



# ANNUAL REPORT

## 2024



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# ANNUAL REPORT 2024

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# WORDS OF THE HONORARY CHAIRPERSONS

## The Ambassador of Finland to the Netherlands

Dear Members of the Finnish Dutch Chamber of Commerce,

Last year my contribution to the Annual Report 2023 started with a reference to troubled times in Europe. Unfortunately, the big picture has not changed. Russia's full-scale war of aggression against Ukraine has continued for over three years. These grim events prove that peace and security in Europe cannot be taken for granted. Finland strongly condemns Russia's brutal and illegal invasion of Ukraine. It is a flagrant violation of international law. We firmly support Ukraine's independence, sovereignty, and territorial integrity.



As a consequence of Russia's aggression, Europe is striving for strategic autonomy, more resilient and less dependent on some strategic sectors like energy, defence or maritime. Leaders are accelerating Europe's military build-up.

Finland's contribution to European security and defence has been considerable. As a member of NATO, we will provide robust security for the Alliance. Our comprehensive defence concept is widely recognized and admired in Europe. Former President Sauli Niinistö has prepared a report on EU civilian and military preparedness at the request of Commission President von der Leyen.

“

**The current geopolitical situation gives new opportunities for security cooperation between Finland and the Netherlands, within the framework of comprehensive security.**

”

Security is clearly becoming a cross-cutting issue in European societies, also in the Netherlands. To apply Bill Clinton: It's the security, stupid!



The good co-operation between the Finnish Dutch Chamber of Commerce and the Embassy offers an excellent platform for boosting activities, in new innovative ways.

“

**Moreover, comfort zone is not an option!**

”

Finally, yet importantly, in terms of the Finnish trade promotion the current Team Finland reform enables us to strengthen our operations globally. Business Finland's international operations will be integrated into our missions' activities. This will give us a chance to strengthen our outreach and improve the way we communicate about Finnish businesses, investments, and innovations as well as Finland as a place to work.'

The reform also gives us an opportunity to think more strategically about how we can maximize the impact of our economic diplomacy, globally and locally.

I look forward to new ideas and let us stay in touch!



**ILKKA-PEKKA SIMILÄ**  
Ambassador of Finland

# The Ambassador of the Netherlands to Finland

The full-scale Russian invasion of Ukraine, now already three years ago, and the geopolitical context as a whole, will continue to have a profound impact on the EU's economic outlook. Economic resilience, strategic autonomy, sourcing of energy and raw materials, as well as security of supply chains will remain high on the agenda in both the Netherlands and Finland. From both sides there is a strong interest to intensify close collaboration in the areas of renewable energy supply, circular economy and the defense and security industries.

In 2024, a good number of activities took place in these priority sectors – I would like to share a few highlights.

## Hydrogen, offshore wind, battery technology

A three-year public-private partnership with 14 Dutch companies in the offshore wind power sector started at the end of 2023 and was followed in 2024 by two successful trade missions. One of these included a visit to the Wind Finland Offshore 2024 seminar, to showcase Dutch technology and know-how and present the well-established Dutch supply chain in offshore wind.

**Following up on the Dutch-Nordic market study on hydrogen, exchanges and visits were organized to support collaboration between the Netherlands and Finland in green hydrogen development.**

A high-level delegation from Finland participated in the World Hydrogen Summit 2024 in Rotterdam.

An analysis was launched regarding sustainable battery value chains in the Netherlands and Nordic countries, with key players identified and economic opportunities explored. Continued efforts were also made to promote the circular economy, with focus on circular textiles and circular construction, fostering knowledge exchange and promoting business opportunities.

## Defense and security, ports and startups

The embassy has built up a network with relevant stakeholders in the fields of cyber, hybrid threats and economic security, which will also facilitate opportunities for innovative Dutch businesses in these sectors. Notably, more than 20 Dutch companies and knowledge institutes in the defense sector have been preparing a public-private partnership for collaboration in the Finnish market, mainly on ground systems, maritime and aviation clusters and cyber security.

**Notably, more than 20 Dutch companies and knowledge institutes in the defense sector have been preparing a public-private partnership for collaboration in the Finnish market, mainly on ground systems, maritime and aviation clusters and cyber security.**

A market study regarding sustainable ports and port development was set up in 2024, a promising sector to be further explored in 2025.



The well-known high profile tech startup event Slush in Helsinki remains incredibly popular in the Netherlands. The second edition of Enschede Slush'D, a preparatory event in the Netherlands, attracted 350 participants in August. A Dutch delegation of over 200 startups, investors and ecosystem players participated in Slush itself in the month of November.

## Looking into 2025

The Embassy will continue to focus on its priority areas: offshore wind, hydrogen and the circular economy, plus the collaboration in the defense industry. Obviously, we also continue handling individual trade requests. And we are not alone in what we do: the Embassy in Helsinki enjoys the good cooperation with the Finnish Embassy in The Hague, the other Dutch Embassies in the Nordics and Baltics and the team of the Dutch Regional Business Developer who is based in Copenhagen. Added to this, the Nordic office in Stockholm of the Netherlands Foreign Investment Agency (NFIA) aims to help Nordic businesses to set up operations in the Netherlands in a wide range of sectors, among which (clean) energy, chemicals, life sciences and health, ICT, agrifood, maritime and water. Finally, the extensive and knowledgeable network of Dutch Honorary Consuls in Finland serves as the 'eyes and ears' of the Embassy in the Finnish regions. All in all, this network is ready to receive your inquiries in the coming year as well.

Let us continue sharing our thoughts and ideas on opportunities in Dutch-Finnish trade and investments. I look forward to continue connecting with FDCC members for the remainder of my assignment, which ends in the coming summer - and I am certain that my successor will be happy to do the same!



**GOVERT JAN BIJL DE VROE**  
Ambassador of the Netherlands

# INTRODUCTION TO THE FDCC

The Finnish Dutch Chamber of Commerce is a distinctive nonprofit organization dedicated to nurturing Finnish-Dutch relations within the business domain. Established in 1987 on the initiative of the Embassy of Finland, we function as a pivotal networking hub for companies and professionals with mutual interests spanning Finland and the Netherlands, as well as those with affiliations to Finland within the Netherlands.



Our unwavering belief in the potential of Finnish-Dutch business relations propels our mission forward. We provide a dynamic platform for professionals to converge, exchange ideas, and seize opportunities within the Finnish-Dutch landscape. Whether it's expanding business horizons, augmenting industry expertise, or broadening professional networks, our members discover compelling reasons to actively engage with us.

Central to our operations are our dedicated members, who generously contribute their expertise, experience, and backing, forming the cornerstone of our chamber. We offer diverse avenues for member companies to showcase themselves through hosting, organizing, and sponsoring the FDCC events, thereby nurturing an environment ripe for collaboration. Collaboration is fundamental to our ethos. We proactively collaborate with other Nordic Chambers and beyond, continually seeking to enrich our offerings and broaden our network.

Acknowledging the diverse needs of our members, we have delineated three primary groups:

Corporate members, Individual business professionals & entrepreneurs, and Young Professionals & Students. Each group possesses unique requisites, and we are steadfast in our commitment to tailor our services to meet their specific demands.

Moreover, the FDCC organizes events focused on pertinent topics such as AI & Digital transformation, geoeconomics, sustainability, DEI, health and wellbeing and much more, anticipating their relevance in the coming years. These events serve as forums for in-depth discussions, knowledge sharing, and networking, enabling our members to stay ahead in an ever-evolving business landscape.

At the core of our endeavors lies the conviction that networking can be both enriching and enjoyable. We endeavor to cultivate an ambiance where business interactions transcend mere transactions, emphasizing the cultivation of meaningful connections and the enjoyment of the journey.



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# THE BOARD OF THE FINNISH DUTCH CHAMBER OF COMMERCE



**ILKKA-PEKKA SIMILÄ**

Honorary Chair of the Board,  
Ambassador of Finland



**GOVERT JAN BIJL DE VROE**

Honorary Chair of the Board,  
Ambassador of the  
Netherlands



**EGBERT SCHRAM**

Chairperson



**ANN-NINA FINNE**

Vice-chair



**REETTA ILOMÄKI**

Board Member



**AINO SUVANTO**

Board Member (substitute to  
Maria Lieto)



**JUHANI LAITALA**

Board Member



**MAARTEN DE SMIT**

Board Member

## Words of the FDCC Chair

Dear Members of the Chamber,

As we move forward into 2025, I take great pride in reflecting on how far we've come together over the past year. Our events have continued to foster the Finnish-Dutch business community. Our social media presence has never been stronger, we see an increase in multilateral collaboration with external partners and an increase in events where the attendee numbers have risen.

A couple of highlights from my personal perspective: From the Annual General Assembly shaping our strategic direction to the Finland BeNeLux Summit fostering cross-border collaboration, and the highly successful Women in Leadership event, 2024 was a year of growth and engagement. We also introduced new initiatives like the executive breakfast with the Finnish ambassador and celebrated Finnish traditions through our Independence Day Dinner and flag ceremony. In total, we organized over 20 events, a testament to the strength of our community.

Building on this momentum, 2025 has already started with impactful events, including the NorNorm company visit and the Financial Outlook event. By the time this report is published, we will have strengthened our partnerships through initiatives such as the Cheese Event and Finnternational, reinforcing our role in Finland's international business community.

I am confident in the Chamber's position following its recent transition in 2024. Despite a slight reduction in member turnover, our budget balance is positive, enabling us to replenish the savings balance.

“

**The dedication and active participation of our members have ensured that the FDCC remains a well-run association, truly embodying the spirit of “by the members, for the members.”**

”

After joining the FDCC board in 2020 with the request of “professionalizing” the ways of working, and being elected as Chair in 2021, my time as Chair has come to an end, given that my time and attention is focused elsewhere.

I have full faith in our current vice-chair, Ann-Nina Finne, to take over the chairperson role as of April 2025, pending acceptance by the AGM. Continuing board members are Reetta Ilomäki, Maarten de Smit, Juhani Laitala and Aino Suvanto (substituting Maria Lieto as representative from the Finnish embassy).

During the upcoming AGM 2025, we hope to present 2-3 new board members from among other existing member companies – a very positive development. Together with me, other board members who have joined during 2020/2021, Reinier Naafs, Piritta van der Beek, Marit van Mil and Camilla Mattsson have also stepped back after our approximately 3-4 years of contribution. It has been a pleasure to work with them in guiding the FDCC to where it is today.

It has been an honour to serve as your chairperson, and I look forward to witnessing the Chamber's continued growth and success.

Warm regards  
Egbert



**EGBERT SCHRAM**  
Chairperson



## New board members



**AINO SUVANTO**

Board member

My name is Aino Suvanto, and many of you might recognize me as a former intern. I joined the board in August 2024 as part of my role as a Trade Policy Advisor and Team Finland Coordinator at the Embassy of Finland in the Netherlands.

It feels great to have another opportunity to continue working within this active network promoting Finnish-Dutch trade ties. Fostering strong collaboration between the embassy and its various stakeholders is important to us.

## Leaving board members



**MARIT VAN MIL**

Former board member



**CAMILLA MATTSSON**

Former board member



**REINIER NAAFS**

Former board member

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# 2024 - WHAT A YEAR

## Trainees 2024

Looking back on my time at the FDCC, I'm grateful for the opportunities I had to develop my skills and grow professionally. I had the pleasure of working with such a talented team and connecting with many inspiring people. The connections I've built not only with the Office and Board, but also with our partners and members, are definitely the greatest takeaway from this experience.

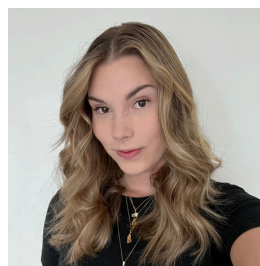


The events were certainly a highlight of this experience from several perspectives, whether it was learning about the organization process, marketing strategies, networking and insightful conversations, or gaining new knowledge from the speakers at events like Women in Leadership and Financial Outlook. Additionally, being able to connect with the Finnish community here in the Netherlands has also been a special part of the internship, from the smell of cinnamon buns at the AI event, to celebrating Independence Day with fellow Finns living abroad.

The FDCC was an inspiring, enriching experience for tipping my toes into the business world and organizational work. I will continue to cherish the connections I've made, and would like to extend a special thank you to my fellow Office colleagues and the Board for making this internship an impactful chapter in my professional journey. Wishing you all continued success in the future!

All the best,

This internship provided me with the opportunity to uncover a new dimension of myself in a professional setting, helping me build confidence in my skills and broaden my perspective on the business world. This experience also helped me improve how I approach problem-solving and collaboration, which will be extremely valuable as I continue to grow in my career and pursue my studies in economics and governance.



**LOTTA ISOLA**

Intern Autumn 2024





## ANA JARDIM

Intern Autumn 2024

I had the privilege of joining the Finnish-Dutch Chamber of Commerce (FDCC) as an intern in September 2024. From the very beginning, I was warmly welcomed by board members Camilla Mattsson and Reetta Ilomäki, and I immediately felt part of the team. During my six-month internship, I spent the first three months in the Netherlands, where I had the opportunity to immerse myself in the country's vibrant culture. The remaining three months were spent in Finland, which allowed me to return home, reconnect with my family, and experience the flexibility of working remotely.

One of the highlights of my internship was helping to organize the Women in Leadership event. It was an inspiring experience to be surrounded by powerful women and engage in meaningful networking. Additionally, I contributed to the organization of the Young Professionals event at Wärtsilä and the Independence Day Dinner, both of which were rewarding and impactful.

Throughout my time at FDCC, I gained valuable hands-on experience in marketing communication and event management. The variety of tasks I was involved in kept each day exciting and educational.

I am truly grateful for the opportunity to work with such a dedicated team, and I am confident that the skills and insights I acquired will serve as a solid foundation for my future career. My sincere thanks to the entire FDCC board for making me feel so welcome, for their guidance, and for being such great mentors. I truly appreciate the dedication and passion you bring to FDCC, and I wish all of you the very best in the future!





My spring at the Finnish Dutch Chamber of Commerce was a great experience. As the combined internship program was launched for spring 2024, me and Ella V., had a unique opportunity to work both for the FDCC and the Embassy of Finland in the Hague. It was very enriching to see both actors working towards the same goal, fostering the trade ties between Finland and the Netherlands, from slightly different perspectives.

Working with the FDCC, the Embassy and their different stakeholders was engaging, as we had the chance to get involved with so many intriguing yet important themes and topics. Meeting so many of you in our events was a clear highlight of the internship yet I can't emphasise enough the relevance and meaning of the constant background work to plan, draft and execute different projects and events. I would like to thank our members, visiting speakers, other Nordic Chambers and everyone, who have been joining our events and/or participated in the event planning, giving a valuable input to our work.

I would like to express my gratitude towards the FDCC Board for their continuous support and valuable insights, but also for creating a safe atmosphere for us to present our own ideas and views. Thank you especially Reetta and Maria who were always there for us as internship contact persons for the FDCC and the Embassy.

Lastly, I want to thank my fellow intern Ella V. for sharing every day together and forming a great team since the beginning. Your smart, sharp and hard-working attitude will continue to inspire me in the future as well.



I learned a lot during my internship in the FDCC, from the Finnish-Dutch trade ties but also from myself. I have a high trust that the FDCC will continue its important work of sharing information, forming valuable networks and most importantly, bringing people together.

Best regards,



**AINO SUVANTO**

Intern Spring 2024



## MARTTA SOPANEN

Intern Autumn 2024

During my internship in communication and marketing at the Finnish Dutch Chamber of Commerce in fall 2024, I had the opportunity to learn an incredible amount and gain valuable hands-on experience.

From the very beginning, I was welcomed as a full member of the team and got to see how the organization works from the inside. I had a chance to attend board meetings which is something that interns don't typically get to do in companies. These experiences gave me a unique perspective on decision-making and strategic planning at the organizational level.

I also got to take part in a wide variety of interesting projects. I familiarized myself with the Chamber's rules and structure, which gave me a deeper understanding of how such organizations operate.

Throughout the internship, I learned to use several digital platforms and tools, many of which have already proven extremely useful in other contexts. The tasks were diverse and meaningful, and I always felt that my contribution was appreciated.

Overall, this internship was an eye-opening experience that deepened my understanding of international business networks, communication strategies, and non-profit organizational work. I'm very grateful for the opportunity and would highly recommend this internship to anyone looking to develop their skills in a supportive and international environment.

My internship at the Finnish Dutch Chamber of Commerce was immensely educational. It was enriching to meet and work with various stakeholders, from Nordic Chambers and Embassies to member companies like Nokia, and to tackle topics ranging from the maritime industry to AI. My experience at the FDCC was a true springboard in my career as it taught me valuable skills in communications and marketing, as well as in networking and event organising.

The FDCC board and the Embassy team encouraged our growth as interns and helped us improve our skills and knowledge of the international business world. We were always free to implement our own ideas and suggest new practices. For example, Aino and I initiated the FDCC's bi-monthly After-work drinks in the spring of 2024. This open atmosphere gave me a sense of belonging to the organisation and the Finnish-Dutch community, and a wish to work for its continuous improvement.



I want to thank all the board members of the FDCC for their support and expertise. A special thank you to Reetta for her valuable knowledge and guidance as internship coordinator, and Maria for her encouraging words as contact person with the Embassy. Finally, I want to thank my fellow intern Aino, with whom we made a great team.

I will always remember your discipline, your detail-oriented approach, your never-ending quest to improve your work and the FDCC's work, and, of course, all the fun we had together while working for the FDCC.

I am grateful to have been able to contribute to the improvement of ties between Finland and the Netherlands, two countries close to my heart, through my work at the FDCC and the Embassy of Finland in the Hague. I wish the FDCC success in its crucial work.

Sincerely,



**ELLA VERHEUGEN**

Intern Spring 2024

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---

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# NEWS FROM OUR PARTNERS

## The Embassy of Finland in the Netherlands



The main tasks of the Embassy of Finland in the Netherlands are to foster political and economic cooperation between Finland and the Netherlands, represent Finland at international organizations and institutions, promote trade and investment, and provide consular services to Finnish citizens.

Our goal is to strengthen commercial and economic relations between Finland and the Netherlands, support Finnish companies seeking to enter the market, and enhance Finland's image in the Netherlands. We also aim to increase Finn's knowledge of and interest in the Dutch market. The current focus areas in trade and economic cooperation include the maritime and defense industries, health tech, energy transition, and other sustainable solutions.

The services provided by the Team Finland network in the Netherlands include delivering market information, reporting on market opportunities, solving challenges, and facilitating connections.

## SNP

As in the many previous years, the Finnish Dutch Chamber of Commerce (FDCC) continued collaboration and support for the Finnish Women's Day foundation in 2024. During the 35th edition of the yearly event 'Finnish Women's Day', the foundation gave additional exposure to its few main partners, such as FDCC. The event in 2024 was once again a great opportunity for promotion of FDCC events and services in person for the 70 Finnish women in the Netherlands.

Next to a fun and inspirational program, the Finnish Women's Day-event has also served throughout the years as a platform for new business ideas and networking opportunities.

Gaining new members is an important aspect of the collaboration, and the Finnish Women's Day foundation supports that during the event and in social media communication, also before and after the event.

The members of the executive team of the foundation also visit many relevant events of FDCC, such as 'Women in Leadership' in 2024 to broaden our network and spread the word concerning our collaboration. We hope to continue the collaboration and seek for more opportunities in the coming year(s) that serve our shared target group.



## The Swedish Chamber of Commerce for the Netherlands

Reflecting on the Success of the Women in Leadership – Embrace your unique path event 2024

The Swedish Chamber of Commerce is very grateful for the opportunity to collaborate with the Finnish Dutch Chamber of Commerce at their inspiring annual Women in Leadership Forum held on September 26, 2024 and generously hosted by Nokia Nederland.

We proudly look back on this impactful event which brought together a diverse audience to engage in meaningful discussions on the role of women in leadership. Featuring five distinguished women leaders from various industries, the forum offered valuable insights, personal experiences, and reflections on fostering leadership and inclusion.

The esteemed speakers included: Ruth de Jager, Vice President Global Content Deve-

lopment at Storytel & Vice Chairperson of the Swedish Chamber of Commerce, Mari Tasanto, Growth Area Director at Hanken & SSE Executive Education Anna Häggblom, Chairperson of Aveo, E-Commerce Innovator & Farmer Tamara de Gruyter, President Marine Systems at Wärtsilä Eileen Prendergast, Country People Manager Ireland & The Netherlands at Nokia. Guided by moderator Andrea Orsag, Sustainability Strategy Advisor and Founder of MissionC, the discussions sparked thought-provoking conversations and provided actionable takeaways for professionals committed to driving change.

“We extend our sincere thanks to the Finnish Dutch Chamber of Commerce for their valuable collaboration and look forward to future partnerships that drive progress and innovation.”

Kerstin Gerlagh, General Manager, Swedish Chamber of Commerce for the Netherlands.



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ANTHONY VEDER

# NEWS FROM OUR PATRON MEMBERS

## Accountor

**How has your business evolved over the past year, and what key milestones or achievements are you most proud of?**

“

*Accountor focused more on the accounting/payroll and advisory tasks in the last 3 years and mainly related to the establishing of new legal entities in the Netherlands. Many international companies decided to use our services during their market entry in The Netherlands. We offer a broad range of services such as day to day accounting, VAT and tax related services, international payroll and wage tax declarations, annual reporting, and assistance with the overall set-up of the company including guidance with the notary and bank account opening*

”

**What challenges did your company face in the past year, and how did you overcome them?**

“

*Accountor is part of the Aspia Group since mid-2024, we are in the middle of the integration and rebranding in the Nordics. The service offering for our financial services has mainly been on Nordic companies but will be extended to a more global market proposition. Debt collection has always been a large part of our Dutch operation and due to some market developments, we will rearrange the service offering and market approach which already started in the second half of 2024*

”

**Looking ahead, what goals or initiatives do you have for the upcoming year, and how do you plan to contribute to our business community?**

“

*We will focus on Dutch companies too for local day to day accounting activities as a second business line model for our financial services. Debt collection and the offering of insourced qualified staff (financials and credit controllers) will get a new service offering model during 2025 to adapt to a new market situation.*

”



## Why should European countries keep moving forward with sustainability?

“

*The impact of climate change is becoming a bigger part of our everyday lives, which only strengthens the need for society and businesses to become more sustainable and start replacing fossil fuels and raw materials with renewable alternatives. This transition will also reduce Europe independence on fossil value chains and create great economic opportunities for European industry. Sustainability is crucial to mitigate climate change, increase strategic autonomy and build a thriving European industry. At Neste, sustainability is deeply rooted in our everyday business and we continue supporting our customers to reduce their greenhouse gas emissions by using our products.*

”

## What needs to happen?

“

*Mitigating climate change and reducing emissions requires taking responsibility and cooperation across the whole ecosystem. Each stakeholder has a role to play, whether you are an organization which has set (ambitious) sustainability targets, a government which can create policies to support market demand or remove regulatory obstacles, or even an individual traveller who can choose to reduce travel emissions by flying on sustainable aviation fuel (SAF) or driving on renewable diesel.*

”

## How can Finland and The Netherlands work together?

“

*The Finnish-Dutch connection is very strong from Neste's perspective. Both countries have similar ambitions to transform their industry and to replace fossil fuels and feedstocks with more sustainable alternatives. This connection has been there for a long time with Neste's renewables refinery in Rotterdam starting production in 2011, but also significant investments which will double our production capacity in Rotterdam in 2027. This makes the Netherlands an important part of Neste's mission to mitigate climate impact and accelerate the transition to a circular economy. But there is more work to be done and strengthening the connection, for example on key policies or industry cooperation, will help us to move forward faster.*

”

**How has your business evolved over the past year, and what key milestones or achievements are you most proud of?**

“

*Over the past year, we have strategically adapted to market changes by refining our business model. Recognizing shifts in demand, we transitioned from a broad, global approach to a more focused structure, organizing our operations into seven specialized business units. These units allow us to provide expertise to our clients and strengthen our market position. One of our proudest achievements has been maintaining growth despite economic challenges, demonstrating our resilience and ability to create value for our clients in a competitive landscape.*

”

**Looking ahead, what goals or initiatives do you have for the upcoming year, and how do you plan to contribute to the business community?**

“

*Our key goal for the coming year is to further expand our international presence, with a strong focus on the Dutch market. We see tremendous potential in fostering deeper collaboration between Finland and the Netherlands, particularly in sectors where both countries excel. For instance, Finland has pioneered cost-effective solutions that enhance patient care - insights we aim to share with our Dutch partners. Conversely, the Dutch market leads in retail innovation, and we look forward to bringing those best practices to Finland.*

”

**What challenges did your company face in the past year, and how did you overcome them?**

“

*The past year has seen significant market fluctuations, with post-pandemic economic adjustments and geopolitical uncertainties influencing business spending. The IT sector, which had surged during remote work, returned to more sustainable levels, requiring us to adapt. Reaktor responded by sharpening our focus on high-value, strategic solutions that provide our clients with a competitive advantage. By concentrating on our strongest areas of expertise and optimizing internal structures, we successfully navigated these challenges and positioned ourselves for long-term stability and growth.*

”

# The Culture Factor Group

**How has your business evolved over the past year, and what key milestones or achievements are you most proud of?**

“

*Over the past year, we've focused on expanding our technology offerings, especially with The Culture Portal. The response from clients has been fantastic, and it's been rewarding to see how these improvements are making a real impact, helping them use culture as a strategic asset. Our annual conference featured Airbus, Unilever, and OnLogic, with their leaders taking the stage to share the work we've done together and how it has transformed their organisations. And, of course, we published our annual report (<https://www.theculturefactor.com/resources/report/global-report-2024>), packed with insights for leaders navigating the complexities of a globalised workplace.*

”

**What challenges did your company face in the past year, and how did you overcome them?**

“

*This past year came with its challenges, as many companies became more cautious with their budgets, prioritizing only the most critical investments. This meant that consulting and training services, while valuable, had to prove their immediate impact more than ever. Having been in business for 40 years, we've learned how to navigate shifting market conditions. We focused on staying close to our clients, adapting quickly, and ensuring our solutions remained essential, helping organisations tackle complex cultural challenges even in times of tighter spending.*

”

**Looking ahead, what goals or initiatives do you have for the upcoming year, and how do you plan to contribute to the business community?**

“

*Our focus for the coming year is expanding our technology and AI capabilities, alongside our consulting services, to offer even more personalised solutions. We're also putting more energy into building a stronger consultant community worldwide, because we know that the best ideas come from collaboration. Our next report will be released in May 2025, and early data suggests it might be our most compelling one yet. If you want to receive it, we invite you to join our newsletter (<https://www.theculturefactor.com/newsletter>).*

”

**How has your business evolved over the past year, and what key milestones or achievements are you most proud of?**

“

*We launched our new strategy, 'Rise', in September 2024 with strong support and excitement from our employees and customers. Our ambition is to be the number one choice for employees and customers and to lead the industry in sustainability, innovation, growth and profitability.*

”

**What challenges did your company face in the past year, and how did you overcome them?**

“

*Being a leader in sustainability has long been a strategic target for KONE. The built environment accounts for approximately 40% of global carbon emissions, providing a significant opportunity to make a difference. Hundreds of cities worldwide have pledged to become carbon neutral, and more will follow. Also, our customers are seeking ways to cut emissions related to construction and building operations. We aim to work even closer with our customers to help them decarbonize with our sustainable solutions.*

”

**Looking ahead, what goals or initiatives do you have for the upcoming year, and how do you plan to contribute to the business community?**

“

*We see exciting opportunities ahead of us. We will expand our digital service offering with the introduction of Remote Services and roll out solutions for smarter service operation. Other exciting opportunities include accelerating the sales of regenerative drives to significantly reduce carbon emissions. We have improved the flow of urban life for 110 years, and we want to share our expertise to help our customers in making cities smart, sustainable, and better places to live.*

”



# EVENTS 2024

## Overview of the events



**9th of February** - Extra General Meeting



**14th of February** - Benchmarking Dutch-Finnish working practices and labor laws - Webinar



**27th of February** - Patron Dinner in Helsinki



**13th of March** - Member event



**13th of March** - Patron Dinner in The Hague



**21st of March** - Nordic Masterclass:  
Lead Generation



**5th of April** - FDCC'S April Afterwork drinks



**18th of April** - Annual General Meeting








**More focus  
more profit.**

**Webinar**  
16th of May  
17:00-18:00



With  
Veera Virintie &  
Johanna Vilmi

**16th of May** - More focus, more profit -  
webinar with Silta Education



\*\*\* Café \*\*\*  
**MULDER**  
AMSTERDAM



**FDCC's June  
Afterwork Drinks**

June 7th  
Starting from 18:00

Weteringschans 1  
1017 XD Amsterdam

**28th of October** - FDCC's June  
Afterwork drinks






**'What managers and leaders look for in new YP recruits'**

Webinar by Nordic Young Professionals  
with FDCC Chair and CEO of the Culture Factor Group, Egbert Schram

The Culture  
Factor  
GROUP

19. JUNE 2022  
17:00-18:00 CE

**19th of June** - 'What managers and  
leaders look for in new YP recruits' - YP  
Webinar



June 28th  
Starting from 18:00

The Danish Seamen's Church  
Coolhaven 1, Rotterdam

**Nordic Afterwork Drinks**





**28th of June** - Nordic Afterwork Drinks



## 10th of September - European Networking Cocktail



## 26th of September - Women in Leadership - 'Embrace your unique path'



## 28th of September - AI and Wellbeing event - Dare to harness AI for a more balanced life



## 10th of October - YP: Career event





**17th of October - Nordic Business  
Speed Dating**



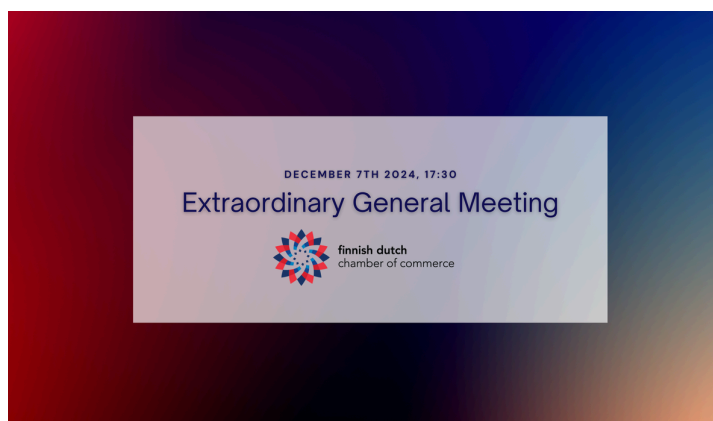
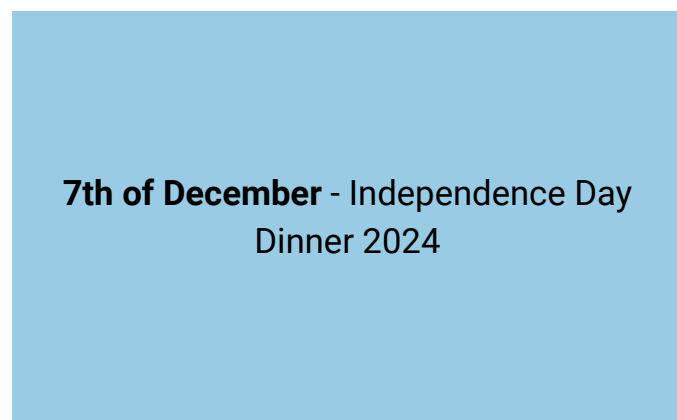
**8th of November - November Afterwork  
Drinks**



**13th of November - Executive Breakfast**



**6th of December - Flag Ceremony**





The background of the advertisement is a vibrant, abstract image featuring a tunnel with colorful light trails in shades of blue, purple, and yellow. A large, white, stylized 'X' shape is superimposed over the center of the image, creating a sense of depth and movement.

# NOKIA

At Nokia, we create  
technology that helps  
the world act together



# Highlights

## Annual General Meeting

On April 18th, The FDCC successfully convened its Annual General Meeting. The meeting commenced with welcoming remarks from the Ambassador of Finland to the Netherlands, Ilkka-Pekka Similä, followed by an insightful keynote address delivered by Sebastian Burmeister of Ahlström Capital. Moreover, a comprehensive overview of FDCC's activities and achievements of the year 2023 and the strategic direction of 2024 were presented and approved by the FDCC.

The success of the AGM was made possible by the dedication and contributions of the FDCC's board members and the FDCC Office staff. The FDCC expresses its sincere appreciation to the Finnish Ambassador for hosting the event, to Sebastian Burmeister for his engaging presentation, and to all our members who participated. Special thanks to Hanne Hansen for capturing the event's moments through photography.





## YP Career Event 2024

With Nordic Collaboration, the Finnish Dutch Chamber of Commerce, the Danish Dutch Chamber of Commerce, and the Norwegian Dutch Chamber of Commerce proudly hosted a Young Professionals Career Event at the Wärtsilä Nederland office in Schiedam. This engaging session on October 10th, focused on preparing young professionals for the evolving job market in the age of Artificial Intelligence (AI).

Professor Benjamin Eckholm from The Hague University of Applied Sciences delivered an insightful presentation on in which he explored the transformative impact of AI on universities and the workforce, highlighting key trends and opportunities. These included AI's global transformation of industries beyond chatbots, the rise of hybrid roles integrating humans and AI, the significance of mastering AI skills to enhance productivity and career security and the potential of freeing up professionals to focus on their passions while AI automates routine tasks.

Ruth Bugler from Wärtsilä's Talent Acquisition team provided valuable information about career opportunities at Wärtsilä, emphasizing the company's diverse and inclusive work culture and growth potential.



## Women in Leadership - 'Embrace your unique path'

In a collaborative effort, the Finnish Dutch Chamber of Commerce and the Swedish Chamber of Commerce for the Netherlands proudly presented the 'Women in Leadership' event, hosted by Nokia at their Dutch headquarters.

The event was enriched by the contributions of Mari Tasanto, Ruth de Jager, Anna Häggblom, and Tamara de Gruyter, each bringing unique perspectives and expertise to the discussion. Andrea Orsag moderated the panel, fostering a dynamic and insightful exchange. Eileen Prendergast provided a compelling overview of Nokia's commitment to diversity and inclusion, outlining the company's progress and goals in this crucial area. We extend our sincere thanks to Jan Kuiper, Country Manager at Nokia, for graciously hosting this impactful event.

The panelists addressed several topics relating to finding one's unique path: experiencing different cultures to develop skills and self-awareness, embracing diversity and inclusive cultures to enhance performance and growth, balancing flexibility at workplace and personal well-being, the impact of pursuing one's passions and the role of well-being and trust in strong teams.







## Businesses as Geoeconomic Actors

March 13th was characterized by our 'Businesses as Geoeconomic Actors' event at the Embassy of Finland in the Netherlands. This event featured Jens Hillebrand Pohl, a Postdoctoral Fellow at the Finnish Institute of International Affairs (FIIA) and Managing Director of Helsinki Geoeconomics Week 2024 (HGW24). This insightful session delved into the evolving landscape of global geoeconomics, exploring states' shift from traditional market capitalism to strategic capitalism.

Jens Hillebrand Pohl presented a thought-provoking analysis, highlighting the growing role of economic actors in power politics, the increasing 'weaponization' of economic policy and states' increasing prioritization of security concerns. The discussion further explored the tangible impacts of these geoeconomic trends on businesses, emphasizing the crucial need for companies to enhance their resilience.



We extend our sincere gratitude to Jens Hillebrand Pohl for sharing his expertise, and to the audience for initiating great discussions.



## Independence Day 2024

On December 7th, our annual Independence Day Dinner, was held in collaboration with the VNF (Vereniging Nederland-Finland), at the charming Stadscafé Van Der Werff in Leiden. The evening was a celebration of Finnish independence and the enduring friendship between Finland and the Netherlands, marked by warmth, laughter, and meaningful connection.



One of the highlights of the night was the enchanting performance by Mirella Pirskanen, whose beautiful renditions of traditional Finnish songs added a truly special and authentic touch to the celebration.

The event also featured inspiring remarks from distinguished speakers, including Ambassador Ilkka-Pekka Similä and representatives of the FDCC and VNF, Camilla Mattsson and Anna Schoemakers. The speeches eloquently emphasized the theme of unity and the significance of independence as well as reflections on the collaborative achievements of our organizations over the past year. The dinner provided a wonderful opportunity for attendees to connect, engage in meaningful conversations and enjoy delicious cuisine. We extend our sincere gratitude to everyone who joined us in Leiden, making this Independence Day Dinner a truly special and memorable event.







# When the city flows, life flows

At KONE, our purpose is to shape the future of cities. As a global leader in the lift and escalator industry, we move two billion people every day, making their journeys safe, convenient, and reliable with smart and sustainable People Flow®. In 2024, KONE had annual net sales of EUR 11.0 billion, and at the end of the year over 60,000 employees in close to 70 countries. KONE class B shares are listed on the Nasdaq Helsinki Ltd. in Finland.

# 2024 FINANCES OF THE FINNISH DUTCH CHAMBER OF COMMERCE

## Statement of income per 31 December 2024

	Budget (€)	Income (€)	Expenses (€)	Balance 2024 (€)	Balance 2023 (€)	Balance 2022 (€)
<b>Income</b>						
Membership Fees	26,196	21,360	-	21,360	23,815	25,026
Event Income	-	518	-	518	4,345	1,634
Miscellaneous Income	1,000	109	-	109	73	750
<b>Total Income</b>	<b>27,196</b>	<b>21,987</b>	<b>-</b>	<b>21,987</b>	<b>28,233</b>	<b>27,410</b>
<b>Expenses</b>						
Board & Office	-4,310	-	-2,596	-2,596	-19,278	-17,451
Event Expenses	-11,450	-	-6,422	-6,422	-10,748	-5,215
Operating Costs	-6,033	-	-4,387	-4,387	-4,933	-3,418
Other Costs	-5,403	-	-2,205	-2,205	-	-906
<b>Total Expenses</b>	<b>-27,196</b>	<b>-</b>	<b>-15,611</b>	<b>-15,611</b>	<b>-34,959</b>	<b>-26,990</b>
<b>NET RESULT</b>	<b>-</b>	<b>21,987</b>	<b>-15,611</b>	<b>6,376</b>	<b>-6,726</b>	<b>420</b>

## Notes to the financial statement

<b>NOTE Independence 2024</b>	
Costs	-4,720
Income	4,198
<b>Event Expenses</b>	<b>-523</b>

## Balance sheet 31 December 2024

	31-12-2024 (€)	31-12-2023 (€)	31-12-2022 (€)
<b>Assets</b>			
Prepayments/AR	2,443	2,108	1,116
Bank	16,788	12,085	20,103
<b>Total Assets</b>	<b>19,231</b>	<b>14,193</b>	<b>21,219</b>
<b>Liabilities</b>			
Equity Opening Balance	11,043	17,769	17,349
Result Current Year	6,376	-6,726	420
Equity Closing Balance	17,419	11,043	17,769
Provision Events	-	-	3,000
Payables/Accruals	1,812	3,150	450
<b>Total Liabilities</b>	<b>19,231</b>	<b>14,193</b>	<b>21,219</b>

## Budget of 2025

	<b>Income</b>
Membership Fees	20,000
Event Fees	500
Ontvangen rente	110
<b>Total Income</b>	<b>20,610</b>
	<b>Expenses</b>
Office Rent	-500
Events	-10,000
Contributions and Subscriptions	-1,250
Software and E-bookkeeping	-300
Costs of Promotion/Sponsorship	-2,500
Representation and Consumption	-250
Travel & Accommodation	-750
Travel & Accommodation Board Members	-
Business Gifts	-150
Bank	-500
Various Business Insurances	-250
Accountant and Administration	-500
<b>Total Expenses</b>	<b>-20,610</b>

## Words of the treasurer

Dear Members,

As we reflect on 2024, I would like to take this opportunity to share some key updates and achievements on behalf of the Finnish Dutch Chamber of Commerce (FDCC). Over the past

year, we have made significant strides toward restructuring the Chamber to enhance its professionalism, relevance, and long-term sustainability. These efforts have begun to bear fruit, positioning the FDCC for continued growth and success.

Our income from membership fees was initially projected to reach €26,196, but we closed the year at €21,360. This shortfall was due to some members relocating or choosing not to renew their memberships. However, we took proactive measures to attract new members, focusing on leveraging social media channels for outreach. While this strategy takes time to show full results, the chamber is optimistic about its long-term potential.

The total income for the year was €21,987, with prudent financial management helping to cover the shortfall. We also implemented several cost-saving initiatives, ensuring that we could maintain a stable financial position despite the challenges. The final result for the year was a positive balance of €6,376, which reflects our careful management and the success of our cost-saving measures.

In 2024, we adopted a leaner approach to our finances. We saved significantly by not employing any paid personnel, reducing

travel and meeting expenses, and cancelling our underused office space, enabling savings in operational costs of approximately 15K EUR compared to previous years. Some of the savings were invested in social media and insurance, as well as replenishment of the savings account. We also optimized our event spending, reducing the budgeted €11,450 for events to €6,422 through careful planning and prioritization. Our key events, including the AGM, Patrons Dinner, Women in Leadership event, and Independence Dinner, were all executed successfully while keeping costs under control. A one-time expense related to formalizing the Chamber, including notary fees, was incurred, but this cost will not recur in future years.

As mentioned early 2024, one of the most significant changes for the FDCC in 2024 was the formalization of the Chamber. This milestone has enhanced our legal standing and transparency, granting the FDCC full legal capacity in the Netherlands. The newly established comprehensive statutes align with Dutch law for associations, ensuring smoother compliance going forward. Due to our formalization, membership fees are now tax-deductible, providing an added benefit for our members.

This year also saw the establishment of the first FDCC committees: Cash, Finance, Communication, and Membership. These committees play a vital role in ensuring that our operations are efficient, transparent, and aligned with the Chamber's goals. Looking ahead, the Chamber will continue to document and enhance its processes to further strengthen governance.

In line with our commitment to financial transparency, we transitioned to a more robust and official bookkeeping system in 2024.



While this change resulted in higher-than-expected accountant costs, these expenses were necessary to ensure that all financial transactions are fully transparent and in line with best practices.

From 2025 onwards, the Chamber will no longer require external accountant services, as the Cash Committee will take over the review of finances. This shift will reduce costs further, as the committee will serve on a voluntary basis.

Related to the formalisation, the board also secured insurance through AON, providing additional protection and peace of mind as the Chamber continues to grow.

The Chamber's financial future is now firmly grounded in a solid structure, enhanced transparency, and a commitment to cost-effective management. It is well-positioned for continued growth and success, thanks to the implemented changes.

As the Chamber looks forward to 2025 and beyond, it remains committed to strengthening collaborations with the Finnish Embassy, associations and Nordic counterparts. With the dedicated board and enthusiastic interns, the FDCC is well-positioned to be even more active and engaged in the years to come.

As I conclude my tenure as Treasurer, I am confident that the new leadership will continue to build upon the foundation we've established in 2024.

Thank you for your continued support. I look forward to witnessing the Chamber's prosperous and successful years ahead.

Warm regards,



**CAMILLA MATTSSON**

Former Treasurer (served until  
December 2024)

# PARTNERS

The FDCC and our operations are inextricably linked with various partners, with which we cooperate to find common interests and solutions.



Embassy of Finland  
The Hague

**FINNCHAM**

**BUSINESS  
FINLAND**

*team*  
**FINLAND**



  
#NordicTalks

**NL** Netherlands

danish  
dutch  
chamber of  
commerce



**NORDCC**  
NORWEGIAN DUTCH CHAMBER OF COMMERCE



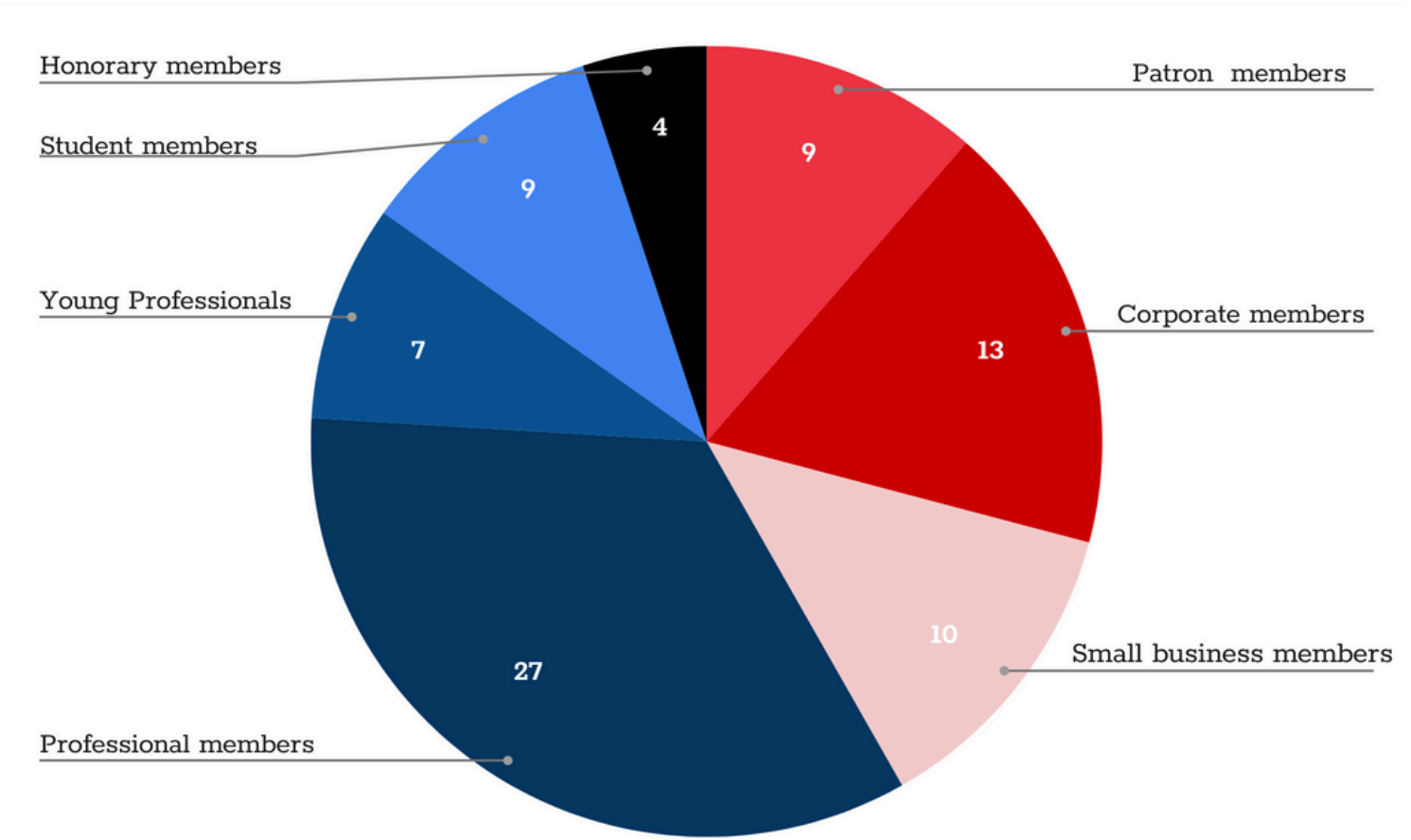
**Swedish Chamber  
of Commerce**



# MEMBER LIST PER 1.1.2024

The FDCC has 79 members in total divided into Honorary members, Patron members, Corporate members, Small business members, Professional members and Young professional members and Student members.

## Number of members per category



## PATRON MEMBERS

 <b>AHLSTRÖM</b>	<b>account<sup>+</sup>or</b>	 <b>ANTHONY VEDER</b>
 <b>The Culture Factor</b>   GROUP		<b>NESTE</b>
	<b>Reaktor</b>	 <b>Spliethoff</b>

### HONORARY MEMBERS

Johan Hellman (2016)	Jan Hogen (2017)
Pekka Timonen (2016)	Ismo Vaittinen (2018)

### HONORARY CHAIRPERSONS

H.E. Mr. Ilkka-Pekka Antero Similä  
Ambassador of Finland

H.E. Mr. Govert Jan Bijl de Vroe  
Ambassador of the Netherland



## CORPORATE MEMBERS

 <b>Atradius</b> <small>Managing risk. enabling trade</small>	 <b>Boskalis</b> Terramare	 <b>CONFIDEX</b>
 <b>DolkHesper</b>		
<b>Junttan</b>	LOYENS  LOEFF	 <b>Sievi</b>
<b>Van Ameyde</b>  Krogius		<b>VOIGTTRAVEL</b> <small>VAN REIZEN NAAR BELEVEN</small>
 <b>WÄRTSILÄ</b>		

## SMALL BUSINESS MEMBERS

 afin management		Anu Herts Finance
	HOTEL DES ARTS	
PURO		SPACENT
TURKU CHAMBER OF COMMERCE		

# BUSINESS INFORMATION

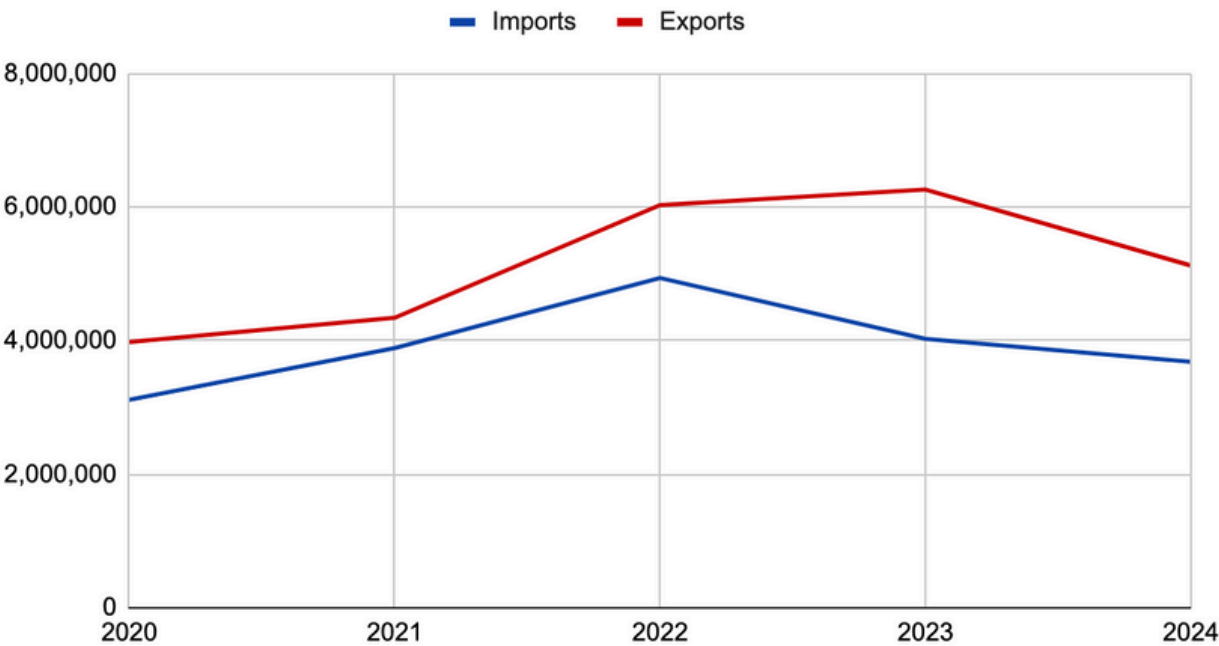
## FINLAND-NETHERLANDS

### Finland imports from/exports to Netherlands 2020-2024 (1000 eur)

Year	Imports (1000 eur)	Exports (1000 eur)
2024	3,683,143	5,125,025
2023	4,026,888	6,263,364
2022	4,940,167	6,030,687
2021	3,889,568	4,343,734
2020	3,115,254	3,979,242

### Finland imports from/exports to Netherlands 2020-2024 (1000 eur)

FIN-NL Imports & Exports (1000 eur)





## Finland top 10 export countries 2024

Country	Value (1000 eur)	Share (&)
Germany	7,589,758	11.5
Sweden	7,301,747	11.0
USA	6,266,354	9.5
Netherlands	5,125,025	7.9
China	3,200,216	4.8
Belgium	2,355,274	3.6
Estonia	2,305,638	1.7
Poland	2,284,798	3.5
UK	2,208,718	3.3
Norway	2,149,844	3.3

## Finland top 10 import countries 2024

Country	Value (1000 eur)	Share (%)
Germany	9,677,428	14.2
Sweden	7,948,171	11.7
China	6,834,291	10.0
Norway	4,907,133	7.2
Netherlands	3,683,143	5.4
USA	3,470,548	5.1
Poland	2,497,926	3.7
Estonia	2,151,720	3.2
Italy	2,022,972	3.0
UK	1,874,345	2.8

## Notice

*The figures have been processed manually and may therefore contain minor inconsistencies.*

*The figures change as the primary material is supplemented and reviewed. The final figures of the statistical year are published at the end of August the next year." For more information on the foreign trade of goods: <https://tulli.fi/en/statistics/tables>.*

## Sources

Imports and exports by countries according to magnitude; imports by countries of origin, exports by countries of destination in 2024 27.2.2026 [xlsx]. Helsinki: Finnish Customs. [Referenced: 15 March 2025]. Acquisition: <https://tulli.fi/en/statistics/country-statistics>

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**Layout: FDCC Office**