

finnish dutch  
chamber of commerce

# ANNUAL REPORT 2020





# ANNUAL REPORT 2020



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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 once again for the good cooperation between the Embassy and the Chamber of Commerce and its Members during the past year.**

Both the Embassy and the FDCC started the year 2020 full of ideas for promoting the trade between our countries and supporting Finnish entrepreneurs and companies in the Dutch market. Soon it became apparent that most of our plans had to be recalibrated due to the COVID-19 pandemic. Many of the events as well as export promotion actions have been cancelled or postponed. Because of continued uncertainty, a fallback plan was needed for everything.

When looking back now, I am happy to note, that many of the alternative ways, including virtual events, have gathered good participation and proved successful. The pandemic has required from companies, organizations and from all of us new skills, flexibility and capacity to reform our work. Digital means and need to work remotely provide no more only risks and challenges but also new possibilities. It is more natural than before to build business relations through virtual means even if face-to-face contacts will also in the future be needed. Companies should also make use of digital TF services, including virtual coaching events and webinars.

In a longer perspective, we can see how the FDCC has over the years evolved and expanded its role in supporting and promoting bilateral, informal commercial relations.

Companies are frequently in touch with the Embassy when seeking to enter the Dutch market but we have also noted that they increasingly turn to the FDCC when searching for their contacts. The FDCC has shown its capacity to organize events of top quality with small resources.

The support provided by the Nordic Council of Ministers Nordic cooperation in The Hague has further intensified and strengthened the cooperation between the Nordic Chambers of Commerce and our Embassies. It has allowed us to build networks in themes that are important to us.

The Team Finland coordinator of the Embassy is a member of the Finnish Dutch Chamber of Commerce's board, which offers good opportunities to explore synergies and cooperation. In August 2020, we said warm thanks and wistful farewell to our previous TF Coordinator Eero Vento, who moved forward in his career at the Ministry for Foreign Affairs. A few months later, we welcomed Petra Wullings, a trusted partner of the Embassy in her previous capacities, to take over the task of the TF coordinator and our important link to the FDCC.

I am looking forward to our continued cooperation and hoping to see you more in person during the coming year.



**PÄIVI KAUKORANTA**

Ambassador of Finland to the Kingdom of the Netherlands

# The Ambassador of the Netherlands, H.E. Ms Desirée Kopmels



*Juhani Kandell/Office of the President of the Republic of Finland*

2020 was a year of creativity. We have had to reinvent, find new perspectives and travel virtually. Many businesses faced enormous challenges, while new opportunities arose elsewhere. The green and digital economic recovery will characterize the coming years, offering lots of collaboration opportunities for Finland and the Netherlands.

Many positive activities took place in Dutch-Finnish collaboration in 2020, despite challenges due to the COVID-19 pandemic. Big thanks go to the innovative business community, and to international organizations that bring us together, such as the Finnish Dutch Chamber of Commerce.

Active cooperation continues between our countries in trade and at policy level, in EU cooperation and beyond. I have been delighted to see Dutch companies' interest towards the Finnish market growing, and vice versa.

2020 has shown that there is potential for further intensifying Dutch-Finnish collaboration. Activities were turned into digital, trade missions travelled virtually. Some of the Embassy's activities included a delegation of Dutch startups to Node by Slush, a Health DigiBooster event with Oulu and Twente, as well as several activities in the field of circular economy, such as the World Summit on Digital Built Environment.

**Circular economy and digitalization** will be the core of our Embassy's activities in 2021. The digital transition is one of the current key trends, accelerated because of the COVID-19 crisis. We expect the demand for digital solutions to further increase, among others in the healthcare, cyber security and smart cities sectors.

In 2020, the Embassy finalized a 2-year project on circular economy, with the goal of connecting Dutch and Finnish players in the field. We identified a lot of potential for Dutch and Finnish businesses across various sectors such as construction, smart cities, green energy, plastics and textiles. We are happy to build on this collaboration in 2021.

Circular solutions are urgently needed to achieve climate targets. An important milestone will be the World Circular Economy Forum and Climate meeting on 15 April 2021, organized by the Netherlands in close collaboration with the Finnish Innovation Fund Sitra.

Businesses will play a key role in the transition towards a climate neutral circular economy. Finnish and Dutch businesses can work together to create cutting-edge circular solutions, to be scaled up globally.

**In challenging times**, we need global collaboration more than ever. The Finnish Dutch Chamber of Commerce offers a fantastic network to co-create and innovate. I have not been able to meet many of you face-to-face, as I was planning when I became the Ambassador in February 2020. However, I have been impressed by the creativity of the Dutch-Finnish business community. The Embassy remains open to collaboration ideas in 2021. Together we can continue solving global challenges.

I wish all of you the best of success in 2021.



**DESIRÉE KOPMELS**

The Ambassador of the Kingdom of the Netherlands to Finland





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# FINNCHAM

During these disruptive times one must always look forward in short and long term perspective. Despite of COVID-19 challenges we must already make the new future – the new normal.

After COVID-19 pandemic Finland and the Netherlands are still small European nations which are heavily dependent on open economy and international trade. Therefore, we must combine our forces on governmental and business sides to work together for the better Europe for post COVID-19 times. I am of the opinion that the European Union and its 27 member states must work more together in areas which will create us add value for our societies and economies.

And the EU must not intervene in such issues which are better resolved at national and regional level.

After Brexit, the Netherlands and Finland must take active and leading roles in speaking up for free trade and fair competition inside and outside of the EU. If the EU is stronger in international trade and investments, then our small nations are also benefiting from it. Furthermore, EU recovery plans with 27 national plans are new opportunities for Dutch and Finnish companies which are offering solutions for green and digital economy.

Close trading relations give excellent basis for the Finnish Dutch Chamber of Commerce to contribute added value for Dutch and Finnish companies but also cooperate closely with our Governments.

Already for years our Governments and Embassies in both countries have recognized the great work of FDCC.

In Finland, the Finland Chamber of Commerce as a leading Finnish cross-sectoral business organization is delighted to continue our cooperation with FDCC. We are glad to have the FDCC as an active part of our global FinnCham network.

We both know that in these times of uncertainty our companies need guidance and support. Our common mission is probably more important than ever.



**TIMO VUORI**

Executive Vice President of Finland Chamber of Commerce

**“ Today the Netherlands is one of the most important trading partners for us not only in Europe but in the whole world.**

The Netherlands was on the 5th position in our import of goods and on the 4th position in our export of goods in 2020. With Germany and Sweden, the Netherlands are in the TOP3 of our European trading partners.





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# INTRODUCTION TO THE FINNISH DUTCH CHAMBER OF COMMERCE



These members form the core of the activities of the Chamber and they are very valuable to us. We offer our member companies possibilities to present themselves and their business through hosting, organizing and sponsoring FDCC events, and therefore are welcoming any new discussions for cooperation opportunities.

We also work with different stakeholders and other bilateral business clubs, like the Swedish Chamber of Commerce, the Danish Dutch

The Finnish Dutch Chamber of Commerce 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. Founded in 1987 on the initiative of the Embassy of Finland.

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 Finnish-Dutch business and business culture.

Our members are passionate and voluntarily willing to share their knowledge, experience, and support to empower the existence of the Chamber.

Chamber of Commerce, FinnCham Network, Team Finland and the Embassies of Finland and the Netherlands. 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 FDCC 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.

The business professionals today are facing various challenges in the demanding international environment. That is why the Finnish Dutch Chamber of Commerce 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.

# 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.

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## 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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A two-day workshop  
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# THE BOARD OF THE FINNISH DUTCH CHAMBER OF COMMERCE

Meet the Board Members of 2021



**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



**CAMILLA MATTSSON**

Treasurer



**FRANK MOSTERT**

Board Member



**PETRA WULLINGS**

Board Member



**EGBERT SCHRAM**

Board Member in Finland



**RONJA PURANEN**

Board Member





# Reaktor

HELSINKI **AMSTERDAM** NEW YORK DUBAI TOKYO

## The Words of the FDCC Chairperson

Dear FDCC members,

2020 was a special year for us all. Whilst the pandemic COVID-19 impacted our ways of working profoundly, it also accelerated the digitalization of many industries for years ahead. We found ways to collaborate digitally, both professionally and socially.

**The Finnish Dutch Chamber of Commerce lifted many of its events to e-platforms; Zoom, Teams, and Howspace.**

For me, the e-mentoring program was a successful highlight of the year without forgetting the other great webinars; Women in Leadership event in June, Howspace and HRM Partners session about the new way of working, digital facilitation workshop, and virtual master classes on market entry, the cyber coffee and LinkedIn sessions before the summer holidays. The Nordic events around circular economy and sustainable fashion attracted a dedicated audience from the industry and proved to be good collaboration platforms between the Nordic Embassies and our office.

This year has accelerated growth for many of our members, although others have had to see their demand decrease instead.

What this year has additionally offered, besides a fair amount of time at home offices, is an opportunity to reflect on priorities and agenda, consider digital readiness, and continuity of FDCC to keep engaging with the future members. Networking in the old way may not be a sufficiently attractive model going forward; engaging with value, interesting content, and keeping current will likely continue to challenge the Chamber in 2021 and onwards.

Personally, I'm closing the year 2020 with a very positive balance; I've had the pleasure to work with great colleagues in the board and fantastic companies that have embraced the opportunities that change brings.

I'm looking forward to further cherishing the many connections the FDCC has offered both personally and professionally! I want to thank the Embassies in the Hague and Helsinki and the office for the great support, and I want to thank all our members for their dedicated membership.

Wishing you all a great and successful 2021!

Kind regards,



**SATU SCHRODERUS DE ROOIJ**

Chairman of the FDCC

## Changes in the board

2020 was a year of changes in the FDCC board: while Timo Saarinen, Eero Vento, Mervi Barth, Sari Kuvaja, and Johanna Raivio left the board, we welcomed three new board members: Petra Wullings, Egbert Schram and Camilla Mattson. We would like to thank all the past members for their contribution and are looking forward to the collaboration with our new members!



## Words of a leaving member

I was a foreigner in a new country, without support networks, not knowing the local business etiquette or how to apply for jobs, and where to start looking for new networks.

The answer was FDCC, where I first joined as a member and soon expressed my interest towards a Board position, hoping to help local young professionals in their careers in the Netherlands and to gain experience in organizing events.

The biggest gains at the board have been definitely meeting a lot of new people and companies and getting to see closely how a voluntary organisation is run. The conclusion is that it is the sum of its people – the office, board, personal members, and member companies. It all comes together in people, interaction, discussions, and a platform for knowledge sharing and benefits for both countries' business interests. The year 2020 has been definitely exceptional in terms of networking and international business, the borders being closed and people urged to stay home. This has had its impact on organizing events as well. Luckily the digital solutions make it much easier today.

Some highlights from the past years:

- Women in Leadership initiative and event at Nokia in 2019, with bold career stories from women, later in 2020 also digitally with KONE. (If I could put that energy in a jar from that first event at Nokia, I could fuel myself for many years to come - Maybe I still do!)
- Mentoring programs in 2018 and 2020, where I gained experience as a mentee and a mentor
- Personal Branding event at Nokia in 2018
- The Finland 100 years independence party at Koepelkerk in Amsterdam, 2018
- Young Professionals - afterworks

I want to thank my fellow board members for the great time together and wish them a lot of success for the years to come. Let's meet again hopefully soon face to face in the FDCC events!



**JOHANNA RAIVIO**

## Meet the new board members



I am a professional in trade promotion and internationalization. I have been a member of the FDCC already for 14 years and have also served the FDCC in the board before. Now I joined the board as the representative of the Embassy of Finland, where I started as the Trade Policy Advisor and Team Finland coordinator at the beginning of October. Before this, I ran my own market-entry consultancy bureau, TradeMill, for six years consulting and supporting Finnish companies with their growth strategies in the Netherlands. I have also worked for Finpro (now Business Finland) for Sr. Consultant Internationalisation and for Fujitsu-Teamware Netherlands as Business Development Executive. I believe in Finnish-Dutch cooperation and am passionate about building bridges between these countries. In my free time, I spend time with my family, walk in nature, and build furniture.”



**PETRA WULLINGS**

Board Member



“

I moved to Finland in 2006. The reason you can guess, I was imported by my Finnish girlfriend at the time, wife now. Since 2004, I have been working in the field of human capital and organisational development, and since 2011 as the CEO of a cultural consultancy - advising on the impact of culture on work life. Even in two relatively similar cultures (or perhaps because of), there are still plenty of cultural issues to fix, and my reason to sign up as a patron of the FDCC is to enable the FDCC to act as a support vehicle for members to more pro-actively explore differences and similarities as Finland and The Netherlands have a lot to support each other on. “

**EGBERT SCHRAM**

Board Member in Finland

“

I joined the FDCC board as treasurer this fall (2020) and the mentoring program earlier this year. I left Finland over 20 years ago to live with my Dutch partner and to pursue an international career. This I have done mainly in the Healthcare, Life Science, High-tech and Software industries, and I have gathered numerous degrees until now – I am never done with learning! I have also lived for a longer time in Sweden, where I was active in different Finnish and Dutch associations both as a member and as a board member and I enjoyed helping to increase the number of members by arranging suitable events. I am looking forward to my time as an FDCC board member where I expect to create memorable events and meet a lot of interesting people. It is a great place for people and businesses to network and enrich your professional life!”

**CAMILLA MATTSSON**

Treasurer

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# THE OFFICE OF THE FINNISH DUTCH CHAMBER OF COMMERCE

## Words of the General Manager



In this Annual Report, it has been mentioned already several times and, of course, you also knew that 2020 was a special year. But for the FDCC office, it was also *'business as usual'*.

**“ People come and people go, and this always has been the case within the Finnish Dutch Chamber of Commerce as well. ”**

Last year four board members left because they couldn't combine this voluntary role anymore with their professional career. Fortunately, we were able to appoint Camilla Mattson, Petra Wullings and Egbert Schram as new members of the FDCC board.

And as every year, we had members coming and going; Young Professionals and students left because they returned to Finland, and professionals because they didn't have Finnish-Dutch business interests anymore. But fortunately, we also had a lot of new members among companies like Basware, Luotain and Lyyti.

Last year we introduced a Small Business membership next to the already existing memberships for Patrons, Corporates, Professionals, Young Professionals and Students. At the end of 2020, we already had nine Small Business members.

If we are talking about people come, people go, that of course also applies for our FDCC interns. In January, Karoliina Sällilä and Marilena Constantinou arrived in Rotterdam for their internship and they were succeeded by Julia Nastolin and Hilla-Riikka Hautala in September.

For me as a General Manager it is every time again a challenge to start with a new team but it is absolutely fantastic to work with these motivated and enthusiastic Finnish students. Karoliina, Marilena, Julia and Hilla - thanks very much for being my FDCC Office colleagues in 2020!

**PATRICE VAN DER HEIDEN**

General Manager

## Trainees 2020

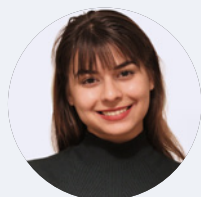


I was excited to join FDCC as a marketing and communications intern for the Spring 2020 term. Applying to this position was definitely the right decision, as this opportunity led to invaluable professional experience, great connections and even to a master's degree here in Rotterdam (I'm currently studying in EUR).

Although the pandemic crisis took place amid the internship, the challenges did not stop FDCC from adjusting quickly and efficiently to the new circumstances - we still got to organize many events, virtually. This experience has enhanced significantly my hard and soft skills in the marketing and communications field, while the unexpected crisis helped me build resilience and flexibility.

The highlight of working at FDCC were the events Karoliina and I helped to organize, such as the #NordicTalks2020 at Epicenter in Amsterdam. I also enjoyed helping with the virtual events, such as the Women in Leadership.

Many kind thanks to the FDCC board, and especially to Patrice for the opportunity and great support throughout the internship. It was an absolute pleasure working with Karoliina and Patrice. I am looking forward to attending FDCC's future events - hopefully physically too!



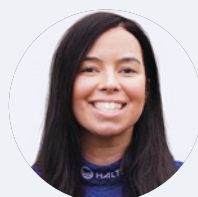
**MARILENA CONSTATINOU**

FDCC Trainee Spring 2020



The six months that I experienced at the FDCC as a marketing and communications trainee gave me more than I could ask for. Our days at the office were full of laughter and diverse work tasks, thanks for that belongs to Patrice and Marilena. I am glad that the internship was filled with various events in an international environment and together with other trainees we got to be involved in designing and organizing them. Events were ranging from large business events, such as Nordic Talks to smaller relaxed After Work events.

Somewhere in the middle of the internship I returned to Finland because of the situation that was underway. I am grateful that it was possible to complete the internship remotely from Finland. And we were able to organize replacement events remotely, which were a great success, so this "new normal" in working life became familiar. Upon completion of the traineeship, I want to say a special thanks to Patrice and the board. From day one, I felt warmly welcomed to FDCC. You all were very supportive and helpful during the six months, and I have learned several new skills and become more confident working professionally and internationally. I am sure that I will return to the Netherlands when travelling is again desirable.



**KAROLIINA SÄLLILÄ**

FDCC Trainee Spring 2020



## Trainees 2020



I joined FDCC as a trainee in September 2020. Patrice and the FDCC Board gave me a warm welcome and I have truly enjoyed my time in the beautiful Netherlands. I am grateful for the opportunity which has given me valuable experience and many unforgettable memories!

The tasks as a trainee have been very diverse and challenging in a good way; the COVID-19 pandemic has made us all think a bit more outside of the box. I have had a chance to use my skills in communication and marketing, join interesting events, and most importantly I have got a chance to collaborate with talented and innovative people. Especially, organizing the #NordicTalks with other Nordic Chambers and Embassies has been inspiring.

My traineeship is soon coming to an end, and the best part as a trainee has been our small, but powerful team. Working with Patrice and Hilla has been an absolute joy, and I will miss our never-ending coffee moments and laughs! Thanks to Patrice for all the guidance and support, and Hilla for being an amazing co-worker. It won't be a good-bye, I am sure we will stay connected in the future as well!



**JULIA NASTOLIN**

FDCC Trainee Fall 2020



Joining FDCC - and consequently moving to a new country - in the middle of the pandemic was admittedly an exciting challenge. With the adaptation to continuous changes, the traineeship turned out to be an excellent opportunity to develop skills essential in the world of virtual working!

FDCC provided an interesting environment to work in, and throughout my traineeship I got to learn a lot about trade relations between Finland and the Netherlands while improving my marketing and communications skills. I particularly enjoyed the Nordic collaboration in organising #NordicTalks and Young Professionals events, and filming an independence day video in the Finland 100 Park was definitely an unforgettable experience.

I am convinced that this traineeship will be a valuable asset for my future career, and for my life in the Netherlands, where I will stay also after my traineeship. I would like to thank Patrice for all the guidance and support throughout my traineeship, and Julia for the great collaboration. Special thanks to all the whole FDCC board and everyone else I got to work with during my traineeship. I am looking forward to meeting you at future FDCC events - hopefully soon in person too!



**HILLA-RIIKKA HAUTALA**

FDCC Trainee Fall 2020

# EVENTS 2020



**22nd of January**

Nordic YP Afterwork  
The Hague



**3rd of February**

Nordic Circular Economy Summit 2020  
From Waste to Resource



**13th of February**

Mentoring Program:  
Kickoff 2020



**16th of April**

E-mentoring Seminar



**27th of April**

Kings Day Quiz with YP



**30th of April**

Valborg Game Night with YP



**7th of May**

Cyber Coffee with NIXU



11th of May

Nordic Circular Economy Summit 2020: What's Next? Webinar 1



18th of May

Nordic Circular Economy Summit 2020: What's Next? Webinar 2



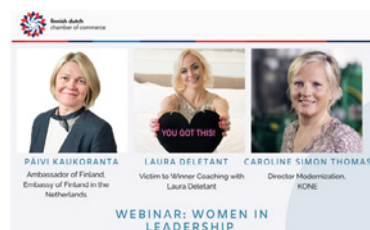
25th of May

Nordic Circular Economy Summit 2020: What's Next? Webinar 3



2nd of June

When Virtual Work is Here to Stay Webinar by HRM Partners and Howspace



8th of June

Women in Leadership Webinar



11th of June

Virtual Facilitation Workshop



17th of June

Annual General Meeting 2020



18th of June

Nordic YP Afterwork Pub Quiz



**23rd of June**

Online LinkedIn Workshop with Masja Slootweg



**20th of August**

Trademill Masterclass 1 - Assessing your Readiness



**9th of September**

Mentoring Program: September Session



**10th of September**

Trademill Masterclass 2 - Secrets of Market Entry



**16th of September**

#NordicTalks2020 SFD: Green Fashion. Green Future - Is the Future of Fashion Green?



**23rd of September**

#NordicTalks2020 SFD: Consumers Turning Green - Demand Driven Fashion Change.



**30th of September**

#NordicTalks2020 SFD: We Know Now - Awareness Raising



**1st of October**

Trademill Masterclass 3 - Building Sustainable Growth





**4th of November**

US Post-Election Webinar



**9th of November**

Mentoring program: Closing Session



**10th of November**

Mixed Presence Office



**11h of November**

Nordic YP Afterwork: Virtual Escape Room



**24th of November**

How to Find a Job in the Netherlands



## Nordic events

### Nordic Circular Economy Summit 2020 From Waste to Resource

On the first day of Circular Economy Week, Saran Nelen, Deputy Head of Cabinet of Executive Vice-President Frans Timmermans who is responsible for the EU Green Deal, and a number of experts from Sweden, Norway and the Netherlands talked about the latest developments within the circular economy.

### Nordic Circular Economy Summit 2020 What's Next?

NordicCE2020 from Waste to Resource was followed up by a webinar series “What’s next?” discussing how the COVID-19 pandemic has changed the world and what will be the role of the Circular Economy in post-COVID-19 world?



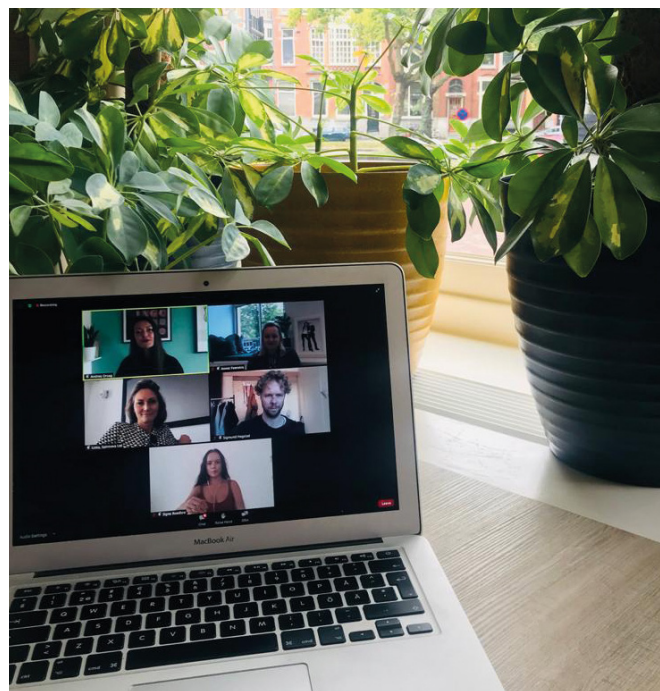






## #NordicTalks2020 Sustainable Fashion Days

NordicTalks is a collaboration between the Nordic Embassies and the Nordic Chambers of Commerce in the Netherlands highlighting topics of common interest. In 2020, we organised Sustainable Fashion Days with the aim to raise awareness for sustainable fashion and the environmental and social impact and to connect the sustainable fashion industry in the Nordics and the Netherlands. We were fortunate to have such a great variety of speakers working in different fields of the fashion industry; their insights and expertise led to inspiring discussions. Finland was represented by Lotta Kopra from sustainable fibre innovation company Spinnova, Katriina Virtanen from the fashion house Voglia and Evelyn Mora, the founder of Helsinki Fashion Week. We would like to thank our wonderful speakers from both, the Nordics and the Netherlands, our moderator Andrea Orsag from MissionC and the Nordic Embassies and the Nordic Chambers of Commerce in the Netherlands for the influential webinar series!





# Webinars

## Cyber Coffee with NIXU

FDCC patron member NIXU invited our members for their webinar Cybersecurity Awareness where they told how to prevent cyber attacks.

## When Virtual Work is Here to Stay Webinar by HRM Partners and Howspace

During the Webinar from our members HRM Partner and Howspace, we discussed the insides of virtual work: how do you lead your team, how can you connect and communicate effectively and how to stay engaged.

## Women In Leadership

Like previous years, FDCC organized another great Women in Leadership event. Of course this year, it took place online. Our keynote speakers were Ms. Päivi Kaukoranta, the Ambassador of Finland to the Netherlands, Ms. Caroline Simon Thomas, Director Modernization from KONE, and entrepreneur Laura Deletant.

## Virtual Facilitation Workshop

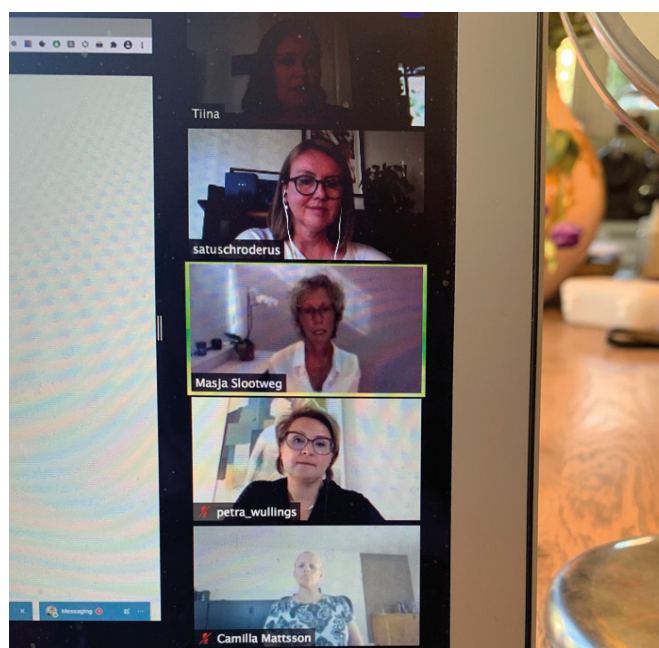
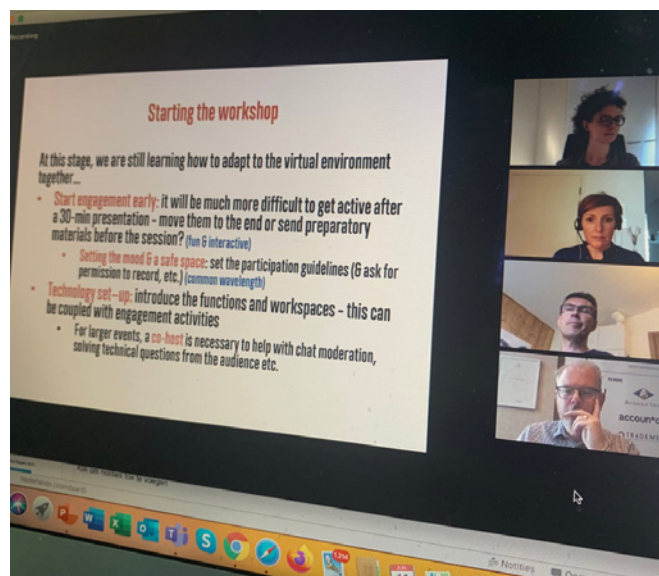
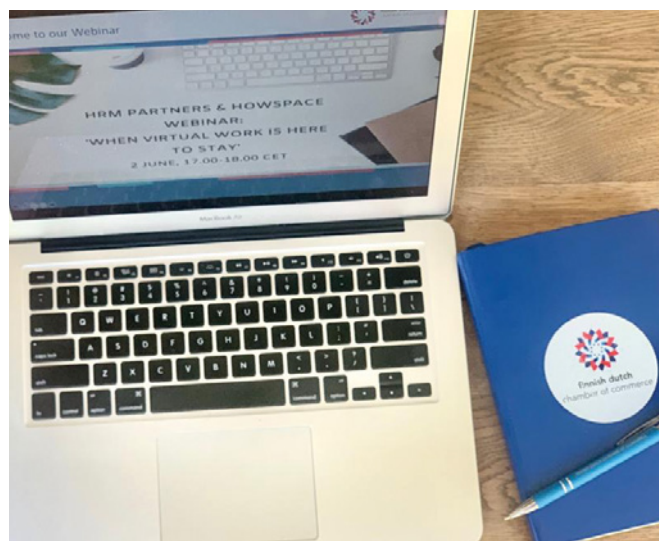
Our member Ines Vaittinen provided insights to different digital facilitation tools and how they can be utilized to foster creative atmosphere online.

## Annual General Meeting 2020

The Annual General Meeting was opened by our Honorary Chairs, The Ambassador of the Netherlands to Finland, H.E. Desirée Kopmels and the Ambassador of Finland to the Kingdom of the Netherlands, H.E. Päivi Kaukoranta. We presented the FDCC Annual Report 2019 and discussed the future plans of the FDCC.

## Linkedin Workshop with Masja Slootweg

Just before the summer holidays, Masja Slootweg, LinkedIn-expert and coach of entrepreneurs, showed the steps to improve your impact through your LinkedIn-profile so you can build your authority to increase sales.



## Trademill Masterclasses

Together with our patron member Trademill, we hosted a webinar series following the market entry process of most SMEs. In three consequent webinars, focusing on the phases of planning, market validation and sustainable growth, Treadmill shared their knowledge and experience about how to ease up the internationalization process.

## AICO & Afin Management Webinar Series of Intelligent Finance Transformation

Our members AICO & Afin organised a series of webinars on September 3rd, 17th, and 30th about Intelligent Finance Transformation.



## US Post Election Webinar

Right after the most-awaited elections of the year, we joined various experts to hear about the possible political and economic consequences of the elections and how they may affect businesses.

## Mixed Presence Office

We joined other Chambers of Commerce for a knowledge sharing session around organizational culture, environmental psychology, and technology. We had interesting and insightful discussions on how the COVID-19 pandemic affects the future of office work and how organisations can be prepared for a possible change, as almost 50% of employees opt for permanent home working days and fixed office days even after the pandemic.

## How to Find a Job in the Netherlands

In collaboration with Undutchables, we organized a webinar on how to find a job in the Netherlands where Jazmin Sprong shared tips and knowledge about the current Dutch labor market.





# Mentoring Program



The FDCC mentoring program 2020 launched with e-mentoring with Satu Schroderus from FDCC and Mari Tasanto from HRM Partners jointly

leading the program. The leading thought was to have a mentoring program open for all ages and backgrounds as “Everyone deserves a mentor”.

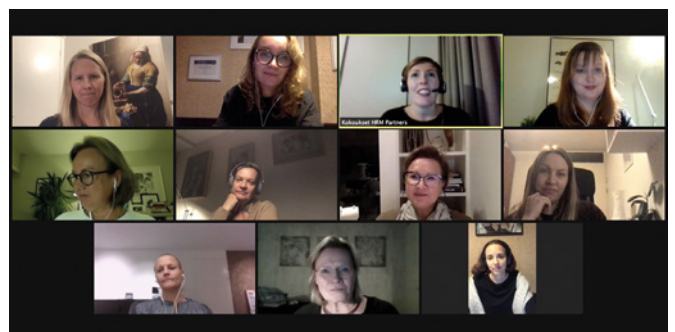
We kicked off in February with a live event at the Finse Huis where a group of 14 interested mentors and mentees met each other to learn about the principles of mentoring. “One of the key aspects that we wanted to achieve was to find right matches for everyone; as mentoring is primarily a relationship of trust, the pairs were encouraged and equipped with few practical mentoring tools for the journey”, says Mari. Along the year, we kept a couple of check-in Zoom sessions to provide the opportunity for all to stay connected and discuss any challenges with the broader mentoring network, especially important during this year. Both FDCC as well as HRM Partners were excited to see how the e-mentoring would work out.

In June we organized an open LinkedIn event with Masja Slootweg as a guest speaker to help our mentoring group in professional profiling by LinkedIn. In our Closing event in the beginning of November, we welcomed Ilona Suojanen talking about happiness and self steering. “One great aspect of e-mentoring has been the Easy reach, without complicated practical arrangements to meet-up to discuss mentoring questions, or face other hurdles that de-focus the conversations.” We witnessed that e-mentoring inspires and works; the more time and focus one puts to the relationship, the more you also get!



**SATU SCHRODERUS DE ROOIJ**

Chairman of the FDCC





The KONE logo is positioned in the top right corner, consisting of the word "KONE" in white capital letters inside a blue rectangular box. The background of the entire advertisement is a night-time photograph of a city skyline. On the right side, a tall, illuminated cable-stayed bridge dominates the frame. To the left, several city buildings are visible, including one with a "Deloitte" sign. Overlaid on the dark sky are numerous thin, glowing blue lines that curve and intersect, creating a sense of dynamic connectivity and digital space. The overall color palette is dominated by the blues of the sky and bridge, the warm yellows and oranges of the city lights, and the white of the text.

KONE

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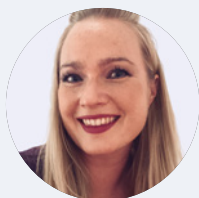


## Mentoring program



I have been a member of FDCC since 2018 as I started my own online business in the Netherlands the same year. Because of FDCC, I have gained different kinds of support, many important connections, and expanded my professional network. In 2020 I joined the FDCC mentorship program because I needed support selling my business. I could not participate in the program fully but I received individual and valuable support from my mentor Oili.

She helped me to reflect on the different perspectives on the selling process, my options, and career plans in the future. During the beginning stages of my business, I tried to solve most problems on my own (like most Finns), but I learned it is important to ask for help when you need it. Therefore, the mentorship program and the people from FDCC have been very helpful in a practical way but also equally important emotionally supportive in my entrepreneurial journey.”



**SIRU LEINONEN**

Mentee, FDCC Mentoring Program 2020



I joined the FDCC mentoring program to receive guidance and practical training on mentoring and to expand my network in the Netherlands. My task was challenging due to my mentee’s transforming business situation.

I initially doubted my role as a mentor because I had no idea of her area of business, and I have never worked as a business consultant. I was glad that my mentoring partner valued my support and that I showed her different perspectives and aspects that had to be considered in her situation. Therefore, I encourage all: you can be more than you think.”

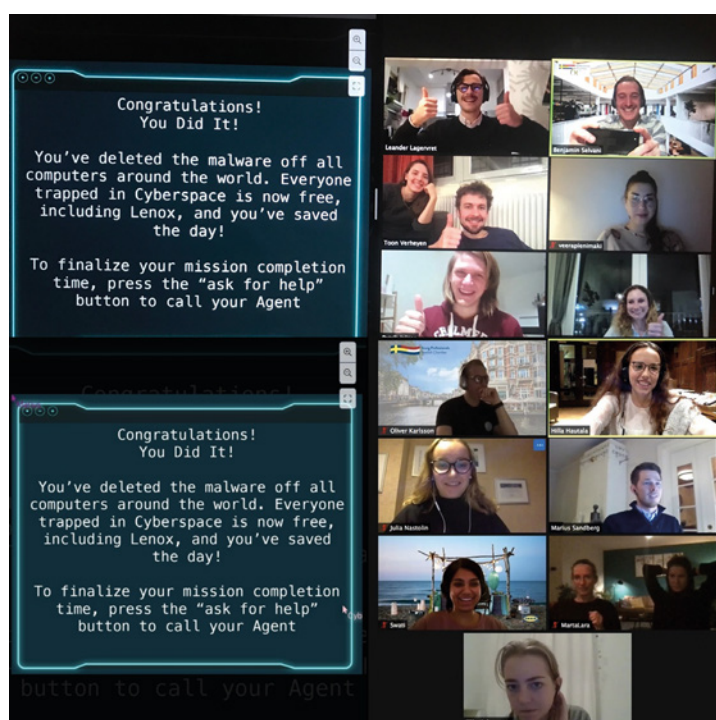


**OILI BOSBOOM**

Mentor, FDCC Mentoring Program 2020

## Nordic YP

Nordic Young Professionals events are organised in collaboration with the Swedish, Norwegian, and Danish Chambers of Commerce, offering the participants an opportunity to network with other Nordics in the Netherlands. This year, the Nordic Young Professionals met each other mostly virtually; after an afterwork in The Hague in January, we organised Kings Day Quiz, Valborg Game Night, Pub Quiz and finally, a Virtual Escape Room where our young professionals got to connect in a fun way even during a pandemic!





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# NORDIC COOPERATION



As for years before, also 2020 marked very close Nordic 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.

Two of our main Nordic events, the Nordic Circular Economy Summit and #NordicTalks2020 were also joined by the Embassies of Denmark, Finland, Norway and Sweden. You can read more about them from our website [www.nordictalks.org](http://www.nordictalks.org) where we communicate about our Nordic events here in the Netherlands.

It's been my absolute pleasure to join forces with the FDCC team and play an active role for events such as the Nordic Circular Economy Summit, web series Circular Economy: What's Next and also the webinar series Nordic Sustainable Fashion Days. For me it is inspiring to see that there is a continuous ongoing collaboration between the Nordic Chambers of Commerce and Nordic Embassies here in The Netherlands. Besides, these events brought together change makers from Nordics and The Netherlands, showcasing the ones already collaborating as well as connecting new players with another. Despite the challenges linked to COVID-19 pandemic and events moving online, the team managed to put together great speakers, interesting program and truly spark the conversation. All professionally organised and executed. I have enjoyed collaboration with the Finnish Dutch Chamber of Commerce team very much.



**ANDREA ORSAG**

Founder at MissionC

We are looking back on a very successful #NordicTalks Sustainable Fashion Days 2020 highlighting and strengthening the picture of the Nordic countries as forerunners within sustainable fashion. We would like to thank the Nordic Embassies in the Netherlands, the Nordic Chambers, the Nordic Council, and the European Commission for the excellent collaboration and support. A special thanks to Moderator Andrea Orsag, Mission C for sharing her large experience and commitment for a sustainable future and for her excellent leadership of the three webinars. We are looking forward to #NordicTalks2021 and invite you all to join!



**KERSTIN GERLAGH**

General Manager of the Swedish Chamber of Commerce for the Netherlands

The word 'Nordic' is being used more and more within the Finnish Dutch Chamber of Commerce. We talk about Nordic events, #NordicTalks, Nordic YP's, Nordic colleagues, Nordic Chambers & Embassies etc. Because of this fantastic cooperation, we also have a Nordic business and member network which is of course good for all parties involved. With the financial support of the Nordic Council, we were able to organise the Nordic Circular Economy Summit followed by a series of webinars as well as the #NordicTalks 2020 Sustainable Fashion Days. I would like to thank the Embassies of Denmark, Finland, Norway and Sweden and my counterparts in the Danish, Norwegian and Swedish Chamber for the pleasant cooperation.

**PATRICE VAN DER HEIDEN**

General Manager



# 2020 - WHAT A YEAR

## FDCC moved to remote work



The FDCC board moved online



An empty office in lockdown



Benefits of working from home: fluffy colleagues!

## #TraineeLife - pictures



The famous cinnamon rolls from Finse Huis



FDCC well branded!





Our spring trainees at Epicenter



Autumn trainees in the canals of Amsterdam!



Break at the office with traditional Dutch Sjoelen



No day is the same at FDCC: our trainees helped to set up the Christmas shop at the Finnish Seamen's Mission

## Finland 100 Park



The Ambassador, Päivi Kaukoranta, hoisted the Finnish flag for Finland's 103rd Independence Day



Finnish pennant flying in the wind





**ANTHONY VEDER**



# ANTHONY VEDER TRAVEL PROFESSIONALS IN MARINE & BUSINESS TRAVEL







Together with the Ambassador of Finland, the FDCC office visited the Finland100Park

## Holiday Season at FDCC



The FDCC Office started the Christmas season...



The FDCC Office started the Christmas season...



FDCC trainee Hilla-Riikka recorded a video at the Embassy and Finland100Park for the Independence day



...and sent sweet Christmas greetings to our members!



# 2020 FINANCES OF THE FINNISH DUTCH CHAMBER OF COMMERCE

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

Nieuwegein, February 23rd, 2021

Dear Sir,

In accordance with your request, we have compiled the financial statements as per December 31<sup>st</sup>, 2020 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 2020

	31-12-2020	21-12-2019
	€	€
ASSETS		
Inventory	-	241
Bank	20.310	14.951
	20.310	15.192
LIABILITIES		
EQUITY Opening balance	13.967	12.767
Result current year	468	1.200
EQUITY Closing balance	14.435	13.967
Payables/Accruals	5.875	1.225
Payables/Accruals	20.310	15.192

## NOTES TO THE FINANCIAL STATEMENT

BALANCE SHEET	31-12-2020	31-12-2019
Inventory can be specified as follows:		
Book value 1-1	241	483
Investments	-	-
Depreciation	241	242
Book value 31-12	-	241
Payables/Accruals can be specified as follows:		
Accountant	375	350
Deferred income	-	875
Repay of Membership Fees	5.500	-
	5.875	1.225

## FINANCIAL STATEMENT PER 31 DECEMBER 2020

	BUDGET	INCOME	EXPENSES	BALANCE 2020	BALANCE 2019
	€	€	€	€	€
Income					
Membership Fees	28.500	24.779	-	24.779	24.435
Membership Fees: new	1.500	-	-	-	1.864
Miscellaneous	2.000	2.925	-	2.925	90
<b>TOTAL INCOME</b>	<b>32.000</b>	<b>27.704</b>	<b>-</b>	<b>27.704</b>	<b>26.389</b>
Expenses					
<u>Board &amp; Office</u>					
Office Allowance	6.000	-	6.000	-6.000	-5.000
Office Allowance Flex	1.000	-	1.462	-1.462	-
Office Travel	3.250	-	1.948	-1.948	-2.918
Office Other	4.000	-	4.777	-4.777	-4.023
Board Meetings & Travel	1.750	-	186	-186	-1.674
<u>Operating costs</u>					
Printings	2.500	-	1.986	-1.986	-2.081
Sponsoring & Promotion	-	-	-	-	-
Website & Newsletter	4.500	-	3.732	-3.732	-865
Representation	-	-	-	-	-
Other Marketing Cost	1.500	-	1.185	-1.185	-1.937
<u>Other cost</u>					
Depreciation	-	-	241	-241	-242
Administration	900	-	821	-821	-766
Miscellaneous Expenses	-	-	-	-	-
<b>TOTAL EXPENSES</b>	<b>25.400</b>	<b>-</b>	<b>22.340</b>	<b>-22.340</b>	<b>-19.506</b>
<u>Events</u>					
Event Income	-	-		-	4.993
Event Income YP's					
Event Expenses	6.500		4.896	-4.896	-10.676
Event Expenses YP's	-				
<b>BALANCE CLUB EVENTS</b>	<b>-6.500</b>	<b>-</b>	<b>4.896</b>	<b>-4.896</b>	<b>-5.683</b>
<b>NET RESULT</b>	<b>100</b>	<b>27.704</b>	<b>27.236</b>	<b>468</b>	<b>1.200</b>



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## Words of the Treasurer

The number of members remained almost the same during 2020, despite the COVID-19 crisis. The FDCC is grateful for its members and their continued support and interest. The Chamber's intention remains to serve our members during the years to come, despite ongoing pandemics.

Income from the membership fees in 2020 was € 30.279,- which was slightly more than budgeted.

The membership fees are the main source of income and are vital for the chamber. With the funds the FDCC can provide an interesting agenda each year for every member.

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



**CAMILLA MATTSSON**

Treasurer

**“ The agenda for 2020 had to be amended to virtual for most part of the year, but it was still possible to pull off many of the planned activities, be it in a modified way.**

This had an influence on the event costs, which as a result were lower than budgeted. It was decided to send out personalised gifts to our members at the end of the year as compensation.

As the balance at the end of the still year was positive (+€5968), it was decided to give this amount back to the members in 2021 in form of a 20% discount on the membership fees. For this a reservation of € 5.500,- has been made in the Financial Statement.

The plans for 2021 are and will be posted on social media and on our renewed homepage. The goal is to provide the same number of events while waiting for physical meetings to be possible again.

# MEMBER LIST PER 1.1.2021

PATRONS	
<b>account<sup>+</sup>or</b>	 ANTHONY VEDER
 Hofstede Insights	<b>Howspace</b>
	<b>NESTE</b>
<b>nixu</b>	<b>NOKIA</b>
<b>Reaktor</b>	 UPM
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**FOURKIND**

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**Heeros**



**junttan**



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**NORDKAPP**



**s a n o m a**



**Sympa**



**VOIGTTRAVEL**  
VAN REIZEN NAAR BELEVEN



SMALL BUSINESS MEMBERS	
	 <b>FINNISH FIBREBOARD BENELUX</b>
 <b>HÔTEL DES ARTS</b> SAIGON	 <b>JEROENROMEIN</b> B2B Telemarketing   Lead Development   Business Development
 <b>JH SYSTEMS</b> IMPORT & DISTRIBUTION OF COMPUTER SOFTWARE	 <b>KODA</b> Coaching
 <b>Market Explorer</b> Let's explore your potential markets!	 <b>TRADE MILL</b> Finland
 CONSULTING <b>INEZ</b> AGENCY	

## 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**

Mr Olli Aho
Mr Kari Anttila
Ms Hanneke Bergsma
Mr Willem van Bolderen
Mr Jari Einiö
Mr Perry van Gerwen
Mr Patrice van der Heiden
Mr Johan Helsingius
Mr Willem den Hertog
Mr René Köhler
Ms Marja Jaatinen
Ms Rook Kati
Mr Joost Koekenberg
Mr Rob Korteweg
Mr René Kromhof
Mr Ivo Kuipers
Ms Sari Kuvaja
Ms Mervi Lepistö
Ms Mervi Leveelahti
Ms Sanna van Look-Peltonen
Ms Pirita Luolamaa-Vollebregt
Ms Marika Malin
Ms Heli Maquelin-Tervahauta
Ms Camilla Mattson
Mr Tuomas Meurman
Ms Marit van Mil
Ms Marja Minczeles
Mr Sjoerd Postema
Ms Hanne Österberg
Mr Cornelis Paardekooper
Mr Mark van der Putten
Ms Jenni Ryyänen
Ms Maarit Sandelin
Mr Hugo Sanders
Mr Jos Schuurmans
Mr Richard Straver
Ms Sanna Tauriainen
Ms Heidi Toivonen
Mr Henk Trompetter
Mr Mels van der Valk
Ms. Satu Varis
Mr Leo Wiegel
Mr Marc Wullings

**YOUNG PROFESSIONALS**

Ms Tia Alahuhta
Mr Mike Foekens
Ms Saana Havupolku
Mr Stefan de Jager
Ms Siru Leinonen
Ms Michaela Lipkin
Mr Jonne Mäkikyrö
Mr Jere Mätäsniemi
Ms Annika Mustamäki
Ms Christine Nikander
Ms Eveliina Ojala
Ms Maria Pirttilahti
Ms Ronja Puranen
Ms Johanna Raivio
Mr Timo Antero Saarinen
Ms Tuuli Tiihonen
Ms Ines Vaittinen
Mr Niklas Vaittinen
Ms Linda Venetkoski
Mr Timo van Workum
Ms Sophie Zimmerman

**STUDENTS**

Mr Merijn van Bruggen
Mr Marcus van Dijk
Ms Saara Gratschev
Ms Eemeli Hämäläinen
Ms Ronja Hjulberg
Ms Saara Jokela
Ms Sonja Karvonen
Ms Jasmin Kuusinen
Ms Maria Niemelä
Ms Susanna Nybergh
Ms Senja Yrjölä
Ms Hanna Buttigieg
Ms Sari van Bregt
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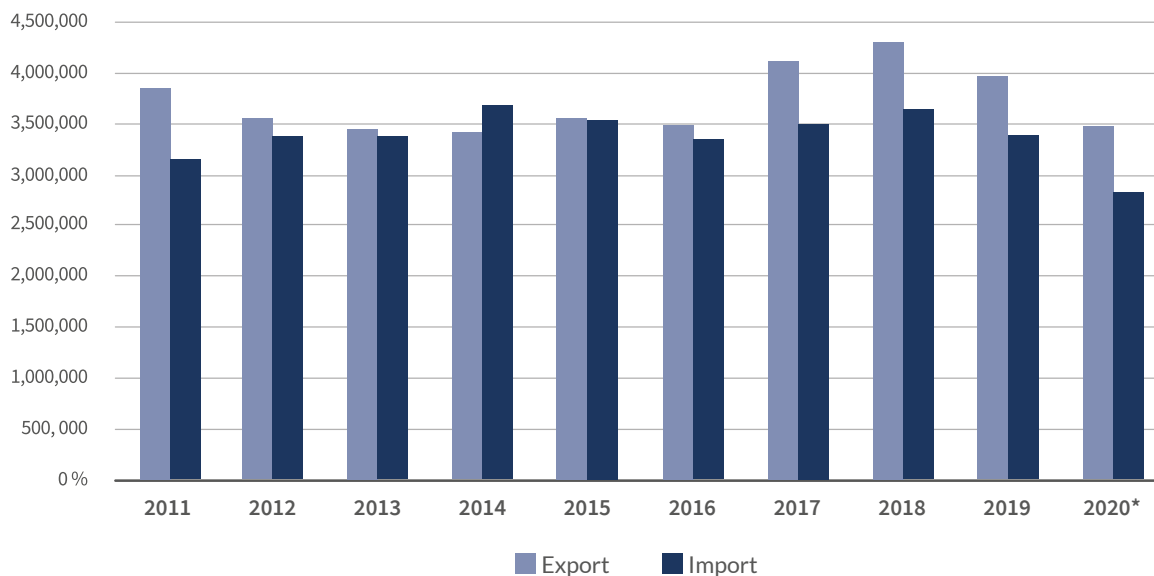




# BUSINESS INFORMATION FINLAND - NETHERLANDS

## FINLAND EXPORTS FROM/IMPORTS TO NL

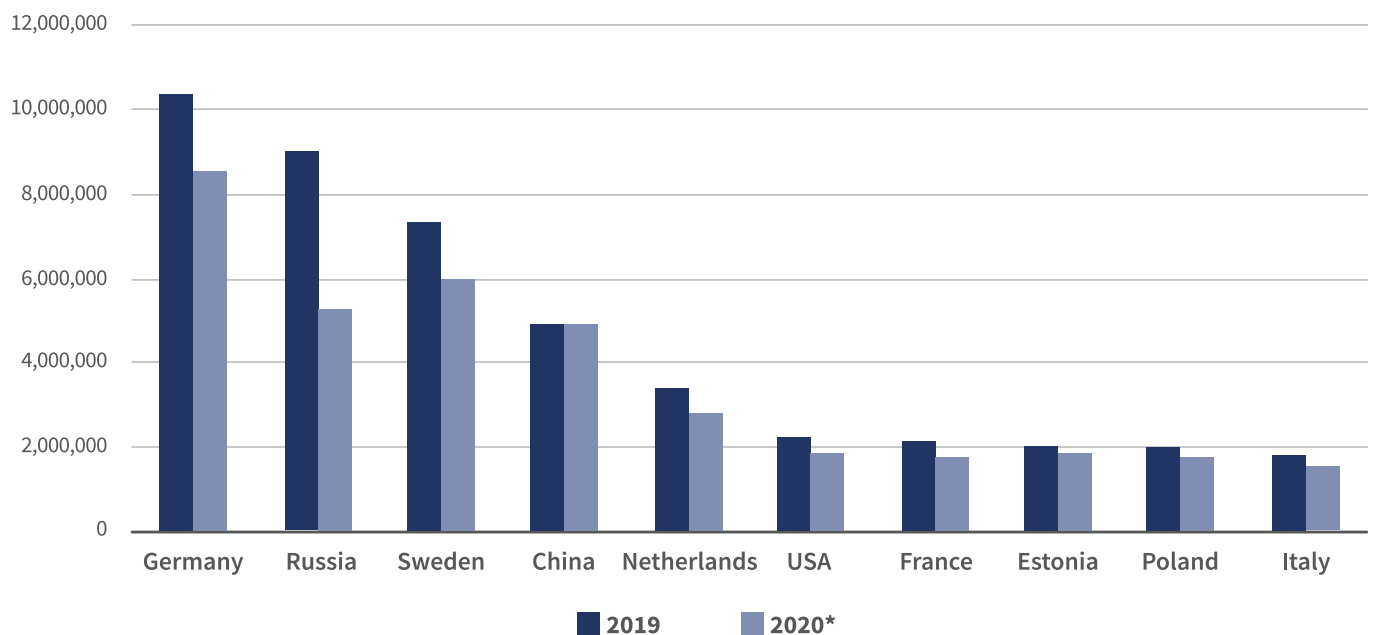
FINLAND	EXPORT	IMPORT
2011	3,851,808	3,151,233
2012	3,557,458	3,370,399
2013	3,456,550	3,373,816
2014	3,423,913	3,688,260
2015	3,556,660	3,537,117
2016	3,484,927	3,350,420
2017	4,126,008	3,509,926
2018	4,308,256	3,641,573
2019	3,979,242	3,392,879
2020*	3,477,877	2,832,690
*2020: January-November amounts x € 1.000		



## TOP 10 IMPORT COUNTRIES

FINLAND IMPORTS FROM:	2019	2020*
Germany	10,370,363	8,538,314
Russia	8,971,947	5,288,503
Sweden	7,338,704	5,997,530
China	4,922,944	4,919,447
Netherlands	3,392,879	2,832,690
USA	2,252,601	1,884,281
France	2,144,792	1,774,966
Estonia	2,041,514	1,878,300
Poland	2,024,891	1,775,324
Italy	1,799,522	1,550,626
<b>Total imports</b>	<b>65,851,206</b>	<b>54,302,068</b>

2020: January-November  
amounts x € 1.000



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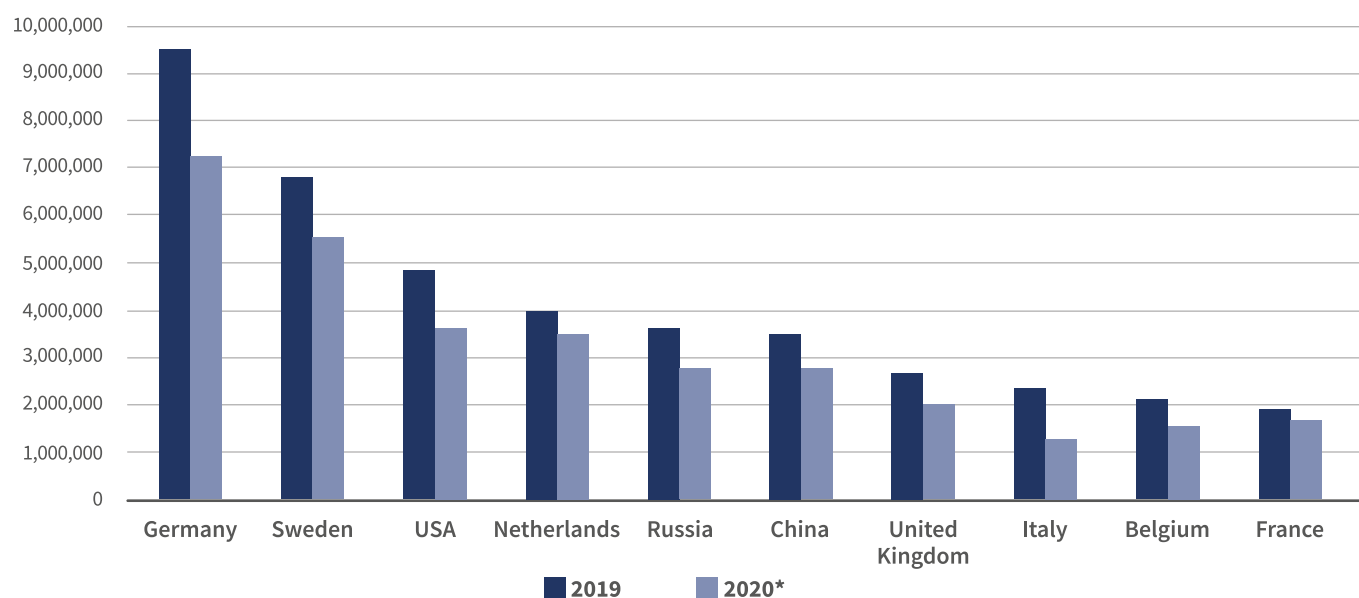




## TOP 10 EXPORT COUNTRIES

FINLAND EXPORTS TO:	2019	2020*
Germany	9,477,477	7,202,685
Sweden	6,748,661	5,525,000
USA	4,810,981	3,577,688
Netherlands	3,979,242	3,477,877
Russia	3,652,164	2,747,922
China	3,494,588	2,747,655
United Kingdom	2,682,918	2,025,446
Italy	2,348,721	1,301,225
Belgium	2,120,394	1,546,343
France	1,920,332	1,663,949
<b>Total imports</b>	<b>65,053,897</b>	<b>51,267,053</b>

2020: January-November  
amounts x € 1.000









Finnish Dutch  
Chamber of Commerce  
's-Gravendijkwal 64,  
3014 EG Rotterdam  
+31 6 5336 0937  
[info@fdcc.eu](mailto:info@fdcc.eu)  
[www.fdcc.eu](http://www.fdcc.eu)

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