

**finnish dutch**  
chamber of commerce

# ANNUAL REPORT 2019





# ANNUAL REPORT

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# 2019

Every market entry starts with an idea,  
and maybe a cup of coffee.  
After that it is hard work, new knowledge, right contacts and  
hopefully a bit of a good luck. We have seen it all.  
We have helped Finnish companies already  
for more than 15 years to enter the Dutch markets.  
With success.

A high-angle photograph of a white ceramic cup filled with a latte. The coffee has a heart-shaped latte art design on top. A silver spoon is tucked into the coffee. The cup sits on a white saucer, which also holds a round chocolate chip cookie and a small white packet of sugar. The entire set is placed on a rustic, grey-washed wooden table.

LET'S START

[WITH A CUP OF COFFEE]

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# WORDS OF THE HONORARY CHAIRPERSONS

The Ambassador of Finland, H.E. Ms Päivi Kaukoranta



Dear Members of the Finnish Dutch Chamber of Commerce,

I would like to thank you for the past year 2019 and wish you all a great start for a new decade!

For Finland 2019 was significant, not least because of Finland's Presidency of the Council of the European Union. The slogan of the Finnish Presidency was "Sustainable Europe – Sustainable Future".

The key priorities for Finland's Presidency were to strengthen common values and the rule of law, to make the EU more competitive and socially inclusive, to strengthen the EU's position as a global leader in climate action and to protect the security of citizens comprehensively.

The third Finnish Presidency took place during an institutional transition phase after the elections of the European Parliament and in anticipation of a new European Commission.

The Multiannual Financial Framework and the EU Budget for 2020, migration, enlargement, rule of law and climate action, comprehensive security and Brexit were high on the agenda.

Also, in the Netherlands, the Presidency provided many opportunities to intensify our dialogue with the host country and other local actors.

When organizing local Presidency events, the Embassy of Finland has been fully onboard in promoting sustainable development and climate, also in practical terms. For example, instead of traditional Presidency gifts the Embassy donated to its guest speakers' birches from Finland100Park in Haarlemmermeer, a municipality which is home to some important Finnish companies. Altogether, we hope that the ecological footprint of the Finnish Presidency was smaller than during our previous Presidencies in 1999 and 2006.

The Finnish Dutch Chamber of Commerce has continued during the past year its valuable work in enhancing the trade cooperation between our two countries. The Embassy has had once again the pleasure of cooperating with the FDCC in many of the events. It is worth noticing that co-operation between the Nordic Embassies in The Hague and the Nordic Chambers of Commerce in the Netherlands has further intensified.

We have also noticed with pleasure the close linkages of the FDCC with chambers of commerce of other countries. A good demonstration of these connections is the meeting of the European Chambers of Commerce hosted by Patrice van der Heiden last summer at the Embassy of Finland.

At the annual meeting of Chambers of Commerce organised in the fringes of Team Finland Day, FDCC was also referred to several times with a very positive note. These are all indications of the right direction and the job well done by the FDCC. For the trade promotion work of the Embassy and even more so for the companies seeking to enter the Dutch market, the FDCC with its growing member community and networks is a vital member of Team Finland. I note also with particular satisfaction the increased number of our Patron Members. By working together, we can make the most of our resources.

The Embassy thanks you all for the good cooperation during 2019 and looks forward to the continued common endeavors throughout 2020.



**PÄIVI KAUKORANTA**

Ambassador of Finland to the Kingdom of the Netherlands



*The Finnish Dutch Chamber of Commerce has continued during the past year its valuable work in enhancing the trade cooperation between our two countries.*

# The Ambassador of the Netherlands, H.E. Mr Cees Bansema

Farewell en tot ziens!

The year 2019 marked my last full year as Ambassador to Finland. Mid-January I will move back to The Hague, after being abroad for eight and a half years (four years India and four and a half Finland). Time to reflect on the past year.

In 2019 we saw a lot of interest from the Dutch side in circular economy activities in Finland. I want to highlight a few events. In June, The Finnish innovation fund SITRA organised for the second time the World Circular Economy Forum, which attracted both Dutch business as well as a governmental delegation led by Minister Stientje van Veldhoven. She gave a key-note speech in the Finlandia Hall and had a meeting with her counterpart. Our Embassy organised two side-events in order to facilitate contacts between Dutch and Finnish entrepreneurs.

In the Fall, we facilitated the incoming mission of 'Circular Friesland', a group of about 60 entrepreneurs, headed by King's Commissioner Brok. Around that time I also had the pleasure of giving a key-note speech in the town of Forssa, which organised a well-attended conference 'Frush' on circular economy.



Of course, start ups were also on our mind this year, not only with the annual tech-event Slush, where we had again a spectacular and visible lounge, but also smaller events, partly organised by us. One was the 'health talks', focused on health-tech, actually one of the last events I hosted in the residence, just before Christmas.

I also wish to mention the good collaboration with our Finnish counterparts in The Hague. Our two Embassies organised a joint event on sharing economy; an innovative type of event, because rather than flying in speakers, we had audiences in The Hague and Helsinki, with speakers on each location, with the possibility to interact through video-link. I think this type of event is worthwhile to repeat as a best practice.



***The FDCC Finland branch had its first full year of existence, after the cautious start in 2018 with the kick off meeting at my residence. In 2019 there were several events and there are some interesting plans for this coming year.***

However, the young 'offspring' can definitely use some more active members and encourage particularly Dutch based in Finland to contact our local board member Sari Kuvaja.

I wish to conclude by saying thanks to Patrice, who as the general manager has served the FDCC in a brilliant way and contributed in this role also substantially to our bilateral relations. I pay tribute to his activities for the celebrations of Finland's centennial. Highlight for me was the baptizing of the "Suomi 100" tulip by Ms. Jenny Haukio at the Finnish President's official residence Mantyniemi.

Leaving Finland does not prevent me from staying interested in the FDCC. I hope to stay in touch with many of you, when I am back in the Netherlands.



**CEES BANSEMA**

**Ambassador of the Kingdom of the Netherlands to Finland**

# FINNCHAM

We – the Europeans on the edge – must work together!

Despite of Ajax legend – Jari Litmanen, Finland may be quite an unknown country for many Dutchmen. Although the Netherlands are located at the heart of Europe, the reality is that both are small countries. However, we both are big in international trade and we also understand the relevance of level playing rules for free trade and fair competition.

Probably, that is why we both joined the European Union and both countries became members of the Euro-zone. Many Dutchmen do not recognize that among all Nordic countries, Finland is the only trading partner with the same currency, the Euro. Due to EMU, the Dutch economy is closer connected with the Finnish economy than for example, Swedish or Danish economies. In the real world, that makes our bilateral trade and investments much easier for our companies.

Finland and the Netherlands also have common interests and responsibilities. Particularly now, that Britain is leaving the EU, market-liberal EU countries, like us should take an even more active role in speaking up for free trade and fair competition inside and outside of the EU. For such a common mission, it is essential that we create effective business forums.



***The Finnish Dutch Chamber of Commerce is exactly such a forum, which can contribute added value for Dutch and Finnish companies but also cooperate closely with our Governments. Already for years now, the Governments and Embassies in both countries have recognized the great work of the FDCC.***

Recently, the Dutch Ambassador to Finland – H.E. Cees Bansema – expressed his appreciation for the unique work of FDCC in strengthening bilateral trade relations. Also, the Finland Chamber of Commerce as a leading Finnish cross-sectoral business organization is delighted to work with the FDCC. We are glad to have the FDCC as active part of our global FinnCham network.

We both know that during these times of uncertainty, our companies need guidance and support. Our common mission has probably become more important than ever.

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**TIMO VUORI**

Executive Vice President,  
Finland Chamber of Commerce,  
Executive Director, ICC Finland

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**NOKIA**

# INTRODUCTION TO THE FINNISH DUTCH CHAMBER OF COMMERCE



The FDCC offers an excellent platform to support your personal development aspirations as well, be it in context of our mentoring program, or our various young professional events or downtown meetups. Our Women in Leadership events have been popular, connecting our professionals and inspiring speakers with topics of interest. We continue to develop our agenda in line with the needs of our members.

The Finnish Dutch Chamber of Commerce, FDCC, is a non-profit organisation, promoting the interests of Finnish-Dutch professionals and businesses in the Netherlands and in Finland.

The Chamber offers a networking platform with various marketing opportunities. In the FDCC events our members are welcome to connect with other companies and professionals in our network.

The FDCC network has expanded to hold strong Nordic connections with the Swedish, Danish and Norwegian Chambers of Commerce. We organise yearly a couple of joint events together with the Nordic Chambers and Embassies. The Nordic connections offer our members multiple opportunities to connect with peers in broader context, and join the various member events of any of the Nordic Chambers.

Since 2019 we are holding a Finnish representation of the Chamber in Helsinki as well, focusing on creating connections in Finland. FDCC is an easy first level access platform in case the Dutch or European markets are your next step.

For our valued Patron and Corporate members, FDCC is a trusted partner offering visibility and connections in the Netherlands. We continue looking for opportunities to work together with these members to develop our joint agenda further serving mutual interests. We also support the aspirations of our small business members providing brand visibility in our net or via dedicated events where the businesses can present themselves.

Besides the various business events, FDCC is well represented with the various cultural events relating to Finland in the Netherlands. An example is the yearly Independence Day dinner, and the Finland100Park picnic or the various other cultural and fun events such as the Finnish Women's day weekend event for which the Chamber is a trusted partner.

As a company or a professional, you have many good reasons to join the FDCC and the events we organise. The Office of the FDCC is more than happy to provide you more information and tell you about our agenda of the coming year. Should you be interested of an active role in the events or the organisation of the FDCC, please contact our General Manager or one of the board members of FDCC.

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# THE BOARD OF THE FINNISH DUTCH CHAMBER OF COMMERCE

Meet the Board Members of 2020



**PÄIVI KAUKORANTA**

Honorary Chair of the Board,  
Ambassador of Finland



**DESIRÉE KOPMELS**

Honorary Chair of the Board  
Ambassador of the Netherlands



**SATU SCHRODERUS-DE ROOIJ**

Chairman



**MERVI BARTH**

Treasurer



**EERO VENTO**

Board Member



**SARI KUVAJA**

Board Member in Finland



**FRANK MOSTERT**

Board Member



**JOHANNA RAIVIO**

YP coordinator



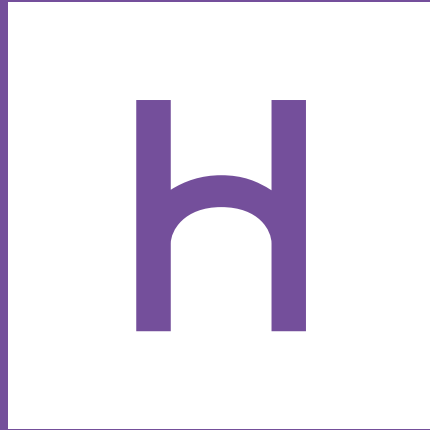
**TIMO SAARINEN**

Board Member



**RONJA PURANEN**

YP coordinator



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## Words of the Chairman

Dear members of the Chamber,

First of all, I would like to thank my predecessor - Sanna Tauriainen, for all the work she did as a board member and chairman at the FDCC. During the past year, I have had the pleasure to Chair the Board of the Finnish Dutch Chamber of Commerce, and develop it towards a value adding platform of professionals and businesses with strong Nordic connections.



***One of the key missions for our Board has been to improve the value that we offer to our professional members, as well as to our Patrons and Business members.***

We have been successful in introducing our Downtown Meetups, as a form of informal events to meet, discuss and connect around a topic or a business presentation. For example, last September, we met in Amsterdam, in Hotel des Arts, where we learned about the long-term entrepreneurship in hotel business in our capital. Going forward to the new decade, our plan is to continue to improve our events, bring forward interesting speakers and offer opportunities for new and old businesses to share their story.

The Women In Leadership (WIL) event in June, was another success in 2019. The stories of our three speakers brought forward an idea to develop the FDCC mentoring program, open to all ages and interested parties, which we are currently launching in cooperation with HRM Partners for the new year. I'm looking forward to it!

In the Nordic context we have worked on topics of Sustainability and Artificial Intelligence together with the Swedish, Norwegian and Danish Embassies and Chambers.

As part of our FDCC tradition, we visited the Helsinki business scene in September. Part of our scheduled program was a visit to the start-up campus -Maria 01. Take-off Partners, offered us some showcases of successful start-up companies. Sustainability and transformation to digital era in connection with businesses were central to our discussions. Looking back to the business trip, we have decided to re-launch the concept for the new year and invite our Finnish guests/companies in 2020 to the Netherlands;

providing an excellent opportunity for networking and learning in the environment we know so well.

Chairing the Board has been an honor, which I have been proud to carry out during 2019. I believe that the FDCC has a lot to gain by developing its value further to its members. We will continue to invest in the strong Nordic Cooperation we have here in the Netherlands. Of course, the

strong relations we have with the Finnish Embassy in the Hague as well as the Dutch Embassy in Helsinki remains our priority.

The backbone of our future is around inspiring events that connect people with people, and whereby our Office team with Patrice's long experience provides easy access and support for You to leverage on our FDCC membership events.

Thank you for being our member in 2019, I look forward to seeing you in our events in the upcoming year!



**SATU SCHRODERUS-DE ROOIJ**  
Chairman of the FDCC

Take a look around you.  
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be made from bio-based materials.

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## Our woman in Helsinki



I lived and worked in Amsterdam for one year, from September 2016 to September 2017. One of the first events I joined in the Netherlands was the Nordic Talks, organized by the Nordic Chambers of Commerce. There, I met many of the Board and other members of the FDCC and was kindly welcomed to the 'family'.

“

***It has been a great pleasure to realise how very well the FDCC is already established in Finland...***

The FDCC organised a business trip to Helsinki in March 2018, which was a great opportunity for me to meet old and new friends, and build a bridge between my life in the Netherlands and Finland. It was very easy to accept the proposal of Patrice van der Heiden, our General Manager, to become a member of the FDCC Finland Committee. Later, during the Annual General Meeting in 2019, I was elected as a new Board member.

The first year has been a year of learning and defining the purpose.

It has been a great pleasure to realise how very well the FDCC is already established in Finland, with links to the Finncham network, and to the Embassy of the Netherlands.

Our challenge is to become more and more known among the Finnish companies with business interests in the Netherlands, and with the Dutch companies operating in Finland. During the first year, I have already learnt many new Dutch people living in Finland, and I am really grateful for this new international dimension in my life.

The FDCC aims to grow, both in the Netherlands and in Finland. To enable that growth, we need to be able to offer concrete benefits for our members. For me, the FDCC membership is a deep dive into the Dutch business culture. Join us to discover what it might be for you!



**SARI KUVAJA**  
Board Member

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## Young Professionals Coordinators



FDCC has an active connection with Finnish students and young professionals in the Netherlands; During the past year we have further developed the connections with our Nordic Young professional network, as we have organised a couple of after work events around a certain theme.

If you are a young professional and would like to gain valuable networks in leading businesses or improve your skills and meet other like-minded professionals, you are in a good company at FDCC.

Next to business events, we also get together in less formal events, all targeted to professionals up to 35 years old. Young Professional After work meetups is an example of the events that we organise.

As a member in FDCC YP, you will have access not only to the Nordic Young Professionals events, but also to all our other events with reduced member price.

If you would like to know more, do not hesitate to contact our YP Coordinators Johanna Raivio and Ronja Puranen.

P.S. You can join us in our FDCC WhatsApp group!

“

***The FDCC Young Professionals offers you a refreshing platform to get to the next level in your career by offering access to networking opportunities, skill-building events and well-known companies.***



**JOHANNA RAIVIO**  
YP Coordinator



**RONJA PURANEN**  
YP Coordinator



# Reaktor

HELSINKI **AMSTERDAM** NEW YORK DUBAI TOKYO

# THE OFFICE OF THE FINNISH DUTCH CHAMBER OF COMMERCE

## Words of the General Manager

For the FDCC Office, 2019 was again a dynamic year.

It was our first year in our own small, cosy office in the 'Finse Huis' in Rotterdam. It is really good to have now our own fixed working place, where we can also receive guests. Also, we created the opportunity for more interns to join us, as we welcomed two interns per semester at the FDCC Office. In January 2019, Sonja-Maaria Nikula and Inka Kuorikoski joined us, whilst after Summer, Annina Nyroos and Taina Brandstack joined the Office-team. Thanks to all four of them, we could yet again make a huge progress and for me, as the General Manager, it was a pleasure to work with all of them.

Our member base stayed more or less the same during last year; of course we lost members but many new professionals and companies joined the FDCC. We were also able to strengthen the group of Patron members; Hofstede Insights, Howspace, Neste and Nixu joined Accountor, Anthony Veder, KONE, Nokia, Reaktor and UPM as a FDCC Patron.

In the Annual General Meeting which we organised in April 2019, four new board members started: Satu Schroderus, Sari Kuvaja, Frank Mostert and Timo Saarinen. They joined Mervi Barth, Johanna Raivio and Eero Vento who started just one year earlier. So we have a 'young' Board with a lot of ideas and enthusiasm.



***In this Annual General Meeting, our Honorary member Jan Hogen received the Gold Medal of Merit of the Finnish Chamber of Commerce.***

Jan started his company about 30 years ago and has been importing software from Finland ever since. In the AGM, Petra Wullings was appointed as a new FDCC honorary member. Petra has been a member since 2005 and was part of the FDCC Board for 3 years, before she became our very first female Chair for five years (2013 - 2018).

An overview of all our events you will also find in this Annual Report, not only with a short text but also in pictures.



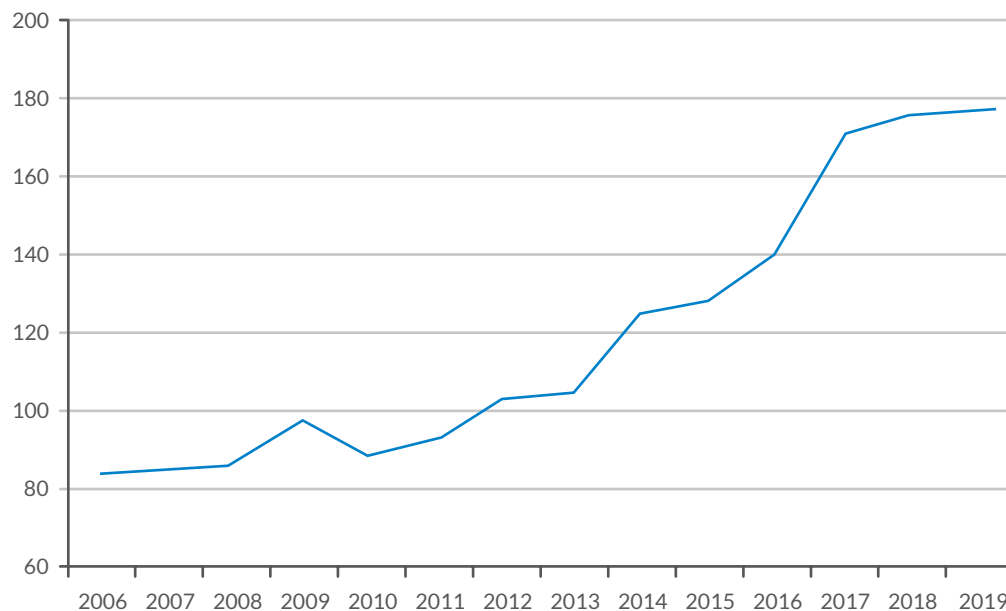
Finally, I would like to thank all our members, the Board members, our Nordic partners and the Embassies for the nice cooperation.



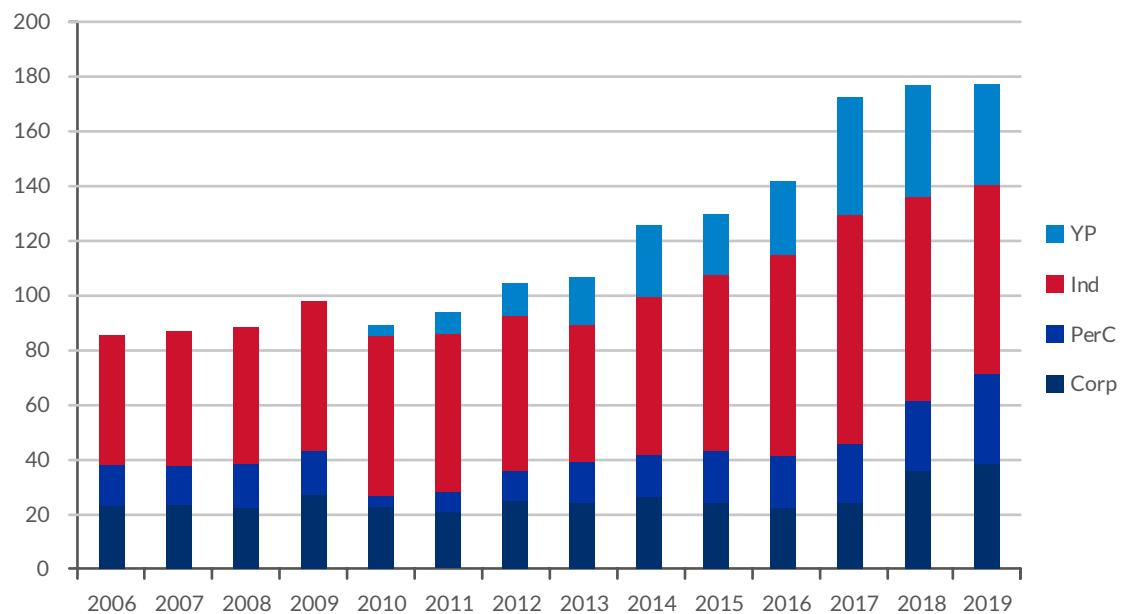
**Patrice van der Heiden**  
General Manager

# Member statistics

## Total Members



## Members per type of membership



## Trainees 2019

“

I completed my internship at the FDCC in the spring of 2019. I heard about the FDCC through my Finnish network here in the Netherlands. Due to my Bachelor's studies in communication science, this internship was very fitting for me. I was able to put my theoretical knowledge to the ultimate test! I got the chance to improve my interpersonal communication skills and to practice my administrative abilities. Through this internship, I have acquired skills that I am sure will come to good use in the future, once I become a Young Professional after my studies. I also got the chance to see places that the usual university student does not have access to, whilst building my professional network. This is exactly what I was looking for from this internship. It is clear that the FDCC is really a great avenue for especially young expats in the Netherlands like myself, who necessarily do not have the network they need in the business world. The FDCC seeks to offer help and guidance regarding this, and I think it succeeds. I would especially like to thank Patrice for the Dutch history lessons and great advice, I learned a lot from him. All in all, I would definitely recommend this internship to prospective trainees in the future.



**SONJA-MAARIA NIKULA**  
FDCC Trainee 2019

“

After I got a response that FDCC would like to cooperate with me I got really excited. At the time I was living in Finland and moving to the Netherlands was the first time for me to live abroad. I couldn't be happier that I decided to move. Even though I was alone - building my security net was not difficult. Everyone in the FDCC board welcomed me very warmly and offered their help if I needed anything. During my trainee period, I got to work with our amazing members and arrange events for and with them. I got the opportunity to build my network, whilst performing work duties and also got familiar with the life and culture in a new country. I improved my English and IT-skills, got to know many wonderful people and build FDCC organization with my skills. Right now I'm back in Finland and I look back warmly of my time in Rotterdam.

A big thank you for FDCC for many great memories and letting me be a part of their activities.



**INKA KUORIKOSKI**  
FDCC Trainee 2019

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Don't forget to visit our website at **fdcc.eu**



## Trainees 2019

“

I was happy to join the FDCC as a Marketing and Communications trainee during autumn 2019. It was exciting to get introduced to the Finnish-Dutch network and gain experience in various tasks in the field of marketing, communications, and event organization. It was especially enjoyable to meet our dedicated, professional community at our events, such as FDCC's Downtown Meetups and #NordicTalks2019 and other collaborations with Nordic Embassies and Chambers of Commerce and learn more from our capable members. Kind thanks for the FDCC board, and especially to the General Manager, Patrice, for this opportunity to learn about this remarkable organization - let's keep networking in the future as well!



**ANNINA NYROOS**  
FDCC Trainee 2019

“

I worked as a Marketing and Communication Trainee in FDCC from August 2019 to January 2020. I really did enjoy my autumn at FDCC Office in Rotterdam and I learned a lot of new valuable expertise for my future. I found my tasks very diverse, which I really enjoyed. I learned a lot about marketing and communications, and I enhanced my skills in many ways. I especially enjoyed planning and executing different kinds of events. It was rewarding to see the final event and represent FDCC. It was also really pleasant to see all the members and work together with the other Nordic Chambers.

It was really delightful to work with Patrice and Annina, and with all the FDCC Board members. We had fun times at the office, working effectively but also enjoying coffee and Tytti's famous cinnamon buns. It was great to get to know all of you and also explore the beautiful Netherlands. I am grateful for this opportunity and I know that I gained a lot of experience which will certainly help me in my future career!



**TAINA BRANDSTACK**  
FDCC Trainee 2019

# EVENTS 2019



**15th of January**

Nordic Circular Economy Summit 2019  
Amsterdam



**13th March**

Breakfast Event  
Helsinki



**20th of March**

Business Luncheon Outokumpu  
Amsterdam



**25th of March**

Online Marketing Workshop  
The Hague



**11th of April**

Annual General Meeting  
The Hague



**26th of May**

Picnic Finland100Park  
Nieuw-Vennep



**3rd of June**

Women in Leadership  
Hoofddorp



**18th of June**

Pre-Midsummer Drinks  
Helsinki



20th of June

Downtown Haarlem Meet-up  
Haarlem

11th of September

FDCC Business Trip  
Helsinki

12th of September

Nordic YP Afterwork  
Amsterdam

25th of September

Downtown Amsterdam Meetup  
Amsterdam

7th of October

#NordicTalks 2019  
Amsterdam

13th of November

Nordic YP Afterwork  
Amsterdam

21st of November

Downtown Rotterdam Meetup  
Rotterdam

3rd of December

Most Reputable Companies in  
Finland 2019  
Helsinki

7th of December

Independence Day Celebration  
Rotterdam

## The Events in pictures

### Nordic Circular Economy Summit, Amsterdam, 15th of January

We started 2019 with an inspiring cross-border Circular Economy Summit that was organized by the Nordic Chambers together with the Nordic Embassies and the European Commission. Global and local companies shared their experiences on their rapid journey from linear to circular economy.



### Breakfast Event, Helsinki, 13th of March

Our member Eficode hosted this event in Helsinki. Our speakers, Tommi Laitio; Executive Director of the Culture & Leisure Sector of the City of Helsinki, and Heikki Hämäläinen; CCO of Eficode Group, discussed the business and cultural environments of Finland and the Netherlands.



### Business Luncheon Outokumpu, Amsterdam, 20th of March

The keynote speaker of the event was Mr. Roeland Baan, CEO of Outokumpu; the largest producer of stainless steel in Europe and the second largest producer in the Americas.



### Online Marketing Workshop, The Hague, 25th of March

This workshop was a great opportunity to receive useful insights in the field of marketing and it was given by Mr. Niklas Vaittinen; founder of INTO Consultancy – a performer agency based in Mexico City and one of the Google Premier Partners in Mexico.



## Annual General Meeting, The Hague, 11th of April

The FDCC Annual General Meeting was kindly hosted by the Ambassador of Finland, Ms Päivi Kaukoranta, in her residence. At the meeting, Mr Taneli Vaskelainen; assistant professor at the University of Utrecht gave a presentation about the sharing economy.



## Picnic Finland100Park, Nieuw-Vennep, 26th of May

We very much enjoyed this picnic organised by the Foundation Finland 100 at the Finland100Park. During the picnic, everyone who has adopted a tree got the chance to personally attach a name tag to their own tree.



## Women in Leadership, Hoofddorp, 3rd of June

The Women In Leadership (WIL) event, with the scope of promoting the value of gender equality in the corporate world, was held at the Nokia premises in Hoofddorp. The event was opened by the Ambassador of Finland, Ms. Päivi Kaukoranta, followed by interesting discussions given by female business leaders in (Finnish) international companies.



## Pre-Midsummer Drinks, Helsinki, 18th of June

This networking event was hosted by Hofstede Insights; a global management advisory operating in 50 countries. During the event, the participants were able to get familiar with the cultural and business environments found in Helsinki and Amsterdam.



## Downtown Haarlem Meet-up, Haarlem, 20th of June

Our last meet-up before Summer was open to anyone interested to get to know more about the FDCC and connect with our members in a laid-back, informal setting filled with drinks and snacks.



## FDCC Business Trip, Helsinki, 11-12th of September

The FDCC was excited to organise yet once again, another inspiring 2-day business trip to Helsinki.

During the first day the theme was: Transforming to Sustainability, and the second day: Digitalization. We met very interesting companies, visited MariaO1 and as a cherry on top, we also visited the new central library in Helsinki, Oodi.



## Nordic YP Afterwork, Amsterdam, 12th of September

For the very first time the Nordic Chambers organised the Nordic YP afterwork event. It was a success and it was decided to organise such an event in every quarter in the future.



### **Downtown Amsterdam Meetup, Amsterdam, 25th of September**

FDCC's new member Hotel des Arts hosted the Downtown Amsterdam Meetup. It was another great opportunity for both members and non-members to network in an informal setting, over drinks and snacks.



### **#NordicTalks 2019, Amsterdam, 7th of October**

This year's topic of #NordicTalks was Artificial Intelligence. Among several Nordic guests, the keynote speaker from Finland was Tero Ojanperä, chairman of Silo.ai. The event was organised by the Nordic Chambers and Embassies.



### **Nordic YP Afterwork, Amsterdam, 13th of November**

In Q4 the Nordic Young Professionals met in 'Mooie Boules' in Amsterdam. Key activities were: networking, playing 'jeu de boules', and having a drink.

### **Downtown Rotterdam Meetup, Rotterdam, 21st of November**

This Downtown Rotterdam Meetup took place in a Christmas setting in the Finnish Seamen's Mission. Participants could also do their Christmas shopping at the Finnish Christmas Bazaar.



### **Most Reputable Companies in Finland 2019 Helsinki, 3rd of December**

The FDCC together with T-Media Oy; Finland's leading research and expert organization on reputation and responsibility – organised a joint event. Harri Leinikka, the CEO of T-Media presented the insights of T-Media's annual research report "The Most Reputable Companies in Finland 2019".

### **Independence Day Celebration, Rotterdam, 7th of December**

In honor of Finland's 102 years of independence, the FDCC, the Embassy of Finland, the Vereniging Nederland-Finland, and the Finnish Seamen's Mission organised the annual Independence Day Dinner. Venue was the 'Finse Huis'.



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# NORDIC COOPERATION



## #NordicTalks

Already for years there has been a very close cooperation between the four Nordic Chambers in the Netherlands: the Swedish Chamber of Commerce, the Danish Dutch Chamber of Commerce, the Norwegian Dutch Chamber of Commerce and the Finnish Dutch Chamber of Commerce.

Last year this Nordic cooperation became even more intense because also the Embassies of Denmark, Finland, Norway and Sweden joined the Chambers in the organisation of the two major Nordic events: the Nordic Circular Economy Summit and **#NordicTalks2019**.

Together we also introduced a new website: **[www.nordictalks.org](http://www.nordictalks.org)** where we will communicate about Nordic events here in the Netherlands.



# 2019 FINANCES OF THE FINNISH DUTCH CHAMBER OF COMMERCE

Finnish Dutch Chamber of Commerce  
FAO: Mr. P. van der Heiden  
's-Gravendijkwal 64z  
3014 EG ROTTERDAM

Nieuwegein, February 4th, 2020

Dear Sir,

*In accordance with your request, we have compiled the financial statements as per December 31st, 2019 of the Finnish Dutch Chamber of Commerce. These financial statements are based on the accounting records of the Chamber as well as on additional information as provided to us.*

Yours faithfully,

**Marien van Laar**  
**Accountor Nederland B.V.**

## BALANCE SHEET 31 DECEMBER 2019

	31-12-2019	21-12-2018
	€	€
ASSETS		
Inventory	241	483
Bank	14.951	12.753
	15.192	13.236
LIABILITIES		
EQUITY 1-1-2019	12.767	10.786
Result current year	1.200	1.981
EQUITY 31-12-2019	13.967	12.767
PAYABLES	350	469
	875	-
	15.192	13.236

## NOTES TO THE FINANCIAL STATEMENT

BALANCE SHEET	31-12-2019	31-12-2018
Inventory can be specified as follows:		
Book value 1-1	483	725
Investments	-	-
Depreciation	242	242
Book value 31-12	241	483
Payables/Accruals can be specified as follows:		
Accountant	350	350
Events	-	100
Banking fees	-	19
	350	469

## FINANCIAL STATEMENT PER 31 DECEMBER 2019

	BUDGET	INCOME	EXPENSES	BALANCE	BALANCE 2018
	€	€	€	€	€
<b>Income</b>					
Membership Fees	25.000	24.435	-	24.435	23.074
Membership Fees: new	1.000	1.864	-	1.864	1.828
Miscellaneous	-	90	-	90	-
<b>TOTAL INCOME</b>	<b>26.000</b>	<b>26.389</b>	<b>-</b>	<b>26.389</b>	<b>24.902</b>
<b>Expenses</b>					
<i>Board &amp; Office</i>					
Office Allowance	5.000	-	5.000	-5.000	-4.750
Office Travel	3.000	-	2.918	-2.918	-2.810
Office Other	4.250	-	4.023	-4.023	-2.600
Board Meetings & Travel	1.500	-	1.674	-1.674	-1.176
<i>Operating costs</i>					
Printings	2.500	-	2.081	-2.081	-2.251
Sponsoring & Promotion	-	-	-	-	-500
Website & Newsletter	2.000	-	865	-865	-1.196
Representation	-	-	-	-	-1.049
Other Marketing Cost	1.450	-	1.937	-1.937	-450
<i>Other cost</i>					
Depreciation	-	-	242	-242	-242
Administration	900	-	766	-766	-417
Miscellaneous Expenses	-	-	-	-	-215
<b>TOTAL EXPENSES</b>	<b>20.600</b>	<b>-</b>	<b>19.506</b>	<b>-19.506</b>	<b>-17.656</b>
<i>Events</i>					
Event Income	-	4.993		4.993	4.886
Event Income YP's					
Event Expenses	4.000		10.677	-10.677	-10.151
Event Expenses YP's	2.000				
<b>BALANCE CLUB EVENTS</b>	<b>-6.000</b>	<b>4.993</b>	<b>-10.677</b>	<b>-5.683</b>	<b>-5.265</b>
<b>NET RESULT</b>	<b>-600</b>	<b>31.382</b>	<b>30.182</b>	<b>1.200</b>	<b>1.981</b>

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## Words of our Treasurer

The number of members during 2019 remained at the level of the previous year; however, the number of patrons has increased to ten. This is of course great to see and shows the support and interest from the business community towards FDCC.

Income from the membership fees in 2019 was on budget. This continues to be the main source of income to the Chamber and it is therefore essential that the activities provide value to the members. This goal will be in the core of the event agenda for 2020.

The Board expects the number of members in all categories to increase slightly and has decided not to propose an increase to the personal membership fees in 2020. However we will present some changes in the business memberships during the Annual General Meeting.

Event costs exceeded the budget in 2019 by €6.8k, and although offset by income from the events, ended up with a small negative balance (-€1.8k). Events continue to be in the focus of the Chamber's activities in 2020.

Further, it has proven a great way to strengthen the relationship with the Seamen's Mission and a place to hold meetings with other networks and contacts.

The Board is therefore proposing to continue renting the office space. In addition, a small increase in the Office travel cost is proposed, to facilitate networking and representation at key events.

Overall, the Chamber is financially stable and has an equity position to continue and further develop its activities in 2020.



**MERVI BARTH**  
Treasurer



***Having a dedicated working space at the Finse Huis in Rotterdam has provided the Office team a central point where to run the day to day work of the Chamber.***

# MEMBER LIST PER 1.1.2020

PATRONS	
<b>accoun<sup>+</sup>or</b>	 ANTHONY VEDER
 Hofstede Insights	<b>Howspace</b>
	<b>NESTE</b>
<b>nixu</b> cybersecurity.	<b>NOKIA</b>
<b>Reaktor</b>	 <b>UPM</b>
	

CORPORATE MEMBERS		
		
		
		
		
		
		
		
		
 VAN REIZEN NAAR BELEVEN		

### SMALL BUSINESS MEMBERS

### HONORARY CHAIRPERSONS

H.E. Päivi Kaukoranta    Ambassador of Finland

H.E. Desirée Kopmels    Ambassador of the Netherlands

### HONORARY MEMBERS

Johan Hellman (2016)

Pekka Timonen (2016)

Jan Hogen (2017)

Ismo Vaittinen (2018)

Petra Wullings (2019)

## PROFESSIONALS

Olli Aho	Marit van Mil
Mervi Barth	Susanna Nevalainen
Hanneke Bergsma	Tuire Niinimäki
Laura Dib	Olli-Pekka Orpo
Jari Einiö	Hanne Österberg
Nina Franco	Cornelis Paardekooper
Perry van Gerwen	Sjoerd Postema
Joseph Gonsalves	Mark van der Putten
René Harte	Peter van Reenen
Patrice van der Heiden	Jesse Rep
Johan Helsingius	Kati Rook
Willem den Hertog	Jenni Ryyänen
Olli Hyypä	Matleena Saari
Paula Jääskeläinen	Sanna Seiko Salo
Marja Jaatinen	Maarit Sandelin
Joost Koekenberg	Hugo Sanders
René Kromhof	Jos Schuurmans
Ivo Kuipers	Satu Siiskonen
Sari Kuvaja	Richard Straver
Mervi Lepistö	Sanna Tauriainen
Mervi Leveelahti	Karla-Maria Toiviainen
Sanna van Look-Peltonen	Henk Trompetter
Pirita Luolamaa-Vollebregt	Mels van der Valk
Marika Malin	Satu Varis
Camilla Mattson	Eero Vento
Henrik Mikkola	Leo Wiegel
Marja Minczeles	Marc Wullings

## YOUNG PROFESSIONALS

Tia Alahuhta	Eveliina Ojala
Kari Anttila	Maria Pirttilähti
Anne Bergshoeff	Ronja Puranen
Willem van Bolderen	Shah Rahman
Mike Foekens	Johanna Raivio
Saana Havupolku	Jenna Rutanen
Stefan de Jager	Timo Antero Saarinen
Miranna Kuivas	Tuuli Tiihonen
Inka Kuorikoski	Ines Vaittinen
Jere Lehtinen	Niklas Vaittinen
Siru Leinonen	Linda Venetkoski
Michaela Lipkin	Timo van Workum
Jonne Mäkikyrö	Sophie Zimmerman
Christine Nikander	

## STUDENTS

Merijn van Bruggen	Jasmin Kuusinen
Marcus van Dijk	Sonja-Maaria Nikula
Jaimy Heijstee	Susanna Nybergh
Jonna Heimonen	Ronja Piippo
Saara Jokela	Senja Yrjölä
Sonja Karvonen	



ANTHONY VEDER



# ANTHONY VEDER TRAVEL PROFESSIONALS IN MARINE & BUSINESS TRAVEL





**Photos in this Annual Report were taken by:**

Hanne Hansen  
Hanneke Bergsma  
Olli-Pekka Orpo  
Anu Berghuis

# WHY SHOULD YOU CARE ABOUT TRUST?

Prof. Paulo Finuras  
Associate partner of Hofstede Insights

*Trust is central to human existence as we know it. Why? Because without trust, the collective ability to resolve group problems would not be possible and, therefore, societies as they exist today would be unachievable.*

*The important role that trust plays in society development is largely due to its adaptive nature and function. Trust enables us to believe in, and accept, some things at face value, therefore, reducing uncertainty and allowing us to make decisions and act based on these acceptances.*

Trust is also important because of its huge bio economic value. In other words, in the “natural economy” of cost-benefits, as a rule, we obtain more benefits through trust than distrust. **Simply put, it is cheaper to trust than distrust.**

In addition, although it may appear in a variety of forms, trust forms at least part of the base for all interaction processes and transactions that come from groups, organisations, companies, institutions, society, or even relationships between two people. In fact, trust is a good example of a “cultural universal,” something that is both multidimensional and fundamental across all societies. Without trust, all human organisations and relationships would end up collapsing.

The financial system is one example where we can see how trust is what allows symbolic guarantees to function. Think about it: money is not only a means of exchange but also a “guarantee” where everyone who

is using the entire financial system assumes that others will also respect, trust, or believe in the value of the system. Without trust, this system would have no base to develop upon, and would end up failing.

Therefore, trust is undoubtedly one of the greatest assets when it comes to facilitating group cooperation and has accompanied humans throughout history. It impacts simple habits, routines, processes, and roles

“  
*Without trust, all human organisations and relationships would end up collapsing.*”

that increase our predictability and reduce uncertainty. It also allows us to liberate and focus our attention and energy in more complex areas of our lives. This means we can consider trust to be extensive as its impacts have a broad reach and are associated with new forms of global connection. Additionally, we can see trust as intensive because it produces change in the behaviours and personal characteristics of everyday life.

Hence, we can understand that the trust problem is multidimensional, as well as an economic asset. One example is the enormous value trust brings to companies, institutions, and other organisations. Research shows that, compared to organisations with low-trust environments, people in

high-trust environments report:

- 74% less stress,
- 106% more energy at work,
- 50% higher productivity,
- 13% less absenteeism due to illness,
- 76% more involvement with the organisation,
- 29% more satisfaction with life.

For more visit [www.hofstede-insights.com](http://www.hofstede-insights.com)

## WORKSHOP

Join The Trust Factor Workshop  
March 4-5, 2020, Helsinki

This research-based workshop about Trust, Cultural differences and Evolution brings participants to a better understanding of human behaviour and leads them to improve their decision-making process and leadership skills.

### Hosted by

Egbert Schram, CEO Hofstede Insights  
Paulo Finuras PhD, Senior Associate Partner  
Pia Kähärä, Associate Partner

### Investment: 1250€

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