

# ANNUAL REVIEW 2017





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Kijk op [handelsbanken.nl](https://handelsbanken.nl) voor een kantoor bij u in de buurt.



## Swedish Chamber of Commerce

**The mission of the Swedish Chamber of Commerce is to inspire, promote and enhance trade, commerce, and other business relations between Sweden and the Netherlands in all possible areas.**

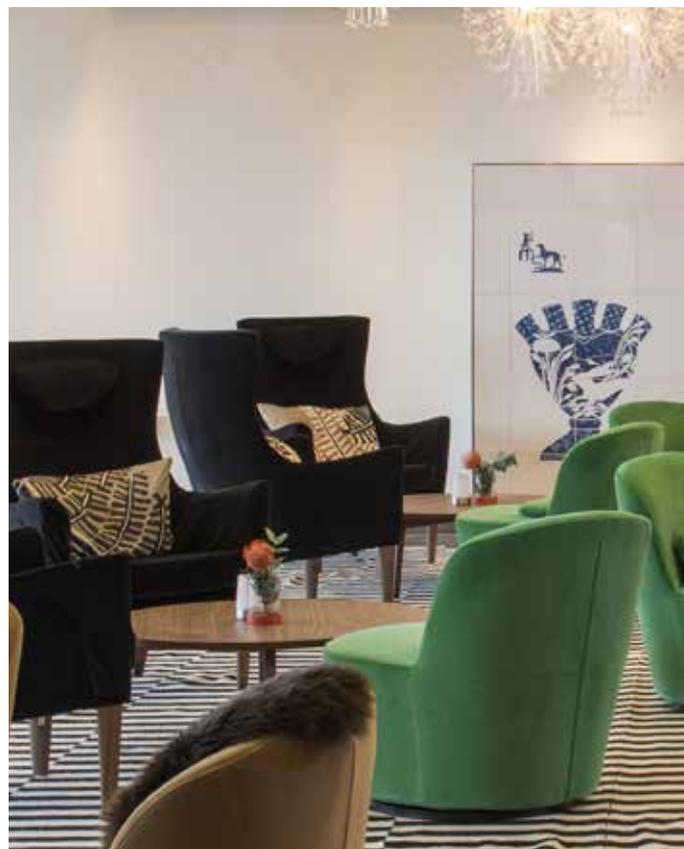
**The Chamber's main role is to provide a forum for Members to exchange business ideas, experiences and to explore new business opportunities.**

**The Chamber promote trade relations between Sweden and the Netherlands and deliver a unique network based on the combination of Swedish and Dutch cultures.**

**Since 1960.**

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## COLOFON

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# WORDS OF THE CHAIRMAN

**THERE ARE MANY** changes going on in the world and in the society around us. The business landscape looks very different in comparison to only a few years ago and continues to evolve as we speak. Sustainability, digital development and the way people interact with each other are just some examples of areas that are going through major transformations. I see many similarities in my work as Manager International Sales at Inter IKEA Systems and as Interim Chairman of the Swedish Chamber of Commerce.

One important example for our future is our ability to respond to changes and create even better conditions for companies to grow and remain relevant both locally and globally. Another key aspect my two roles have in common, is the importance of the Swedish values. Even though I am not Swedish myself, I strongly believe that this is a strength to build from. Just in line with the IKEA vision, I am passionate about creating a better everyday life for many people through innovation, diversity and circular economy. Furthermore, what also unites my two roles is the link between Sweden and the Netherlands. In my daily job, I am emphasizing the importance of the IKEA offer internationally. In my job as the interim chairman, I want to build on the Swedish Brand and support the many strong Swedish companies here in the Netherlands.

In 2017 I had the pleasure to invite all members of the Swedish Chamber of Commerce to our company in Delft to host the Annual General Meeting and to listen to our Sustainability Manager Jonathan North and Innovation Manager Göran Nilsson explaining our long term Sustainability and Innovation strategy for the future. This is a great way to exchange knowledge and inspiration and I encourage more members of the Swedish Chamber of Commerce to do the same. There is so much we can learn from each other and the Swedish Chamber is an important organization keeping us together, and offering a fantastic business platform to meet and discuss these important topics in various forms, whether it is large Seminars, Round tables, Chamber Luncheons, Mentorship program or expertise workshops. The Chamber offers excellent opportunities to expand your business network and to meet other Swedish or Swedish related companies from other branches and sectors ranging from startups to global multinationals. We are especially proud of the Young Professionals of the Swedish Chamber who celebrated their



10 year Anniversary in 2017. YP is doing a great job supporting Young Professionals in the Netherlands in the beginning and midpoint of their career, who are looking for opportunities to develop their career skills and to participate in business and social events, to meet new friends, and to have fun together.

The Board of Directors are very pleased to nominate Jan Sundelin, CEO Tie Kinetix, as new Board Member and we are very much looking forward to welcoming him to the Board. At the same time we are sorry to say farewell to Hannie Kroes, SKF who is this year leaving the Board. Hannie Kroes has been a very active Board member during her years and

delivered extraordinary contributions to the Chamber both as keynote speaker, panel lid in several panels, hosting events at SKF and representing the Board at numerous occasions. We are looking forward to continuing the excellent co-operation with Hannie Kroes and SKF for the future and thank her for her generous contribution.

I would like to thank all members for contributing to the Swedish Chamber of Commerce success and for your loyal support, and a special thanks to all generous sponsors. A very special thanks to H.E. Ambassador Mr. Per Holmström and his team for the excellent co-operation and support during 2017 and to our colleagues at Team Sweden for collaborations and mutual support. We would also like to thank our Nordic and European colleagues for the many opportunities to meet and mix our networks.

For 2018 we are looking forward to inviting you to inspiring and significant seminars over the Startup Scene Sweden – Netherlands, Swedish Business in Brabant about IoT, #NordicTalks about Diversity, Circular Economy, Gender Gap and much more. Please feel very welcome to contact me or our general manager Kerstin Gerlagh if you have any ideas to the programs or if you would like to support in any way. Together with my Swedish Chamber of Commerce Board of Directors colleagues and Kerstin Gerlagh I am looking forward to welcoming you to an exciting new Chamber year!

*Ehsan Turabaz, Interim Chairman*

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# WORDS OF THE HONORARY CHAIRMAN

**LOOKING BACK AT** 2017 one can safely say that we live in interesting times. Contrary to some speculations and trends, populism did not make a breakthrough in Europe, but in Germany and the Netherlands election results led to lengthy government formations, a bit of a lull for us diplomats. Once in place, the new government presented an ambitious programme, and we look forward to seeing how it will be implemented. Now it is Sweden's turn to go into election mode with general elections on September 9. If you're a Swedish citizen, make sure to use your right to vote. The Embassy will have generous opening times.

In the EU, where Sweden and The Netherlands are quite close allies, public support has grown, which we warmly welcome, and there seems to be momentum in spite of upcoming Brexit. We will cooperate intensively on issues such as the completion of the single market, the free trade agenda, our common climate commitments and the upcoming budget negotiations. As for the negotiations with the UK, they are both complex and uncertain. The Netherlands and Sweden are among the countries most affected as our trade with the UK is important. Both governments are working in order to analyse consequences for our respective economies and enterprises. The Dutch government, in cooperation with VNO-NCV and major banks, launched #hulpBrexit.nl and in Sweden Kommerskollegium is doing the same kind of work. But companies must ultimately take responsibility and make their own contingency planning.

A fallout from Brexit is the relocation of EMA, the European Medicines Agency, from London. It was a hard battle that was finally won by Amsterdam. Congratulations! I am sure that The Netherlands will be a good host to the Agency.

During 2018, both Sweden and The Netherlands have a seat on the United Nations Security Council, among the 10 rotating non-permanent members. We share the same fundamental attachment to a Rules based world order with respect for international law and human rights. Small, open countries like ours are totally dependent on a stable and predictable world order. But there is also a highly important moral aspect. As conflicts ravage parts of our neighbouring regions, human suffering is unacceptable – be it in Syria, South Sudan, Yemen, Ukraine or elsewhere – and must be addressed, including root causes. This is also in focus for both Sweden and The Netherlands. Cooperation between our countries on the Council is starting off well, and will only get stronger.

At the same time, the macro-economic developments have been and are continuing to be positive in both our countries. Growth is good, unemployment is going down and our public finances are in good order. The number of companies present in our respective countries keeps going up and so does trade, with a healthy growth rate of more than 10% in each direction during 2017. And by the way, we seem to always be top ten in

all rankings, also in the Olympics...

The Swedish Chamber of Commerce operates in this favourable environment and one could easily suspect some "idleness". On the contrary! The Chamber in The Netherlands is one of the more active that I have ever seen. And I am full of admiration for the work, commitment and energy that you as members invest.



The number of interesting events organised by the Chamber last year was as impressive as the quality. The Chamber luncheon with Magnus Hall, the CEO of Vattenfall, was most interesting and showed how big energy companies are working to make the necessary transition towards sustainability. It will be interesting to see if Vattenfall/Nuon can expand their operations in The Netherlands in offshore wind. The NordicTalks in October also focused on sustainability, with a number of interesting exchanges between stakeholders.

The Chamber gala dinner in December was a treat, as usual. Klarna won the Swedish Chamber Export Prize, but for the first time also a "newcomer" prize was given, with Daloc Nederland as winner. And you cannot look back at 2017 without mentioning the 10 year anniversary of the Young Professionals. Congratulations, and keep up the good work.

The programme for 2018 promises to be equally exciting. The Embassy is happy to cooperate with the Chamber, and other members of Team Sweden, on a number of upcoming events, ranging from start-ups to circular economy and gender equality. Keep your eyes and ears open.

Finally – and sadly – Lucas Joel, our Consul in Groningen, who has served Sweden and Dutch-Swedish relations with passion and efficiency since 2009, will leave that position during this year. Lucas is a fountain of ideas, and also goes from words to action. It will be hard to find someone to fill his shoes, but the Embassy is in the process of identifying a successor. In the meantime, we thank Lucas Joel and wish him "heel veel success" in the many projects that he is now preparing – his link to Sweden remains, and he is not "retiring".

*H. E. Per Holmström, Ambassador of Sweden*



# Swedish Chamber of Commerce

## MEET THE BOARD MEMBERS

### Board of Directors

The Swedish Chamber of Commerce is governed by the Board of Directors representing both Swedish and Dutch companies in the Netherlands. The Swedish Ambassador the Netherlands, H.E. Mr. Per Holmström, is appointed Honorary Chairman of the Board. The Chairman is nominated by the Board and approved by the Members.



*H.E. Per Holmström*  
Honorary Chairman  
Ambassador of  
Sweden



*Ehsan Turabaz*  
Interim Chairman  
Inter IKEA Systems



*Roland van Pooij*  
Treasurer  
Handelsbanken



*Wilma Buis*  
Mercuri Urval



*Kathy Dolk*  
Amsterdam Business  
Support



*Bert Heikens*  
AKD



*Annika Hult*  
Stena Line



*Ruud Joosten*  
Akzo Nobel



*Maria Karlström*  
Scania



*Kees van Oosten*  
Teekens Karstens



*Peter Smink*  
Nuon part of Vattenfall



*Rob Walters*  
Ericsson Telecommunicatie

### Leaving Board Member



*Hannie Kroes*  
SKF

### New Board Member Candidate



*Jan Sundelin*  
Tie Kinetix

### General Manager



*Kerstin Gerlagh*

## The Committees

### *The Executive Committee*

The Executive Committee outlines the work and decisions for the Board and supports the General Manager of the Chamber. The Chairman of the Chamber heads the Committee.

*Ehsan Turabaz  
Roland van Pooij  
Peter Smink  
Kerstin Gerlagh*

### *The Finance Committee*

The Finance Committee oversees the financial administration of the Chamber, including the budget setting on behalf of the Board.

*Ehsan Turabaz  
Roland van Pooij  
Kerstin Gerlagh*

### *The Patron and Member Committee*

The Patron and Member Committee develop (new) member strategies, including the acquisition of new members and (new) Patron Companies.

*Bert Heikens  
Kerstin Gerlagh*

### *The Nomination Committee*

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

*Wilma Buis  
Ehsan Turabaz  
Kerstin Gerlagh*

### *The YP Young Professionals Committee*

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

*Elin Hellqvist  
Arnout van Ee  
Sophie Hansson  
Henrik Enkel Larsson  
Magnus Nolgren  
Marta Radinovic Lukic  
Rens Ramakers*

## Honorary Members

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

H.E. Ambassador of Sweden Mr. Per Holmström, Honorary Chairman

Nils van Dijkman  
Bert Gort  
Ben Hummel  
Henk Lokin  
Gerard Perik  
Clas-Ivar Schultz



## Board of Recommendation

The following persons from trade, industry and diplomacy acknowledge the importance of a Swedish – Dutch business network, and they therefore support and endorse the activities of the Swedish Chamber of Commerce for the Netherlands:



*Jan Peter Balkenende*

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



*Hans de Jong*

CEO of Philips Benelux



*Mikael Ohlsson*

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



*Jeroen van der Veer*

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



*Maria Rankka*

CEO Stockholm Chamber of Commerce



*Björn Skala*

Former Ambassador of Sweden in the Netherlands



*Michael Treschow*

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

## The Patrons

The Patrons of the Swedish Chamber of Commerce are of great importance for the Chamber activities. Founded in 2004, the group of Patrons consists of companies close to the Swedish Chamber who are supporting the Chamber mission and activities by contributing supplementary financial funding. Today the Swedish Chamber of Commerce is very proud and honoured to present 26 Patron companies ranging from the financial sector to the flower industry.

Patrons of the Chamber receive additional visibility through its various marketing channels, such as the website, Annual Review, the Swedish Chamber Patron Banner and social media

platforms. Furthermore, Patrons receive invites to exclusive events. These include, amongst others, a Patron Dinner which is held at the Swedish Ambassador's residence and aims to bring together powerful individuals from industry and politics and the Patron companies within our network. Fundamentally, the patronship offers additional marketing and networking opportunities.

The ability to sponsor and organize events together with the Swedish Chamber of Commerce where core values as for example Sustainability, Diversity, Innovation, Circular Economy and other important topics are discussed with fellow member companies and influential Dutch actors, is an important

opportunity and a huge benefit both for the Patron Members and for the Chamber.

The Swedish Chamber is very grateful for the confidence and additional support from the Patron companies which enables further development and promotion of Swedish – Dutch trade and business.

Joining the exclusive Patron group is possible after consultation with the Swedish Chamber of Commerce and by approval from the Patron Committee and the Executive Committee.

# PATRONS OF THE SWEDISH CHAMBER OF COMMERCE



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MATERIAL HANDLING



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Mercuri Urval





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BillerudKorsnäs  
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Business Sweden  
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Coreness  
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goTO Nordics  
GMS Sweden AB

Grote Spui Interim Management Consultancy Investment B.V.  
Handelsbanken Nederland  
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Hotels van Oranje  
Hyannis Performance Consultance  
Hästens Beds Netherlands B.V.  
IF P&C Insurance Ltd  
Iggesund Paperboard Europe B.V.  
IKEA B.V. Nederland  
IKEA Services B.V.  
InnovationQuarter  
Interfisc Group  
Inter IKEA Systems B.V.  
Intertrust  
Intrum Justitia B.V.  
International SOS  
Jironet In Transition  
Joel Beheer Groningen B.V.  
KGH Customs Service  
Kinnarps Office Furniture  
Klarna B.V.  
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Medius Benelux  
Mercuri Urval B.V.  
MH Leadership  
MRG Wines Benelux  
Mrs. Anette Broberg

Mrs. Birgitta Slot  
Mr. B. S. Hummel  
Mr. Ben Vree  
Mr. Bo Lindgren  
Mr. C.I. Schultz  
Mr. Hans Duijn  
Mr. Folke Lundberg  
Mr. Gerard Perik  
Mr. Staffan Landén  
Mr. Jan Lindhout  
Mr. Jules Hellendoorn  
Mrs. Camilla Mattsson  
Mr. Peter Gunnar Ollongren  
Mr. Wouter Brackel  
Mrs. Elena Biesma  
Mr. Kees van den Ende  
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Nordlok Management B.V.  
Northern Delight  
Noviflora Holland B.V.  
Nuon Energy N.V.  
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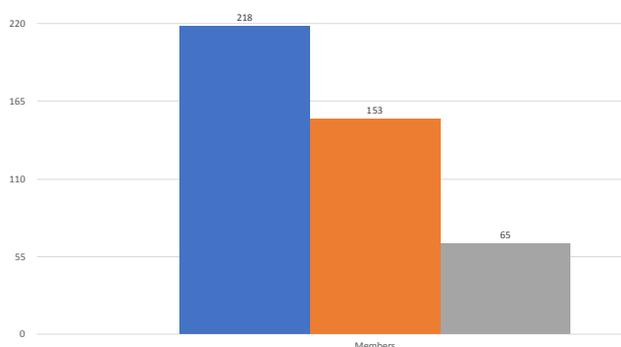
**Swedish Chamber  
of Commerce**

# MEMBER STATISTICS 2017

The Swedish Chamber of Commerce is a member-driven organization whose goal is to create and maintain an extensive and unique network with members from various industries and businesses. The diverse and vast network consists of global multinationals, small and mid-sized companies, entrepreneurs, startups, and young professionals. The Chamber strives to

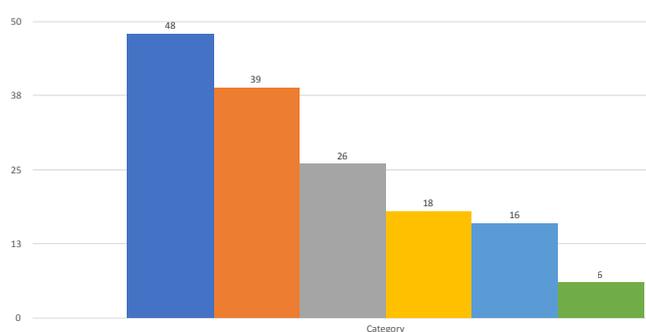
grow constantly. More members lead to more opportunities, more networking, more publicity, more ideas, and more exciting events. This diverse membership base, which is the Chamber's greatest strength, enables it to achieve its main goal: meeting its members' needs so that their businesses can thrive.

## Total Number of Members



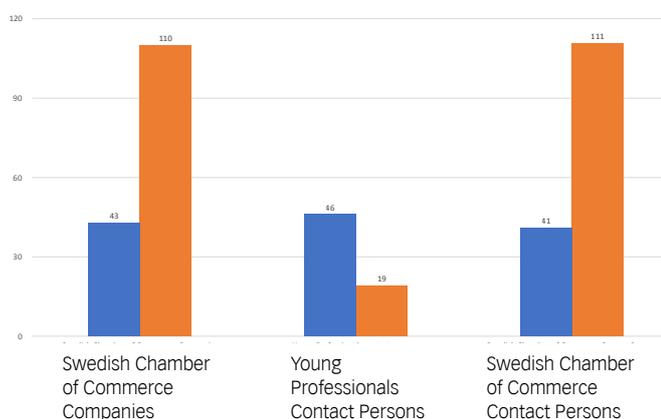
- Total Members
- Swedish Chamber of Commerce Members
- Young Professionals Members

## Members by Category



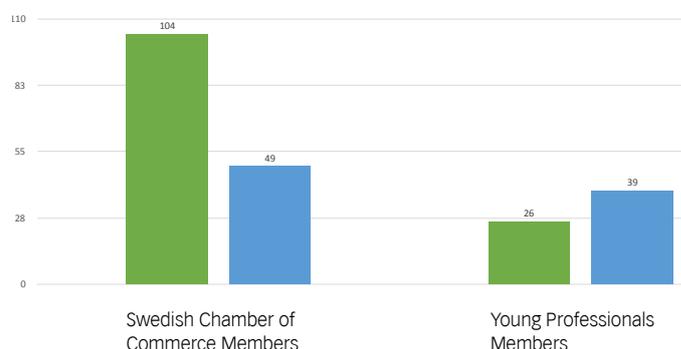
- S&M Sized Companies
- Self Employed Companies
- Large Companies
- Individual Members
- Patrons
- Honorary Members

## Swedish - Dutch Relations



- Swedish
- Dutch or From Other Countries

## Gender Ratio of Contact Persons



- Male
- Female



## We register hundreds of patents every year. More than two for each day you're at work.

Everyday within SKF, amazing ideas are born, and quickly become solutions to our customers' biggest challenges. We use technology to develop intelligent solutions. And ensure that creativity and innovation are nurtured and fostered within every business area. We have learnt and re-learnt how machine components and industrial processes are interrelated. And we constantly refine, develop and improve our knowledgebase and processes.

At SKF, we make sure that the power of knowledge engineering operates in over 140 operational sites. The patents we register reflect our commitment to applying our knowledge in innovative ways.

And the fact that everyday at work, is a day an idea that could move the world forward, might be born.

Get to know the

# Swedish Chamber in the Netherlands

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# Swedish Chamber of Commerce

## THE OFFICE



*Kerstin Gerlagh*



*Harprit Bola*

*Hanna Andersson*



*Josefin Wallberg*

*Anna Johansson*

*My Jensen*

**THE SWEDISH CHAMBER** of Commerce is a member-driven organization whose goal is to create and maintain an extensive and unique network with members from various industries and businesses. Founded in 1960, The Swedish Chamber is a unique non-profit organization for Swedish – Dutch trade relations explicitly dedicated to its members. Our main role is to provide a forum for Members to exchange business ideas, experiences and to explore new business opportunities. We promote trade relations between Sweden and the Netherlands and deliver a unique network based on the combination of Swedish and Dutch cultures.

For nearly 60 years, the Swedish Chamber of Commerce has facilitated business between Sweden and the Netherlands, opened doors, and built valuable relationships by offering its members appreciated benefits and high-quality services.

The Chamber offers a wide variety of services, from organizing a range of high profile networking events to company presentations and trade delegations. Furthermore, the Chamber promotes your company and direct business inquires directly to our members for the benefit of new business opportunities. We connect you to the right persons and companies whether it is member companies or one of our many stakeholders and other bilateral business clubs that we work with, such as The Embassy of Sweden in the Netherlands, the Embassy of the Kingdom of the Netherlands in Sweden, Dutch Chamber of Commerce in Sweden, The Danish Dutch Business Club, the Finnish Dutch Chamber of Commerce as well as other European chambers and trade organizations.

Among the Swedish Chamber’s many membership benefits are:

- Access to the Chamber’s unique network of Swedish and Dutch businesses and executives
- Invitations to exclusive Swedish Chamber events with extensive networking possibilities
- Opportunity to advertise in Chamber publications such as Annual Review as well as on the website and in the digital

- newsletter Swe-News, which is published 8 times a year
- Opportunity to co-host, organize, and sponsor events
- Assistance with business referrals, matchmaking, and introductions
- All new members are offered to publish a company presentation on the website and in Swe-News
- The Chamber promotes member company news on the website and shares in social media
- Access to the Chamber’s extensive network on social media and to exclusive member groups
- Access to an extensive Young Professional network with driven international members in the age of 23 – 36
- Opportunities to participate in the Chamber’s many workshops and exclusive programs such as The Swedish Chamber and Young Professionals Mentorship Program and the exclusive Business Women Program.

Through the Swedish Chamber of Commerce’s participation in the Board of the Swedish Chambers International (SCI) we have the opportunity to share ideas and shape the Swedish Chamber’s role globally for the future and to connect to other countries and continents for the benefit of all members.

The Swedish Chamber of Commerce thanks all members and generous sponsors for contributing to a fruitful Chamber year 2017. We welcomed over 1000 guests to our events and received considerably more sponsoring than earlier years. We are grateful to see that more and more companies understand the value in teaming up with the Chamber and associating with our fantastic Business Network.

Finally, the Swedish Chamber cordially thank our fantastic interns in 2017:

- Harprit Bola
- Hanna Andersson
- Josefin Wallberg
- Anna Johansson
- My Jensen



# FINANCE

## Balance Sheet / Profit and Loss

BALANCE SHEET	2017-12-31 Actual EUR	2016-12-31 Actual EUR
<b>Assets</b>		
Intangible fixed assets	12.562	15.839
Bank	4.518	1.738
Debtors	12.934	15.303
Prepaid cost	5.138	5.658
<b>Total Assets</b>	<b>35.152</b>	<b>38.538</b>
<b>Liabilities and Equity</b>		
Creditors	5.887	7.273
Prepaid income	4.983	7.448
Other liabilities	5.122	4.612
Equity opening balance	19.204	19.533
<b>Result</b>	<b>(44)</b>	<b>(328)</b>
<b>Total Liabilities and Equity</b>	<b>35.152</b>	<b>38.538</b>

PROFIT AND LOSS	2017 Actual EUR	2017 Budget EUR	2016 Actual EUR
<b>Income</b>			
Membership Fee	47.721	62.695	50.314
Patronships	61.595	60.600	53.555
Advertisements	10.449	8.133	11.517
Other income	8.532	-	1.825
Activities	33.052	30.000	35.580
<b>Total income</b>	<b>161.349</b>	<b>161.428</b>	<b>152.791</b>
<b>Expenses</b>			
Office costs & salaries	103.139	107.541	100.112
Depreciation	3.277	3.476	546
Activities	43.836	37.150	43.954
Marketing	9.832	10.000	8.810
Web Page & IT	1.309	3.210	(303)
<b>Total expenses</b>	<b>161.393</b>	<b>161.377</b>	<b>153.119</b>
<b>Result</b>	<b>(44)</b>	<b>51</b>	<b>(328)</b>

Amsterdam, March 2018

Ehsan Turabaz  
Vice Chairman

Roland van Pooij  
Treasurer

## Treasurer Report 2017

2017 was another exciting year for the Swedish Chamber with a great number of interesting events. The annual report of 2017 slightly deviates from the budget, predominantly due to a lower amount of membership fees compared to the budget. We however did not see much outflow of members, it was more related to our fairly optimistic forecast.

Due to increased sponsoring, like for example the 10 year anniversary of the Young Professionals, all events during 2017 could break even and the total income for the year was higher than the preceding year. Since the costs also showed a more or less similar increase, the result for the year ended at a minor loss of 44 Euro.

Overall our cash position and equity is adequate, so we can state that our financial position is sound. The budget for 2017 was approved by the Board.

Roland van Pooij  
Treasurer

# FINANCE

## CASH COMMITTEE REPORT

In the capacity of Cash Committee of The Swedish Chamber of Commerce, we hereby render the following audit certificate for the year 2017.

We have examined the accounts of the Swedish Chamber of Commerce, checked other documents giving information about the Chamber's financial position and administration and performed such other auditing procedures as we considered necessary under the circumstances.

Our examination has revealed no reason for criticism of the accounts, the accounting procedures or the administration of the Swedish Chamber of Commerce.

We recommend, that the Profit and Loss account for 2017 and the balance sheet as per December 31, 2017 should be approved and that the Board of Directors should be discharged from further responsibility as regards the management for 2017.

Amsterdam, February 28, 2018

  
Mr. John van de Bool

  
Mr. Yuri Schuurman



# 2017 CHAMBER EVENTS



**January 19**

## **Swedish Chamber New Year Reception**

Hosted by the Ambassador of Sweden H.E. Mr. Per Holmström and generously sponsored by Ericsson, Inter IKEA Systems and NUON



**January 25**

## **Chamber Luncheon**

Keynote speaker: Maria Rankka, CEO Stockholm Chamber of Commerce



**February 2**

## **Business Women Program 2017**

By Malin Hedlund, MH Leadership



**February 8**

## **Mentorship Program**

3: Values and dreams. How does it work in real life?

By Mercuri Urval. Guest speaker: Karin Tenelius, CEO and Founder Tuff Leadership Training



**February 9**

## **Company Visit**

Base Cyber Security



**March 16**

## **Company Visit**

TIE Kinetix



**March 27**

## **Entrepreneurs Café**

Circular Economy

Keynote speaker: Lisen Wirén, Inter IKEA Systems



**April 5**

## **Mentorship Program**

4: Self-development and talents and reflections|

By Mercuri Urval



**April 11**

## **Business Women Program**

By Malin Hedlund, MH Leadership



**May 11**

## **Annual General Meeting**

Presentation and generously hosted by Inter IKEA Systems



**June 10**

## **The Swedish Chamber Midsummer Cup**

In cooperation with Svenska Golfklubben i Nederländerna. Generously sponsored by Ericsson, Volvo, Handelsbanken and Scania. Winner: Ed Anning, Iggesund Paperboard



**June 14**

## **Mentorship Program**

5:

By Mercuri Urval. Guest speaker: Kees van Oosten, TeekensKarstens Notarissen en Advocaten

# 2017 CHAMBER EVENTS



**August 31 -  
September 1**

**Study Trip to Stockholm**

World Trade Day by Stockholm Chamber of Commerce and Stockholm dynamic Start up Scene. In cooperation with Stockholm Chamber of Commerce



**September 2**

**Annual Swedish Crayfish Party**

In cooperation with Svenska Klubben and SWEA. Generously sponsored by Inter IKEA Systems, Nordholm Design & Photography, Northern Delight and Rock PR, Marketing & Communications



**September 8**

**Chamber Luncheon**

Keynote speaker: Magnus Hall, President and CEO Vattenfall



**September 13**

**Final Mentorship Program**

By Mercuri Urval



**September 28**

**Business Women Program**

By Malin Hedlund, MH Leadership



**October 10**

**#NordicTalks**

No time to waste!

In cooperation with DDBC, FDCC and the Nordic Embassies. Generously sponsored by Stena Line, Wasa, Vitamin Well and Tony's Chocolonely



**October 26**

**Global Macro Economic Seminar**

Keynote speaker: Ann Öberg, Chief Economist Handelsbanken



**October 31**

**Mentorship Program**

Meet Up I, Kick-Off 2017/2018

By Mercuri Urval



**November 9**

**Breakfast Meeting**

Update on Dutch Politics

In cooperation with the Swedish Embassy in The Hague and Public Matters. Keynote speaker: Cees Westera, Public Matters



**November 16**

**Business Women Program**

By Malin Hedlund, MH Leadership



**December 7**

**Mentorship Program**

Meet Up II, Personal Development

By Mercuri Urval



**December 13**

**The New Coalition Agreement and its Impact on Business**

In cooperation with NBCC and generously hosted by KPMG Meijburg & Co. Speakers: Jeroen Lammers, VNO-NCW, Robert van der Jagt, KPMG Meijburg & Co, Tim Stevens, Allen & Overy and Bert Colijn, ING Bank



**December 15**

**Swedish Chamber of Commerce Lucia Dinner**

At Hotel van Oranje, Noordwijk



# 2017 CHAMBER EVENTS

## January 25

Visit and Chamber Luncheon  
Maria Rankka, CEO Stockholm Chamber of Commerce



## February 9

Company visit  
Base Cyber Security



## March 16

Company visit  
TIE Kinetix



## March 27

Entrepreneurs Café – Circular Economy  
Keynote speaker:  
Lisen Wirén, Inter IKEA Systems



## May 11

Annual General Meeting

(Photos: Nordholm Design)





**June 10**  
The Swedish Chamber  
Midsummer Cup



**August 31 –  
September 1**  
Study Trip to  
Stockholm:  
World Trade Day  
by Stockholm  
Chamber of  
Commerce  
and Stockholm  
dynamic Start up  
Scene





# 2017 CHAMBER EVENTS

**September 2**  
Annual Swedish  
Crayfish Party



**September 8**  
Chamber  
Luncheon  
Keynote speaker:  
Magnus Hall,  
President and  
CEO Vattenfall



**October 26**  
Global Macro  
Economic  
Seminar



**November 9**  
Breakfast  
Meeting Update  
Dutch Politics



**December 15**  
Swedish  
Chamber of  
Commerce Lucia  
Dinner

(Photos: EV Fotografie)





# The winner of the Swedish Chamber Export Prize 2017

## KLARNA B.V.

**THE SWEDISH CHAMBER** of Commerce for the Netherlands, The Embassy of Sweden and Business Sweden were very proud to reward the Swedish Chamber Export Prize 2017, on December 15, 2017 to Klarna B.V. The prize was handed out by H.E Ambassador of Sweden Mr. Per Holmström to Mr. Robert Bueninck, General Manager, Klarna Nederland. The Swedish Chamber Export Prize aims to strengthen the Swedish Dutch business relations and has been awarded since 2012 to Swedish related companies in the Netherlands which fulfills the following criteria. The nominated companies should:

- Have a Swedish mother company
- Meet high standards of Innovation and Sustainability in their operations
- Be able to show a positive development of export and trade with the Netherlands during the past three years
- Have a solid financial base and positive performance on the Dutch market
- Not have been rewarded with the Export Prize for the past 5 years

Klarna B.V represented in the Netherlands has been awarded the Swedish Chamber Export Prize for being one of the second largest companies within payments methods on the Dutch market. During Klarna's vast growth in the past two years the company has been granted a full banking license enabling the possibility to broaden its product portfolio for customers and merchants. The recently announced partnership with PPRO Group allows eCommerce businesses to improve conversion rates and provide a fast and smooth checkout process across Sweden, Norway, Finland, Denmark, the Netherlands, Germany, Austria, and the United Kingdom.

#### *Members of the Jury:*

H.E. Ambassador of Sweden, Mr. Per Holmström, Mr. Ehsan Turabaz, Swedish Chamber of Commerce, Mr. Tomas Korseman, Business Sweden

#### *For more information:*

Swedish Chamber of Commerce  
info@swedishchamber.nl  
Business Sweden netherlands@business-sweden.se

# Award winner of the Swedish Chamber Newcomer Export Prize 2017

## DALOC AB

**THE SWEDISH CHAMBER** of Commerce for the Netherlands, The Embassy of Sweden and Business Sweden were very proud reward the Swedish Chamber Export Prize 2017 in the category Newcomer, on December 15, 2017 to Daloc AB. The prize was handed out by H.E Ambassador of Sweden Mr. Per Holmström to Mr. Fredrik Silverstrand, CEO, Daloc AB. The Swedish Chamber Export Prize aims to strengthen the Swedish Dutch business relations and has been awarded since 2012 to Swedish related companies in the Netherlands which fulfills the following criteria:

- Have a Swedish mother company
- Meet high standards of Innovation and Sustainability in their operations
- Be able to show a positive development of export and trade with the Netherlands during the past three years
- Have a solid financial base and positive performance on the Dutch market
- Not have been rewarded with the Export Prize for the past 5 years

Daloc AB represented in the Netherlands has been awarded the Swedish Chamber Export Prize for their innovative and sustainable products and productions methods that are carefully selected to support a strong and ecologically sustainable society. Daloc's products meet the customers requirements in terms of function and environmental aspects. Designs and manufacturing methods are selected to minimize the impact on the environment. Daloc has found a first-mover advantage in the Dutch market with their home Security Doorsets that remains airtightness much longer than wooden doors and therefore causes a massive energy win over a longer period of time.

#### *Members of the Jury:*

H.E. Ambassador of Sweden, Mr. Per Holmström, Mr. Ehsan Turabaz, Swedish Chamber of Commerce, Mr. Tomas Korseman, Business Sweden

#### *For more information:*

Swedish Chamber of Commerce  
info@swedishchamber.nl  
Business Sweden netherlands@business-sweden.se



(Photos: EV Fotografie)



# Klarna

# SWEDISH FINTECH LEADER



Award-winner of the Swedish Chamber Export Prize 2017



**KLARNA IS ONE** of the most innovative and fastest growing fintech companies at the moment and offers safe and easy-to-use payment solutions to e-stores. The Swedish e-commerce company is one of Europe’s tech unicorns. In June 2017 Klarna became the largest European fintech company to secure a banking license enabling them to be part of reshaping the retail banking industry. But this was not the only development in 2017, Klarna seems to be in constant evolving mood, inventing new payment solutions and innovations over and over again to serve their customers and users with better, safer and even easier payment solutions. On December 15, 2017 Robert Bueninck, General Manager Netherlands, France and Belgium, received the Swedish Chamber Export Prize 2017 for Klarna’s successful approach in the Netherlands. We met him already in 2016 for an interview for the Annual Review 2016 but with the rapid innovation stream by Klarna and the continuous developing fintech market and of course with the Swedish Chamber Export Prize



2017 in the pocket, we think it is time to meet up with Robert again.

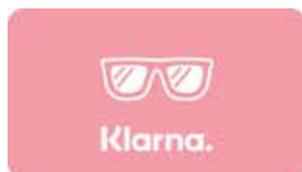
Founded in Stockholm, Sweden, in 2005, Klarna gives online consumers the option to pay now, pay later or over time offering a simple, safe and smooth checkout experience. In 2010 Klarna in the Netherlands and Germany was established and in the Netherlands you will find the Klarna office just next to the central station in Amsterdam, overlooking the IJ. In 2014, Klarna joined forces with Sofort and formed Klarna Group. Klarna now works with 89,000 merchants to offer solutions to more than

60 million of users in Europe and North America. Klarna has 1,700 employees and is active in 14 countries. “At Klarna we understand that technology has one main purpose: to help serve your clients better. I believe we are – rightfully – perceived as a ‘hot fintech company’, because of the fact that our products and services have a direct and measurable impact on the way retailers are performing and how their clients

experience online shopping” says Robert Bueninck.

The full banking license was granted to Klarna by Finansinspektionen, the Swedish Financial Supervisory Authority, in June 2017. This was another exciting milestone on the Klarna journey to become the world’s favorite way to buy but also for the European banking sector. Obtaining a banking license was a natural next step for Klarna, enabling them to broaden the product portfolio for customers and merchants. With the best technological platform, no organizational legacy and a focus on customer experience, innovation and simplicity, Klarna aims to transform parts of retail banking. We will do this by providing solutions that ensure a smooth customer experience, help people streamline their financial lives and continue to support businesses by solving the complexity in handling payments. The opportunities seem to be tremendous.

It was also last year that Klarna launched the “Smooth” campaign with a series of award winning and critically praised advertisements showing just how smooth payments should be and implemented the concept of “Smooth”



across all touchpoints of the brand. This includes not only a new logo, graphic identity and checkout touch-points, but a step towards a completely new user experience – transforming rational payment transactions into an emotional shopping experience for consumers. Klarna is on a journey to transform from a traditional payment provider to a stronger consumer brand. Their new identity is more modern and expresses our focus on the consumer experience, innovation and simplicity in payments. It's time for a new kind of bank and Klarna's new identity is definitely not your average bank speaking. But this is not only an update of the visual identity of Klarna but also changing the way consumers interact with the company. The concept of "Smooth" will be evident when watching an ad or pushing a button to pay in the Klarna app. Every Klarna touchpoint has a new unique graphic and will be smarter and more intuitive. This will ensure a better user experience for consumers, but will also support in driving growth, conversion and consumer loyalty for all Klarna merchants.

There are three intuitive ways to shop with Klarna:

- Pay now. – Pay directly at checkout. No credit card numbers or passwords to remember.
- Pay later. – Try first, pay later. Klarna lets you have 14 days or more to decide if you want to keep your goods or not.
- Slice it. – Get all your payments on one invoice and choose how much to pay each month.

The grant of the Swedish banking license offers Klarna more possibilities to innovate. In August 2017, Klarna announced the release of the new free of charge, peer-to-peer, payment service "Wavy", which enables people to send and request money in a secure, fast, and easy way. Wavy enables consumers

across 31 European markets to smoothly transfer money (Euros) and split bills amongst friends, colleagues and family members. Consumers can connect their bank accounts or credit cards to Wavy and simply generate a payment link when they want to initiate a transfer. This link can be shared via existing social media channels or directly to a Wavy user. The recipient of the payment does not have to sign up to Wavy to redeem a payment, they can receive it through a bank account. Another innovative solution, presented in November 2017, was the "pay later" option for physical stores. The new and innovative solution gives the consumers a simple option to pay later when shopping in-store and will help to increase turnover for merchants.

It has been great talking to Robert Bueninck about all the possibilities and new innovations and it is as if there is no limit to what can be done to make payment easier and more fun, both for consumers and merchants. Robert has achieved great results in the Netherlands

and for him it is now time to move on and to take up a new challenge and assignment within Klarna. On February 12, 2018 Klarna announced that Robert Bueninck has been appointed to the role of General Manager for Germany, Austria, Switzerland (DACH) per March 1, 2018. In the Press release from Klarna, Chief Commercial Officer of Klarna Michael Rouse says: "Robert has been with Klarna for almost six years and has achieved tremendous results, demonstrated strong strategic leadership and is passionate about creating value for merchants and consumers. We are delighted that we were able to select such a top-class candidate internally to lead such an important region for the company". The Swedish Chamber of Commerce is very pleased to thank Robert Bueninck for the excellent co-operation during his time as a leader of our member company Klarna Nederland. We wish him lots of success with his new assignment and we are looking forward to meeting his successor for Klarna Nederland and to continue the great collaboration.





Book your table already for the

# SWEDISH CHAMBER OF COMMERCE CHRISTMAS DINNER & DANCE

**14 December 2018**

For more information and to book your company table: [www.swedishchamber.nl](http://www.swedishchamber.nl)  
or send an email to [info@swedishchamber.nl](mailto:info@swedishchamber.nl)

# The Annual Swedish Chamber EXPORT PRIZE

*The Swedish Chamber of Commerce for the Netherlands in co-operation with Business Sweden and the Swedish Embassy are very proud to present an Annual Swedish Chamber Export Prize. The Swedish Chamber Export Prize aims to strengthen the Swedish-Dutch business relations and is awarded to a Swedish related company in the Netherlands.*



## Criteria's to apply for the Swedish Chamber Export Prize:

- Companies awarded should meet high standards of Innovation and Sustainability.
- The company has shown a positive development of export and trade with the Netherlands for, at least, three years.
- The company must have a solid financial base, well established trade actions in the Netherlands as well as positive performance and profit on the Dutch market.

## Application for the Swedish Chamber Export Prize

Application of your own company or other company you would like to recommend by filling in the Application form available at [www.swedishchamber.nl](http://www.swedishchamber.nl)

## Award Ceremony

The Exclusive Award Ceremony takes place at the Swedish Chamber of Commerce Lucia Dinner on December 14, 2018.

## Members of the Jury 2018

- H.E. Ambassador of Sweden
- Chairman of the Swedish Chamber of Commerce
- Area Manager Benelux Business Sweden
- Winner of the Swedish Chamber Export Prize 2017

## For more information

Swedish Chamber of Commerce  
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Email: [info@swedishchamber.nl](mailto:info@swedishchamber.nl)

Business Sweden  
Tel: 070-3022050  
Email: [netherlands@business-sweden.se](mailto:netherlands@business-sweden.se)



Daloc

# SWEDISH SECURE DOORS FOR DEMANDING SITUATIONS



*First company to receive the Swedish Chamber Newcomer Export Prize*

*On December 15, 2017 The Swedish Chamber Newcomer Export Prize was awarded for the first time, and the company to receive this prestigious Award from the hand of H.E. Ambassador of Sweden, Mr. Per Holmström, was owner and Group CEO Fredrik Silverstrand, Managing Director Peter Wassberg and Fredrik Skoglund, Head of Export.*

**THE DALOC GROUP** designs, manufactures, and markets a comprehensive range of doors to meet demanding requirements. Daloc doors protect people and property against accidents, nuisance, disaster, crime and terrorist attacks. The range includes doors that provide protection against fire, smoke, noise, burglary, explosions and EMP. These doors are designed and tested to the highest standards, and comply with national and international specifications and with insurance company requirements.

Daloc may be a newcomer in the Netherlands, but in Sweden it has been active manufacturing doors and safes since it was established by John. W. Johansson in 1943. They are the leading supplier in Scandinavia and customers include major construction companies. Daloc is still owned and managed by members of the Johansson family. We are very pleased to sit down with Fredrik Silverstrand, owner and CEO and indeed grandson of the founder of the company, Managing Director Peter Wassberg and Fredrik Skoglund, Head of Export, to find out more about Daloc and their activities in the Netherlands.

Today the Daloc Group comprises several companies whose products and services complement each other. The group develops, manufactures and markets steel and wooden doors. In 2016, they reported sales of SEK 957 million for the Nordic and European markets. Daloc AB, Daloc Trädörrar AB, Orresta Dörr AB and Secor AB operate under the parent company Daloc Futura AB.

The heart of the group is in Töreboda, which is situated beside Göta Kanal between Sweden's two largest lakes, Vänern and Vättern. Töreboda is the core of Sweden's door manufacturing industry and serves as Scandinavia's door center with a highly skilled and proficient workforce.

Fredrik Silverstrand speaks passionately about the history of the company and how their guiding policy through the years has been to develop excellent products and to invest in continuous, steady growth, ensuring that knowledge, skills, and experience are retained in the company. Daloc has some of Europe's most state-of-the-art door manufacturing facilities, producing doors of the future with a huge bank of knowledge. Several of the facilities use unique manufacturing processes with a high degree of automation to provide great accuracy and superior finish.

As the EU market grows, the need for Europe-wide standards increase and according to Fredrik Silverstrand the company is at the forefront of developing and implementing these standards. Daloc products and production methods are carefully selected to support a strong and ecologically sustainable society; protection of the environment is seen as an important and continuing process. The painting system, for example, is groundbreaking in the industry. All doors are painted using water-based paints and two of the production units are heated using waste from northern Europe's most state-of-the-art wooden door factory. Daloc's products must meet customers' requirements in terms of function and environmental aspects. Designs and manufacturing methods are selected to minimize the impact on the environment. Daloc goes beyond the requirements of the law in terms of the impact on the physical and psychological environments, indoors and outdoors. The whole group works for better co-operation throughout industry and constant improvement is the norm.

Daloc offers an extensive and versatile range of high rated steel and wooden doors based on smart, innovative designs and a host of patented features that make the environment safer, more secure, more pleasant and comfortable. The principle of satisfying people's different needs is basic to the product development and design processes. "It's a principle which we always follow, whether you want a wooden door with a sound insulation rating or a burglar resistance rated outer door for an apartment. Our products are always a perfectly balanced combination of our customers' requirements for design and functionality", they say. In addition to providing a Scandinavian

designed security door that offers fire protection, noise reduction and protection against burglary attempts, the home security doors also offer much longer airtightness than wooden doors, and therefore cause a massive energy win over a longer period of time. This also means that the door will remain stable and solid and not skew due to humidity.

In Sweden, Daloc holds a 75% share of the market within home security door sets. According to Fredrik Skoglund, the Netherlands was a clear choice when looking to expand the business from Scandinavia to Europe in 2013. Having local representation on the Dutch market was very early discovered to be necessary in order to be as competitive as possible. They found that the Swedish and the Dutch building sector and living standards have many similarities. Competitive advantage in the Netherlands is, according to Fredrik Skoglund, the large number of inhabitants living on a small geographical area, and very often in apartments. In the process of establishing Daloc in the Netherlands, the company met a market without any competition, since Dutch doors are very often made out of wood and Daloc offers security doors made of steel.

The core values of Daloc is long-term growth and to let the business grow slowly and steadily. Since their entrance in 2013, Daloc is as of today prescribed by 8 out of 20 largest housing developers in the Netherlands. Daloc's products are tested and certified in accordance with current Dutch regulations and EN standards. Daloc is also at the forefront of companies seeking to widen the introduction of EN standards. The future of Daloc Nederland involves plans to grow in the Dutch market, and to implement a norm for home security doors for new houses in the same way as they have done in Sweden.

Fredrik Skoglund ends the conversation by sharing one of Daloc's unique selling points outside Sweden, which is the fact that they are a Swedish company and offer fully Swedish manufacturing. The Swedish brand name is a huge asset and part of their success outside Sweden. "To receive The Swedish Chamber Newcomer Export Prize award is a big boost for both our company externally and internally for the co-workers", says Fredrik. "It also increases the legitimacy of the company when approaching new markets", he adds.

The Swedish Chamber of Commerce once again congratulates Daloc Nederland with their Award and welcomes them as a member of the Swedish Chamber of Commerce. We are very pleased and honored to welcome them to our business network and to introduce them to their fellow members.





**Meijburg & Co**  
Belastingadviseurs

# BELASTINGADVIES MET VISIE



**Jan Hollemans is namens Meijburg & Co contactpersoon bij de SCC. Voor alle vragen op fiscaal gebied kan met hem contact worden opgenomen.**

**T. 088-909 2711**

**E. [Hollemans.Jan@kpmg.com](mailto:Hollemans.Jan@kpmg.com)**

**MEIJBURG.NL**  
**TAX IS OUR BUSINESS**

# 2017 #NORDIC TALKS

**ON OCTOBER 10** we discussed, networked, learned and shared information about how to advance the SDGs through business activities and partnerships.

Speakers:

- Richard Westlake, Director Sustainability Continuous Improvement Akzo Nobel
- Hannie Stappers, Director Public Affairs Rockwool
- Charlotte Wolff-Bye, Vice President Sustainability Statoil
- Robert A. Taylor, Director Sustainability UPM Raflatac
- Rob Wolters, Country Manager Ericsson Netherlands
- Annelien van Meer, Managing Director Enact Netherlands
- Moderator and presentation Global Development Challenges with Gapminder:
- Johanna Lund Rockliffe, Enact

Thank you all for contributing to a dynamic afternoon!

Further thank you to our main sponsor Stena Line, to our collaboration partner Northern Delight for amazing food and to Vitamin Well, Wasa and Tony's Chocolonely for providing the snacks in the break.



(Photos: Hanne Hansen)

Swedish Chamber

# BUSINESS WOMEN PROGRAM 2018

## Leadership Communication

Four seminars moderated by Malin Hedlund, MH Leadership

January 30 • **April 17** • September 4 • November 15

Time: 18.30 - 21.00

Venue: Swedish Chamber of Commerce, De Ruyterkade 5, Amsterdam

Participation fee: 25 Euro p. p. per seminar

Registration: [click here](#) or send an email to [info@swedishchamber.nl](mailto:info@swedishchamber.nl)

Attend 4  
seminars  
Pay for 3!

THE SWEDISH CHAMBER of Commerce exclusive Business Women Program 2018 presents four seminars for the empowering and support of women business leaders. The seminars are designed to increase and sharpen your leadership skills and to help yourself to a higher level of efficiency, awareness, and success. Moderator is Malin Hedlund, MH Leadership.

We welcome women from the Swedish Chamber and Young Professionals of the Swedish Chamber with a focus to expand leadership intelligence and strengthen the inner power. You can follow any number of seminars you prefer. If you attend all four, the Swedish Chamber will offer you the last one for free!

**January 30, 2018****How coaching inspires others to give you their best**

**LEARN HOW** TO inspire other people to action, and how to motivate colleagues, employees and others around you. Coaching is about helping others discover and develop their own potential. As a leader, coaching helps you spot the incredible resourcefulness others haven't even seen in themselves yet. This session addresses: How do you coach others? What should you think about?

**April 17, 2018****How to read people and gain their trust**

**HOW DO YOU** become a great leader for yourself and others? What makes others feel confident in you? In this session, we take a closer look at how to use self-insight to create better cooperation with others, and you will learn to read others in your everyday interactions. We address the value of focused communication for creating clarity.

**September 4, 2018****How to lead an inspiring meeting and get the results you want**

**ARE YOU MAXIMIZING** your time in meetings? Or do you tend to run meetings simply by routine, without taking the time to really prepare or think about the best outcome? In this session, participants will get tips and tools for how to lead inspiring meetings that make others feel excited about taking action when the meeting is over.

**November 15, 2018****How to promote yourself and sell your products**

**WE WANT** TO be able to sell our ideas or products, but how do you get others interested and involved in what you're creating? In this session we focus on the personal brand and image you convey, and how it affects other people's perception of, and their confidence in you.

## Malin Hedlund

# EMPOWERING LEADERS TO FACE THE CHALLENGES OF TODAY

*Leadership and personal development is something that should not be underestimated in a high-demanding business society. Leadership coach, Malin Hedlund, MH Leadership, empowers leaders to face the challenges of today and helps them step into their greatness.*

**MALIN HEDLUND STARTED** out as a trainer in leadership, communication, and presentation at Dale Carnegie Training in Sweden, in 1995. After that, she moved on to a recruitment company, where she gained much knowledge and experience. Malin noticed that most managers had not reached their potential, despite their desire to grow in their professional development.

### Realization of a personal goal

Malin Hedlund started MH Leadership in the middle of the recession of 2009 in Sweden. People in her surroundings told her that these kinds of services would never be prioritized in a recession, but if she made it through, anything would be possible. Being stubborn and set on her goal, she carried out her plan and managed to realize it.

In 2011, Malin moved with her family to the Netherlands and had to start building a new business network, something that took time and required a lot of effort and creativity from Malin's side.

### Acknowledging trends in leadership

In a constantly shifting business society, corporations need to be adaptive and flexible in order to meet the demands of the market. This requires leaders, on all levels, that are fit to lead and comfortable in their role of managing others and at the same time themselves.

According to Malin, hierarchy within large enterprises seem to be decreasing, although some industries are still quite conservative. Organizational cultures are changing in the way of openness, as



**"I believed that I could offer a bespoke, holistic program focused around the individual, and this led to MH Leadership."**

*Malin Hedlund,  
MH Leadership*

with for example open office landscapes, team involvement and cooperation with the whole group and moving across borders. With new generations taking a greater part in the labor market this also requires new ways of being a good and strong leader. A leader that is cohesive, self-aware and adaptive to trends and changes.

Malin firmly believes that well-being is one of the most important ingredients in being a sustainable leader, and also physical strength. The way of the world today revolves around quick-fixes and shortcuts to achieving goals or missions, whereas Malin would claim that endurance and persistency pays off, and building a solid foundation is key.

### Empowering women to be strong and confident leaders

The collaboration with the Swedish Chamber is something that grew from Malin's search of a broadened business network. About two years ago she hosted a leadership workshop and from that the Business Women Program took shape. During 2017, the Swedish Chamber had the opportunity to work together

with Malin Hedlund and MH Leadership, as leadership coach for the Swedish Chamber Business Women Program. During four sessions Malin coached a group of business women, whose goals were to grow in their role as leaders and individuals.

The opportunity to work with the Swedish Chamber has given more time to dig deeper into subjects and try new concepts and theories, Malin says.

According to Malin, she found a new dimension in the subjects and new ways of approaching and visualizing them.

Besides the cooperation with the Swedish Chamber, Malin works a lot with leadership coaching for larger business, often within technical engineering. Currently most business requires her expertise within generally male-dominated branches. What Malin offers to these companies is inspiration for leaders to inspire their teams, group development, one-to-one coaching and personal development coaching, for example.



# Meet the Member

## STROMMA NETHERLANDS

### CEO PETER DUWEL

*The Swedish Chamber of Commerce is very pleased to welcome tourist company Stromma Netherlands, previously Canal Company, as a new member to our business network.*

**STROMMA NETHERLANDS IS** the new name of Canal Company. Since spring 2016, this familiar face of Amsterdam has become part of the Swedish Stromma Group (Strömman Turism & Sjöfart). Stromma has been active in shipping and tourism in Sweden, Norway, Finland and Denmark for two centuries. With a long history that started with Rederij Bergmann in 1912 and Meijer's Rondvaarten (in the 20's), it became Amsterdam's oldest and biggest shipping company.

The merge of Stromma and Canal Company has been very successful, says Peter Duwel, CEO of Stromma Netherlands. As part of Stromma Group, a global tourism company, we have achieved increased opportunities to develop in important areas such as sustainability, digitalization, internationalization and marketing.

#### **Host of Amsterdam**

With 350 employees in the Netherlands, Stromma Netherlands serves 1.5 million guests, every year, on the water in and around Amsterdam. Stromma Netherlands presents themselves as the 'Host of Amsterdam', not only for tourists but also for locals. As the Host of Amsterdam, Stromma serves the citizens of Amsterdam, companies, hotels, multinationals based in Amsterdam, as well as tourists and tour operators. The company is supporting partners of several activities in the city such as Amsterdam Light Festival and Amsterdam City Swim, and new attractions such as the A'DAM LOOKOUT help to spread visitors to areas outside of the city centre.

#### **Minimizing environmental pressure**

For Stromma Netherlands it has always been a choice to be in the front row of sustainability and to take responsibility for the beautiful city of Amsterdam and also to be part of the Host of Amsterdam vision. Already in 1984, Canal Company introduced the very first pedal boats on the canals of Amsterdam - this was a great way to see the city, with zero emissions. In the 90's the company introduced CNG vessels, which were more sustainable vessels with a diesel engine. In 2012, Stromma Netherlands achieved the Gold Green Key award for their environmental responsibility and sustainable operations. The goal for 2020 is to have a fully electric fleet.

In 2018, Stromma Netherlands plans to expand from mainly canal and water based activities to introduce the first, in the Netherlands, electric Hop on-Hop off bus.

#### **Knowledge-exchange within a Swedish-Dutch network**

Transitioning from a local Dutch company to being part of a Swedish organization has been successful and offered many possibilities according to Peter Duwel. Since October 2017, Stromma Netherlands has become a member of the Swedish Chamber of Commerce in the Netherlands. Peter Duwel is looking forward to the cooperation with the Swedish Chamber. He believes that it is beneficial to be part of the Swedish-Dutch network and to recognize and cooperate with other businesses in the network. His expectations from this collaboration is many good possibilities for knowledge-exchange on doing business in Amsterdam and with companies from other sectors.



## Meet the Member

# VINCENT BOSGRAAF, SKOGSGREVEN, OR THE LAZY VEGAN IF WE MAY?



**ON A SUNNY** autumn afternoon, we had the opportunity to meet with our member Vincent Bosgraaf, owner of family-run company Skogsgreven. For those of you not familiar with Skogsgreven, they have a long history and expertise in fresh frozen potato fry-ups, or as you probably know it better, Pyttipanna!

### Dates back to 1996

It was Vincent's father, Sietze Bosgraaf, who founded Skogsgreven back in 1996. As a young cook he was curious and enthusiastic about the possibilities about frozen potato dishes and developed a new and unique Pyttipanna recipe that was exactly what the Scandinavian people were yearning for. This recipe is today the most classical there is when buying Pyttipanna!

### An unexpected Swedish connection

About four years ago, Vincent Bosgraaf took over the family business. About the same time he also joined the Swedish Chamber of Commerce. The Bosgraaf family is Dutch, but they have lived back and forth in Sweden, in the little town Strömstad, to be exact. Vincent's reason for joining the Swedish Chamber of Commerce was more on the personal side of it, he claims. He enjoys meeting Swedish people and thinks that this is a perfect forum for it.

### Interesting news ahead

Vincent describes himself and his activity in the Swedish Chamber to be a little low-key, but from now on, things might just change in that matter. Since recently, Vincent Bosgraaf started a new company called Lazy Vegan, his own brand and company that he thinks is the ultimate answer to the lack of vegan and vegetarian food options in grocery stores.

### Lazy Vegan

*"Lazy Vegans are kind, they don't harm animals, the planet or their own health. Lazy Vegans are chill, they make dinner in less than ten minutes and have time for the fun stuff."*

The idea behind the product Vincent got from acknowledging the lack of vegan and vegetarian frozen food options in grocery stores. As the trend goes, there are a lot of meat substitutes available, but not so many dishes containing them ready to buy.

This is what Lazy Vegan wants to solve, a healthy dinner, with lots of vegetables, together with the protein hero pulled peas(!). As we had the chance to try it too, we concur, it really is delicious! The product is set to launch in Swedish stores approximately in the beginning of 2018. We are really looking forward to that!





Swedish Chamber of Commerce &  
Young Professionals

# MENTORSHIP PROGRAM

In co-operation with and professionally coached  
by Mercuri Urval



What makes the difference between a  
career that thrives and one that stalls? For  
many in the business world, it's a Mentor.

The Swedish Chamber of Commerce and Young Professionals Mentorship Program was launched in October 2012. It strives to provide participants with the opportunity to grow in their careers and to enrich their personal developments by exchanging experiences, views and knowledge. By utilizing the Chamber's extensive network of international business leaders, the program offers Young Professionals a unique Mentor experience.

For more information:  
[www.swedishchamber.nl](http://www.swedishchamber.nl)

New  
Program  
starts  
this fall



## Handelsbanken

# SWEDISH ROOTS WITH A TOUCH OF ORANGE



part of the network, spreading the core values that Handelsbanken share with many other successful Swedish brands such as inclusiveness, sustainability, long-term development and flat organizational structures”, says Roland.

Handelsbanken is one of the main sponsors for the Young Professionals 10 Year Anniversary Celebration. The company wants to support the network and together with the Young Professionals celebrate the mutual benefits that are being created everyday thanks to the collaboration.

“We want to relate back to our Swedish roots as we proceed, but of course with a touch of orange. And that is why Handelsbanken is a proud sponsor of the Young Professionals of the Swedish Chamber and their 10 Year Anniversary”, continues Roland.

Roland, Rens and the Handelsbanken team together with the Swedish Chamber wishes the Young Professionals a happy 10 Year Anniversary and are looking forward to many more years of great companionship.

**AN EARLY SPRING** morning fifteen years ago, Roland van Pooij stepped in to the office of what a decade later would become one of the six home markets of Handelsbanken. He was the first employee to open up a branch for Handelsbanken in the Netherlands and today he is the Chief Operating Officer at the headquarters at Schiphol.

Since the start in 2002 the bank has grown steadily, customer-by-customer, branch-by-branch – all in the Swedish Handelsbanken spirit. Today they have 27 established branches and more than 270 employees working to serve the customers of the bank. Handelsbanken has been a member of the Swedish Chamber of Commerce from the start and when the Young Professionals was initiated they were one of the first member companies to support the network. For Handelsbanken, the Young Professionals serves as a platform where their employees can develop and grow their professional network.

“The Young Professionals of today think differently than my senior colleagues and I, and they are also intuitively aware of topics such as innovation and

sustainability. By introducing them to the Young Professionals we can nourish their curiosity and encourage them to keep developing within these fields as well as the core values that we share with the Swedish Chamber”, says Roland.

Handelsbanken is now strengthening their ties to the Young Professionals by having one of the credit analysts Rens Ramakers joining the Young Professionals Committee.

“We are very happy to have Rens chosen as one of the new committee members in time for the Young Professionals 10 Year Anniversary, and we are currently looking into expanding our collaboration with the network to incorporate it as a part of our traineeships and leadership programs”, states Roland.

The Young Professionals has become an appreciated and well-recognized network among employees and management at Handelsbanken and is being recommended throughout the organization.

“We can learn from the Young Professionals and we are proud to be a



**Young Professionals**  
Swedish Chamber



YP

# WORDS OF THE CHAIRMAN



### FUN, INSIGHTFUL AND COLLABORATIVE!

The office, with the support from its members, non-members, patrons and sponsors, worked hard for months to deliver a fantastic event filled with speeches, great food and drinks. With over a 100 participants we even (unfortunately) had to decline plenty of late registrations...

I can honestly say that I will remember this event for both its content and the people present. I feel honored to be part of a community where sharing knowledge and networks comes so natural.

I said it during the event, and I will emphasize it again because I think there is something the Swedish and the Dutch are both good at; giving. This is why I am a part of the Young Professionals (YP) and it is also why I think that the event became so successful and why I am certain there is way more to come.

So what will I remember? The tasty Swedish food by Northern Delight, smokey whiskeys from Mackmyra, our speakers Marcel Damen (previously Ericsson) and Sabina Svensson (Innovation 360) who delivered insightful speeches from which I will remember the importance of collaboration and innovation in keeping up in today's market. Cor de Haan (Filippa K) whose speech highlighted the hot and important topic of sustainability, Klarna who shared their journey into the Dutch market, and the Ambassador who reminded us all to not forget to have fun along the way.

I definitely had fun during the event and I would like to thank you all for your contribution to making the Young Professionals 10 Year Anniversary a memorable milestone event. After this celebration, all YP events were sold out and if that is a sign of all the great stuff that is happening in 2018 I can't help but be excited!

Best regards,  
Magnus Nølgren  
Chairman YP

## The Committee



Magnus Nølgren

Occupation: Personnel Relations Manager  
Company: Applied Medical



Elin Hellqvist  
Chairman until Sept.

Occupation: Consultant  
Company: ELIN®



Arnout van Ee  
Comm. member until June

Occupation: Treasurer  
Company: Handelsbanken



Henrik Enkel Larsson  
Comm. member until Dec.

Occupation: Product Engineer  
Company: JCDecaux



Sophie Hansson

Occupation: Customer advisor and stylist  
Company: Suitsupply



Marta Radinovic Lukic

Occupation: Compliance Advisor and IT Trainee  
Company: Rabobank



Rens Ramakers

Occupation: Credit Analyst  
Company: Handelsbanken

YP

# ABOUT YOUNG PROFESSIONALS

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

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

## Young Professionals member benefits include:

- Invitations to all Young Professionals Business and Social events
- Access to the Swedish Chamber of Commerce many events, often with reduced prices
- Access to the Swedish Chamber Young Professionals mentorship program
- Opportunity to meet leading business men/women through the Chamber's 154 member companies
- Swe-News, the Swedish Chamber's digital newsletter





# 2017 YP EVENTS



**January 13**

**Bubbles & Pub Quiz**

Generously sponsored by Undutchables



**February 2**

**Business Woman Program**

By Malin Hedlund, MH Leadership



**February 8**

**Mentorship Program**

3 Values and dreams. How does it work in real life?

By Mercuri Urval. Guest Speaker: Karin Tenelius, CEO and Founder Tuff Leadership Training



**March 27**

**Entrepreneurs Café**

Circular Economy

Keynote speaker: Lisen Wirén, Inter IKEA Systems



**April 4**

**AW at Bar Lou Lou**

Generously sponsored by Ernst & Young



**April 5**

**Mentorship Program**

4 Self-development and Talents and Reflections

By Mercuri Urval



**April 11**

**Business Women Program**

By Malin Hedlund, MH Leadership



**April 27**

**King's Day Boat**



**May 18**

**AW at Heineken StrandZuid**



**June 6**

**Swedish National Day AW**



**June 14**

**Mentorship Program**

5

By Mercuri Urval. Guest Speaker: Kees van Oosten, TeekensKarstens Notarissen en Advocaten

# 2017 YP EVENTS



**June 17**

**Midsummer Celebrations**

Midsummer lunch at Selma's café in Amsterdam followed by traditional Midsummer games in the Erasmuspark



**September 2**

**Annual Swedish Crayfish Party**

In cooperation with Svenska Klubben and SWEA. Generously sponsored by Inter IKEA Systems, Nordholm Design & Photography, Northern Delight and Rock PR, Marketing & Communications



**September 13**

**Final Mentorship Program**

By Mercuri Urval



**September 22**

**Young Professionals of the Swedish Chamber 10 Year Anniversary Celebration**

In cooperation with Ericsson, Filippa K, MackMyra, Klarna, Innovation 360, StartupDelta, Handelsbanken, Inter IKEA Systems, Undutchables, Oatly, Digital Captains, Vitamin Well, In Amsterdam, Iggesund, Oriflame, Fruitful and Northern Delight



**September 28**

**Business Woman Program**

By Malin Hedlund, MH Leadership



**October 31**

**Mentorship Program**

Meet Up I, Kick-Off 2017/2018  
By Mercuri Urval



**November 16**

**Business Woman Program**

By Malin Hedlund, MH Leadership



**November 30**

**Pub Quiz**

Generously sponsored by Undutchables



**December 7**

**Mentorship Program**

Meet Up II, Personal Development  
By Mercuri Urval



**December 13**

**Lucia Celebration**

At Radisson Blu Amsterdam. Generously sponsored by Inter IKEA Systems



YP

# YOUNG PROFESSIONALS 10 YEAR ANNIVERSARY CELEBRATION





# 10 YEARS | 2007-2017

## Young Professionals Swedish Chamber



Filippa K    ERICSSON    ORIFLAME SWEDEN    Klarna  
 MACKMYRA SWEDISH SINGLE MALT WHISKY    THE ORIGINAL OATLY!    IGGESUND FOLMESH GROUP  
 VITAMIN WELL    Fruiful    northern delight    Handelsbanken  
 Digital Captains    international newcomers amsterdam    Inter IKEA Systems B.V.    IKEA  
 Swedish Chamber of Commerce    UNDUTCHABLES





# 2017 YP EVENTS

Midsummer Celebrations



Mentorship Program with Mercuri Urval



Business Women Program with MH Leadership

"It is the perfect place to feel inspired and develop with fellow young professionals, while simultaneously enjoying the Swedish culture in the heart of the Netherlands."

*Marta Radinovic Lukic, Committee Member*

Midsummer Celebrations



"It is a privilege to participate in such a large professional network with members working in so many different companies and different business areas."

*Rens Ramakers, Committee Member*



RUIM 80% VAN DE GRONDSTOFFEN VAN ONZE TETRA BRIK® ASEPTIC 1000 EDGE BIO-BASED LIGHTCAP™ 30 VERPAKKING ZIJN AFKOMSTIG VAN HERNIEUWBARE BRONNEN. HET KARTON IS AFKOMSTIG VAN BOMEN UIT VERANTWOORD BEHEERDE BOSSEN DIE VOLGENS DE FSC® RICHTLIJNEN WORDEN BEHEERD. HET BIO-BASED LAAGJE PLASTIC FOLIE EN DE DOP ZIJN VERVAARDIGD UIT SUIKERRIET WAT OOK EEN NATUURLIJKE, HERNIEUWBARE GRONDSTOF IS. DAARDOOR HEEFT DEZE VERPAKKING EEN CO<sub>2</sub> VOETAFDRIJK DIE TOT 17% LAGER IS DAN EEN STANDAARD VERPAKKING.

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[www.tetrapak.nl](http://www.tetrapak.nl)



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