business in Brabant. Swedish Chamber of Commerce, BOM Foreign Investments and Handelsbanken Swedish Business in Brabant Design and Innovation Seminar.
<b>4 April</b>	<p>The Swedish Chamber of Commerce Annual General Meeting</p> <p>Swedish Chamber of Commerce Annual Luncheon Mrs Dr. Ewa Björling, Swedish Minister for Trade and Nordic Cooperation, The Internal Market - a prerequisite for a strong European economy</p> <p>Round table, What barriers businesses still face within the Single Market. Participating in the Round Table were the Swedish Minister for Trade and Nordic Cooperation Mrs Ewa Björling and Dutch Minister of Economic Affairs Mr Henk Kamp along with economic delegations from the Netherlands and Sweden.</p> <p>The Swedish Chamber Export Prize Award Ceremony</p> <p>The Swedish Chamber of Commerce AGM</p> <p>Innovation and Growth Seminar, The seminar took place in the presence of Their Majesties King Willem-Alexander of the Netherlands and King Carl XVI Gustaf of Sweden. Statements: Dr. Ewa Björling, Swedish Minister for Trade, Henk Kamp, Dutch Minister of Economic Affairs.</p> <p><i>Moderator:</i> Maria Rankka, CEO of Stockholm Chamber of Commerce</p> <p><i>Panelists:</i> Thomas Andersson, CEO Kista Science City; Dr. Karl Dittrich, Association of Universities in the Netherlands (VSNU); Hans de Jong, vice-president of the board of the Brainport Foundation and CEO of Philips Electronics Benelux; Pontus Braunerhjelm, Professor at Royal Institute of Technology, KTH; Kees van Berkel Ericsson Nederland; Caroline Walerud, Volumental.</p>
<b>18 May</b>	Visit to Rijksmuseum together with SWEA
<b>26 May</b>	Women leadership conference, organized by The Embassy of Sweden, the Swedish Chamber of Commerce and VNO-NCW Women Network
<b>6 June</b>	Swedish Chamber of Commerce Golf Tournament
<b>14 June</b>	Midsummer Celebration together with JCC and Svenska Klubben in Amsterdamse Bos
<b>30 August</b>	Swedish Annual Crayfish Party together with JCC Young Professionals, SWEA and Svenska Klubben
<b>9 September</b>	Swedish Chamber and JCC Mentorship Program Dinner
<b>18 September</b>	Tax Presentation Innovation Box by KPMG Meijburg & Co
<b>21 September</b>	Dam tot Damloop with Swedish Chamber and JCC
<b>30 September</b>	Doing business in Sweden with The NCH, Fenedex and Handelsbanken
<b>1 October</b>	How to build your brand in social media with Annica Thorberg, CEO of Marketinghouse
<b>7 October</b>	Nordic CSR Conference Swedish Chamber of Commerce, Finnish Dutch Trade Guild and Danish Dutch Business Club. Exclusive Invitation for the Swedish Chamber Patrons for the performance Knitting Peace.
<b>20 October</b>	Innovation in the city Conference in TU/Eindhoven took place. Students, entrepreneurs, professors and universities gathered to discuss how to combine innovation and entrepreneurship.
<b>27 October</b>	Swedish Chamber and JCC Mentorship Program
<b>7 November</b>	Master class luncheon at InterContinental Amstel Amsterdam Keynote speaker: Hans de Jong, CEO Philips
<b>19 November</b>	Swedish Dutch Port Days Conference, together with Business Sweden, Port of Rotterdam and the Swedish Embassy. Keynote speakers: Ambassador Håkan Emgård, Allard Castelein, Daan Roosegaarde together with business delegations from Sweden and the Netherlands. Moderator: Ursul de Geer.
<b>20 November</b>	Handelsbanken Economy seminar with Senior Economist Philip Bokeloh from ABN and Jan Häggström, Senior Vice President of Handelsbanken
<b>3 December</b>	Exclusive Holiday Shopping at Polarn o Pyret
<b>13 December</b>	The Swedish Chamber of Commerce Annual Lucia Gala Dinner

# ZWEEDS KONINGSPAAR BEZOEKT NEDERLAND

**ZIJNE MAJESTEIT KONING** Carl XVI Gustaf van Zweden en Hare Majesteit Koningin Silvia brengen op vrijdag 4 en zaterdag 5 april een bezoek aan Nederland op uitnodiging van Zijne Majesteit Koning Willem-Alexander en Hare Majesteit Koningin Máxima.

Aanleiding voor het bezoek is de viering van 400 jaar diplomatieke betrekkingen tussen Nederland en Zweden



Source: www.koninklijhuis.nl

## *Vrijdag 4 april*

Na de ontvangst op het Koninklijk Paleis in Amsterdam wonen beide Koningen een seminar bij georganiseerd door de Zweedse Ambassade en Swedish Chamber of Commerce. Thema van het seminar is "Innovation and Growth - Sweden and the Netherlands in the Global Economy". Koning Willem-Alexander spreekt een openingswoord. Daarna zijn er toespraken van onder anderen de Zweedse minister van Handel, Ewa Björling, en minister Henk Kamp van Economische Zaken. Vervolgens reikt Koning Carl XVI Gustaf de exportprijs 2014 van de Zweedse Kamer van Koophandel uit aan het bedrijf SKF.

Koningin Máxima en Koningin Silvia brengen een bezoek aan De Hogeweyk in Weesp. Hier wonen 152 mensen met dementie in een speciaal voor hen gebouwde wijk met 23 woningen. Aansluitend is er een rondvaart. Tijdens de rondvaart wordt er aandacht besteed aan de moderne architectuur rond het IJ. Vanaf de plaats van aankomst wandelt het gezelschap terug naar het paleis.

's Avonds bieden Koning Willem-Alexander en Koningin Máxima een banket aan.

## *Zaterdag 5 april*

De Zweedse Koning en Koningin brengen een bezoek aan het Rijksmuseum. Koning Willem-Alexander en Koningin Máxima voegen zich later bij hen. Gezamenlijk bezoeken ze het schilderij De Samenzwering van de Bataven onder Claudius Civilis van Rembrandt dat door de Koninklijke Zweedse Academie voor Schone Kunsten tijdelijk aan het Rijksmuseum in bruikleen is gegeven. Het Koninklijk Gezelschap is aanwezig bij de presentatie van het boek *The Swedes and the Dutch were made for each other* dat ter gelegenheid van de viering van 400 jaar betrekkingen verschijnt, en bezichtigen het originele verdrag dat de grondslag vormt voor de 400 jaar diplomatieke betrekkingen. Het bezoek van het Zweeds Koningspaar wordt afgesloten met een lunch in het museum.

RVD, nr. 84  
Press release





# PRESS RELEASE

**IN CONNECTION WITH** the Swedish Official Royal visit to the Netherlands on 4-5 April, The Swedish Embassy together with the Dutch Ministry of Economic Affairs and the Swedish Chamber of Commerce are organizing a seminar on Innovation and Economic Development as well as a Roundtable discussion focusing on the Internal Market in cooperation with the Confederation of Netherlands Industry and Employers (VNO-NCW). In connection with the Innovation Seminar the Swedish Chamber Export Prize will be awarded to Swedish ball bearing company SKF.

Time:

Friday 4th of April 08:30 for 09:00 to 17:45

Venue:

Swedish Chamber of Commerce, De Ruyterkade 5

Sweden and the Netherlands are comparing well with other European countries when it comes to innovation and competitiveness. In scoreboards and indexes both countries usually rank high. Successful clusters have also been established in order to foster this development, for example in the form of Kista Science City north of Stockholm and the Brainport region in and around Eindhoven. What can we learn from the successes that we had and how can we prepare for an increasingly stiff competition from other parts of Europe and from other parts of the world? This seminar intends to look further into these issues by bringing to together prominent representatives from government, business and academia.

The seminar will take place in the presence of Their Majesties King Willem-Alexander of the Netherlands and King Carl XVI Gustaf of Sweden. Statements: Dr. Ewa Björling, Swedish Minister for Trade, Henk Kamp, Dutch Minister of Economic Affairs. Moderator: Maria Rankka, CEO of Stockholm Chamber of Commerce

Panelists: Thomas Andersson, CEO Kista Science City; Dr. Karl Dittrich, Association of Universities in the Netherlands (VSNU); Hans de Jong, vice-president of the board of the Brainport Foundation and CEO of Philips Electronics Benelux; Pontus Braunerhjelm, Professor at Royal Institute of Technology, KTH; Kees van Berkel Ericsson Nederland; Caroline Walerud, Volumental.

## *Round Table Discussion on the Single Market*

Sweden and the Netherlands are close economic and political partners, committed to further integrating the European Single Market. To this end, a Round Table is organised with the aim of discussing what barriers businesses still face within the Single Market. Participating in the Round Table will be Swedish Minister for Trade and Nordic Cooperation Mrs Ewa Björling and Dutch Minister of Economic Affairs Mr Henk Kamp along with economic delegations from the Netherlands and Sweden.

The Round Table Discussion will focus on the priority issues of both countries regarding the Single Market (professional qualifications, the digital single market and industry related services) as well as other obstacles for business which they encounter in the Single Market and how these can be improved. Both ministers will use the input to pursue action in order to strengthen the Single Market.

## *Awarding of the Swedish Chamber Export Prize - SKF*

The annual Swedish Chamber Export Prize was launched by the Swedish Chamber of Commerce in 2012 in co-operation with The Swedish Embassy and Business Sweden. The aim of the Prize is to strengthen the already excellent Swedish-Dutch business relations and is awarded to a Swedish related company in the Netherlands which among others meets high standards of Innovation and Sustainability.

This year, The Swedish Chamber Export Prize goes to SKF. The Award will be handed out by H.M. King Carl XVI Gustaf of Sweden.

*"We are very honoured and proud to receive this prestigious prize from the Swedish Chamber of Commerce and it is particularly special since this year we celebrate 100 years of being in the Netherlands. The SKF Group's main centre for Research and Development is located there and it has played, and continues to play, a vital role in the development of our advanced products and solutions. Additionally, our major product centre for maintenance for the SKF Group is located in the Netherlands. This award is a clear recognition of the excellent contribution to the SKF Group's development made by our Dutch and many international colleagues based in the Netherlands," said Tom Johnstone, SKF President and CEO.*



# SPEECH BY HIS MAJESTY THE KING

## at the Innovation Seminar, Swedish Chamber of Commerce for the Netherlands in Amsterdam April 2014

**YOUR MAJESTY**, ladies and gentlemen,

Welcome to Amsterdam, Your Majesty! You arrived just this afternoon to celebrate 400 years of diplomatic ties together with us. And we have already gathered here with a select group of experts to exchange ideas on innovation. Your presence here now testifies to your commitment and drive in this field!

We're delighted that you have chosen to focus on this theme, and that so many representatives of Swedish businesses and knowledge institutions are here today. We know how Sweden excels at innovation. Sweden is one of Europe's innovation leaders, and is achieving impressive results. The European Commission has designated Sweden a 'top performer' in innovation output. Yet you still want to learn how other countries do things. That's typical of the Swedish mentality: always open to other ideas, no matter how well you are doing.

Dutch entrepreneurs and experts are delighted to have the opportunity to exchange ideas with their Swedish counterparts this afternoon. They will also be talking about the Dutch approach. Today we will look at what underpins successful innovation. What works? What doesn't work? How do we differ from each other? And what can we learn from each other?

Everyone's heard of Skype and Spotify. Everyone's heard of Ericsson. And Ikea. And Hennes and Mauritz. They

are Swedish businesses that have taken the world by storm, and that play an important role in the lives of many millions of people every day. Besides these large, trendsetting innovators, there are also hundreds of small start-ups in Sweden. Not only in Stockholm, but throughout the country. The Swedes love ICT. They love new things. Young people feel challenged to develop good ideas. It's a perfect climate for new businesses.

Swedish investment in research and innovation ranks among the highest in the world. That certainly helps. But it's about far more than money.

Equally important - perhaps even more important - are close ties between business and academia. Thinkers and go-getters from all sections of Swedish society are finding one another and joining forces. Innovation in Sweden is a way of life. That's what makes the country so inspiring.

The Netherlands, too, has many successful innovative partnerships between businesses and research institutes. I am privileged to visit many businesses and talk to entrepreneurs, employees and knowledge partners about what motivates them. I recently visited DAF Trucks and VDL in Eindhoven, the Science Park in Amsterdam, the Heinz Innovation Centre in Nijmegen, the Maastricht Health Campus and Applikon Biotechnology in Delft.

And what strikes me is that pioneering innovations rarely come about in splendid isolation. On the contrary. It's the links between different disci-



plines that can spark a chain reaction of creativity. In that respect I'm looking forward to the upcoming debate between two prominent innovation centres in the Netherlands and Sweden: Brainport Eindhoven and Kista Science City, Stockholm.

Ladies and gentlemen, let's not forget that this afternoon is about much more than the economy. Innovation is our main trump card when tackling the social challenges we face. Food security. Health. A clean environment. Sustainable energy. Flood protection. They are the basic conditions for a good life, and the world is looking to you for solutions. That's a terrific challenge and a special responsibility.

Joining forces makes us stronger. The ability of Sweden and the Netherlands to achieve great things together has often been demonstrated in the past. Take the successful merger that led to AkzoNobel in 1994.

I hope that this innovation seminar will reinforce existing links and bring forth new ones. I wish you all an inspiring afternoon.

Thank you.

Source: [www.koninklijkhuus.nl](http://www.koninklijkhuus.nl)







# THE H&M CONSCIOUS FOUNDATION - DRIVING POSITIVE CHANGE

*H&M Conscious Foundation is a non-profit global foundation initiated by H&M. The mission of the foundation is to drive long lasting positive change and improve lives by investing in people, communities and great ideas. "We see ourselves as a change agent," says Helena Thybell, previously Global Manager of the foundation. "We drive change and facilitate real impact through strong partnerships with organizations and people who are experts within their fields."*

By Linda Hilmgård, H&M CONSCIOUS FOUNDATION



The H&M Conscious Foundation was initiated by H&M in 2007, in connection with the company's 60th anniversary. The original objective was the same as it is today; to drive positive change for people and communities, reaching beyond the H&M's value chain, though today the foundation works on a much larger scale.

Since 2013 the H&M Conscious Foundation is funded by the Stefan Persson family, founders and main owners of H&M, who have donated SEK 700 million (EUR 80 million) of their private money since last year. "Their donations enable us to make a difference on multiple levels,

both on a transformative global scale and to improve lives here and now in some of the world's poorest communities. All within our three focus areas; Education, Clean Water and Strengthening Women", Helena says.

These focus areas were chosen by H&M customers and employees through an online voting in September 2013. In one week 120 000 votes were collected and result decided upon the priorities for the foundation's future work. "The online voting went hand in hand with the basic guiding principles of our work; Involvement, Innovation, and Impact, in everything we do we strive to follow these principles. In this case we wanted to involve - we believe in people and in their will to contribute in driving change. By listening to others, we believe we get better and our work becomes more relevant", she continues.

The three focus areas that employees and customers chose are now the main focus for the H&M Conscious Foundation's result oriented work - guided by clear goals and narrow follow ups. "On a local level we support projects in countries where H&M operates. Each year we initiate new projects in six different countries; focusing on improving the everyday life with a focus on Education, Clean Water and Strengthening Women".

She continues: "Since the beginning of 2014 we also drive global change within these fields together with UNICEF, WaterAid and CARE. In each program we reach people directly in their everyday lives but we also work on a global policy level to achieve change that lasts and that can be scaled up to reach even more people and communities across the world".



**H&M CONSCIOUS FOUNDATION**



# EVENTS







## WORDS OF THE CHAIRMAN

Dear JCC members,

Greetings to all existing, new and perhaps future members. 2014 has been a very memorable year celebrating 400 years diplomatic relations between the Netherlands and Sweden. Many events received extra attention throughout the year. Some Swedish Chamber events and even a royal visit by both his majesty King Carl XVI Gustav and his majesty King Willem Alexander.

Thanks to a great job by the trainees at the Chamber office, who are always working hard with the preparations and making these events possible. With a cooperative spirit by many Dutch-Swedish organizations and the embassy, I strongly believe these events have had a great positive impact on the ties and similarities between both countries. I'm very proud to be part of this network and believe in its importance. It always remains to find new business or interesting contacts besides a digitalizing world, changing business models rapidly.

Due to the fact that I have been a member of the JCC committee for a maximum period of 4 years, I will resign as Chairman as from January 2015. Meanwhile vice chairman Sara Leander-Pehrson will be my successor, the committee looks forward to meeting members who are interested in taking a more active role in this exciting network and becoming a committee member. I would like to take this opportunity to thank all of you for your support and interesting stories. It has been really nice to work with so many young professionals sharing ideas and celebrating Swedish and Dutch traditions. A special thanks to Kerstin Gerlagh, the board of the Swedish Chamber, the committee members, previous committee members and all trainees of course. You inspired me, improved my Swedish, and gave me knowledge I still use in my profession as a banker today. I will stay as a member of JCC and will probably see you soon again, on an event of either the JCC or the Swedish Chamber. I wish you all a very good, healthy and sportive 2015!

Yours sincerely,

Maurits Hilwig  
Chairman JCC committee



### *The JCC Committee 2014*



Sara Leander-Pehrson  
*Vice Chairman*



Malin Steendam



Henrik Enkel Larsson



Vendela Eklund



Carl Kars

See who is in the JCC Committee 2015 and meet the new Chairperson Heidi Liedberg at [www.swedishchamber.nl/jcc](http://www.swedishchamber.nl/jcc)

# JCC EVENT OVERVIEW





# THE MENTORSHIP PROGRAM - FOR YOUR PROFESSIONAL AND PERSONAL GROWTH

*The Swedish Chamber of Commerce and JCC Mentorship Program started 2012 as a bridge builder between the members of Swedish Chamber and the Junior Chamber of Commerce. We are now in for our third program together with Executive Coach Kristina Zumpolle, Oxford Leadership Academy, who has been with us from the start. With a background within sales and advertising, Kristina herself was in need of a mentor and in 2009 she changed career path and started working as a coach on her own.*

*By Mia Chau, Communication & JCC Trainee*



**Why are you coaching the Swedish Chamber of Commerce and JCC Mentorship Program?**

It's a way to give back. I want to

support young leaders to develop and this is a perfect way to do it. When you move to another country your network is often limited and senior, experienced mentors are not always accessible. So I wanted to offer that to other young people. It is also rewarding to work with young people to learn from them and see progress both by them and myself.

**Kristina thinks that a Mentorship Program is important because it widens perspectives and broadens horizons and should be, in her opinion, obligatory in companies for their employees. She believes that success always starts with awareness and curiosity.**

It is important with diversity and to keep yourself updated about other generations and contribute to a collective intelligence.

**So why should anyone join the Swedish Chamber and JCC mentorship program?**

Because it is a reality check, puts you in contact with others and increases your network. The focus is also solely individual and independent without influence from others such as parents, family and friends. The starting point is from your

own needs not anybody else's. Anyone who wants to grow professionally and personally should join!

**It's easy to think that the mentees needs a mentorship program more than mentors. But Kristina assures that that is not the case.**

Almost all mentors become surprised about how much they get out of the program. It is much more rewarding than they could ever imagine because it keeps them sharp. But the key to a successful mentorship is commitment and that the mentor and mentee truly want the best for each other.



**For one of the mentors at the Swedish Chamber of Commerce and JCC Mentorship Program, Frank van Eldik, Senior Manager at**

**Mazars, this is the third year signing up as a mentor. He joined the mentorship program from the start to help young professionals in their career choices and developments.**

It takes some effort to participate in the Mentorship Program as a mentee but also as a mentor. It is very well-organized and fun to do, though. If you are dedicated and enthusiastic it pays off. Since my work is related to Sweden and the Nordic countries I saw it as a great opportunity to connect the dots and keep the network in place.

**Why did you choose to become a mentor for the third time?**

It's fun to see the program evolve and improve together with The Swedish Chamber and the mentees with the feedback from previous sessions. Moreover, you learn new things about yourself also as a mentor.

**After three years as a mentor of the program we consider Frank to be a veteran. He must of course have some good advice and lessons to share.**

There are several ways to success and it is often a trial and error to discover that conclusion. The approach to a certain goal will not always turn out the way it was planned, but the journey is often more interesting than the outcome. And I would definitely recommend the mentorship program for two reasons. One, for the Swedish Chamber's network. Two, it is fun to do and a great meeting point if you're looking for new employees and to meet new young people. They all make a very good impression and are dedicated, motivated and eager to learn.



**Mentee Heidi Liedberg, a Swedish/American Pan-European Demand and Supply Planner for Nikon, joined the mentorship program as she**

**needed guidance on how to plan her career.**



I wanted advice from someone who could advise me more objectively and from someone I didn't know professionally or personally.

***Her expectations of the program was to get hands-on tips on how to develop her career and reach both long and short term goals. The outcome exceeded her expectations.***

I gained some tools that helped me evaluate myself and the environment I am working in as a basis for which actions to take for future plans. Along the way, unexpected interesting discussions emerged that contributed to personal growth and new ways of viewing myself. Having a mentor is always useful no matter where you are in your career.

***Her advice for future mentees is to set expectations for each other as mentor and mentee. A goal is not necessary to have from the start and often emerges after a few meetings with the mentor.***

It could also be that you reach your goals within a few months, and then you need to redefine goals which is perfectly okay – be explorative!

***She warmly recommends the Swedish Chamber of Commerce and JCC Mentorship program to others, but also emphasizes that most of the work needs to be done by the mentees as the mentors are there for support.***

I had a great experience joining the Mentorship Program and I recommend people to join, if they are interested in developing themselves personally and professionally. But if you are not motivated there will be no progress and the relationship will not be beneficial for either part. My biggest lesson was how to take control and drive your own professional development in your job.



***At the moment, being student, Emil Karlsson applied for the Mentorship program to prepare himself for starting a career in the Netherlands.***

***His mind was set on staying in the Netherlands after fulfilling his Master study, but his knowledge***

***regarding the local labour market was limited.***

I expected to find a network of more experienced expats who wanted to share their knowledge, mixed with people in a similar position as my own. And the outcome most definitely matched these expectations! The arrangement was more professional than expected, but also provided a comfortable atmosphere for us all to learn and grow.

***His participation had a specific goal which he means is not necessary, but he also emphasizes that personal growth can be achieved in several ways. One of the lessons he learned was that we can all learn from each other, which also includes the mentors.***

Whilst receiving mentoring, I learned how to be more strategic with my own career choices (which actually led to a job). The most important lesson, I believe, was the interaction between a junior and a senior professional, and the idea that learning is always mutual regardless of age difference.

”

*“I had a great experience joining the Mentorship Program and I recommend people to join if they are interested in developing themselves personally and professionally.”*  
Heidi Liedberg, Nikon



The Swedish Chamber of Commerce & JCC Mentorship Program is an annual program starting in October and lasting for 12 months. It is a unique opportunity to connect Young Professionals to more experienced fellow members within the Swedish Chamber of Commerce and to create long lasting business relations and opportunities to exchange

experience and share each other's views. The Mentorship Program strives to provide participants with the opportunity to grow in their careers and to enrich their personal developments by exchanging experiences, views and knowledge. You are welcome to sign in as a mentor or mentee. For more information: [www.swedishchamber.nl](http://www.swedishchamber.nl)





# *The Annual Swedish Christmas Julbord Lucia Celebration*



*The Swedish Chamber of Commerce is delighted to  
welcome you together with your business relations to the  
Annual Swedish Christmas Julbord & Lucia Celebration.*

## *Date*

December 11, 2015

## *Time*

18.30 Welcome Reception

19.30 Seating

00.00 End of Program

## *Location*

Koepelkerk

Renaissance Hotel

Kattenget 1, Amsterdam

## *Christmas Julbord*

Swedish Smorgåsbord by

La Cuisine Scandinave

## *St. Lucia Performance*

## *Musical Entertainment & Dance*

Anne-Lie Persson & Stockholm Tivoli

## *Dresscode*

Black tie

More information a [www.swedishchamber.nl](http://www.swedishchamber.nl)



# BEST WISHES!

*from the Swedish Chamber to Mikael Jönsson and Lena Ottosson from the Swedish Church in Rotterdam, moving from Rotterdam to Malaga with their family in December 2014*

*By Mia Chau, Communication & JCC Trainee Swedish Chamber of Commerce*

**The Swedish Chamber of Commerce visited the Swedish church in Rotterdam to talk with Mikael Jönsson and Lena Ottosson about their experience and life in the Netherlands. After 5,5 years in Rotterdam, they headed for new sunny challenges in Malaga, Spain.**

When we arrived here we weren't sure if Swedes in the Netherlands were interested or in need of a church. But as it turned out, to our big surprise, the interest was bigger than ever and we ended up expanding the organization instead of decreasing it. For that we couldn't have been happier.

**Mikael reveals that he didn't know exactly what to expect from moving abroad. But without hesitating he says that it has been by far the best 5,5 years of his life.**

My children were born here and Lena and I have of course grown closer from that experience. We always feel welcome and included in the society wherever we go. One thing I learned is that the Dutch and the Swedes are quite similar. Even though the Dutch are much more liberal, they are also quite family conservative just as Swedes are.

Lena: I completely agree, it has been the best 5,5 years of my life too. I will forever remember all the warm people I have met. The Dutch are much more direct than Swedes but that is not always negative.

**Their biggest challenge has been to promote the church throughout the country as a modern and important organization. Networking has been a big part of their work, which is quite nice, but can sometimes be exhausting.**

Mikael: People see the church as an old and traditional place but times have changed and it is different now. Everyone



is welcome! We have also cooperated with many Swedish organizations, such as the Swedish Chamber, and it has always been appreciated to have that connection. It is not every day that you get the chance to dance next to Christer Fugelsang, or to see, in that time, Prince Willem Alexander, in conversation with Ingvar Kamprad and Crown Princess Viktoria.

**With reference to their new assignment, Mikael and Lena feel that they are more prepared this time and have also gained family experience that they can contribute with.**

Mikael: I will remember all the wonderful people I have met. I am also very glad and thankful to have been living in this house that is a church but also our home. But to move to Malaga feels like coming home as well, for we have been travelling there back and forth since 2009.

Lena: Yes, I feel more prepared this time because of our experience in the Netherlands and as Mikael says, it feels like moving home.

**Swedish Chamber of Commerce thanks Mikael Jönsson and Lena Ottosson for the excellent co-operation during their time in the Netherlands and wish them the best of luck on their continued journey.**

## 5 quick questions

*Bicycle or car?*

Lena: Bicycle. Mikael: Car

*Sinterklaas or Christmas Eve?*

Both: Christmas Eve

*Meatballs or bitterballen?*

Both: Meatballs

*Skånska or Dutch?*

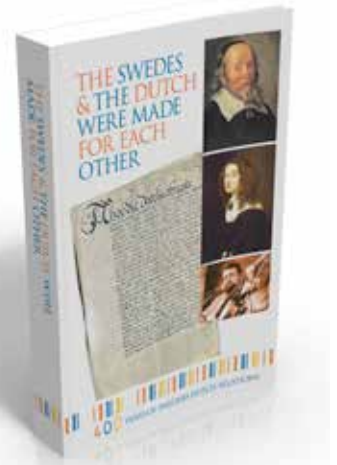
Lena: Dutch. Mikael: Skånska

*What will you miss the most?*

Lena: The Swedes in the Netherlands.

Mikael: The individual person.

This chapter has been published in the book **The Swedes and the Dutch were Made for Each Other**, published by Historiska Media in 2014.



# THE SWEDISH CHAMBER OF COMMERCE IN THE NETHERLANDS

*More than fifty years of fruitful business relations*

*The Swedish Chamber of Commerce in the Netherlands builds on the long tradition of trade and cultural relations between Sweden and the Netherlands. For more than fifty years, the Chamber has provided a network platform for the promotion of Swedish–Dutch business and the exchange of knowledge, skills, and ideas between Sweden and the Netherlands.*

By Hans Duijn

## Towards a successful Chamber

At the invitation of the then Ambassador of Sweden, Sven Dahlgren, a number of executives of Swedish companies in the Netherlands convened at the Swedish Embassy in The Hague on 14 February 1960 to discuss the future of Swedish–Dutch trade relations. With hindsight, this meeting was the very begin-

ning of the Swedish Chamber of Commerce in the Netherlands ('the Chamber'), which would formally be established on 12 May 1960 as the 'Vereniging Zweeds-Nederlandse Kamer van Koophandel en Industrie'. Cees Sollart of Sandvik Staal N.V. acted as the first Chairman of the Chamber.

The Chamber became a definite success and, after more than fifty years, is also a very active network association for companies with a variety of interests in both Sweden and the Netherlands.

The underlying reason for the establishment of the Chamber was obviously the growing success of the Common Market of the EEC and the aspirations of Swedish companies to operate 'from within', rather than compete cross-border. Sweden had entered the European Free Trade Association (EFTA), but this was a much looser trade association of countries and it lacked the two countries that were the engine of European economic growth: West Germany and France. Many Swedish companies were seeking to establish subsidiaries, especially production plants, within the Common Market. The Netherlands was an attractive country to establish an office or subsidiary, because of its moderate wages and stable social environment. On the other hand, Sweden was at that time a 'role model' for innovation in labour relations, which explained the keen interest in Sweden from Dutch companies and public institutions.

From the 1960s to the 1980s, the membership of the Chamber was predominantly Swedish. Companies were still actively using expatriates to manage their plants and subsidiaries abroad, which meant that there was a large contingent of Swedish managers in the Netherlands regularly frequenting the activities of the Chamber. With the further development of modern communications, and cost drives reaching senior management levels too, Swedish companies followed the global trend and hired increasing numbers of local candidates for senior positions in





their foreign subsidiaries. The trend towards 'Dutchification' of the membership further intensified in later years, when Dutch firms, in particular from the service sector, joined the Chamber to broaden their networks. For Dutch companies in the service industry (financials, ICT, consultancy), the Swedish market until the mid-Nineties (before Sweden joined the EU) was a rather 'closed shop': difficult to access because of all sorts of regulations and limitations. When that changed, Dutch companies and individuals working in the sector 'discovered' Sweden and looked for opportunities to access the Swedish market. This is why many of these companies and individuals became member of the Swedish Chamber at the time – to obtain information on Sweden and expand their 'Swedish' network.

The second wave of 'Swedishness' came with the Swedish property investment boom in the Netherlands at the end of the 1980s. With low interest rates and booming property prices in Sweden, many Swedish real estate investors had been very successful in the Swedish market and were looking to expand abroad. A more relaxed policy on international capital transfers facilitated foreign investments. Many left again, often with substantial losses, as soon as the Riksbank steeply increased the interest rates in order to protect the Swedish krona.

The IT boom of the second half of the 1990s brought a third wave of Swedish interests in the Netherlands. At the end of the 1990s, many Swedish ICT companies, which then were among the most advanced in the world in their industry, also came to the Netherlands and started subsidiaries or took over local companies. Although many were hit by the subsequent IT crisis in 2000, quite a few survived and became successful on the Dutch market.

The complementarity of Swedes and Dutch formed the foundation for a successful cooperation: the Swedes are well-disciplined, well-organized, and good technical executioners, whereas the Dutch are often more entrepreneurial and sales oriented. In any event, the cooperation within the Chamber between both nationalities always worked well. From the very beginning, the Board of the Chamber was composed of both nationalities. By extensively using its mutual networks, the Chamber has always been able to offer its members an excellent programme of activities. The list of CEOs of large international companies and ministers and other senior government officials who addressed the members of the Chamber over the years at luncheon meetings is very impressive.

The membership count has been a very stable factor in the existence of the Chamber over the years. It fluctuates of course somewhat according to the economic and business cycles.

A key element in the success of the Chamber has always been the enthusiasm and support of the Swedish ambassadors, who have for many years been Honorary Chairmen of the Chamber, and have greatly contributed to the quality of the program of the Chamber. In line with its growing business orientation, the distinguished residence of the Swedish ambassador at Lange Voorhout increasingly became a hospitable venue for Chamber gatherings.



The establishment of the independent office of the Chamber and the move from The Hague to Amsterdam substantially contributed to the efficiency and professionalism of the organization.

### Highlights

The Chamber has experienced many highlights in the more than fifty years of its existence of which a few should not be left unmentioned here. Firstly there was the conference, 'A Day of Visions', organized on the occasion of the fortieth anniversary of the Chamber. A visionary programme, excellent speakers, and stylish festivities made the celebration of forty years of the Chamber highly memorable.

Another remarkable event was 'Sweden in the Marketplace', a large exhibition of Swedish industrial skills and cultural achievements in the centre of The Hague, organized in September 1990 in cooperation with the Swedish Trade Office and Swedish companies and other institutions in the Netherlands. It was officially opened by King Carl XVI Gustaf.

The fiftieth anniversary of the Chamber was celebrated on 28 October 2010 in the Hotels van Oranje in the lovely seaside town of Noordwijk. The programme started with a conference on Innovation & Sustainability in the presence of Crown Princess Victoria of Sweden and with a list of prominent speakers. A royal gala evening with Princess Victoria and The Prince of





Orange as guests of honour concluded the anniversary celebrations.

The most highlight of the evening came when Princess Victoria honoured Ingvar Kamprad (then 84), founder of IKEA, with the Lifetime Achievement Award of the Swedish Chamber of Commerce in the Netherlands.

### Current developments

Nowadays the Swedish Chamber of Commerce in the Netherlands is a contemporary, independent, non-profit network organization with a mission to provide a platform for the promotion of Swedish–Dutch business.

Over the years, the relationship between Sweden and the Netherlands has intensified even further. Sweden and the Netherlands rank among each other's ten largest export and import markets, and the number of Swedish and Dutch companies investing in each other's country is ever increasing. A key success factor is also the travel industry. The Dutch currently are the fourth largest nationality visiting Sweden as tourists and increasing numbers of Swedes visit the Netherlands or use Schiphol as an airport hub.

The Chamber benefits from the mutually excellent relations and is able to maintain a respectable list of more than 150 members, including Swedish, Dutch, and international companies, interested in Dutch–Swedish business relations. The annual agenda of the Chamber includes a number of recurring annual events and special occasions. There is ample focus on both social and business activities. The business luncheons with eminent speakers are of unrivalled quality. The annual Lucia dinner and the Swedish Chamber annual golf tournament are social highlights of the year. Although networking is nowadays just as important as it was fifty years ago, it is noticeable that, at the events organized by the Chamber, the members present increasingly focus on direct business opportunities, which is obviously a reflection of the general trend in society.

### Junior Chamber of Commerce (JCC)

It is very encouraging that young professionals also take a firm interest in the Chamber, given the success of the Junior Cham-

ber of Commerce (JCC) sub-organization. The JCC Young Professionals programme is a platform which allows professionals in the Swedish–Dutch business community at the beginning and midpoint of their careers to build their personal and professional networks, develop their career skills, and meet with other successful young leaders.

In 2011, the Chamber initiated a one-year JCC Mentorship Program with the aim to build a bridge between experience and talent and to support tomorrow's business leaders within the network of the Chamber. The mentors are recruited from the Chamber's member companies, coaching young professionals between the ages of 25–36 with several years of international experience.

### Innovation and sustainability

The Chamber continues to promote innovation and sustainability as core values. At the seminar, 'Sustainability, the new competitive edge for Europe', hosted by AkzoNobel on 31 October 2012, it was explained how a strategic approach to sustainability can offer a real competitive advantage in the world's increasingly unpredictable business climate.

### The Swedish Chamber Export Prize

In 2012, the annual Swedish Chamber Export Prize was launched, in cooperation with the Swedish Embassy in the Netherlands and Business Sweden. The prize aims to strengthen Swedish–Dutch business relations and is awarded annually to a Swedish or Dutch company which has excelled in this respect.

### The future

The successes of the past are the challenges for the future. Given its history, the Chamber has much to be proud of. The interest and participation of its members is crucial to its future success. The Chamber has a large representative list of member companies, active in the area of Swedish–Dutch business relations. Over the years, the Chamber has proved its usefulness in many ways, and, looking forward, the intention of the Board is to continue its successful concept: to provide a platform for business and social opportunities within the network; to promote business between Sweden and the Netherlands, and between the member companies of the Chamber; and to facilitate a unique combination of Swedish and Dutch cultures.

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