



finnish dutch  
trade guild

# *Annual Report 2013*





## **Introduction to the Finnish Dutch Trade Guild**

The Finnish Dutch Trade Guild is a unique non-profit organization for Finnish-Dutch relations with business content. We provide a networking platform for our members; companies that have bilateral interest between Finland and The Netherlands, and business professionals with ties to Finland, in the Netherlands.

We believe in the power of Finnish and Dutch business relations. We offer professionals a way to share their common interest in Finnish-Dutch connections.

Companies and professionals join us for various reasons: they see us offering possibilities to develop their business opportunities, increase their business knowledge and widen their network of interesting people, and to create new personal and business related contacts. We also support the personal development of our members and help people to share experiences about the Dutch-Finnish business and business culture.

Our members are passionate and voluntarily willing to share their knowledge, experience, and support to empower the existence of the Guild. These members form the core of the activities of the Guild and they are very valuable to us. We offer for our member companies possibilities to present themselves and their business through hosting, organizing and sponsoring FDTG events, and therefore are welcoming any new discussions for co-operation opportunities.

We also work with different stakeholders and other bilateral business clubs, like the Swedish Chamber of Commerce, the Danish Dutch Business Club, FinnCham Network, Team Finland, the Embassies of Finland and The Netherlands, and Webster University. New collaborations are continuously looked for as they offer great opportunities for widening our services and network for our members.

We have identified three main member groups: Corporate members, Individual business professionals & entrepreneurs, Young Professionals & Students. Besides the common FDTG services all these groups have needs for their own services. We are aiming to offer more specific services for these groups. The new mentoring program is a great example: through this program we can help the young professionals with their personal growth and also provide new insights for our more experienced members. Also for our corporate members we are planning more custom made services.

Because the business professionals today are facing various challenges in the demanding International environment. That is why the Finnish Dutch Trade Guild aims to offer a hand to support our members to survive even better in this environment. We want to show that networking does not always need to be serious business and that business can be fun too.



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## Words of the Honorary Chairperson

Trade between Finland and the Netherlands is essential for both our countries. Since I arrived here last September I have met small and big Finnish companies and organizations. I am grateful for the insight these meetings have given me and hope that our cooperation continues in the coming years.

Especially thankful I am to the Finnish Dutch Trade Guild who is doing extremely valuable work in bringing the companies and investors in both countries closer together. Knowing and meeting, especially in the beginning, is crucial for every company. I believe that without the activity of the Trade Guild many occasions would have been lost. I hope all the members of the Guild join us in this effort for the good of our countries. And companies.

In the spirit of Team Finland: the Embassy is at your service.

Ambassador of Finland to the Kingdom of the Netherlands  
Liisa Talonpoika





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## **The Board of the Finnish Dutch Trade Guild**

This is my first year as Chairperson of the Finnish Dutch Trade Guild. It has been interesting, challenging and great fun. Hereby a short peek to our Board:

In the beginning of the year, I was asked to take over the chairmanship from Wim Koster because he no longer could combine the work with his position at KONE. It is an honour to me to be fulfilling the position as the first woman on the Chair in the 25 years Trade Guild history. The activities of the Trade Guild are by far organized by the Board. All board work is based on voluntary efforts of the Board members and I am proud to see what great energy and efforts the board members are delivering in executing and organizing it for all of us.

We started the year 2013 with only 5 board members: Wim Koster, Petra Wullings, Ismo Vaittinen, Hanne Österberg and Jos Grond. At our Annual General Meeting on 22nd May, Anni Huovinen, Nella Mikkola, Susanna Nevalainen and Kari Anttila were appointed to the board positions. At the end of 2013 Jos Grond resigned because of the workload in his new job. Board members are supported by our General Manager. After being a board member for eight years Patrice van der Heiden was appointed to this role. Thanks to Patrice we have a well-functioning office, and secretariat up to the point. Patrice has also enabled the Trade Guild to rise on the level as a professional business club where we are today. Also our other former chairman, Jan Hogen, is still active for the Guild, and mainly focusing on cultural matters at the board meetings.

In September 2013 Mrs Liisa Talonpoika succeeded Mr Klaus Korhonen as Ambassador of Finland here in The Netherlands. Mrs. Talonpoika has proven to have a really active approach supporting the bilateral business between Finland and the Netherlands. Therefore the board of the FDTG is happy that she accepted the honorary chairmanship of the Trade Guild.

We will start the year 2014 with a great combination of enthusiastic people with different industry backgrounds, young and senior professionals, Finnish and Dutch. I believe that this mixture brings us towards new opportunities and solutions to develop the Guild further for our members.



Chairperson of the FDTG  
Petra Wullings

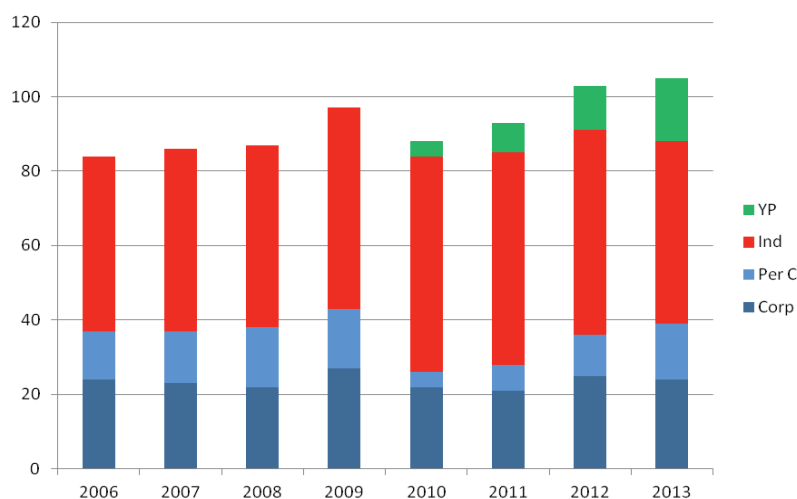


## The Office of the Finnish Dutch Trade Guild

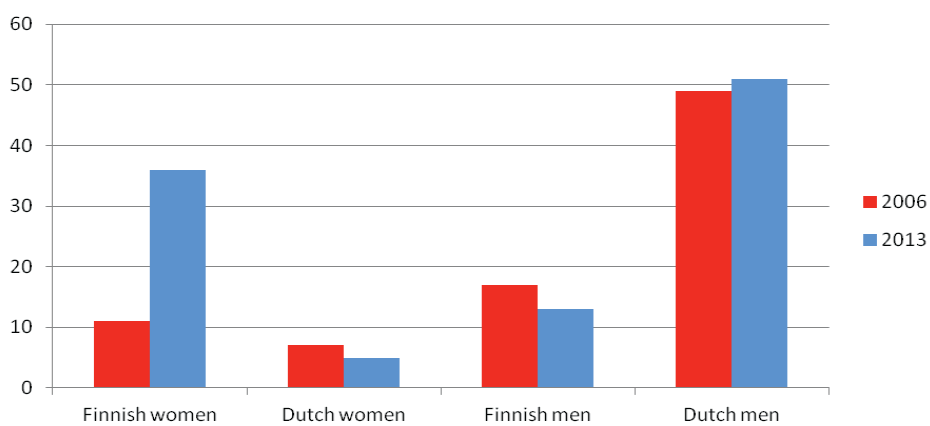
### Members

Since about the year 2000 the number of members of the Guild was always between eighty and ninety. Every year we lose some due to all kind of reasons; people stop with their business or change their job and others go back to Finland. Especially last year several members left the FDTG due to the economical crisis. But all the time we manage to get new members as well. In 2013 we registered 19 new members what brought the total on a total of 105 members per the end of the year.

<b>Members per 31/12/2013</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>
Corporate member	27	22	21	25	24
Personal corporate member	16	04	07	11	15
Individual member	54	58	57	55	49
Young professionals	00	04	08	12	17
<b>Total</b>	<b>97</b>	<b>88</b>	<b>93</b>	<b>103</b>	<b>105</b>



In 2010 we started a new initiative namely 'Young Professionals'. Slowly the number of YP members is growing and the board expect a further growth during the coming years. Another interesting development is the number of Finnish women who joined the FDTG during the past years. In 2006 out of our members there were only 11 Finnish women; at the end of 2013 we had 36 female Finnish women our members.





### Events

Also in 2013 we were able to offer a broad spectrum of events; pure business events, some more social events and gatherings for the Young Professionals. Due to our cooperation with the Swedish Chamber of Commerce and the Danish Dutch Business Club many of their business event were also 'open' for members of the Finnish Dutch Trade Guild.

Although all events were nice and interesting we like to highlight three events. First of all the business luncheon with keynote speaker Mr Harri-Pekka Kaukonen, President and CEO of the Sanoma Group. Almost 40 participants, among which the ambassadors of Finland, Estonia and Norway enjoyed a nice lunch and heard about e-learning activities of Sanoma.



On 27th September the Swedish Chamber, the Danish Dutch Business Club and the Finnish Dutch Trade Guild organized together a seminar on Social Media. Each organization was able to 'deliver' a guest speaker. The venue was a bit more Swedish, the giant Ice Cube came from Umeå, but at least very special. The feedback on this breakfast event was very positive.







In September Mrs Liisa Talonpoika started as the new Finnish ambassador here in the Netherlands. In order to offer the ambassador an efficient way to learn the Finnish-Dutch business community the Trade Guild organized a so-called Meet & Greet event. In an elevator pitch of one minute members could introduce themselves and their company. This turned out to be a very interesting and useful event, not only for the ambassador but also for all attendants. KONE offered the hosting and catering.



Day	Events		participants	
			FDTG	Total
31.01	Vattenfall breakfast meeting	(SweCham)	6	46
14.03	Intertrust's Nordic company presentation	(FDTG)	10	30
30.05	Annual General Meeting	(FDTG)	28	31
12.06	SweCham Golf Tournament	(SweCham)	??	??
22.05	Business Luncheon with Harri-Pekka Kaukonen	(FDTG)	15	35
04.09	CEO Mingle with Mats Granryd	(SweCham)	??	??
22.06	FDTG Herring Party	(FDTG)	15	??
20.06	Midsummer	(FDTG/VNF)	3	??
10.10	Nordic Breakfast meeting on Social Media	(SweCham/DDBC/FDTG)	16	78
31.10	Meet & Greet Ambassador Liisa Talonpoika	(FDTG)	35	51
06.11	Branding seminar with Julian Stubbs	(SweCham)	??	??
20.11	CEO Master Class Luncheon with Ronnie Leten	(SweCham)	1	20
06.12	Global Macro Outlook Handelsbanken	(SweCham)	4	110
27.09	Finnish Independence Day event	(FDTG/VNF/Emb/Church)	50	112



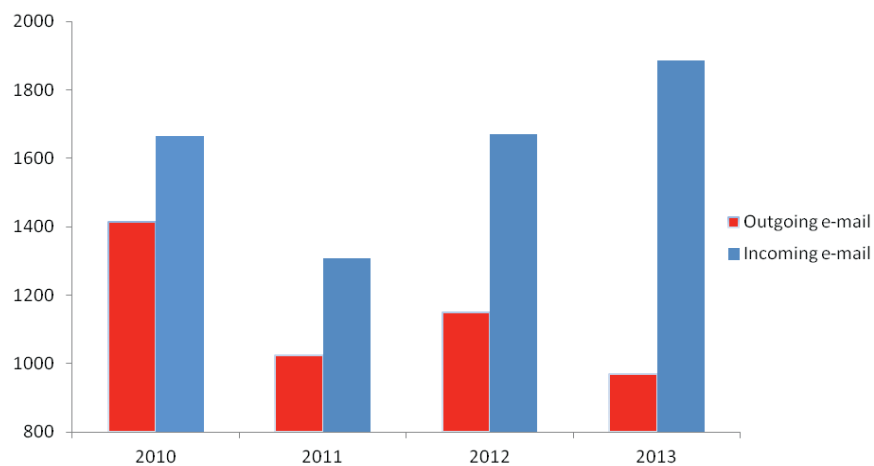
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#### **The Finnish Dutch Trade Guild network**

Although the Finnish Dutch Trade Guild is a rather small organization run by volunteers, we have been able to play an active role in the Finnish Dutch business network during the past years. There is a good contact with Finnish embassy in The Hague as well as with the Dutch embassy in Helsinki. The FDTG is member of FinnCham, the global networks which connects trade associations, chamber of commerce and guilds all over the world in order to encourage the internationalisation and promote export efforts of Finnish companies.

Already for several years now we have a very pleasant cooperation with the Swedish Chamber of Commerce and the Danish Dutch Business Club. The Chair Persons and/or the General Managers can 'find' each other very easily but also more and more members are willing to visit events from the other business clubs.





Due to the fact that the number of members is growing and because of our growing role in the Finnish Dutch business network as well as in the Nordic network here in The Netherlands the work to be done by the FDTG Office is growing every year. In 2013 we received for example 1.886 e-mails (without spam, out of office replies etc.) and we sent 969 e-mails.



General Manager FDTG  
Patrice van der Heiden



## Young Professionals in the Finnish Dutch Trade Guild

Young Professionals club is open for our members under 35 years and it is especially designed to address the following challenges that our young members might have:

1. Students face the challenge to find a good internship placement and graduation assignments;
2. Graduates are challenged by the current economic climate that can hinder starting up ones career;
3. (Self)-Employed find themselves questioning the next steps in life with regards to personal development and career goals.

To support our young members in all of these challenges, FDTG has introduced a mentoring program. Questions about career and personal development are discussed and our more knowledgeable members can help our younger members to find their paths in their life. The registration for both, mentors and mentees, is open. See details below.

Besides the mentoring program, Young Professionals organizes seminars and networking events together with the Nordic clubs and educational institutions. During 2013 we held or participated in:

- Complimentary Professional Seminar and Networking Event, hosted by Webster University: "Doing Business in a Global Environment" on January 25th.
- Young Professionals Dinner, Feb. 15th, themed around Valentine's Day: Faith, Hope and Love.
- Bowling with Young Professionals in Amsterdam March 8th.
- Young Professionals Dinner on July 28th.
- Young Professionals Dinner on September 29th.
- Complimentary Professional Seminar & Networking Event about "Successful Global Negotiations, Mediation, and Cross-cultural Communication" on Friday November 15th organized in cooperation with Webster University.
- Scandinavië XL event in Haarlem on October 27th.
- Pikkujoulut! November 23rd from 18.00 hrs onwards in A'dam. This joint event was organized with the biggest and best unofficial Finnish association found in the Netherlands.

For more information and virtual networking, join our Facebook group at <https://www.facebook.com/groups/YP.FDTG/>. Registration via Kari Anttila.



Board member & YP coordinator  
Kari Anttila



## **The FDTG Mentorship Program for Young Professionals and FDTG Members**

In 2014 we proudly launched our FDTG the mentorship program with a group of 14 members.

Finnish Dutch Trade guild has a large group of members - professionals of many trades. Many of our professionals are experienced and networked members in their business community, mastering their skills on a high level. We also have a rapidly growing number of bright, Young Professionals, who just have started their career and build up their professional network here in the Netherlands and in Finland.

These young people are very skilled, and we gladly support them in providing an extra support for optimal career development and someone to test their ideas. Whereas, the more mature professionals at some point want to share skills and experience that one has gathered in the past years, or have a need for a fresh viewpoint and new insights for their own career development.

Matching the “Masters with the Apprentices” can be profitable on both sides. Changing ideas with someone out of your own network, and your age group, can generate fruitful discussions and open totally new insights for both parties.

We have kicked off our program with a group of seven enthusiastic mentor pairs from various professions. The pairs have had their first meetings already in January to form the plans for the rest of the year. Beside the one-to-one meetings, that form the core process, we also organize regular meetings for the mentor pairs to support the mentorship process, give tips and hints and to listen to feedback to improve our program. Mentoring can also include activities like coaching, networking or counseling, or visiting together (FDTG) networking sessions or make company visits.

If you wish to hear more about, or to apply to the program, please contact our secretariat:  
[info@fdtg.eu](mailto:info@fdtg.eu).

Petra Wullings, Chairperson & Mentor  
Kari Anttila, Young Professionals Coordinator & Mentee



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## Finances 2013 of the Finnish Dutch Trade Guild

*Finnish Dutch Trade Guild  
att. Mr. P. van der Heiden  
Musholm 149  
2133 HR Hoofddorp*

*Roelofarendsveen January 28, 2014*

*Dear Sir,*

*In accordance with your request, we have compiled the financial statements as per December 31, 2013 of the Finnish Dutch Trade Guild.*

*These financial statements are based on the accounting records of the Guild as well as on additional information as provided to us.*

*Yours faithfully,*

*Ingrid van Oeffel-Harteloh AA*

### Balance sheet December 31, 2013

	31-12-2013	31-12-2012
ASSETS	€	€
Bank	9.277	6.806
Prepaid expenses/Receivables	700	634
	<u>9.977</u>	<u>7.440</u>
LIABILITIES	=====	=====
EQUITY 1-1	7.030	3.847
Result current year	2.350	3.183
	<u>9.380</u>	<u>7.030</u>
EQUITY 31-12	9.380	7.030
PAYABLES	597	410
	<u>9.977</u>	<u>7.440</u>
	=====	=====



## Statement of income per December 31, 2013

	Budget Balance	Income	Expenses	Balance	2012
	€	€	€	€	€
<b>Income</b>					
Membership fees	13.000	12.901	-	12.901	13.734
Miscellaneous	100	102	-	102	-
<b>Total income</b>	<u>13.100</u>	<u>13.003</u>	<u>-</u>	<u>13.003</u>	<u>13.734</u>
	-----	-----	-----	-----	-----
<b>Expenses</b>					
<i>Operating costs</i>					
Board					
Fixed allowance	3.000	-	3.000	(3.000)	(3.000)
Meeting	500	-	349	(349)	(130)
Travel costs	400	-	621	(621)	(204)
Representing	200	-	595	(595)	(132)
Other	150	-	81	(81)	(85)
Printings	200	-	-	-	-
Promotion	500	-	410	(410)	(466)
Accountant	350	-	370	(370)	(365)
Website	1400	-	1.075	(1.075)	(1.358)
Representing	500	-	483	(483)	(43)
Miscellaneous expenses	300	-	251	(251)	(207)
<b>Total expenses</b>	<u>7.500</u>	<u>-</u>	<u>7.235</u>	<u>(7.235)</u>	<u>(5.990)</u>
	-----	-----	-----	-----	-----
<i>Club events</i>					
Income	5.000	5.320	-	5.320	(7.561)
Expenses	-	-	8.738	(8.738)	3.000
<b>Balance club events</b>	<u>5.000</u>	<u>5.320</u>	<u>8.738</u>	<u>(3.418)</u>	<u>(4.561)</u>
	-----	-----	-----	-----	-----
<b>Net results</b>	<u>600</u>	<u>18.323</u>	<u>15.973</u>	<u>2.350</u>	<u>3.183</u>
	=====	=====	=====	=====	=====



**Budget 2014**

**INCOME**

Membership fees	14.000
Miscellaneous income	100
<b>Total income</b>	<b>€ 14.100</b>

**EXPENSES**

*Board costs*

- fixed allowance	-3.000
- meetings & travels	-1.250
- other	-250

*Marketing costs*

- printings	-1.000
- sponsoring & promotion	-500
- website & newsletter	-1.200
- representation	-500
- other	-2.000

*Other costs*

- accountant	-400
- miscellaneous expenses	-300

**Total operating costs (€ 10.400)**

*Event costs*

Mentorship program	-700
Event expenses YP's	-700
Event expenses	-3.700
<b>Total event costs</b>	<b>(€ 5.100)</b>

**NET RESULT (€ 1.400)**





I am pleased to state that the financial situation of the Guild is stable.

We have traditionally had a sound buffer for upcoming planned – also – major events and happenings. We did expect that celebrating our 25 years anniversary in 2012 would have made a negative impact in our financial situation. Even though we used more money than planned on the celebrations, we at the same time managed to create extra income as well.

As can be seen from the financials we currently have a buffer of about € 10K. Most delightful is the increase of membership fees through increasing total number of members. Compared to the financial result of 2013 the budget was surprisingly accurately drafted so compliments must be given to the secretariat also in this respect.

As a non-profit organisation we must always bear in mind that it is not meant to be a savings piggy i.e. money collected from members must be used in the benefit of the members. Also the slightly negative net result of the budget of 2014 follows this principle.

We have traditionally during the last almost 10 years increased the membership fee with about the inflation rate. This is proposed again by the board to make it possible to extend our activities for the benefit of our members and also to collect financial means for major events for the upcoming year 2017, the 100 years independence anniversary year of Finland.

The budget for 2014 shows an increasing income of membership fees – more than only the inflation rate. That means that we all, not only the board, but also the members need to promote the Guild to extend the number of members. The more we are, the better possibilities we have to fulfil our purpose.



Treasurer of the FDTG  
Ismo Vaittinen



## **Member list of the Finnish Dutch Trade Guild per 01-01-2014**

### **Honorary member:**

Ambassador of Finland

Ms Liisa Talonpoika

### **Corporate members:**

Ahola Production Design

Ms Anne-Mari Ahola

Amer Sports Corporation

Mr Richard Grotendorst

Mr Arjen Buizer

Anthony Veder Group

Mr Jan Valkier

Bobi Holland

Ms Arja Lehtimäki

Finnair

Mr Janne Jutila

Mr Richard Mayerffy-Molnar

Finpro

Mr Patrick Wiersma

Ms Petra Wullings

Mr Fredrik Jirlow

Finsetolk.nl

Ms Tina van Leeuwen

Heeros

Mr Matti Lattu

Ms Satu Cusell

HR4 Solutions

Mr Vincent Steinebach

If P&C Insurance Ltd

Ms Elly van der Reijden

IMC

Mr Roland van der Graaf

Intertrust

Ms Marianne Winter

Mr Ralph Heijder

Mr Jeroen Evers

KONE

Mr Wim Koster

Ms Jenni Torkkola

Loyens & Loeff

Mr Ton Stevens

Nokia Solutions & Networks

Mr Geert Buijk

Outokumpu Stainless

Mr Frank de Meijer

Rokade Advies

Mr Laurent Knoops

Sanoma Media

Spliethoff's

Mr Gerard Bos

Stora Enso

Ms Mirjan Groenland

Svenska Handelsbanken

Mr Peter Loef

UPM-Kymmene

Mr Jan Vollaard

Mr Peter van Beek

Mr Robin Post

Mr Jos Huijgen

Van Gerwen Holding

Mr Perry van Gerwen

Mr Joost van Gestel,

Ms Katja van Gestel

Voigt Travel

Mr Cees van den Bosch

Wärtsilä

Mr Fred van Beers

Mr Gert van Doorn



**Young Professionals & Students:**

Mr Petra Järvinen – Hogeschool van A'dam  
Ms Pauliina Pirskanen – Webster University  
Ms Anna Kelhu – A Piece of Finland  
Ms Heli Luoma – Compare Group  
Ms Nella Mikkola – Ecorys  
Ms Maria Kankaanpää – Heineken  
Ms Sanna Tauriainen – ING Investment  
Ms Netta Tiippana – International Baccalaureate  
Ms Sophie Kuiper – Lingonberry Translationst  
Ms Hanna Kumpulainen – Nike  
Mr Olaf Conijn – Olaf Conijn BV  
Ms Anu Roine – Omena Cider  
Ms Sini Hartikainen – Staples Europe  
Ms Elina Jollman - Subway  
Ms Maija Vartia – Tommy Hilfiger  
Ms Anni Huovinen – TomTom  
Mr Kari Anttila – Underwriters Laboratories  
Ms Nanna-Maria Lindholm  
Ms Anna Tuominen

**Personal members:**

Ms Liisa Aholainen – Aholainen Colour Design  
Mr Ivo Kuipers – Atlas Fiscalisten  
Mr Han Oortwijn – Atlas Fiscalisten  
Mr Johan Helsingius – BaseN Corporation  
Ms Susanna Nevalainen – Binnendoors  
Mr Jouke Brada – Brada Abeln  
Mr Leo Wiegel – Conleon  
Ms Hanne Österberg – Cosmobilio  
Mr Henri Woud – Crofar  
Ms Kaarina de Krijger – De Krijger Gids  
Ms Mervi Lepistö – Draka  
Mr Johan Hellman - EcoCorp  
Ms Eliisa van Emmerik – Elin talen  
Ms Virpi Kankare – Embassy of Finland  
Mr Joost Koekenberg – Fibox

Mr Jari Kivelä – Finland Vakanties.nl  
Ms Taru Savelius – Finnish Seamen's Mission  
Mr M. van der Valk – Finntra Waalwijk  
Mr H. Trompetter – Flexchemie  
Mr Patrice van der Heiden – Heathland  
Mr Tuomo Rautiainen – Huhtamaki Finance  
Ms Marja Jaatinen – Jaatinen BV  
Mr Peter van Reenen – Jansen-Wijsmuller & B  
Mr Jan Hogen – JH-Systems  
Ms Marlou Gulikers – LUMI communicatie  
Mr Martin Ellenbroek – MartinEllenbroek.nl  
Mr Maurice Jongmans – MediaMedics  
Ms Helinä Luttinen – Mervi-Helinä  
Mr Fredrik Fogelberg – Nomadic International  
Ms Marja Minczeles – Opti-Light International  
Mr Laykos van Vugt – Oudkerk  
Mr Pekka Rautala – Piet IJzer  
Ms Pirta Luolamaa – P-Plant  
Mr Ismo Vaittinen – Profici  
Mr Olli Aho – Rapala  
Mr André Salomonson – ResetManagement  
Mr Hugo Sanders – Sanders Project Adviezen  
Mr René Köhler – Scandinavian Seasons  
Mr René Harte – SkiFinland.eu  
Ms Satu Schroderus – Spring Global Mail  
Mr Klaas van Donderen – Suomen Log House  
Mr Jari Einiö – Suomi House JARI  
Mr Jos Grond – Teoco  
Mr Pekka Timonen – Timonen International  
Ms Marika Malin – Unelma Beauty  
Mr Martin Verbrugge – Verbrugge Terminals  
Mr Jacques Groenendijk – Vereniging Ned-Fin  
Ms Terttu Jansen – Vertaalbureau Tolkservice  
Mr Dick Verheij – Verheij Management  
Ms Taru Lehtonen – WeBuildHomes  
Ms Mervi Barth  
Ms Maucca Kärki

