

AGENDA

Annual General Meeting of the Swedish Chamber of Commerce (the Association)
for the Netherlands

Date: May 28, 2025

Time: 10.00 – 11.00 (Doors open at 09.30)

Place: AKD, Gustav Mahlerlaan 2970, 1081 LA Amsterdam

The Annual General Meeting will be followed by the Presentation of the Business
Climate Survey 2025

11.15 – 13.00 Presentation Business Climate Survey in collaboration with Team
Sweden

13.00 – 14.00 Informal Luncheon and networking

1. Opening of the meeting
2. Appointment of person to check the Minutes of the Meeting (*voting item*)
3. Approval of the minutes June 4, 2024 (*voting item*)
4. Activity Reports 2024
5. Cash Committee Report
6. Financial reports: (*voting items*) –
 - Balance Sheet December 31, 2024
 - Profit and Loss Statement December 31, 2024
7. Discharge of Board of Directors (*voting item*)
8. Composition of the Board of Directors (*voting item*)
9. Appointment of Cash Committee 2025 (*voting item*)
10. Presentation of Budget 2025
11. Other matters
12. Closing the Meeting

PROPOSALS AND DECISIONS

With reference to the corresponding items on the Agenda, the Board proposes the following decisions to be taken by the General Meeting on May 28, 2025:

Item No. 2

Appointment of persons to check the Minutes of the Meeting

Item No. 3

Minutes from the last Meeting June 4, 2024. Approval

Item No.6

Financial reports

Adoption of the Balance Sheet per December 31, 2024, and the Profit and Loss Account for 2024

Item No. 7

Discharge from responsibility

Discharge of the Board of Directors from further responsibility with regard to the management for 2024

Item No. 8

Composition of the Board of Directors

The following members of the Board of Directors will retire at the end of this Annual General Meeting:

Roderick Friend, Tetra Pak

Martijn Hagens, Vattenfall

Carola Hoekstra, Stromma

Wilko Klaassen, Klarna

Jan Terlouw, Saab

Mark Verbakel, SKF

Herrik van der Gaag, Volvo

Ruth de Jager, Storytel

It is proposed to:

(i) appoint:

a. Ashkan Danei, Tetra Pak, as non-executive member of the Board of Directors for a first period of four (4) years to expire at the end of the Annual General Meeting to be held in 2029; and

b. Ellis-Jan van den Hout, SKF, as non-executive member of the Board of Directors for a first period of four (4) years to expire at the end of the Annual General Meeting to be held in 2029; and

c. Cindy Kroon, Vattenfall, as non-executive member of the Board of Directors for a first period of four (4) years to expire at the end of the Annual General Meeting to be held in 2029; and

d. Peter Magnusson, Scania Production Zwolle, as non-executive member of the Board of Directors for a first period of four (4) years to expire at the end of the Annual General Meeting to be held in 2029;

e. Wiebe Schmitz, Saab Nederland, as non-executive member of the Board of Directors for a first period of four (4) years to expire at the end of the Annual General Meeting to be held in 2029;

(ii) reappointing:

a. Erik Thulin, Stena Line, as non-executive member of the Board of Directors for a second period of four (4) years to expire at the end of the Annual General Meeting to be held in 2029.

Item No. 9

Appointment of Cash Committee 2025:

It is proposed to appoint the following persons as members of the Cash Committee 2025:

- (i) Peter Crafoord, Swedish Finance and
- (ii) Roelof Gerritsen, ATLAS Svalner Group



Swedish Chamber
of Commerce

MINUTES OF THE ANNUAL GENERAL MEETING

Swedish Chamber of Commerce for the Netherlands

Date: Tuesday, June 4, 2024

Time: 10:00 – 11:00

Venue: Handelsbanken, Amsterdam

1. Opening of the Meeting

Chairman **Mr. Johan Uhlin** opened the meeting and welcomed all attendees.

2. Appointment of Minutes Checker

Ms. Ruth de Jager was appointed to review and verify the accuracy of the minutes.

3. Approval of Minutes from Previous AGM

The minutes of the Annual General Meeting held on **April 20, 2023**, were approved without any remarks.

4. Amendment of Articles of Association

The proposed amendments to the Articles of Association were **approved unanimously** and without comment.

5. Amendment of Rules of Procedure

The proposed amendments to the Rules of Procedure were **approved unanimously**, with no objections.

6. Activity Reports – Year 2023

Annual Review 2023:

- The Annual Review is now published on the Chamber's website.
- Key developments included the formation of various committees and the introduction of the **Strategic House** framework.

Strategic House Presentation:

- Presented by Management Trainee **Ms. Emma Wergeland**, the Strategic House serves as a tool to articulate the Chamber's mission, core values, focus areas, and long-term vision.
- It facilitates internal alignment and external communication of strategic objectives.

Committee Overview:

Presented by **Ms. Kerstin Gerlagh**, who outlined the four newly established committees:

- Sustainability Committee

- Diversity & Inclusion Committee
- Innovation & Tech Committee
- Branding & Marketing Committee

Each committee operates in alignment with the Strategic House and collaborates with the Board, members, and stakeholders to advance the Chamber's core pillars.

Membership Statistics:

- Total Members: **227**
- Young Professionals (YP) Members: **77**

Events:

- **26 live events** were organised during 2023, attracting a total of **1,032 participants**. Attendance levels have returned to pre-COVID standards.

Marketing & Communication:

- A new marketing and communication strategy was launched in 2023.
- The newsletter is now segmented into **News Feed** and **Insights**.

Young Professionals (YP):

- Ms. Emma Wergeland presented the YP activities:
 - **10 events** were hosted.
 - **32 new YP members** joined in 2023.
 - The **Patron Program** was reported as a successful initiative.

7. Cash Committee Report

Mr. Roelof Gerritsen presented the Cash Committee report. The report had been reviewed, signed, and approved by all Cash Committee members.

8. Financial Reports

Presented by Mr. Bert Heikens, Treasurer:

- **Balance Sheet** and **Profit & Loss Statement** as of December 31, 2023, were reviewed (noting a typographical error where 2024 was incorrectly listed).
- The Chamber recorded a **significant surplus**, exceeding the budgeted expectations.
- The positive financial outcome was attributed to:
 - Increase in new members and four new patrons
 - Restructuring of membership fees
 - Strict cost management
- Key expenses included IT and Marketing, deemed essential for the Chamber's ongoing development.

- The **Sustainability & Innovation Summit** and **Annual Lucia Dinner** events were profitable for the first time.
- The Chamber maintains a **healthy financial reserve**.

9. Discharge of the Board of Directors

The Board of Directors was **discharged of liability** for the year 2023. Approved without objections.

10. Composition of the Board of Directors

Retiring Board Members:

- Mr. Johan Uhlin, Scania Production Zwolle
- Mr. Everth Flores, Ericsson
- Mr. Bernie van Leeuwen, SKF
- Mr. Dick Bisschop, Anticimex

Newly Elected Board Members:

- Mr. Fatih Noyan, Ericsson
- Mr. Mark Verbakel, SKF

Both were elected to serve a **four-year term**. Approved unanimously.

11. Appointment of Cash Committee 2024

The following members were appointed to the **Cash Committee 2024**:

- Mr. Peter Crafoord, Swedish Finance
- Mr. Roelof Gerritsen, ATLAS Svalner Group.

The appointments were **approved**.

12. Presentation of Budget 2024

- The 2024 budget targets a profit, which has already been achieved.
- The Chamber aims to exceed the budgeted profit to build reserves for future needs and unforeseen circumstances.
- The proposed budget was **approved**.

13. Other Matters

- **Reminder** from Mr. Bert Heikens: Early Bird tickets for the flagship event close on **June 6**; members were encouraged to make timely purchases.
- **Acknowledgements:**
- Outgoing management trainees **Hanna Bräcknell**, **Emma Wergeland**, and **Alexandra Gummesson** were thanked and wished success.
- **Mr. Johan Uhlin**, stepping down as Chair, was thanked by **Ms. Kerstin Gerlagh** and the **Swedish Embassy** for his dedication and contribution over the years.
- **Mr. Uhlin** was officially appointed as an **Honorary Member** of the Chamber.

14. Closing of the Meeting

Chairman **Mr. Johan Uhlin** formally closed the meeting. The proceedings were concluded and approved.

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 2024.

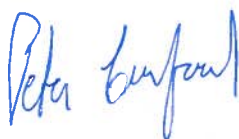
We have examined the accounts of the Swedish Chamber of Commerce, checked other documents giving information about the Chamber's financial position and administration and performed such other auditing procedures as we considered necessary under the circumstances.

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

With the substantial profit in 2024, it is great to see that there is a significant buffer to support future years. The improving trend could be a positive indicator for sustained growth, especially if there is any potential for similar positive influences like Lucia and more Patron members in the future.

We recommend, that the Profit and Loss account for 2024 and the balance sheet as per December 31, 2024 should be approved and that the Board of Directors should be discharged from further responsibility as regards the management for 2024.

Amsterdam, March 10, 2025



Mr. Peter Crafoord



Mr. Roelof Gerritsen

Balance Sheet / Profit and Loss

BALANCE SHEET	2024-12-31 Actual EUR	2023-12-31 Actual EUR
<i>Assets</i>		
Tangible fixed assets	135	693
Bank	104.890	41.414
Debtors	11.269	38.144
Prepaid cost / accrued income	7.949	10.831
Total Assets	124.243	91.082
<i>Liabilities and Equity</i>		
Creditors	6.836	4.072
VAT payable	3.084	1.729
Prepaid income	30.194	29.856
Other liabilities / accrued expense	8.864	8.432
Equity opening balance	46.993	29.671
Result for the year	28.272	17.322
Total Liabilities and Equity	124.243	91.082

PROFIT AND LOSS	2024 Actual EUR	2024 Budget EUR	2023 Actual EUR
<i>Income</i>			
Membership Fee	51.849	54.558	51.179
Patronships	130.220	121.800	113.163
Advertisements	4.310	4.900	2.700
Other income	-	-	100
Activities	54.128	32.000	37.964
Total income	240.507	213.258	205.106
<i>Expenses</i>			
Office costs & salaries	151.255	157.544	144.103
Depreciation	559	1.260	1.423
Activities	51.283	34.820	34.832
Marketing	5.247	3.750	4.094
Web Page & IT	3.891	4.240	3.332
Total expenses	212.235	201.614	187.784
<i>Result</i>	28.272	11.644	17.322

*Amsterdam, March 2025*Jan Sundelin
ChairmanAlbert Heikens
Treasurer

Treasurer Report 2024

The Swedish Chamber is pleased to report a positive financial outcome for 2024. This achievement is attributed to a slight increase in membership revenue and the successful execution of the Chamber's flagship events—the Sustainability & Innovation Summit and the Annual Lucia Dinner.

This positive financial result provides a valuable reserve for any unforeseen developments in the future. By continuing to organise high-quality events, maintaining cost awareness, and attracting both new and existing (patron) members, the Chamber is well-positioned for a strong and sustainable future.

For 2025 the Chamber faces the challenge of transition to new leadership and globally an unpredictable future but is well positioned with the support of its outstanding membership group to confront those.



ASHKAN DANAEI

Sales Director

31 634 091080 ashkan.danaei@gmail.com Amsterdam, NL

SUMMARY

With 20 years of experience in commercial leadership, I bring a proven track record of business ownership from strategy building to delivering extensive results. I am experienced in building a successful organization, adapting & navigating through high-paced environment. I strive building strong relationship with business partners and anticipate opportunities

EXPERIENCE

Sales Director Benelux

Tetra Pak 2022 Present Utrecht, NL

Sales Director accountable for 100 m€, board member of Swedish Chamber of commerce in NL

- Grew packaging and integrated businesses by 37% in 3 Years
- Increased equipment sales by 100% in a competitive market
- Built and led team of professional KAMs, Business Development Managers, Business Experts to support business growth

International Account Director

Tetra Pak 2020 2022 Utrecht, NL

- Led Global Account 150 m€ across all businesses & geographies
- Returned to Growth by 7% & secured future mutual commitments
- Improved strategical engagement and enhanced internal coordination
- Introduced and implemented new commercial models enabling new growth opportunities

Customer Management Director Europe and Central Asia

Tetra Pak 2015 2020 Frankfurt, DE

European Commercial & Customer Management responsible

- Defined and Deployed sales targets, price positioning of products across various European markets
- Developed and implemented Business Development organization increasing new customer acquisition by 40%
- Delivered various competition response plans and pricing strategies

Global Product Manager

Tetra Pak 2010 2015 Modena, IT

Responsible for Product Life Cycle in packaging and additional materials

- Developed and deployed packaging innovations increasing top line by 3% while improving the profitability
- Achieved 100% commercial release from all created technology developments
- Formed and implemented roadmap for printing & sustainable products

EDUCATION

Bachelor's Degree in Mechanical Engineering

Tehran University 2001 2007 Tehran, IR

STRENGTHS

- Strategic Vision**
Architecture and solid strategy executor while secured short term gains
- Leadership**
Experienced in creating and leading high performing teams in fast-paced environments
- Decision making**
Critical decision making to delivering business turnaround and organizational transformation

SKILLS

Interpersonal Communication

Salesforce Strategic Planning

Team Leadership Conflict resolution

Commercial Practices Mentoring

Analytical thinker Accountability

PASSIONS

- Sustainability**
I believe is not too late to turnaround the climate concerns, therefore, passionate to raise awareness & advocating CO2 reduction
- Mentorship**
Develop individuals to achieve their best and beyond their ability is an absolute joy

LANGUAGES

English Native ●●●●●
Farsi Native ●●●●●
Italian Advanced ●●●●●
German Beginner ●●●●●



Ellis-Jan van den Hout

Managing Director of SKF in the Netherlands

Ellis-Jan van den Hout, recently appointed Managing Director of SKF in the Netherlands, is deeply committed to advancing sustainability transformation within the industry. SKF's core contribution lies in delivering clean technology solutions—ensuring that products become more efficient, longer-lasting, repairable, and ultimately recyclable.

With a solid background in engineering, Ellis-Jan brings extensive experience as a Sales Director and Business Developer in the B2B sector. Over his long tenure with SKF, he has developed a deep appreciation for the Swedish way of working, which champions innovation, sustainability, and meaningful impact.

This ethos not only underpins SKF's operations but is also reflected in the Swedish Chamber of Commerce board, where a shared commitment to these values is strongly upheld.



Cindy Kroon

Chief Commercial Officer of Vattenfall Netherlands

As Chief Commercial Officer of Vattenfall Netherlands, Cindy is responsible for all customer-related activities in the Dutch market. Her portfolio includes Vattenfall BtC and BtB, Delta Energy, Powerpeers, and Feenstra. She joined Vattenfall Netherlands in 2003, following her role as a consultant at KPMG Consulting. Cindy holds a Master's degree in Business Science from Erasmus University Rotterdam.

In addition to her role at Vattenfall, she serves as a board member of the World Energy Council (WEC) in the Netherlands, where she focuses on fostering strong network interaction and collaboration among key stakeholders in the energy sector.

Cindy is 49 years old, a proud mother of two young boys aged 8 and 11, and lives in a village near Rotterdam in the southwest of the Netherlands. She is known for her down-to-earth attitude, straightforward communication, and commitment to achieving strong results in dynamic environments together with her team of professionals.

She is deeply motivated to support both the company and its customers in navigating the critical yet challenging energy transition, contributing to Vattenfall's ambition to reach net zero by 2040.



Peter Magnusson

Managing Director

Scania Production Zwolle



"I have 35 years of experience from Scania in various positions and over 25 years as a leader.

My assignments have been in four different cities in Sweden and now for about one year in Zwolle.

I like people intensive organizations in combination with different technologies and automation solutions."

Professional experience

Scania Trucks Production Zwolle 24 – ongoing

- Managing Director

Scania Cabs Production Oskarshamn 18 – 24

- Site Manager

Scania Engines Production Södertälje 08 – 18

- Acting Site Manager
- Production Manager
- Workshop Manager
- Logistics Manager

Scania Axles Falun 96 – 07

- Logistics Manager
- Manager Ind. engineering
- Group manager Ind. engineering
- Supervisor material handling
- Logistics dev. / Projects

Scania Buses Katrineholm 89 – 96

- Industrial Engineering
- Trainee

Education

- TIO - International Executive Program, Stockholm School of Economics / SSE Executive Education
- IMP – International Management Program, Stockholm School of Economics – IFL Executive education
- Executive Program in Industrial Management, KTH Executive School, Sweden/Stockholm
- Psychology, University of Gävle, Sweden
- Industrial Engineering and Management, University of Gävle, Sweden

Curriculum Vitae

Name : W. (Wiebe) B.H.J. Schmitz
Date of birth : December 8, 1966 (Rotterdam)



Description of work experience:

2025- now Director Saab Netherlands

2015-2024 Director marketing & Sales Submarines Saab Kockums

General

Saab serves the global market with world-leading products, services and solutions from military defence in all domains to civil security. Products include fighters, missiles, ground combat weapons, underwater systems, ships and submarines,

2012 – 2015 Sales director Kongsberg Norcontrol IT

General

Kongsberg Norcontrol is a leading provider of optimized surveillance solutions for Vessel Traffic Services, Offshore Energy and Maritime security. The solutions aid in achieving situational awareness, situation management and decision-management. Scope of delivery are hardware (infrastructure, sensors, networks), software and integration.

2008-2012 Managing Director of CHL

General

CHL is an independent company, specialized in microwave sensors and radar antennas. Applications include radar antennas for ship monitoring (Rotterdam, Hong Kong), airports (Madrid, Sydney) as well traffic monitoring (speed cameras). CHL supplies to system integrating firms.

2006-2008 Manager Operations BMA-NL

General

BMA Nederland BV specializes in the production of processing installations for the potato, vegetable and cheese industries. Deliveries include turn-key projects for major customers like McCain, Farm Frites and Cleenex (Japan).

2003-2006 Manager Operations at Eclipse Combustion bv

General

Eclipse Combustion is an American company with production and sales branches worldwide (including China and India). The main office is in Rockford, Illinois.,

Royal Netherlands Navy

2001 - 2003 Naval Staff Submarines Staff Officer

1999 - 2001 Submarine Commander

1991 - 1997 Submarine Officer

Education/training courses:

- Officer training, Koninklijk Instituut voor de Marine (*Royal Netherlands Naval College - KIM*) 1985 – 1991
- Technical Business Studies, University of Eindhoven 1990 - 1991



Erik Thulin

Managing Director of Stena Line BV

I am the Managing Director of Stena Line BV and Trade Director for our North Sea ferry routes between the Netherlands and the United Kingdom, based in Hoek van Holland. I have worked in the ferry shipping industry for 30 years, including 20 years with Stena— a Swedish family-owned group of companies with global business operations.

Over the years, I have held various roles within Finance, Sales & Marketing, Business Development, and General Management. In 2020, I relocated to the Netherlands and now live in The Hague. I am Swedish, 59 years old, married to Helene, and we have two sons, Malcolm (31) and William (28).

If re-elected for a second term as a Board Member, I very much look forward to continuing to contribute to and actively engage in the work of the Swedish Chamber of Commerce.