



Swedish Chamber of Commerce
ANNUAL REVIEW
2019



The Swedish Chamber of Commerce's 60 year Anniversary!

NOVEMBER 19, 2020
Swedish Innovation Summit
&
Gala Ball

Hotels van Oranje, Noordwijk

www.swedishchamber.nl

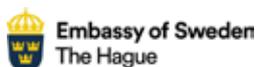


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Who we are

The Swedish Chamber of Commerce is an unique business networking organization based on the combination of Swedish and Dutch cultures. Established in 1960 we today have more than 225 member companies and individuals, successfully established and emerging in the Netherlands. Our extensive business network represents a wide variety of member companies from large and well-known Multinationals to Startups, Entrepreneurs, One Person Companies, and Young Professionals from various sectors.

We spur business relations between the Netherlands and Sweden

We organize more than 30 events per year where we promote networking via strategic activities for our members. We create marketing opportunities and promote activities between the Netherlands and Sweden to increase our member companies' visibility and possibilities to grow in their new market. We provide a platform for knowledge and business exchange between Sweden and the Netherlands by organizing large summits on various topics bringing together business leaders, entrepreneurs, politicians and academics from both Sweden and the Netherlands to meet and connect.

We connect you

We connect with the local ecosystem to start building your network and business in the Netherlands as well as promoting your company, products and services.

We provide business support service

Via our extensive business network and member force we provide contacts for business support services for Swedish companies looking to export and/or expand to the Netherlands, or Dutch companies who are aiming to generate business in Sweden.



Thuis in alle windstreken

Handelsbanken is sterk in hypotheek, vastgoedfinancieringen en vermogensbeheer, waar het draait om persoonlijk advies en maatwerk. In Nederland werken we vanuit 29 kantoren die met een grote mate van zelfstandigheid in hun lokale werkgebied opereren. Uw persoonlijke accountmanager helpt u graag met al uw financiële vraagstukken, waarbij de langetermijnrelatie voorop staat. Voor vermogensbeheer maken we gebruik van de kennis en ervaring van Optimix, onze dochteronderneming die al meer dan dertig jaar effectenportefeuilles beheert volgens een degelijk en bewezen succesvol beleggingsconcept.

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WORDS OF THE CHAIRMAN

AT THE MOMENT of writing my Words we acknowledge that this is a stressful and concerning time for many due to the prevailing situation around the infectious virus Corona, covid-19/2019-nCoV. Although it is hard to measure the impact of this pandemic, the experts agree that it is safe to say that the hit to the global health situation and global economy is already severe. We would like to do our very best to support all our members and your business in the best way we can. Unfortunately, this means that we had to decide to cancel some of our events, however, as soon as the situation has stabilized and things are under control again, we hope to have them back on our agenda very soon.

Ranked no. 4 in the world by Forbes' "Best Countries for Business", the Netherlands is truly a world-class business destination. The Swedish Chamber of Commerce in the Netherlands are excited to operate in this international environment and to help Swedish companies with an interest to expand their business on the Dutch market by connecting them to our existing business networks to help them grow their business. We are also pleased to offer an excellent Mentorship Program for Young Professionals in the NL and a Women Business Leadership Program allowing female leaders to thrive.

For 2019, The Swedish Chamber of Commerce is looking back on a very successful year with many highlights, new useful business networks and business opportunities for our members. Moving office to Epicenter Amsterdam and starting a serious collaboration with the Epicenter founders and team has made it possible for the Chamber to realize inspiring and innovative events together. This also made it possible to connect the Epicenter tech community to the Swedish Chamber members for mutual benefits and new collaborations. Our contemporary office space represents the new trend of an open and transparent Chamber where everyone is welcome, and we are happy to connect and help companies in any way we can to grow.

I would like to extend our sincere thanks to Honorary Chairwoman, H.E. Ambassador Annika Markovic and her team for the great collaborations which have made it possible to organize Summits together with an impact on topics such as Circular Economy, Gender balance, and Tech Bridge Sweden – Netherlands – Women in Tech, enabling us to highlight Swedish values and creating new collaborations on different levels from governments to entrepreneurs. Another important



and inspiring partnership is the #NordicTalks together with our Nordic Chamber colleagues. This year the #NordicTalks presented a very inspiring AI Summit featuring speakers from Ericsson, Microsoft, Rockstar and many more tech companies on the edge of innovation. The very good collaboration between Sweden and the Netherlands was this year again visible by an invitation from Prince Daniel of Sweden to Prince Constantijn, TechLeap, to visit Stockholm to find out more about the Swedish Startup and Tech ecosystem and a visit by State Secretary Mona Keizer for the same reason a few months later. The Swedish Chamber is proud that our Startup Summit in May 2018 has continued to inspire and encourage collaborations and knowledge exchange and created new business possibilities for the Startup eco systems in our two countries.

Last but not least I would like to thank all our members for the fruitful collaborations, fantastic sponsoring and support which has made it possible for the Swedish Chamber to once again present a fantastic business program with nearly 1400 participants at the different events throughout the year.

This year the Swedish Chamber of Commerce is celebrating 60 years anniversary in the Netherlands. Founded in 1960 – by business and for business – we have represented, inspired and promoted our members, extended commercial relations between our countries, and delivered first-class services and

events for 60 years! It is through our collective effort that we make the Chamber dynamic and diverse and what makes it possible to connecting Swedish and Dutch companies and to form the ultimate business platform.

Sweden and the Netherlands celebrate centuries of friendship and trade, and our business and political spheres are tightly interlinked as a result of it.

On November 19, 2020 we are therefore celebrating the Swedish-Dutch 60 year's Anniversary Summit and Gala Dinner about 21st century innovation and leadership, bringing together business leaders, entrepreneurs, politicians and academics from both Sweden and the Netherlands to address the greater trends facing us, from tech to climate change, the future workforce and global trade.

The Anniversary year will be highlighted on November 19, 2020 but throughout the whole year we are underlining the anniversary and the good relations between Sweden and the Netherlands.

We cordially thank the exclusive 60th Year Anniversary sponsors for making our Anniversary year possible and we welcome all our members and relations to take part in the celebrations and inspiring programs during the year and to take the opportunity to highlight your company, products and services.

Finally, I would like to share the strong values of IKEA which, in my opinion, resonates very well with the Swedish Chamber of Commerce.

The IKEA values are: Togetherness, cost consciousness, renew and improve, give and take responsibility, caring for people and planet, simplicity, different with a meaning.

"Most things remain to be done. Glorious future!"
— Ingvar Kamprad

Yours sincerely,
Ehsan Turabaz
Chairman



(Photos: Hanne Hansen)

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WORDS OF THE HONORARY CHAIRWOMAN

2019 was an intense year for the Swedish-Dutch relations and the already strong and dynamic relationship between our countries was reinforced in several aspects. On a political level, the commitment to work closer together was clearly signaled from the eight Swedish Ministers that visited the Netherlands last year, including Prime Minister Stefan Löfven, Foreign Minister Margot Wallström, Defence Minister Peter Hultqvist and Finance Minister Magdalena Andersson to mention a few. As the most likeminded countries in Europe, building even stronger ties between us is a priority for both of our governments.

The bilateral collaboration was also reinforced through several newly initiated partnerships and projects, mainly in the innovation and tech sector and in the fields of environment and climate.

The bilateral long-term cooperation in the tech sector that was launched in 2018 resulted in two visits to Sweden in 2019 by State secretary Mona Keijzer and Prince Constantijn. The purpose of those visits was to explore the startup ecosystem in Stockholm, to discuss access to venture capital and the possibility to strengthen women participation in the startup sector. As a follow-up to these visits, The Swedish embassy together with the Swedish Chamber of Commerce and Epicenter organized the first edition of TechBridge Sweden-The Netherlands focusing on “Women in tech” in the end of last year. It was a highly interesting talk that you can listen to through our new podcast “Swedish Brains” at Spotify! “Women in Tech” is also a theme for an ongoing dialogue between the Swedish Embassy and the Ministry of Economy and Climate, with the aim to come up with concrete common political action points together. There is a clear interest from the Dutch government to collaborate further with Sweden on issues related to gender equality in the labor market and in the economy.

In the field of environment, energy transition and green innovations, the collaboration between the Nordic embassies and the Nordic Chambers in the Netherlands continues. We delivered an ambitious program of activities during 2019 focusing on the transition towards a circular economy, using the development of Artificial intelligence (AI) as a tool for more sustainable solutions and energy solutions for green growth. This collaboration has broadened our respective networks, given concrete business opportunities for Swedish companies

in the Netherlands and increased our footprint. The support for this collaboration from the Nordic Council of Ministers and the EU-commission has strengthened our message even further.

The Netherlands is just like Sweden a digital and innovative world leader.

The Dutch digital and innovation strategy with its top sectors, very much goes in line with Swedish top tech priorities such as energy, food, life science, health and high tech. These are all sectors with great potential for further bilateral cooperation. The embassy will therefore continue to focus on our main priorities; innovation, sustainability and gender equality in the economy for the promotion activities the coming year. These main priorities go well hand in hand with the interests of many of the members of the Swedish Chamber in the Netherlands, which paves the ground for further successful collaboration between the Embassy and the Chamber for the future. Gender equality is core to the Swedish feminist government, but also means smart business for many Swedish companies. It’s often very inspiring to listen and learn how Swedish companies work with improving gender balance and diversity in their markets abroad.

2020 marks a special year for the Swedish Chamber of Commerce in the Netherlands as it celebrates its 60-year anniversary in the country. With its current 151 members, the Chamber today plays an important role – not at least for the visibility of Sweden and Swedish companies in the Netherlands. This will be highlighted even more through an ambitious jubilee program by the end of the year. The Swedish Embassy will support this and puts great importance to the collaboration between the Swedish Embassy and the Chamber. We should be proud of the ambitious work that “Team Sweden” did in the Netherlands in 2019 and let’s continue this great collaboration to make 2020 equally successful!

*H.E. Annika Markovic, Ambassador of Sweden
Honorary Chairwoman Swedish Chamber of Commerce*



Swedish Chamber of Commerce BOARD MEMBERS

The Swedish Chamber of Commerce is governed by the Board of Directors representing both Swedish and Dutch member companies in the Netherlands. The Swedish Ambassador to the Netherlands, H.E. Annika Markovic, is appointed Honorary Chairwoman of the Board. The terms of reference for the Board are included in the Swedish Chamber of Commerce Articles of Association.



H.E. Annika Markovic
Ambassador
of Sweden



Ehsan Turabaz
Chairman
Inter IKEA Systems



Johan Uhlin
Scania Production
Nederland



Roland van Pooij
Treasurer
Handelsbanken



Kathy Dolk
Amsterdam Business
Support



Everth Flores
Ericsson



Bert Heikens
AKD



Annika Hult
Stena Line



Wilko Klaassen
Klarna



Jan Sundelin
Tie Kinetix

New Board Member Candidates



Ruth de Jager
Storytel



Herrik van der Gaag
Volvo Car Nederland



Rik Zuidmeer
Mercuri Urval

General Manager



Kerstin Gerlagh

Leaving Board Members



Wilma Buis
Mercuri Urval



Ruud Joosten
Akzo Nobel



Peter Smink
Vattenfall

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Swedish Chamber of Commerce

THE COMMITTEES

The Swedish Chamber of Commerce has five committees driven by the Board Members. The committees are acting as advisors and supporting the Board and the Management team in the executive, financial, membership and Young Professional areas. They remain subordinate to the Swedish Chamber and reports to the Board on a regular basis.

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.

*Ehsan Turabaz
Johan Uhlin
Roland van Pooij
Kerstin Gerlagh*

The Finance Committee

The Finance Committee oversees the financial administration of the Chamber, including the budget setting on behalf of the Board. The Committee recommends the financial accounts to the Executive Committee and the Council.

*Ehsan Turabaz
Roland van Pooij
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.

*Bert Heikens
Ehsan Turabaz
Wilko Klassen
Roland van Pooij
Kerstin Gerlagh*

The Nomination Committee

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

*Wilma Buis
Ehsan Turabaz
Kerstin Gerlagh*

The YP Young Professionals Committee

The YP Committee outlines the work and activities, as well as member acquisition and communication for the Young Professionals of the Chamber. The Chairman reports to the Chamber's Board of Directors at the regular Board Meetings.

*Marta Radionovic Lukic
Charlotta Björk
Sanne Creusen
Steffi Öhman
Melina Bendelin
Oliver Karlsson*

Honorary Members

The Swedish Chamber of Commerce is very proud to count five Honorary Members appointed by the General Assemblies during the years on the nomination of the Executive Board. The Honorary Members have all been of particular service to the Swedish Chamber of Commerce during the years and the Swedish Chamber is very appreciative for their loyalty and contributions.

*H.E. Ambassador of Sweden
Mrs. Annika Markovic, Honorary Chairwoman*

Nils van Dijkman
Bert Gort
Ben Hummel
Henk Lokin
Gerard Perik

In Memory of

To our deep regret Honorary Member Mr. Clas Ivar Bertilsson Schultz passed away on November 24, 2019 at the age of 93 years. Mr. Schultz was Director of Ericsson Telefoonmaatschappij and Officer in de Orde van Oranje-Nassau. He was a member of the Swedish Chamber of Commerce since the very early years of its existence and served as Chairman for many years. When retiring from Ericsson in the early 1980s he and his wife Gunilla decided to stay in the Netherlands and together they continued to be very actively involved and committed to the Swedish Chamber of Commerce.

We will remember Clas Ivar Schultz as a very loyal member and with sincere respect and gratitude for his long lasting interest and contribution to the Swedish Chamber of Commerce.

Swedish Chamber of Commerce BOARD OF RECOMMENDATION

The following persons from trade, industry and diplomacy acknowledge the great importance of a Swedish - Dutch business network, and they therefore support and endorse the activities of the Swedish Chamber of Commerce in the Netherlands. The Swedish Chamber of Commerce is very proud to welcome Mr. Tord Magnuson Owner/CEO Devisa AB. Consul General of Mauritius, Chairman Interpeace Sweden, Founder of YPO Sweden Chapter.



Jan Peter Balkenende
Former Prime Minister of the Netherlands, External Senior Advisor to EY, Professor at Erasmus University, SB Member ING VU University Amsterdam



Andreas Hatzigeorgiou
CEO at the Stockholm Chamber of Commerce



Per Holmström
Head of Department, International Development Cooperation, Ministry of Foreign Affairs Sweden, former Ambassador to the Netherlands



Hans de Jong
CEO of Philips Benelux



Tord Magnuson
Owner/CEO Devisa AB. Consul General of Mauritius, Chairman Interpeace Sweden, Founder of YPO Sweden Chapter



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



Michael Treschow
Former Chairman of the Board/Director, Unilever NV, Director, ABB Ltd



Jeroen van der Veer
Chairman of the Advisory Board ING, Chairman of the Supervisory Board of Koninklijke Philips Electronics N.V., until end of June 2009 Chief Executive Officer of Royal Dutch Shell plc.

Thank you Mr. Björn Skala, "How is business, what can I do for you?"

The Swedish Chamber of Commerce would like to thank Mr. Björn Skala, former Swedish Ambassador to the Netherlands, for his great contribution and long lasting support to the Swedish Chamber of Commerce. During his assignment as Ambassador in the Netherlands he was already a great supporter of the Chambers activities and the door to his office was wide open to receive our members whether it was for a business or social reason. Mr. Skala has a broad interest for culture and business and when in the Netherlands he was continuously looking for opportunities to help or assist business leaders and companies and to be a door opener to



and moving back to Stockholm, Björn Skala became the first member of The Swedish Chamber of Commerce Board of Recommendation, founded in 2010 at the Swedish Chamber of Commerce's 50th Anniversary. Since then Björn Skala has represented the Swedish Chamber at various occasions at the Dutch Chamber of Commerce and Embassy in Stockholm,

governments and ministries that otherwise would have been more difficult to reach. After finishing his diplomatic career in the Netherlands

participated in the Swedish Business trips to Stockholm and shown a great interest in the development of the Chamber and its members. For many years Mr. Skala wrote an annual economical and geo-political reflection in the Swedish Chamber of Commerce's Annual Review over the past year based on his insights from a lifelong diplomatic career and as former Swedish Under Secretary for Political Affairs.

We would like to thank Mr. Björn Skala for all his great support and we are looking forward to meeting again upon our next visit to Stockholm.

Thank you and goodbye!

Time to say goodbye and look back. After five years I am leaving the Board of the Swedish Chamber, because I have stepped down from my role as managing Director of Mercuri Urval after 20 years.

SO NO SWEDISH link anymore in my formal role. Alas! Mercuri Urval, executive search and talent services, established in Stockholm more than 50 years ago, has been a member and patron of the Swedish Chamber as long as I can remember. We have always been enthusiastic about the Swedish Chamber as a platform where you can meet a lot of interesting people from interesting companies with all one thing in common: Swedish/Dutch business. So for me it was an honour when I got the request to join the Board five years ago. I am looking back at enjoyable years in which I have learned a lot and exchanged a lot of ideas with my fellow Board members and SCC members. And I am pleased that I can present Rik Zuidmeer as my successor representing Mercuri Urval in the Board.

In my opinion we can be very proud of such an active Chamber of Commerce. The Board has had two chairmen during 'my' five years, Nils van Dijkman from Heussen Advocaten and Ehsan Turabaz from Inter IKEA Group, both equally enthusiastic and committed to the Chamber. With Kerstin Gerlagh as the admirable driving force in the Chamber, many, many events were organised. People from a variety of Dutch and Swedish companies have met there, visited plants and other company locations, had presentations and interesting discussions with business people and representatives of government and politics. The master class lunches in Amsterdam with the excellent international speakers are events worthy to remember as well. Next to all the business events there were the enjoyable social events such as the yearly Lucia Dinner with original Swedish food and choir. There the Chamber handed out the Swedish Chamber Business Awards to remarkable performing Swedish companies in The Netherlands.

During the years I have also experienced the smooth and very supportive co-operation with the Swedish Embassy and the respective Ambassadors. A special thank you to the current Honorary Chairwoman of the SCC H.E. Ambassador of Sweden Mrs. Annika Markovic.

The Young Professionals is an active part of the Chamber as well. I was happy to be invited to their very entertaining 10th anniversary event! I have met a lot of young Swedish and Dutch people, working for mostly Swedish companies in The Netherlands, during the 5 years I was involved in and leading the Mentor Group. We have amongst each other exchanged a lot of learnings on careers, business and culture. I would like to thank all the enthusiastic mentors from our member



companies, that have volunteered to be a mentor, despite their very busy jobs. Thank you all, both mentors and mentees, for the interesting meetings we have had!

Moving from De Ruijterkade in Amsterdam to the new dynamic Epicenter has marked the start of a new episode in the Chamber's activities. New opportunities and more contacts with businesses 2.0 or even 3.0. The challenges all companies face today in securing their continuity and sustainable growth in a digitized and demanding environment are on the agenda every day. Both Sweden and The Netherlands are countries where companies are working hard to find solutions for our common future. Everyone who has visited an event of the Chamber at Epicenter will have sensed the positive business atmosphere.

I wish all members and the Board of the Swedish Chamber many more years of fruitful business networking and prosperous business.

Wilma Buis

MEMBER LIST

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 AstraZeneca
 AIMS International
 AKD
 Akzo Nobel N.V.
 Amsterdam Business Support B.V.
 Amsterdam Inbusiness
 Anticimex B.V.
 Apollo Hotels
 Apsis International
 Arentec B.V.
 Are you Swedish?
 Atlas Copco Nederland
 Atlas Copco Tools Nederlands
 ATLAS Tax Lawyers
 Atterstam Consulting BV
 Bavak Beveiligingsgroep B.V.
 Beran BV
 Bex Legal
 BillerudKorsnäs
 BOM Foreign Investments
 Business Sweden
 Captains
 Church of Sweden
 Cicerone CCC
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 Infeldt Translation Services
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 InnovationQuarter
 Interfisc Group
 Inter IKEA Systems B.V.
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 Jironet In Transition
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 Kinnarps Office Furniture
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 KPMG Meijburg & Co Tax Lawyers
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 Learnster
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 Margareta Svensson Fotografie
 Marit Kramer - Scandinavische vertalingen
 Market Explorer
 Marketing House
 Mazars Paardekooper Hoffman NV
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 Mr. Hans Duijn
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Ms. Lotta Gunnarsson
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 Securitas
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 Skogsgreven
 Stena Line B.V.
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 Stromma Nederland
 Storytel
 Sveatrans

Sweco
 Swedish Finance
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 Toyota Material Handling Nederland
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 Valyoux
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 Voerman International
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 46 Streetsmart



**Swedish Chamber
 of Commerce**

MEMBER STATISTICS

European Union's Best Country for Business

Holland's Business Advantages at a Glance

A pro-business climate, competitive tax structure, multilingual workforce and superior infrastructure are just some of the many advantages of doing business in the Netherlands.

Ranked No. 4 in the world by Forbes' "Best Countries for Business", the Netherlands is truly a world-class business destination. Holland's strategic location at Europe's front door provides the perfect springboard into the European market — with access to 95% of Europe's most lucrative consumer markets within 24 hours of Amsterdam or Rotterdam.

Add to that Holland's supportive corporate tax structure, highly educated, multilingual workforce, and superior logistics and technology infrastructure and it's no wonder so many multinational businesses — from small and mid-sized to Fortune 500 leaders — have chosen the Netherlands as their gateway to Europe. In addition to having a stellar business climate, the Netherlands offers an affordable cost of living and an exceptional quality of life.

(Source: www.investinholland.com)

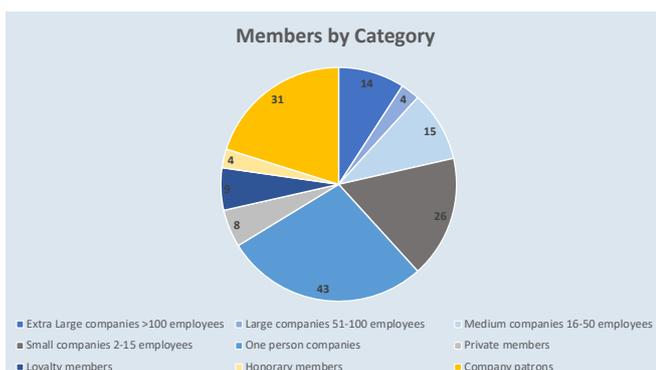
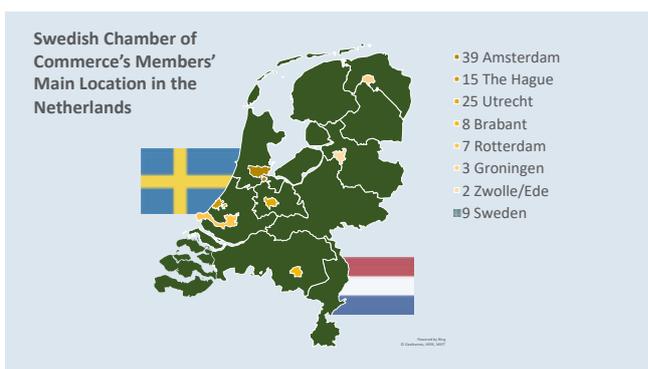
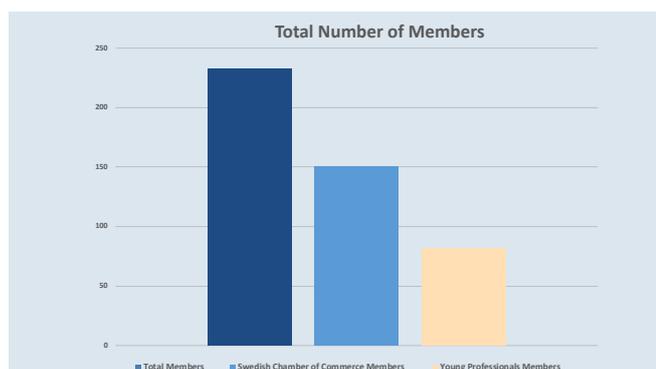
The Chamber in Numbers

AS A MEMBER of the Swedish Chamber of Commerce for the Netherlands you are part of a strong business organization that aims to inspire, promote and extend commercial and industrial relations between the Netherlands and Sweden. The Swedish Chamber of Commerce is a national organization since Swedish business operates all over the Netherlands.

Although most of the Swedish companies are located in the so-called *Randstad area*, we provide a network that covers a

large part of the country from Groningen to Brabant. We offer a platform for business through the country-wide network of members and local activities, often together with our member companies and local governments. For the coming years we will also strive to grow our business memberships outside the *Randstad area* for the continuation and relevance of the Business Network.

Key figures of the Swedish Chamber of Commerce:



PATRONS OF THE SWEDISH CHAMBER OF COMMERCE

The Patrons of the Swedish Chamber are of a significant importance for the Chamber activities. Founded in 2004 the group of Patrons consists of companies all committed to the long-term support of the Swedish Dutch business community and the vision of the Chamber. Today the patronship consists of 29 member businesses that represent a wide range of industries from the financial sector and production to retail and tech.

Patrons of the Chamber receive additional visibility through our various marketing channels, such as the website, Annual Review, the Swedish Chamber Patron Banner and social media platforms. Furthermore, Patrons also receive invites to exclusive events.

These include, amongst others, a Patron Dinner which is held at the Swedish Ambassador's residence and aims to bring together leading individuals within the industrial companies and the largest corporates within the network. Fundamentally, the patronship offers additional marketing and networking opportunities.

The possibility to sponsor and partner up with the Swedish Chamber of Commerce at inspiring and knowledge exchanging events where Swedish core values as Sustainability, Diversity and Gender balance Innovation, Circular Economy and other important topics are discussed with fellow member companies and influential Dutch actors, is an important

opportunity to promote the Swedish industry and the Swedish brand name and is seen as a huge benefit both for the Patron members and the Chamber.

The Patrons reflect the strength of the Chamber's business platform and represents some of the largest Swedish and Dutch brands. The Swedish Chamber is very grateful for the confidence and additional support from the Patron companies which enables further development and promotion of Swedish – Dutch trade.

In 2019 we welcomed Captains, Tie Kinetix, Klarna, AstraZeneca, and T. LJUNGBERG part of TAGEHUS to the Patronship.





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Our Nordics Desk combines seamless cross-border tax & legal solutions with a strong network and presence across Scandinavia as well as the Netherlands. Please contact SCC-liaison Jan Holleman.

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GOTHEBORG HELSINKI KOPENHAGEN OSLO REYKJAVIK ROTTERDAM STOCKHOLM

THE OFFICE

Dear Members,

It has been more than a year since we moved to our new premises at Epicenter Amsterdam. Our open office and excellent event locations have given a positive boost to the Chamber and reflect the Swedish Chamber mission of openness, inclusion and transparency. It offers easy access to the Chamber and enables us to even more than before, connect members and non-members with the right persons within our network for mutual benefits and new business opportunities. Our access to contemporary in-house event locations offers possibilities to feature events from large forums and conferences to small meetings, presentations and coaching & mentorship programs. Our focus will continue to mix smaller niched events sharing knowledge for specific target groups, with broader promotion of Swedish values such as sustainability, innovation, tech and gender equality in collaboration with our member companies, Team Sweden, the Nordic Chambers and other peers including the Dutch ecosystem.



Kerstin Gerlagh



Agnès Nilsson och Oliver Karlsson

Collaboration

Collaboration is the key going forward. Together we are stronger. The Swedish Chamber plays a vital role in bringing businesses, organizations, experts and peers together on the Swedish-Dutch business platform and by joining forces we make the platform stronger together. The Chamber represents member businesses from across all sectors and industries, from large corporates to SMEs, entrepreneurs and startups. We are proud to have brought value to businesses for 60 years and we are continuously looking into how we can improve our member services. Our ambition is to offer value to all members whether you prefer one-hour lunch presentations, large conferences, professional development, business introductions or other practical support for your business to grow.

Communication

This is also visible in our communication strategy. From the Swedish Chamber website to our digital newsletter, Swe-News, and Social Media we share the stories of members across our platform with the intention to inspire, inform, promote and share knowledge and best practice across our network. In 2019 we increased our digital newsletter from 8 numbers a year to a bi-weekly appearance in order to share relevant news with our members on an even more regular basis. Our strategy for the coming year is to focus on the people within our membership base and to share their knowledge, news and expertise by presenting many more members in our bi-weekly digital Newsletter and on our different social media channels.

Internships and scholarships

We are very proud to offer talented and creative young students the opportunity to gain international business experi-

ence by joining the Chamber. By a generous scholarship donation from the Scholarship Fund for Swedish Youth Abroad we were able to host Agnes Nilsson as our Management trainee for the duration of a whole year. I would like to thank Agnes Nilsson for her passionate and enthusiastic contribution to the development of the Chamber in 2019 and Oliver Karlsson for his contribution as Communication Management Intern during the spring term. We also launched a collaboration with Lund University which enables us to offer various internships for talented students throughout 2020.

In 2020 we are celebrating the 60th Anniversary of the Swedish Chamber of Commerce in the Netherlands. The Chamber was founded in 1960 by businesses for businesses and the focus has always been on adding value and relevance for our members. In November we will celebrate Swedish Innovation and Sustainability at our Anniversary Summit and Gala Dinner. The Summit will be about 21st-century Innovation bringing together business leaders, entrepreneurs, politicians and academics from both Sweden and the Netherlands to address the greater trends facing us, from tech to climate change, the future workforce and global trade. We are looking forward to looking at our joint future ahead, the challenges, and how we can learn from each other. We hope all our members will feel inspired to join and to participate on the podium, as exhibitor or joining in the audience to take part in the discussions. The 60th Anniversary Gala Dinner will include inspiring keynote speakers from Sweden and the Netherlands, fantastic entertainment and an exclusive 60th Anniversary Swedish Chamber Business Awards Ceremony. Welcome to contact the office for more information and ideas how your company can contribute to the program.

Finally, I would like to thank the Board and the Committees for their commitment and support and for giving their valuable time and sharing their expertise and networks to make it possible for the Chamber to develop and thrive and to deliver valuable content and an interactive business platform for all the members of the Chamber.

Kerstin Gerlagh
General Manager
Swedish Chamber of Commerce
kerstin.gerlagh@swedishchamber.nl

FINANCE

BALANCE SHEET	2019-12-31 Actual EUR	2018-12-31 Actual EUR
<i>Assets</i>		
Intangible fixed assets	6.008	9.285
Tangible fixed assets	857	1.133
Bank	29.441	30.422
Debtors	8.142	8.005
Prepaid cost / accrued income	3.247	2.700
Total Assets	47.695	51.545
<i>Liabilities and Equity</i>		
Creditors	534	4.430
VAT payable	1.708	-
Prepaid income	15.563	16.912
Other liabilities / accrued expense	5.042	10.841
Equity opening balance	19.362	19.160
Result	5.486	202
Total Liabilities and Equity	47.695	51.545

PROFIT AND LOSS	2019 Actual EUR	2019 Budget EUR	2018 Actual EUR
<i>Income</i>			
Membership Fee	43.742	53.546	43.021
Patronships	71.113	72.925	61.592
Advertisements	7.095	6.840	7.400
Other income	2.436	350	1.850
Activities	35.973	33.100	50.515
Total income	160.359	166.761	164.378
<i>Expenses</i>			
Office costs & salaries	110.786	118.521	106.999
Depreciation	3.553	3.552	3.517
Activities	32.589	35.550	44.799
Marketing	6.255	6.900	6.523
Web Page & IT	1.690	2.260	2.338
Total expenses	154.873	166.783	164.176
Result	5.486	-22	202

Amsterdam, March 2020

Ehsan Turabaz
Vice Chairman

Roland van Pooij
Treasurer

Treasurer Report 2019

During 2019 the Swedish Chamber was again able to host a great number of interesting and successful events. The lower than budgeted membership fees was partially compensated by higher sponsorship and income from activities. We however did not see much outflow of members, it was more related to our fairly optimistic forecast. In this sense for 2020 the budget is more prudent.

Even though the income was lower than our budget, due to lower overall expenses the result for the year ended with a positive result of EUR 5.486. This reduction in costs predominantly relates to lower travel and office costs and to the VAT registration as from 2019, which resulted in lower rent expenses. The profit for the year will be added to the retained earnings and will partially be used in 2020 for the 60th anniversary events.

Overall our cash position and equity is adequate, so we can state that our financial position is sound. The budget for 2020 was approved by the Board.

Roland van Pooij
Treasurer

FINANCE



CASH COMMITTEE REPORT

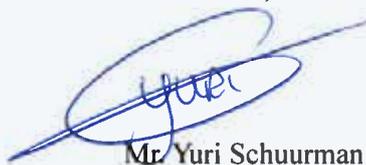
In the capacity of Cash Committee of The Swedish Chamber of Commerce, we hereby render the following audit certificate for the year 2019.

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 2019 and the balance sheet as per December 31, 2019 should be approved and that the Board of Directors should be discharged from further responsibility as regards the management for 2019.

Amsterdam, February 26, 2020



Mr. Yuri Schuurman



Wynand Marais

60 Glorious Years

The Swedish Chamber of Commerce in the Netherlands celebrates its sixtieth anniversary in November 2020. During all its years of existence the Chamber has flourished and has been remarkably successful as a binding factor in the Swedish-Dutch business community and as a network organization. The Chamber today is both in structure and membership completely different from the Chamber in its first years. The continuous success of the Chamber is maybe best explained by its ability to adapt to the changes

in society and economic life as a whole. At the occasion of its fiftieth birthday we looked back on those first fifty years together with Honorary Members of the Chamber, among whom Clas Ivar Schultz, who, to our deep regret, passed away in November 2019. Their reflections were recorded in an article, by Hans Duijn, published in the anniversary magazine of the Chamber in 2010. As the content is still valid today, we have chosen to reprint it below, followed by an update of the events in the last ten years.

The first 50 years of history: trends and highlights

1960. The austere years of the Fifties were just behind us, gradually people started to allow themselves some luxury goods. TV sets were becoming more and more common. The European Economic Community (EEC) was only 4 years old and consisted of the six member countries of 'the first hour'. People blamed occasional heavy rainfall on the 'A-bomb' and the cold war would soon enter a new episode with the incident in the Bay of Pigs and the construction of the Berlin Wall. Sweden would still drive for seven years on the left, although the decision to move to the right was already final.

At the invitation of the ambassador of Sweden at that time, Sven Dahlman, 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 beginning of 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 success, for sure, and is, as we know, also after 50

years a very active network association for companies with a variety of interests in both Sweden and the Netherlands. How did it happen, who made it happen and what were the trends during half a century of Swedish Chamber activities in the Netherlands? Whom could we better ask than the Honorary Members of the Chamber? Therefore, Nils van Dijkman, the current Chairman, and Kerstin Gerlagh, General Manager of the Swedish Chamber of Commerce, took the initiative to invite the Honorary Members for a luncheon in order to listen to their memories and views on 50 years of history of the Chamber.

The luncheon was held on a rainy day in November 2009 at a convenient place in Amsterdam. Of the Honorary Members were present Claes-Ivar Schultz, Gerard Perik and Henk Lokin. Unfortunately Bert Gort and Ben Hummel could not attend.

"The underlying reason for the establishment of the Chamber was obviously the awakening success of the Common Market and the aspirations of Swedish companies to operate 'from within' rather than compete cross-border", thought Claes-Ivar Schultz. Sweden had entered the European Free Trade Association (EFTA), but this was a much looser trade

association of countries and lacking the two countries, which formed 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 were an attractive country to establish because of its moderate wages and stable social environment. On the other hand, Sweden was at that time a 'role model' for innovation of labour relations on the working floor, which explained the keen interest in Sweden from Dutch companies and public institutions.

"From the Sixties through the Eighties the membership was as yet predominantly Swedish", added Gerard Perik. "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 modern communication means further developing and cost drives also reaching the senior management levels, Swedish companies followed the global trend and hired more and more locals for senior positions in their foreign subsidiaries. The trend towards 'Dutchification' of the membership was further intensified in



later years, when Dutch firms, in particular from within the service industry, 'discovered' the liberalizing Swedish market and joined the Chamber to broaden their networks.

"The second wave of 'Swedishness' came with the Swedish property investment boom in the Netherlands at the end of the Eighties", remembered Henk Lokin. With low interest rates and booming real estate prices in Sweden, many Swedish real estate investors had been very successful in the Swedish market and were looking for expansion abroad. A more relaxed policy on international capital transfers facilitated foreign investments. It was not only Lars Magnusson, who entered the Dutch real estate market, many more Swedish property investors followed. But as fast as they came, so quickly did they leave, not seldom with substantial losses, as soon as the Riksbank steeply increased the interest rates in order to protect the Swedish crown.

"We also remember the third wave, the IT boom, which is not too long ago", said Nils van Dijkman. At the end of the Nineties, many Swedish Information and Communication Technology companies, which then belonged to the most advanced in the world in their industry, also came to the Netherlands and started subsidiaries or took over local companies. Although hit by the subsequent IT crisis in 2000, quite a few survived and became successful in the Dutch market.

The co-operation between Swedes and Dutch worked very well. "The Swedes are well disciplined, well organized and good

technical executioners, but not often good salesmen; the Dutch filled that in, being much more entrepreneurial and sales oriented", said Claes-Ivar Schultz. In any event, the co-operation within the Chamber between both nationalities always worked well. The Board was, from the very beginning, composed of both nationalities. By extensively using the mutual networks, the Chamber has always been able to offer its members an excellent program of activities. "The list of CEO's of large international companies and Ministers and other high government officials who addressed the members of the Chamber at luncheon meetings is very impressive", mentioned Henk Lokin.

The Chamber counted many highlights in the fifty years of its existence of which two should not be left unmentioned here: that is in the first place the Conference 'a Day of Visions', organized at the occasion of the 40th Anniversary of the Chamber. "Program, speakers and festivities were top rated and we owe much respect for the organizational drive of Olle Werner, who was then the Chairman of the Board of the Chamber", said Gerard Perik. Another remarkable event was the manifestation 'Sweden in the Marketplace', a large exhibition of Swedish industrial skills and cultural achievements in the center of The Hague, organized in September 1990 in co-operation with the Swedish Trade Office and Swedish companies and other institutions in the Netherlands. The manifestation was officially opened by HRH King Carl XVI Gustaf.

"We should not leave unmentioned here the enthusiasm and support of the ambassadors", reminded Claes-Ivar Schultz. Successive ambassadors for Sweden in the Netherlands have greatly contributed to the quality of the program of the Chamber. In line with the trend towards more business orientation, the distinguished residence of the Swedish ambassador at Lange Voorhout increasingly became a hospitable function for Chamber gatherings.

The membership count has been a very stable factor in the existence of the Chamber over the years. "It fluctuates

of course somewhat on the tides of the economic and business cycles. It is very encouraging that young professionals also take a firm interest in the Chamber, given the success of the JCC (Junior Chamber of Commerce) sub-organization", mentioned Kerstin Gerlagh. She added that the establishment of a separate office of the Chamber and the move from The Hague to Amsterdam substantially contributed to the efficiency and professionalism of the organization.

"Although networking is nowadays just as important as it was fifty years ago, we notice at our Chamber events that the members present increasingly focus on direct business opportunities, which is obviously a reflection of a general trend in society", observed Nils van Dijkman. He continued: "The Chamber has proved its function over the years in many ways and we are looking forward to continue to do so. I like to thank you as Honorary Members for your contributions to this retrospection and your lasting interest in the Chamber".



2010-2020

On a rainy morning in early March 2020, just before the Corona crisis fully hit the country, I met again with Nils van Dijkman, former Chairman of the Board, and Kerstin Gerlagh, General Manager, who has been a driving force in the development and success of the Chamber in the last 10 years.

Trends

As explained above, the Chamber evolved in the first 50 years from a membership organization of primarily Swedish expats representing large Swedish companies in the Netherlands to a multi-disciplined community also including many Dutch businesses and professionals with links with Sweden. The function of the Chamber remained grossly the same all those years: facilitating networking by organizing company visits, business lunches with keynote speakers and other (social) gatherings.

In the last decade this picture would alter completely, although some of the social and networking events such as business lunches with CEO speakers, the Lucia dinner and the Crayfish party remained popular items in the program of the Chamber.

Actually the new trend was already initiated at the celebration of the 50th Anniversary of the Chamber on October 28, 2010 with a successful conference centring around the themes Innovation & Sustainability.

The organization of meetings focusing on a central theme of social and economic importance was the new trend and the Chamber became the platform for facilitating seminars, workshops and conferences with Swedish and Dutch experts and an actively participating audience of young entrepreneurs and representatives of start-ups.

The total membership of the Chamber remained stable in the last 10 years, but included more and more innovative small and medium sized enterprises and young entrepreneurs. The Swedish international

subsidiaries form, however, still the backbone of the Chamber.

Sustainability, innovation, the circular economy, the consequences of Brexit and women in tech became frequent themes, as well as subjects in more specialized disciplines, such as Human Resources (seminar on Diversity).

The meetings are characterized as highly participative, informative and transparent. Not seldom they lead to new initiatives and follow-up activities.

Sweden and the Netherlands are both frontrunners in sustainability and innovation. Sweden has institutionalized the co-operation between the business community, universities and the government, the approach in the Netherlands is more informal. The eagerness to learn from each other is, however, substantial as evidenced by regular follow-up trips from Dutch government and business delegations to Stockholm and reciprocal visits to the Netherlands. It proves again that historically Sweden and the Netherlands are natural partners.

Although, as indicated, young entrepreneurs are in the forefront in the new set-up, it does not mean that large companies – you find quite a few of them among the Patrons of the Chamber – do not participate: this also explains the success of the ongoing Mentorship Program, which has become more and more a ‘two way learning curve’ with extensive training programs. Large companies are keen to learn from young professionals and listen carefully to understand the successful ingredients for their recruitment programs.

An important factor in the further professional development of the Chamber was the relocation of the office of the Chamber to the Epicenter (‘the House of Digital Innovation’) in Amsterdam where it directly connects to a number of innovative entrepreneurs and digital scale-ups.

In the new set-up co-operation and transparency are important factors: the activities of the Chamber are not exclusively anymore for members, resulting in a host of contacts with other organizations and businesses. The co-operation with the other Nordic Chambers of Commerce in the Netherlands (#NordicTalks) is a good example.

A recurring and very successful item in the agenda of the Chamber is the Business Women Leadership Program with quarterly coaching meetings on a variety of value issues for women in leadership positions.

Finally, perhaps the most valuable appreciation for the transformation of the Chamber in the last 10 years, comes from abroad: the Swedish Chamber of Commerce in the Netherlands has since 2016 a seat on the Board of the Swedish Chambers International, the umbrella organization of 21 Swedish Chambers of Commerce throughout the world.

Highlights

The fiftieth anniversary of the Chamber was celebrated on 28 October 2010 in the Hotels of Orange in 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 Willem-Alexander, then still Prince of Orange, as guests of honour concluded the anniversary celebrations. The highlight of the evening was undoubtedly the moment 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.

In 2014 the anniversary of 400 years of diplomatic relations between Sweden and the Netherlands was celebrated. During the Royal Visit in April 2014 the Chamber organized a seminar on Innovation and Growth. King Carl XVI Gustav of Sweden and King Willem-Alexander of the Netherlands both attended the seminar, during which 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.

In both Sweden and the Netherlands, the start-up sector is booming. Stockholm and Amsterdam based start-up activities are both ranked top 20 globally. During the high-level Startup Summit, organized by the Chamber in 2018, speakers discussed the factors behind the thriving start-up sectors in both countries, and how a long-term collaboration can lead to an even better performance. Prince Daniel of Sweden and Prince Constantijn of the Netherlands honoured the event



(Photo: Carolina de Klerk/Nordholm)

and shared their views with the audience on the importance of start-ups and what the countries can learn from each other. The two princes were invited because of their engagement in entrepreneurship and start-ups. Prince Daniel is committed to promote entrepreneurship among young people, amongst others through the project Prince Daniel's Fellowship. The idea behind the project is to inspire young people to become entrepreneurs and to support ambitious young entrepreneurs in growing their business. Prince Constantijn is Special Envoy at Techleap.NL (formerly StartupDelta),

located in the Epicenter in Amsterdam, the accelerator for the start-up environment in the Netherlands, and advises companies and the European Commission on their digital innovation strategies.

In summary, the Chamber has proven to adapt successfully to the economic and social changes in the sixty years of its existence, which holds a promise for a bright future!

By: Hans Duijn

2019 CHAMBER HIGHLIGHTS



2019

CHAMBER EVENTS



January 15

Circular Economy Summit – The Transition from Linear to Circular

Nordic Collaboration by the Nordic Chambers, the Nordic Embassies and the EU Commission



January 24

New Year's Reception at the residence of the Swedish Ambassador

Sponsored by AKD, Ericsson, Handelsbanken, Inter IKEA Systems B.V., Vattenfall



February 7

The Swedish Chamber of Commerce Mentorship Program Meet Up III International Business Culture and Networking Skills

By Mercuri Urval, sponsored by Inter IKEA Systems B.V.



February 13

Swedish Chamber Women Business Program – Leadership Communication – Building a Sisterhood and Manage your Work-Life-Balance

By MH Leadership



March 4-9

Gender Game Changer Theme Week. Collaboration between the Swedish Chamber of Commerce, Swedish Institute, the Swedish Embassy in the Hague, Swedish Chamber of Commerce and Epicenter Amsterdam

Lunch Presentation by Christina Niemelä Ström, Inter IKEA Systems B.V.

Lunch Presentation by Katja Berkhout, StartupDelta

Lunch Presentation More Female DJ's by José Woldring, The Media Nanny

Swedish Dads Photo Exhibition by Johan Bävman, Grand Opening



March 20

Company Visit – Scania Productions Zwolle



April 11

Annual General Meeting (AGM) & Chamber Luncheon



April 16

Swedish Chamber Women Business Program – Leadership Communication – Overcome Perfectionism

By MH Leadership



April 25

The Swedish Chamber of Commerce Mentorship Program, Final Dinner

By Mercuri Urval, sponsored by Inter IKEA Systems B.V.

Final Dinner offered by AIMS International, Ericsson, Handelsbanken



June 12

What will be the political and economic impact of the EU-elections? Breakfast Meeting with Cees Westra and Gieneke Talsma, Public Matters at the residence of Swedish Ambassador

In cooperation with the Swedish Embassy in the Hague



August 28 – 29

Study Trip to Stockholm – Business Update Artificial Intelligence Stockholm



September 7

Crayfish Party

Sponsored by Inter IKEA Systems B.V., Northern Delight, Nordholm Design & Photography

CHAMBER EVENTS The Swedish Chamber offers a vast variety of events during the year. From large forums and conferences focused on the Brand Sweden and our common values with the purpose to inspire, exchange knowledge and to initiate new business opportunities and collaborations,

to company presentations, company visits and culture events. Most of our events are hosted in partnership with member businesses or with peers from our extended network. In our opinion this is the best way to provide relevant and interesting forums to share the expertise within the community.

29 Events in 2019
1395 Participants in 2019

	September 17	Swedish Chamber Women Business Program – Leadership Communication – How to Handle Different Personalities By MH Leadership
	September 23	Breakfast Presentation – What’s New? The Legal Aspects of The Interaction Between Blockchain and Privacy Law by Rens Goudsmit and Lex Keukens, TK Tech Collaboration between the Swedish Chamber of Commerce, TK Tech and Epicenter Amsterdam
	October 3	Lunch Talk – Founder Story – The media agency of the Future by Remy Steijger, Captains Collaboration between the Swedish Chamber of Commerce, Captains and Epicenter Amsterdam
	October 7	#NordicTalks – Artificial Intelligence Forum Nordic Collaboration by the Nordic Chambers, the Nordic Embassies and the EU Commission Sponsored by Ericsson, Söderberg & Partners
	October 9	The Swedish Chamber of Commerce Kick off Mentorship Program 2019-2020 By Mercuri Urval, sponsored by AIMS International, Inter IKEA Systems B.V., Handelsbanken
	October 31	Lunch Talk – What on EARTH? Founder Story and Presentation of the work by Eva Kars and Timo Vanderhoeven, EARTH Integrated Archaeology Collaboration between the Swedish Chamber of Commerce, EARTH Integrated Archaeology and Epicenter Amsterdam
	November 7	A European Networking Event – Brexit – Deal or No Deal? In cooperation with Mazars Amsterdam On behalf of the French Chamber of Commerce in the Netherlands in collaboration with other International Chambers of Commerce & organizations in the Netherlands
	November 12	What’s New? Robotics and Intellectual Property by Rens Goudsmit and Lex Keukens, TK Tech Collaboration between the Swedish Chamber of Commerce, TK Tech and Epicenter Amsterdam
	November 19	Swedish HR Inspiration Breakfast Seminar Collaboration between the Swedish Chamber of Commerce, Söderberg & Partners Netherlands
	November 25	TechBridge Sweden – The Netherlands Women in Tech Collaboration between the Swedish Chamber of Commerce, Swedish Embassy in the Hague and Epicenter Amsterdam
	November 26	Swedish Chamber Women Business Program – Leadership Communication – Ask for the Money By MH Leadership
	December 3	The Swedish Chamber of Commerce Mentorship Program Personal Development By Mercuri Urval, sponsored by AIMS International, Handelsbanken, Inter IKEA Systems B.V.
	December 13	The Swedish Chamber Christmas Dinner & Dance At NH Collection Barbizon Palace, sponsored by AKD, Anticimex, Ericsson, HEUSSEN, Handelsbanken, Inter IKEA Systems B.V., Apollo Hotels, Filippa K, Helena van Heel, Hästens, Klippan, Kosta Boda, Lexington, Maria Nila, Maria Åkerberg, Stena Line, Stromma, WestCord Hotel Delft



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#NordicTalks



#NORDICTALKS2019

Artificial Intelligence Forum
AI – Promises & Challenges

October 7, 2019

Artificial intelligence is transforming every aspect of our lives. It influences how we work and play. It promises to help solve global challenges such as climate change and access to quality medical care. Yet AI also brings challenges for industry, governments and citizens alike.

At the #NordicTalk2019 AI Forum we brought together Governments, Ministries, start-ups, SME's and large corporations to discuss and explore the applications of AI, AR/VR and other technologies, and what makes them successful.

www.nordictalks.org



(Photos: Hanne Hansen)

The winner of the SWEDISH CHAMBER ACHIEVEMENT AWARD 2019

Jury report:

Vattenfall wins the Swedish Chamber Achievement Award 2019

THE SWEDISH CHAMBER OF COMMERCE Board of Directors had the pleasure to after careful consideration award Vattenfall with the Swedish Chamber Achievement Award 2019.

For more than 100 years Vattenfall has powered industries, supplied energy to people's homes and modernized the way our customers live through innovation and cooperation. Today their aim is to make fossil free living possible within one generation and therefore driving the transition to a more sustainable energy system through growth in renewable production and climate smart energy solutions for their customers. Fossil fuels will be phased out within one generation, and Vattenfall is continuing on their path towards a complete phase-out of coal in their heat production by 2030. Customer centricity and sustainability are key for them in attracting customers,

talent and investors. Customers are increasingly considering climate impact, social and environmental performance, and energy efficiency when choosing energy solutions and suppliers. Innovative energy sharing platforms will enable customers to sell and purchase renewable electricity.

With reference to branding Sweden, Vattenfall has done an excellent job during the last year not only changing their international name to the Swedish Vattenfall (water fall) but also by having their new logo embracing the Swedish values. The colours are about showing confidence, transparency and leadership. Inspired by our heritage and the Nordic nature they are used scarcely, leading with white as the leading colour to provide air and space as well as allowing the eye to focus on what is important. Through the Swedish oriented

TV commercials in 2019 they have contributed to promoting Sweden and Swedish values such as sustainability, responsibility, care, leadership and innovation. www.vattenfall.com

For more information:
Swedish Chamber of Commerce:
info@swedishchamber.nl



The winner of the SWEDISH CHAMBER ENTREPRENEURSHIP AWARD 2019

Jury report:

Budbee wins the Swedish Chamber Entrepreneurship Award 2019

THE SWEDISH CHAMBER OF COMMERCE Board of Directors had the pleasure to after careful consideration award Budbee with the Swedish Chamber Entrepreneurs Award 2019.

Background to nomination and summary Jury report

Budbee, a Swedish logistics technology company, arrived 2019 to the Netherlands as their first market outside of the Nordics. Since their launch in 2015 in Sweden, Budbee has delivered an ambitious growth and attracted strong investments backing. Budbee's arrival in the Netherlands shows its strong positioning as expansion market for Swedish companies, and especially in the field of e-commerce and logistics. By setting up their office, team and launching with NL customers Budbee has shown they are capable of making a

strong and successful market entry. Budbee shows an innovative approach to last mile logistics, by making sure that the consumer has flexibility and control over their delivery and assuring that this can be done in the most sustainable way to minimize distances travelled and focus on CO² reduction. By doing so Budbee is a true example of the focus areas on environment and innovation as supported by the Chamber and Embassy.

Calling themselves a Log-Tech company, the next generation companies to follow the big Fintech movement, makes them a great winner of 2019 Swedish Chamber Entrepreneurs Award.

www.budbee.com

For more information:
Swedish Chamber of Commerce:
info@swedishchamber.nl



(Photos on both pages: Hanne Hansen)

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V O L V O

ANNUAL CHRISTMAS DINNER & DANCE



(Photos: Hanne Hansen)

The Chamber meets Jon Abrahamsson, newly appointed CEO of Inter IKEA Group

FIRST OF ALL, we would like to congratulate you with your appointment - How do you feel?

"I'm very happy! It's really a fantastic opportunity and a dream come true. We have such a strong heritage to stand on, and there are so many opportunities out there. It could not have happened at a better time.

Under Torbjörn Lööf's leadership, we took steps to complement our traditional stores with more city-centre stores, online shopping, home delivery and assembly. Going forward we will continue this work. We want to make IKEA affordable for many more people, and we want to make IKEA more accessible for many more people. At the same time we want to help many more people to live a more sustainable life at home.



Doing these three things together is a great opportunity for IKEA going forward. A lot of people across IKEA have already put in so much hard work to get this far. On top of that there has been a lot of work to structure and set up an even more solid franchise system that we can continue to build on for many generations to come.

So I think the table is set to continue that journey. Now we can develop even better products, find more clever solutions and create an even more rewarding customer meeting – in an even more sustainable way. I think that's when we're at our best at IKEA. Through innovation, constant improvements and occasional fundamental changes, we can create more sustainable products at better prices.

We have lots of good examples already: board-on-frame coffee tables, affordable low-energy bulbs and – coming soon – plant balls in our restaurants and Swedish food markets. The ingredients have just 4% the climate footprint of a traditional meatball, it tastes better, and it comes at a lower price.

There's a lot to like about that example. If you create something more sustainable and raise the price, people can't afford it. So you limit its impact. And if you make something affordable at the expense of sustainability, it doesn't help anyone either. To be successful long-term, you have to put affordability and sustainability together. That's a lot of hard work! But we're in a position to lead the way.

For me it's actually our duty. Our vision is to create a better everyday life for the many people, and we do this by making our

products both more affordable and more sustainable. Luckily we have the long-term view and structure to make it possible.

We have 9,500 IKEA products, and our range is very focused. That means we get big volumes for every product. And we're very focused on a limited number of products that you can combine in different ways. Today we're looking at each step in the product life cycle – from raw materials through manufacture and distribution and finally to people's homes. At each step we ask "what can we do differently to prolong its life?" With big volumes like ours, even a small change can make a big impact.

This is not a sprint, and we need to set the right conditions for long-term growth. IKEA started in Sweden more than 75 years ago, then it expanded to the Nordics, Europe, North America and Asia. Today we're in a little over fifty markets. Now we're taking the natural step into South America with our partner Falabella, a South American multinational retail group. We're working with them to open IKEA stores in Chile, Colombia and Peru.

As I said earlier, we think a lot about the "back-end" when designing new products. The same goes for our stores and e-commerce. We need to have the back-end in place first. So opening stores on a new continent takes time. But we'll soon be ready.

These kinds of partnerships are key to our success. Our franchise model gives us a strategic advantage: a local anchor and a strong player who knows the market. Of course there

is a long selection process to become an IKEA franchisee. We look for companies with good business- and investment capacity. More importantly – we look for companies that share our values. So we're happy to partner now with Falabella. They're a great match, and they know the South American market so much better than we do. This is the strength of our franchise system."

How do you implement the Swedish-based IKEA values into the new markets where you operate?

"It's a lot of hard work. And you're never really done - you always have to work on it in one way or another. We were talking about it the other week here in the office. You can visit IKEA anywhere in the world and meet new people you can connect with right away.

It all starts with the recruitment process and continues as people grow and develop within IKEA. Being close to or far from Sweden isn't really the challenge – it's the constant changes. So we have to nurture our culture and values in all parts of our business. Worldwide! The IKEA culture and value are our core strengths.

We achieve this by being consistent about our culture and our vision. Our values have always been the backbone of IKEA, and of course it all started with our founder Ingvar Kamprad. Business and People together form our core values, and that's how we run IKEA still today.

Ingvar always talked about the importance of creating good conditions for everyone that works at IKEA. When you visited a store with Ingvar, he was always engaged with our co-workers. We were at the store at five o'clock in the morning because that was when the truck drivers arrived, and he wanted to know how they were doing. He wanted to make sure they got a sandwich and a place to sit and rest and refresh. And whenever we visited a store, we always visited the staff areas to see what they were like. Again – business and people together."

What does IKEA look like in 5 years?

"We'll be more affordable. We will lower our prices even more so that more people can afford us. This is still our number one goal. Our biggest hurdle is to be truly affordable in all parts of the world. For everyone, really.

We'll also be more accessible. Today our 436 stores are a fantastic cornerstone of our customer experience. This year we had one billion visitors, and it's still increasing. Our e-commerce share is 8% of our total sales, and we plan to continue to grow in all channels. And then of course we're also testing new formats and smaller formats so we can be in even more places than just out by the big highways. In city centres, but also shopping centres and suburbs. We want to be where people are.

Finally, we'll be an even more sustainable business. IKEA is committed to make a positive difference on climate change. By 2030 our ambition is to reduce more greenhouse gas emissions than the IKEA value chain emits, while growing the

IKEA business. We made a small step this year by reducing our climate footprint even as we continued to grow. Transforming IKEA into a circular business is one of our biggest ambitions and challenges for the future. It will impact the business in all aspects: from how we develop products and services, source materials, develop the IKEA supply chain, to how and where we meet our customers. This will enable us to prolong the life of products and materials.

So five years from now we'll be affordable for many more, we'll be accessible for many more and we'll do it all in an even more sustainable way. That I promise you."

You have been working with Ingvar Kamprad and of course he is the founder and icon of IKEA and even of Swedish industry. What have you learned from him and what kind of leader are you and how will you lead the way for the coming years?

"Working with Ingvar was a fantastic opportunity, and I learned a lot from him. But there are two things in particular that super inspire me and I try to do a little bit of myself.

One is that he was constantly curious. Curious all the time about everything actually! And of course he very quickly related it to IKEA. But he was really very interested about what was happening all over the world. He was also very curious about people. This nearly constant curiosity was really a very good skill.

The second thing was that Ingvar was consistent about the big picture – yet he was always open to test, try and explore in the details. He created an amazing balance between consistency and renewal, and I do my best to do keep the same perspective.

IKEA and the Swedish Chamber of Commerce collaboration

We are very happy with the cooperation with the Swedish Chamber of Commerce here in the Netherlands and in many other places as well. There are two reasons for this. One is of course that it is a part of our Swedish heritage and a very good link and connection to Sweden that we value a lot. The second is based on my experience with IKEA in China and Canada, where the chamber provided great opportunities to meet a broad spectra of influencers. It's a very good vehicle for us to meet other companies, academic resources and the public sector. That's why I value this kind of cooperation so much."

We would like to let you know that the support from you is very important for the Swedish Chamber of Commerce in the Netherlands. And since this year, we are celebrating our 60 years anniversary of the Swedish Chamber and we are very happy and grateful that you are supporting this as Exclusive Sponsor together with Handelsbanken.

By Kerstin Gerlagh and Josefina Lundh



THE TRANSITION TOWARDS a circular economy is a priority for the EU. The Netherlands and the Nordics have high ambitions to adjust our economies and make them more circular. A circular economy is a necessity to meet the global demands to generate more value from available resources, to combat climate change and reducing waste. How do we approach Circular Economy and what can we learn from each other?

The organization partners of the Nordic Circular Economy Summit 2019 on January 15, 2019 were very happy to welcome an amazing speaker line up with more than 15 key speakers together with almost 300 people in the audience. Among the speakers, we were pleased to welcome companies like Holland Circular Economy, Inter IKEA Group, Ragn-Sells AB and Ericsson. The conference was co-hosted by the four Nordic Embassies, the four Nordic Chambers of Commerce and the

EU commission. A great example of Nordic collaboration to address one of the most important questions of this time: How to move from a linear to a circular economy? Global and local companies were present to present and share experiences on their rapid journey from linear to circular.

The #NordicTalks has been organized annually since 2013 to highlight a topic of common interest for the Nordic countries, and to give our members the opportunity to meet with the other Nordic business relations in order to enlarge their network. Together we have joined forces to attract interesting speakers who are interested to reach out to the Nordic companies and contacts of the Nordic business associations in the Netherlands.

www.nordictalks.org



(Photos: Hanne Hansen)

2019 TECHBRIDGE SWEDEN – NETHERLANDS – WOMEN IN TECH

November 25, 2019

This first edition of TechBridge Sweden – The Netherlands was highlighting the potentials of “Women in Tech” and was a pre-event to the European Women Technology Conference in Amsterdam that took place on November 26-27th, 2019. This edition of TechBridge was designed to inspire, celebrate and connect Women in Tech. We discussed the challenges for Women in Tech, what we can learn from each other, how we can encourage more girls to choose technology studies and how we change the patterns of investors.



(Photos: Hanne Hansen)

Meet Jørgen Höppener, General Manager Budbee Netherlands

BUDBEE, A SWEDISH log-tech company, arrived 2019 to the Netherlands as their first market outside of the Nordics. Since their launch in 2015 in Sweden Budbee has delivered an ambitious growth and attracted strong investments backing. Budbee's arrival in the Netherlands shows its strong positioning as expansion market for Swedish companies, and especially in the field of e-commerce and logistics. By setting up their office, team and launching with NL customers, Budbee has shown they are capable of making a strong and successful market entry.

Budbee has an innovative approach to last mile logistics, by making sure that the consumer has flexibility and control over their delivery and assuring that this can be done in the most sustainable way to minimize distances travelled and focus on CO² reduction. This innovative Log-Tech company, the next generation companies to follow the big Fintech movement, received the Swedish Chamber Entrepreneurs Award 2019.

Who is Jørgen Höppener?

"You couldn't tell from my name but I was born and raised in the Netherlands and lived for a short while in Italy in my youth. I was 30 years old and a big fan of football. After finishing Econometrics in Rotterdam, I went into strategy consulting, because I wanted to work with analytics and business. Being in the consultancy business I worked with many different companies ranging from very large corporates to smaller startups and scaleups in many different sectors, such as e-commerce, retail, transport and insurance. That has given me the leverage to be able to do this job that I am doing today at Budbee. I moved to Budbee because it is a great challenge to actually build something from scratch. We offer a great product that I really believe is needed on the market. In the short time that we have been on the Dutch market I have been able to build up and scale my own team. One of the advantages of working in a company as Budbee is that I have the responsibilities of the Netherlands but still the comfort of a great product that has been developed and proved itself already in Sweden and also, the comfort of having our great investors, H&M and Kinnevik. We are a technological company offering a logistic service and the mix of tech and logistics is of great importance. We call ourselves a Log-Tech company."

Budbee has a consumer rating of 4.9. What is the key to Budbee's success and what distinguishes you from your competitors in the same branch?

"Our market has multiple large competitors, such as PostNord in Scandinavia and PostNL, DHL and other strong companies in the Netherlands. What distinguishes us is the focus on the consumers. We do that with scalable technology. So, everything we do focuses on what consumers want and that we are able to offer them flexibility. The technology is designed to do so, and based on that we can offer consumers

a delivery according to their preferences. Since the customer knows exactly when we arrive, he/she has more time for the more important things in life than waiting for their parcel, things like walking the dog or doing groceries. I think this is key to our success, which we see resembled in our consumer ratings in the end. Our goal is to have the best delivery experience in the world."



(Photo: Top of Minds)

Dealing with Sustainability

"As a technology company in logistics we are actually part of the sustainability problem, but we also want to be a part of the solution. We want to do less harm and do better, which we do in several ways.

We do less harm with our very efficient route optimization algorithm. The algorithm makes sure the route is shorter than normal and that only 30% is drive time, meaning the majority of the driver's work time is serving the consumers instead of driving the van. Also, we can achieve 98% first attempt delivery success, which means that we have less traffic to the same address. We combine all parcels that are going from multiple merchants to the same address to be delivered at the same moment. A good way to make sure there is less emission. Starting from our very first delivery in Sweden we compensate our carbon dioxide emissions, even by 110%. We want to do even more good, but we see that electrical vans and trucks are not yet efficient enough to be able to do the job and we see that consumers are not yet willing to pay extra for fairly sustainable deliveries. Sustainability is extremely important for Budbee and by combining bikes, EV and HVO 100, our goal is to become fossil-free during 2020.

In addition, we are building our first self-sufficient terminal in northern Stockholm that can charge a full electric fleet with solar panels, something we aim to make possible at more of our terminals. Customers as well as government policies will demand yet more sustainable services, like the city of Amsterdam aiming to be emission free in 2025. I think it's a very good ambition and I am confident companies like ours can make it."

It seems that the Dutch people are champions in returning goods bought via e-commerce. Are there any solutions for that from your point of view?

"That's a dilemma. For example, in fashion, customers are returning more than 50% of ordered goods. I would welcome a solution at the front end, to prevent returns from even being needed. One solution would be to make better fitting suggestions when consumers choose their products. Though

I think e-commerce itself is only going to increase as people have less and less time. With increasingly hectic lifestyles, people want to buy online and have their stuff delivered at their home instead of having to go to the shops. There will always be returns, but we can try to handle the returns in the most efficient way. We are on the streets anyhow and when we go to the merchants to pick up the goods to be delivered, we can also bring the collected returns back to the same merchant again. That means there will be hardly extra driving needed."

Do you believe paying for returning packages?

"When the technology is not yet good enough to provide better suggestions to consumers, the first solution to reduce returns could be to have customers paying for them. Because then customers will become less inclined to order more than they need. I do however think that such discouraging measures are not the optimal solution. There has to be rules and regulations for the whole branch making sure that the same rules are implemented everywhere, since when one shop is not offering free returns the customers will go to the ones who are."

Why did Budbee choose the Netherlands as the first country to enter outside the Nordics?

"Well, the Netherlands has a mature e-commerce market. The e-commerce branch has been one of the front runners in Europe in size per capita and also in how fast it has grown. The choice has partly to do with the dense population and how well people connect to internet, but it has also to do with infrastructure. It is all very well arranged in the Netherlands, meaning we can very efficiently reach many people within a short distance. We can serve the whole country and reach 17 million people with a rather low complexity. Since our launch in September 2019 we do multiple thousands deliveries per day. This is already pretty good, but we want to grow even more. For a Swedish company to start up in the Netherlands is quite easy, the good infrastructure helps you get started. For example, there are plenty of co-working spaces making it relatively easy to find an office location. Furthermore, Dutch people know their English."

I think the Swedish culture is similar to the Dutch culture, though sometimes I do find that Swedes have more structure. Take for example the apartment buildings in Sweden. They often have just a door code to enter, while in the Netherlands all buildings have different entries. One you enter with a door code, the other with an intercom and yet another with a key. Moreover, I think that Swedes are maybe a bit more introvert. For example, in Sweden we have an option in our delivery service to leave the package at the door. Many people in Sweden choose for this option although they are at home, avoiding meeting the delivery person to have a little chat. In business I think the Swedes like to start the meetings with a little small talk like "How was your weekend?" while Dutch people are more like "Okay, get to the point, I want to finish this meeting."

Are you marketing yourselves as a Swedish company?

"Yes, we are. I think we have some nice Swedish tech predecessors that have paved the way, like Spotify and Klarna for example. I think it is an advantage that people know that we are

a Swedish company. We are a high-quality delivery company where everything is centered around the customers and the quality, so the association with Sweden and quality at a good price is to our advantage, just like IKEA."

What are your biggest challenges moving forward?

"On the business side the big challenge is the sustainability part of it. There is a mismatch maybe in what the consumer demands when it comes to sustainability versus what they are willing to pay for."

And of course, growing in a fast-paced environment is always a challenge, but a fun one! When you're scaling and growing fast, you need to make sure you have the right company culture within the team and that everybody stays on board and is excited. It is important that the team believes in where we're going and feels part of that journey. Culture is key for us and means that we value everybody's opinions and ideas. We are open and transparent, and we want everybody to feel part of the family, so to say. Having that in place in all countries where we are active is one of the highest priorities. Our mission is to be the best delivering experience in the world, so we are starting with Europe and continuously looking into new opportunities and new markets. We will keep on expanding."

What about the log-tech industry, what about gender equality?

"Yes, an important topic. I think in tech and especially in logistics, it is hard to find women, though I think it is really important to bring in the mix into decisions and perspectives. Out of our 16 employees in the NL head office, we have 5 female employees today, but we would love to increase that balance. Society could support that more, both in terms of policy and values. It might be a self-fulfilling prophecy that maybe the society doesn't think women can handle tech, but that is totally not the case. I think there are some very good role models we can hang onto more."

Collaboration with the Swedish Chamber.

"I think it is great to have this podium to be able to get an interview in the Annual Review and to create awareness with your members. It was a great honor receiving the Entrepreneurs Award last year, which also gave publicity in the Chamber network. I enjoyed very much meeting the ambassador and the other new Chamber members at the Swedish Chamber New Member Lunch earlier this year and to have inspiring discussions on common topics. Maybe at first you don't think you could contribute to the network, but then when you meet and talk to other member businesses you notice that there is actually a connection, and you never know where that can lead to in terms of collaborations. That is very valuable. When it comes to the Chamber events, I saw you were organizing Women in Tech last year, the kind of events that can be very important for us to participate in."

By Josefina Lundh and Kerstin Gerlagh

Quinyx Happy Workforce - Happy Business

THE QUINYX STORY began in 2005, when Erik Fjellborg Founder & CEO, was flipping burgers at McDonald's in Örebro at the age of 17. He noticed that there were problems with scheduling the shifts for the personnel and he developed an idea that wouldn't just change his life, but would change the lives of millions of people around the globe. In 2007 he had created Quinyx, a workforce management system recently named one of the top 50 super-scaleups in Europe.

In 2019, Quinyx opened their office in Amsterdam. Now they have offices in eight countries: Sweden, UK, Finland, Germany, Norway, Denmark, and the US, and customers in around 40 different countries.

The urgency for workforce management

Millions of people are working on an hourly basis around the world. Sectors like hospitality, logistics, healthcare, retail and other service industries are currently employing over 1.5 billion people worldwide. People who work uncomfortable hours, earn minimum wages, have no say and experience a huge lack of trust, as well as lack of flexibility – in industries where it is needed the most. This is the field where Quinyx wants to make a difference.

Creating a happy workforce, creates a happy business

Sam Mirson, Country Manager at Quinyx Netherlands, explains how they make a difference: "Quinyx supports business from bottom up. I think this is a Swedish mentality if you look internationally. We empower the employees by improving their work lives. Because an engaged workforce, according to Gallup, is 20% more productive. People who enjoy their work will grow, develop, provide better customer service, and create a successful business."

Everything in one place

Quinyx makes labor-intensive processes easy. With a 4.5 score in the App Store and Google ratings they are the best in class. Sam Mirson: "We invest heavily in our product, all the money that Quinyx makes we put back into the product, so the product is evolving very quickly. It's more than managing schedules or time registrations, the AI-forecasting, and integration to external salary systems are important features for businesses."

The value of data

Artificial intelligence feeds on the amount of data, with 800 clients, 500.000 active users and 14 million app logins per month Quinyx has a lot of data on how people interact with work. Sam Mirson: "This is really interesting to look at, for example how much people look at their schedules, applying for leave, giving notice of interest to take shifts and swapping shifts with each other. You can compare your own data or with data from other companies to optimize for better results. The data gives really good insights. For the Corona pandemic, we can help our customers to track potential covid-19 spread. If they have an employee that has been confirmed as covid-19 positive, we can help to quickly find out who has worked with that person

for a chosen period. With this data you can really make a difference in people's lives".

Flexibility is key

Research in the Netherlands showed that the number one reason why people leave their jobs is lack of flexibility. With 54% the percentage is much higher than any other country in Europe. Followed by career progression and salary at third place. Sam Mirson: "If we look at the data, temporary employments in the Netherlands is at 21,5% which is 85% higher than the rest of Europe according to OECD. In the Netherlands 55% of the people aged 15 to 24 have a temporary contract. And that is also quite high but people here seem ok with it because only 6.3% of those are involuntary.



This is why we make things easier for the managers with our app. For example, with the shift swaps. They can push a button and see who is available with the right skills, and within HR regulations in a second. And we can also enable to punch in and out at more places when a company has multiple locations."

The answer to laws and regulations

"At Quinyx we have the highest standards of security. With banks and government institutions as customers, you can imagine how important this is. Quinyx is compliant with all the GDPR-related (AVG) and personal data security regulations. When it comes to compliances in the Netherlands it helps us being from the Nordics because our labor laws are quite similar. There are also changes in the Netherlands because of the new WAB rules that came into force the first of January this year. We are fully compliant to those new regulations."

Clients and Partners

Quinyx is working with many global brands in the Netherlands such as Rituals, Hanos, Swarovski, Flying Tiger and many more. Sam Mirson explains their strategy: "We work very tightly with partners. We collaborate with sales & marketing activities so we can introduce our customers to each other, for example by organizing "lunch & learns". We do the implementations in co-operation with partners so they can leverage on our success. We are open to expand even more with partners to generate more local presence."

The benefits for customers

"We save at least 50% of admin time for our customers. Those hours can be utilized for more productive tasks than sched-

uling, helping our customers earn more money. We also see that the employee engagement increases with 10% at all our customers and that employee engagement is translating into 5% percent more sales. We see a reduction in 12% on payroll costs when you start using Quinyx and you are able to reduce sick leave, because you actually co-create the schedule with your employees.”

Sustainability policies

With the green movement in full swing, what is the Quinyx policy for Sustainability? Sam Mirson: “We have sustainability policies at Quinyx. For example, we do a lot of video conferences instead of meetings in person. And when you have to travel we use the train, if possible, instead of flying, to reduce the carbon footprint. In our social updates we motivate each other to calculate how much CO² emissions we saved”.

2019 CHAMBER HIGHLIGHTS



(Photos: Hanne Hansen and Swedish Chamber of Commerce)

Ericsson Netherlands Celebrating its 100th Anniversary

2020 MARKS A SPECIAL year for Ericsson (NASDAQ: ERIC), as the Dutch branch on Ericssonstraat in Rijen celebrates its centenary.

Ericsson's sales in the Netherlands started in 1892 through the company Nederlandsche Bell Telefoon Maatschappij, which operated the telephone network in major Dutch cities. In 1920, Ericsson became the majority shareholder of a small production company that was founded in 1907, subsequently changing its name to N.V. Nederlandsche Ericsson Telefoonfabrieken.

A milestone: 100 years of Ericsson in the Netherlands

Ericsson and the Netherlands have already reached many milestones together. One hundred years ago, Ericsson supplied all the equipment for one of the first telephone networks of what was then the PTT (Staatsbedrijf der Posterijen, Telegrafie en Telefonie). Ericsson also implemented the very first mobile network (NMT - Nordic Mobile Telephony) in the Netherlands. Bluetooth technology, which connects billions of devices worldwide, was invented in the Ericsson R&D center in Emmen. They were also the first to initiate 3G networks and 4G voice calls in the Netherlands.

Since 2019, Ericsson has a 5G network live on the Ericsson Campus in Rijen, called Ericsson's '+31 Garage'. Ericsson Netherlands made the investment to have the 5G network up and running on the own premises. The company has been developing various use cases here for some time and, together with various Dutch universities and colleges, is testing many 5G applications.

"We have been committed to innovation since day one and we are ready to switch on 5G today.", says Everth Flores, CEO Ericsson Netherlands. "We are very proud to have been active in the Netherlands for over a century with currently around 900 employees. The developments in a hundred years have gone so fast, it makes us proud when we look back and see what we have achieved and what we have contributed to in recent years. The history of Ericsson and the Netherlands is long, and we are ready to write history together again in the coming decades with new, innovative technology".

The Netherlands ready for the future

Just like the past 100 years, Ericsson continues to focus on innovation in the Netherlands and the rest of the world. This puts Ericsson at the forefront of 5G. With 81 commercial 5G contracts with unique operators, including 25 live commercial networks, Ericsson were first to launch live commercial networks across all four continents, including Europe, in all frequency bands. The hardware of the Ericsson radio system has been 5G ready since 2015 to be upgraded to 5G with a remote software installation. Meanwhile, Ericsson delivers



more than 4 million 5G-ready radios to customers worldwide and every day the company transmits enough 5G-ready radios to cover a large part of the Randstad.

Ericsson has the right 5G portfolio in place to enable customers to deploy 5G networks in all main frequency bands for global deployment and utilize their valuable spectrum assets in the fastest and the most efficient way. This is proven in live networks with the best performance results, so our customers have every opportunity to be ahead with 5G. Ericsson have built up vast experience and industry leading capabilities to support new and existing customers in transforming their networks. They have the resources and the supply chain capacity to meet fast ramp-up market demands as 5G is introduced globally.

Ericsson are committed to enabling Dutch service providers, industries, and governments to benefit from high-speed, high-quality and trustworthy connectivity. In doing so, they are laying the groundwork for the country's ongoing digital transformation.

With more than 49,000 granted patents, Ericsson has the industry's leading intellectual property portfolio in Europe and are leading the development of 5G. In doing so, they are contributing significantly to Europe's next technology frontiers. The Netherlands and Sweden have had a strong bond for centuries. "Both countries are world leading, innovative and highly digitalized economies and 'early adopters' when it comes to using innovative technology", says Annika Markovic Sweden's Ambassador to the Netherlands. "The longstanding relationship that Ericsson has built in the Netherlands over the decades is of great value in this partnership and we foresee a strong, continued collaboration on innovation between Sweden and the Netherlands in the future".

</salt> Launch Salt Amsterdam

On February 13, 2020 </salt>, School of Applied Technology Amsterdam was launched at Epicenter Amsterdam with a mission to create 24 future IT developers.

DURING THE INSPIRING launch event we met Richard Andemark, CEO and Co-founder, and Marcus Hammarberg, Head of Quality and Curriculum, to learn about the methods </salt> use to succeed in training developers in only 3 months, about diversity in tech and how </salt> can strengthen the domestic workforce.

"We who founded </salt> are ourselves a part of the tech industry" says Richard Andemark, CEO and Co-founder. "We have seen how the lack of developers is hampering the growth of companies that want to expand. </salt> is our way of doing something about the problem."

According to </salt>, Europe needs 500 000 new technology professionals by 2020 and the number is growing. JavaScript is the most sought-after coding language over the next 3-5 years. At </salt> they teach the learners how to code and how to work in a real-life, agile development team providing an accelerated training and career program, also building real products and prototypes for real tech companies during the training.

</salt> is striving for a richer diversity in the European tech industry and believes that professional organizations should mirror the population's diversity. With the accelerated career program it is their ambition to increase the number of women and new Europeans in tech.

What can </salt> do for companies?

"We help companies with training and provisioning of software developers by developing a predictable and stable recruitment pipeline of software developers to a company. In that way you enable your team to grow with new hires that have the technical and interpersonal skills they need to succeed. We help decrease new hires' time to productivity by providing practical, job-specific training, simulating real world agile development teams for 3 months prior to joining your company. We make it possible for companies to bring in diverse and technical talent directly from </salt>. We find, test and recruit the most driven and tech savvy talents to our Career Program where we train future talents with our industry leading instructors. We will train your new employees, so they are ready to become productive in your dev teams. Another possibility we offer is upskill & re-skill. With this training we transform your team members through rigorous, intensive and customized training programs in order to keep up with new technologies and business challenges."

The first </salt> class will graduate May 1, 2020 and the next will be ready to start two weeks later. Stay tuned with </salt> and contact Robert Brighton, General manager </salt> Amsterdam, for more information.





Healthier machines on the go

If you could foresee machine failure you could plan maintenance accordingly and get the performance you want. To do so you would need the right tools to analyse it. SKF Enlight ProCollect is one of key offerings towards proactive maintenance without the need for extensive training or diagnostic expertise. It combines an easy-to-use sensor with a mobile app and a web-based portal and therewith allows maintenance engineers to quickly identify machine condition, share the measured machine health data and get support from SKF Remote Diagnostic Centres when needed.

SKF is a leading global supplier of products, solutions and services within bearings, seals and lubrication systems. Working to reduce friction, make things run faster, longer, cleaner and more safely. Doing this in the most effective, productive and sustainable way contributes to our vision of a world of reliable rotation.



Meet Rens Goudsmit and Lex Keukens, tech lawyers at TK Tech

With effect from January 2019, the specialists of the Information, Communication & Technology sector have operated from the heart of the smart city of Amsterdam. With its headquarters in high-tech city Leiden, TK now has a presence in the heart of the areas where technological developments are happening in rapid succession and where start-ups and scale-ups are continuously working on the Next Big Thing. Amsterdam is one of the world's most important start-up hubs. Within that ecosystem, there is a need for specialist legal knowledge. TK's tech lawyers are experts in such fields as privacy (GDPR), intellectual property, M&A, blockchain and artificial intelligence.



Lex Keukens, tech lawyer

"The main reason why we decided to start TK Tech was that we found that there is a gap in the law area when it comes to new technology and innovation. There are a lot of big law firms that are providing their services to the big corporations in the Netherlands, but they don't have the expertise on new innovations and the legal aspects of those technologies.

Rens and I, we are convinced that all the companies that are working in those fields are investing a lot of their money in new innovations and they need high level advise and expert analysis on those innovations from a legal point of view. So that was our main starting point. TeekensKarstens is located in Leiden but we found it important that TK Tech also should be present in the smart city of Amsterdam.

I was already a lawyer in Amsterdam for about 7 years, but then Rens and I discussed the plan to realize TK Tech which we presented to the board in Leiden. We really believe this is the future and we were ready to take this plan to the next level here in Amsterdam. TeeksensKarstens received the idea very positive and so I joined TeekensKarstens and started TK Tech together with Rens".



Rens Goudsmit, tech lawyer

"At TeekensKarstens we are working in branches, we have six of them. Real estate, Education, Health to name a few. When I was asked to lead the sector of Information, Technology and Communication that was like your mouth full and therefore, we came up with TK Tech which is a much better name. People would recognize it and remember it. I knew Lex from our studies so when the opportunity came by to setup TK Tech together it was a great joint adventure. We really want to focus on the new technology, so we want to help startups, but also scaleups and our existing clients in every face of their innovation journey with the challenges they are facing. The thing is, that the existing legislation is not made for all the new technologies, and (new) technologies are evolving every day. So, while they are building every day on new technology the existing legislation is falling behind more and more. That is where a tech lawyer comes in and help the companies to define what is their (legal) playing field. What boundaries do you face and what opportunities do you have, and most important, where can it add value to your business model?"

Laws and regulations are often not adapted to new developments

Rens: "We translate issues in the technology sector into the best and most practical legal solutions. We develop close relationships with our clients and take on a connecting role. We know the sector and the issues that also will be relevant in the future. As tech lawyers, we leverage our knowledge and experience to forge the essential link between innovation and regulation. New technologies and developments are also leading to innovative, interesting and complex legal issues. Current laws and regulations tend not to have been geared to these new developments yet. There is still no obvious answer to questions such as: how do the principles of the GDPR affect the documentation of all manner of transactions in a decentralised blockchain? Who is liable if a self-driving car causes an accident? Who holds the copyright if a robot writes a book? We address these questions by understanding the

technology based on our legal knowledge and knowledge of the sector, always with a keen eye for technology.”

Lex: “We are learning from our clients. We are working with startups, scaleups from the Netherlands and Europe, but also from the rest of the world. So we are learning by doing when we have to find out what their legal playing field is and how we can solve their challenges. But we are also talking to policy makers and attending events of importance to our clients. We also work together with universities and high schools by giving presentations and to learn from them.”

Growth through connecting

Making connections is key for TK Tech. The network TK has built within the sector has opened up to, and expanded for, clients in this growth sector. Especially in this sector it is crucial to share best practices and knowledge. That is why TK Tech is located in a co-workspace at Keizersgracht and why its tech lawyers are members of various Dutch and international networks. The new office is also an important link in the further expansion of TK’s international practice, which has a particular focus on international dispute resolution, M&A and start-up and scale-up growth support services, including assistance in investment rounds by venture capitalists, informal investors and/or angel investors.

Help to build products and services of the future

Lex: “For instance, we have the copyright law from 1912 and it states that only natural persons can be the holder of copyrights. But there has been case laws after that, so it is not like the law has not been updated and developed since 1912. There is a lot of case law, also a part of the legal framework. Though, sometimes you need a new framework, for instance with the GDPR, when you look at the personal data and how to protect it. You can not work based on an old legal framework, you need updates. As well as when it comes to AI, I am sure we definitely need some legal framework on a short notice.”

Rens: “The authorities need to be open and supportive of the use of new technology, which is something we need to work on together with the policy makers, using the know how’s of the startups and the scaleups. For example, TechLeap is an important organization in that field to encourage working together, to see what is needed from the startup’s side but also what needs to be regulated by the authorities.”

Lex: “It is also important to look into this as quickly as possible because as there is not a concrete legal framework for instance on AI, you see that Europe is lacking behind compared to the United States or China. In the United State there is more concrete legal legislation about AI. What you see is that the big corporations who want to invest in technology are researching the AI field and they see that there is no concrete legal framework. Europe definitely need some framework there.”

TK Tech is home to a passionate and enthusiastic young team that is committed to providing legal and strategic services to innovative organisations to help them work towards success. Its tech lawyers are not just legal partners, but they also serve as

strategic advisers and linking pins. They facilitate, protect and help develop the products and services of the future.

Rens: “A big difference at TK Tech is the starting point. Normally as a lawyer you would always start from the law and with us, we want to understand the technology first and then see what law is existing on this point and what is needed for those companies to take it to the next step.”

Lex: “At the moment we are looking for another tech-lawyer to increase our support and I guess we will be looking for even more support in the near future. And we are always looking for enthusiastic students to join us.”

TK Tech collaboration with the Swedish Chamber

Rens: “I think the collaboration with Swedish Chamber is going really well, we really enjoyed hosting the “What’s New” program last year and we joined the business update to Stockholm where we met some new companies. For instance, we did the 5G tour at Ericsson and that was really interesting.”

Lex: “We want to work even closer with the Chamber and the members in the future and to see what kind of new projects we could work on together with them.”

Rens: “We are looking forward to meeting the members of the Swedish Chamber, especially in tech. We want to see what we can learn from them, both technique and company wise, and to see if we can get some good collaboration out of that.”

Lex: “Swedish Chamber is one of the networks in my point of view that is really focusing on tech.”

Rens: “And the best thing is that we can connect Sweden and the Netherlands, so that we don’t only have the know-how in the Netherlands, but als in Sweden.”

By Lina Stackegård and Kerstin Gerlagh

About YP - Young Professionals

THE SWEDISH CHAMBER of Commerce Young Professionals is a meeting platform for professionals aged 23-36, in the beginning and midpoint of their career. Young Professionals gives you the opportunity to develop your career skills by meeting people in top positions or by participating in business and social events such as leadership trainings, mentorship programs and company visits. YP also organizes a wide range of social and cultural events such as Crayfish Party, Lucia Celebration, The Swedish National Day, Midsummer Celebration.

By becoming a member of YP you will also get access to all Swedish Chamber events, often at discounted price. This is a great opportunity to achieve valuable business relations, exchange experiences and get in contact with inspiring companies in the Netherlands.

Young Professionals member benefits include:

- Invitations to all Young Professionals business and social events
- Access to the Swedish Chamber of Commerce many events, often at reduced prices
- Access to the Swedish Chamber Young Professionals mentorship program
- Opportunity to meet leading business men/women through the Chamber's 151 member companies
- Swe-News, the Swedish Chamber's digital newsletter

Words of the Chairwoman

ANOTHER GREAT and, literally, eventful year is behind us. For the Young Professionals of the Swedish Chamber, the last year meant another successful year of forming new professional connections, new friendships, hosting old but gold traditions and embarking on new concepts.

What inspired me to join the Young Professionals network of the Swedish Chamber of Commerce in the Netherlands during the YP's 10-year-old anniversary on 22 September 2017, was the great energy during the event, the diversity of people and the hot topics discussed that evening - innovation & entrepreneurship. And this is what I still see that drives new people to join our amazing network, and the 'old' people to stay. The Young Professional network is a place where Swedes can feel at home away from home, where others can learn how it is to live, work, and socialize in Sweden, and where we blend this all together while indulging in the Dutch culture. The network is also a place where we create new professional connections, learn about new industries and topics, and through which many of us find new job opportunities.

In the year of 2019 we did all of the above in great spirit by hosting multiple pub quizzes; the Mentorship program and the Women program, numerous lunch talks on hot topics,

brought in the light at the Lucia event and networked during numerous afterwork activities. Our move to the Epicenter building in Amsterdam also made us a little bit more, well, epic. We got to join the official opening party of the Epicenter, we get to mingle with the hottest start-up scene in the city on a daily basis, and we can now call the amazing and sustainable building our home. On top of all of this, we introduced a new concept - the collaboration of the Nordic Chambers of Commerce for the Young Professionals. This means that each country will host a new event each quarter, bringing us to new parts of the Netherlands and to new Nordic networks and friends.

It is with a lot of joy I look ahead to 2020; a year where we get to do more events, have more fun, and introduce maybe even more concepts. We would also in 2020 like to focus even more on what the Young Professionals would want us to organize, so if you have ideas - please let us know. And lastly, I hope to see you all soon.

Marta Radinovic Lukic
Chairwoman Young Professionals of the Swedish Chamber



The Committee



Charlotta Björk
Committee Member



Sanne Creusen
Committee Member



Steffi Öhman
Committee Member



Melina Bendelin
Committee Member



Oliver Karlsson
Committee Member

2019 YP EVENTS



January 29

Young Professionals New Year's Pub Quiz
Sponsored by Undutchables



February 7

**Mentorship Program Meet Up III
International Business Culture and Networking Skills**
By Mercuri Urval, sponsored by Inter IKEA Systems B.V.



February 13

**Swedish Chamber Women Business Program – Leadership Communication –
Building a Sisterhood and Manage your Work-Life-Balance**
By MH Leadership



March 3

Fettisdagen (Fat Tuesday) with Young Professionals at Selma's



March 6

Movie Night at Epicenter Amsterdam



March 14

Cocktail After Work with Young Professionals



April 16

**Swedish Chamber Women Business Program – Leadership Communication –
Overcome Perfectionism**
By MH Leadership



April 25

The Swedish Chamber of Commerce Mentorship Program, Final Dinner
By Mercuri Urval, sponsored by Inter IKEA Systems B.V.
Final Dinner offered by AIMS International, Ericsson, Handelsbanken



April 27

Business Women Program 2018 Leadership Communication
By MH Leadership



June 6

**After Work with Young Professionals – Young Professionals Celebration of the
Swedish National Day**
Sponsored by Undutchables

2019 YP EVENTS



June 15

Midsummer with Young Professionals



September 7

Crayfish Party

Sponsored by Inter IKEA Systems B.V., Northern Delight, Nordholm Design & Photography



September 17

Swedish Chamber Women Business Program – Leadership Communication – How to Handle Different Personalities

By MH Leadership



October 7

#NordicTalks – Artificial Intelligence Forum

Nordic Collaboration by the Nordic Chambers, the Nordic Embassies and the EU Commission

Sponsored by Ericsson, Söderberg & Partners



October 9

The Swedish Chamber of Commerce Kick off Mentorship Program 2019-2020

By Mercuri Urval, sponsored by AIMS International, Inter IKEA Systems B.V., Handelsbanken



October 17

YP Pub Quiz

Sponsored by Undutchables



November 13

Nordic Young Professionals After Work at Mooie Boule



November 26

Swedish Chamber Women Business Program – Leadership Communication – Ask for the Money

By MH Leadership



December 3

The Swedish Chamber of Commerce Mentorship Program Personal Development

By Mercuri Urval, sponsored by AIMS International, Handelsbanken, Inter IKEA Systems B.V.



December 12

Young Professionals Lucia Celebration



2019 YP

(Photo: Carolina de Klerk Nordholm)





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