



Swedish Chamber
of Commerce

2025

MEMBER SATISFACTION SURVEY REPORT



Swedish Chamber of Commerce for the Netherlands

The Chamber is increasingly perceived not merely as a network or community, but as a professional platform.



EXECUTIVE SUMMARY

The 2025 Annual Member Satisfaction Survey provides a clear and actionable overview of how Members perceive the Swedish Chamber of Commerce, how they engage with its activities, and where strategic focus should be directed moving forward.

We extend our heartfelt gratitude to every Member who generously shared their knowledge and invaluable perspectives. Your contributions are the foundation of this report and serve as an essential resource for guiding the Chamber's work in the future. We aim to leverage this report to enhance further and strengthen the Chamber community.

Overall satisfaction among Patron, Corporate, and Private Members increased to 8.25 in 2025, while the likelihood to recommend the Chamber rose to 8.5. These results indicate a strengthening perception of value among the Chamber's core Members and confirm that current offerings remain relevant and well-aligned with Member expectations.

Among Young Professionals (YP), satisfaction remains high at 8.65, and likelihood to recommend also remained very strong at 9.24. Together, these results suggest continued strong alignment with the YP segment, alongside a natural maturation of expectations.

Survey participation declined compared to 2024, with 57 responses received versus 72 the previous year. Reduced time allocated to personal outreach and the timing of the survey period were key contributing factors. Importantly, personalized communication proved significantly more effective than general email and social media campaigns, reinforcing the importance of direct engagement in future survey efforts.

Key Thematic Insights

- The Chamber is increasingly perceived as a **professional business platform**. Membership value is primarily driven by access to a Swedish-Dutch professional community, business-relevant networks, and content-driven events, while interest in traditional or cultural elements has declined.
- **Member value is driven by personal engagement**. Members who actively participate in Chamber activities report the highest satisfaction and willingness to recommend.
- **Innovation & Technology has become a baseline expectation**. Interest, particularly in Artificial Intelligence has increased substantially, and no respondents indicate a desire for less focus in this area.
- **Sustainability remains stable** overall but is gaining importance among Young Professional Members. While aggregate importance scores are unchanged, Young Professionals show growing interest, indicating long-term strategic relevance.
- **Diversity & Inclusion** is evolving in how Members wish to engage with it. Interest is increasingly centered on business culture and practical application.

Strategic Priorities

Based on these findings, the Chamber should prioritize:

- Increasing Member activation, ensuring more Members experience the value delivered through engagement.
- Continuing to position the Chamber as a business-relevant professional platform.
- Anchoring Innovation & Technology even further in the Chamber's agenda and focus.
- Applying a segmented approach to Sustainability and Inclusion, reflecting generational differences.
- Continuing to evolve the Young Professionals offering to match rising expectations and maturity.

SURVEY BACKGROUND & RESPONDENT OVERVIEW

Survey Scope and Respondents

The 2025 Member Survey engaged the Chamber's four primary Member groups:

- Patron Members
- Corporate Members
- Private Members
- Young Professionals (YP)

A total of 57 responses were collected in 2025, compared to 72 responses in 2024. Responses from Young Professionals declined slightly from 19 to 17, corresponding to an approximate 10% decrease.

Although participation was lower than in the previous year, respondents largely represent actively engaged Members. As such, the results provide reliable insight into satisfaction, engagement patterns, and future expectations among the Chamber's most involved audience.

Survey Outreach and Communication Efforts

Survey communication efforts in 2025 were maintained at a level comparable to the previous year.

Marketing Campaign 2025:

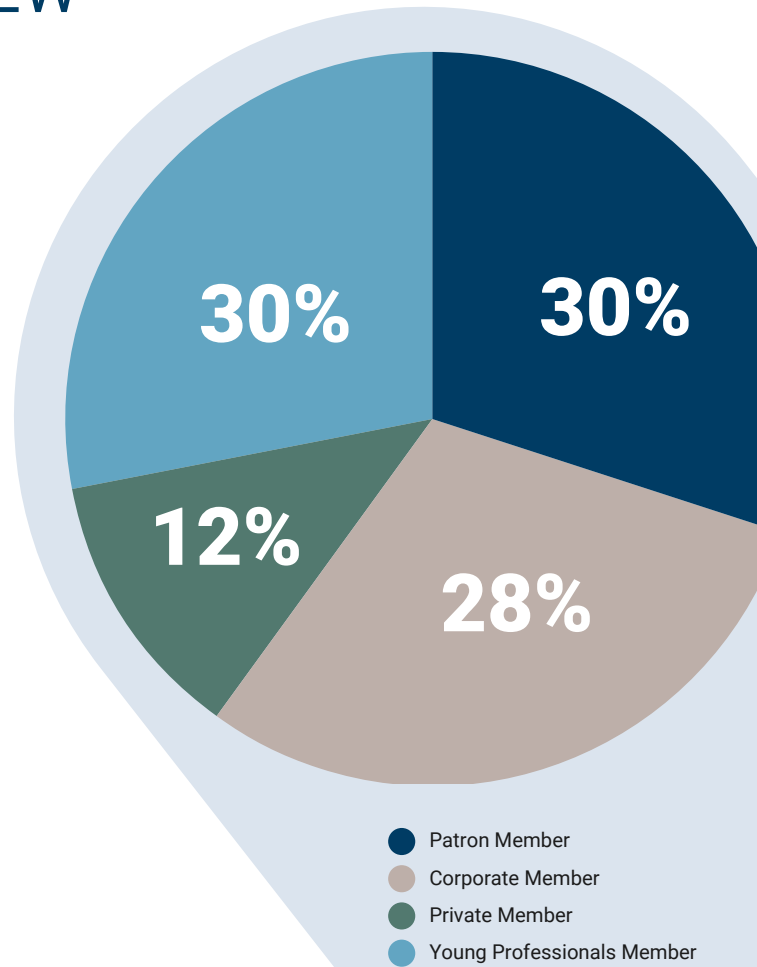
- Email dispatches: 3
- Social media posts: 3
- Prize winner announcements: 2

Despite increased social media activity, response rates did not increase. Analysis of response behavior clearly demonstrates that personal outreach, such as direct emails and phone calls, remains the most effective driver of participation.

Notably:

- Personally emailing more than 40 Members resulted in 14 responses
- Final-day campaign efforts generated 9 responses

These findings reinforce the value of personalized communication in future survey campaigns.



- Patron Member
- Corporate Member
- Private Member
- Young Professionals Member

Factors Influencing Response Rates

Several factors likely contributed to the lower response rate in 2025:

- Reduced time allocated to personal outreach compared to 2024.
- The Member survey period coincided with fewer events than last year.
- Increased social media activity did not result in proportional engagement.

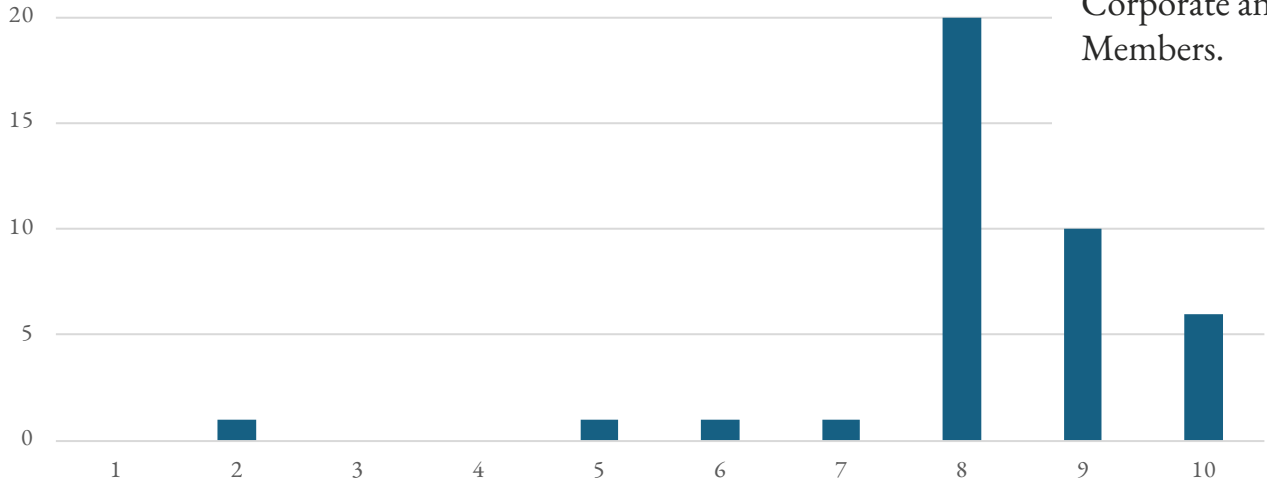
While personal outreach requires additional resources, the data suggests that future surveys would benefit from dedicating more time to targeted follow-up.

MEMBER SATISFACTION & LOYALTY METRICS

8.25

Overall satisfaction rate among Patron, Corporate and Private Members.

Patron, Corporate, and Private Members



Overall Satisfaction

Satisfaction among Patron, Corporate, and Private Members increased from 8.0 to 8.25 in 2025, indicating a positive overall experience and continued alignment between Member expectations and the Chamber's offerings.

Likelihood to Recommend

Likelihood to recommend the Swedish Chamber of Commerce to its professional network also increased, from 8.26 in 2024 to 8.5 in 2025, reflecting growing confidence in the Chamber's value proposition.

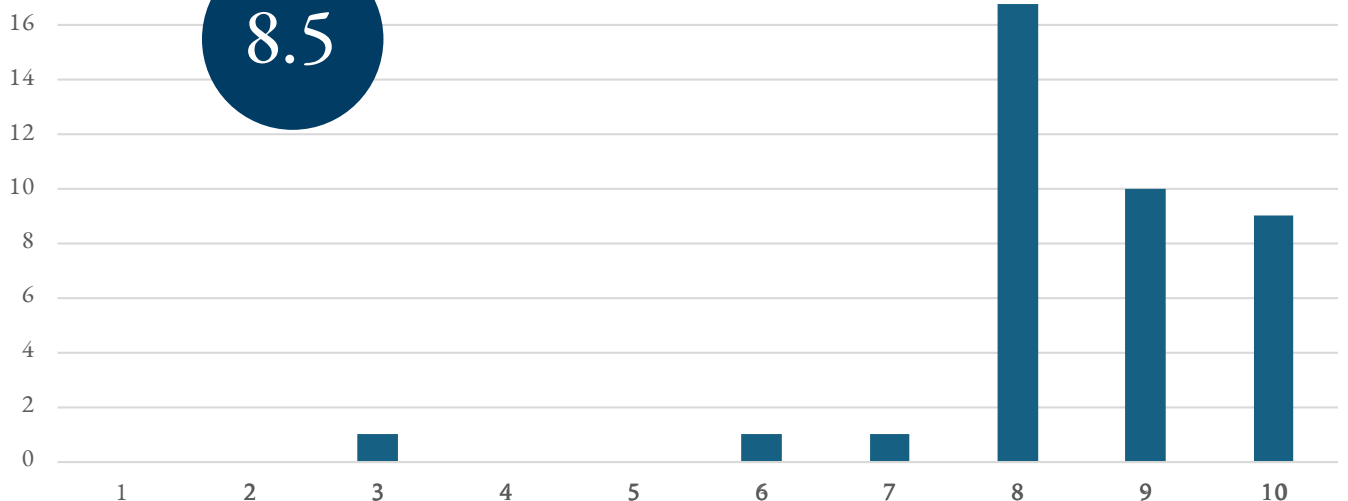
Young Professionals: Satisfaction and Loyalty

Among Young Professionals, satisfaction remained high at 8.65, although lower than the exceptional 9.16 recorded in 2024. Likelihood to recommend remained very strong at 9.24, showing only a marginal decline.

These results suggest that while enthusiasm among YP Members remains high, expectations may be evolving as the network matures which highlights the importance of continued innovation and relevance in YP programming.

8.5

Strong likelihood to recommend the Swedish Chamber of Commerce to a business contact



MEMBERSHIP VALUE & MOTIVATIONS FOR BEING A MEMBER

Across all Member groups, engagement with a Swedish-Dutch professional community and access to a strong professional network remain the primary motivations for membership.

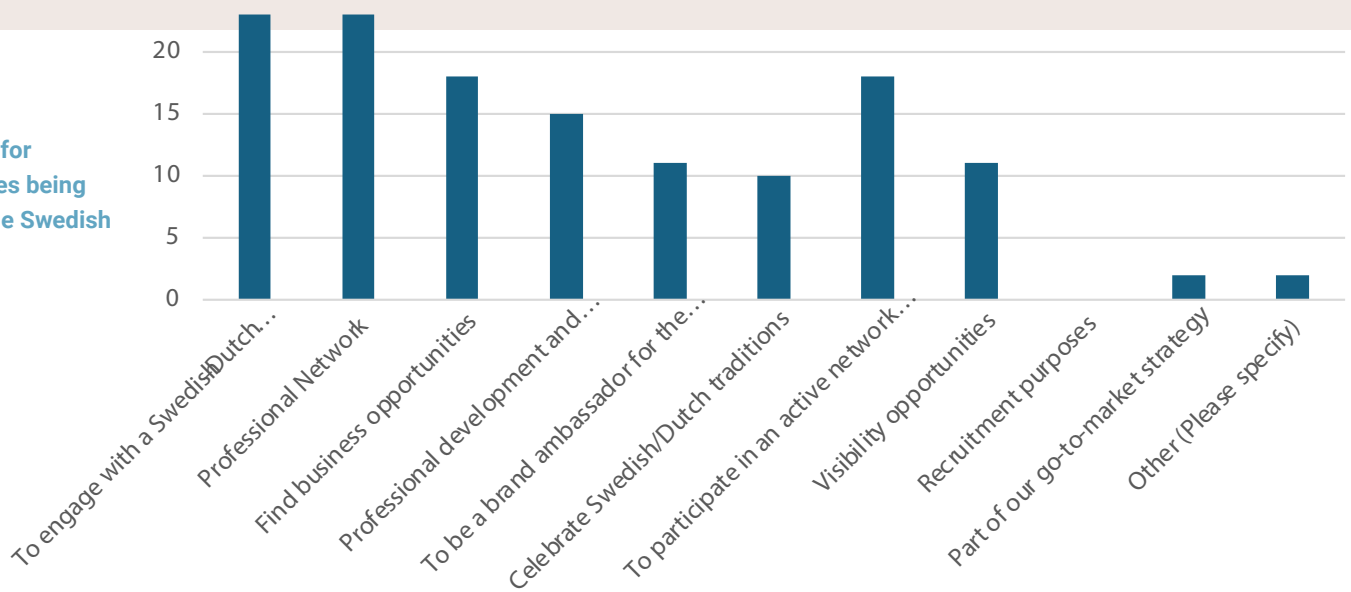
- Corporate Members primarily value professional relevance and network access.
- Private Members place similar importance on community and networking, with event participation also playing a significant role. Interest in celebrating Swedish-Dutch traditions declined notably compared to the previous year.

- Young Professionals prioritize professional community, network expansion, and professional development, followed closely by social connection.

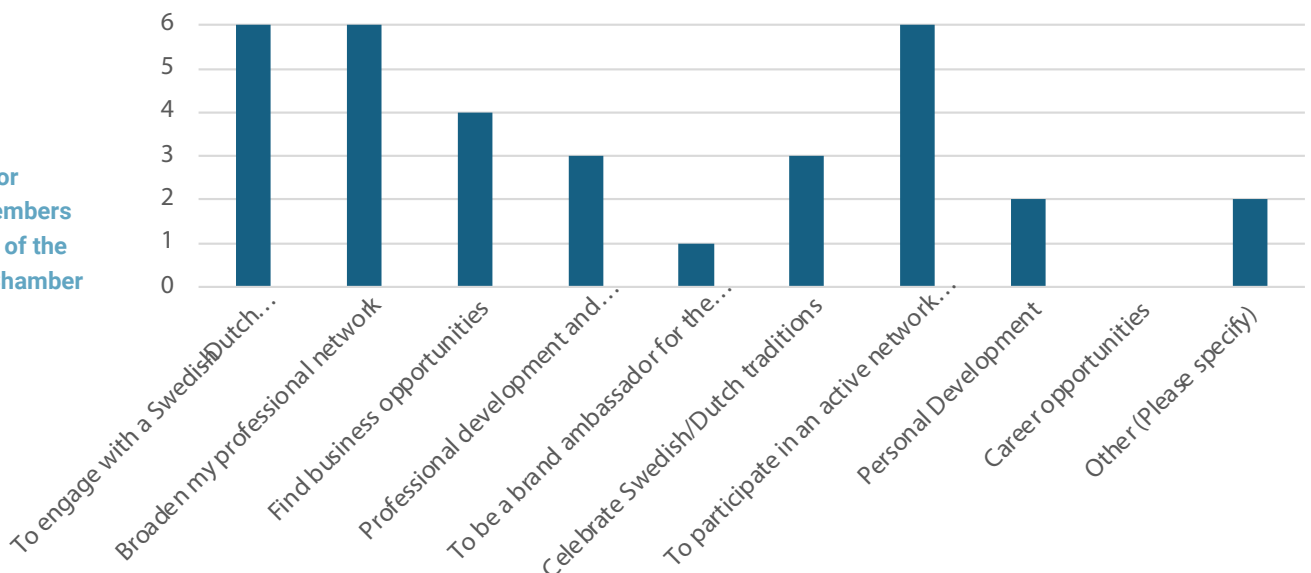
Overall, the results reinforce the importance of positioning the Chamber as both a professional platform and a community, while recognizing that the balance between these elements differs by Member segment.

Taken together, these findings indicate a clear view of how the Chamber is perceived: from primarily a network or community to an increasingly business-relevant professional platform.

Reasons for companies being part of the Swedish Chamber



Reasons for private Members being part of the Swedish Chamber



ENGAGEMENT, EVENTS & COMMUNICATION

Event Participation

In 2025, the Chamber hosted 37 events, attracting a total of 1,141 participants, with an average of 31 participants per event. These figures demonstrate strong engagement and continued demand for Chamber activities.

Frequency of Event Attendance ▶

Among survey respondents:

- 35% attend events 3-5 times per year
- 33% attend fewer than 3 times
- 22.8% attend 5-7 times
- 7% attend more than 10 times
- 1.75% have not attended any events

These results indicate that survey respondents are predominantly active participants. Consequently, satisfaction results primarily reflect the perspectives of engaged Members, an important context when interpreting the findings.

Barriers to Participation ▶

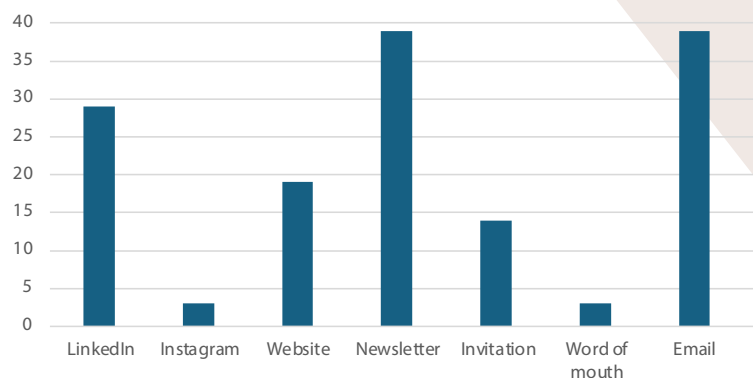
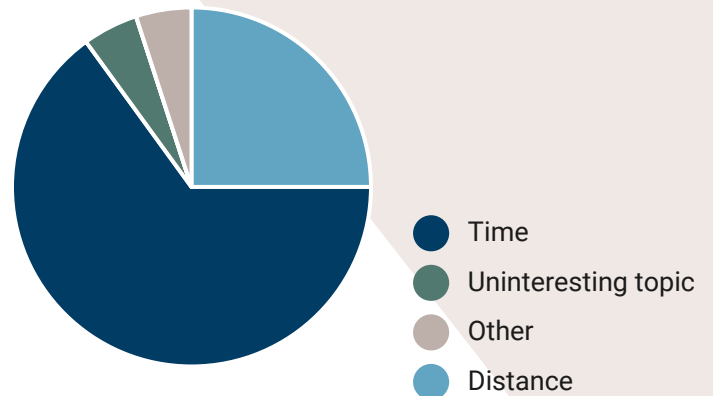
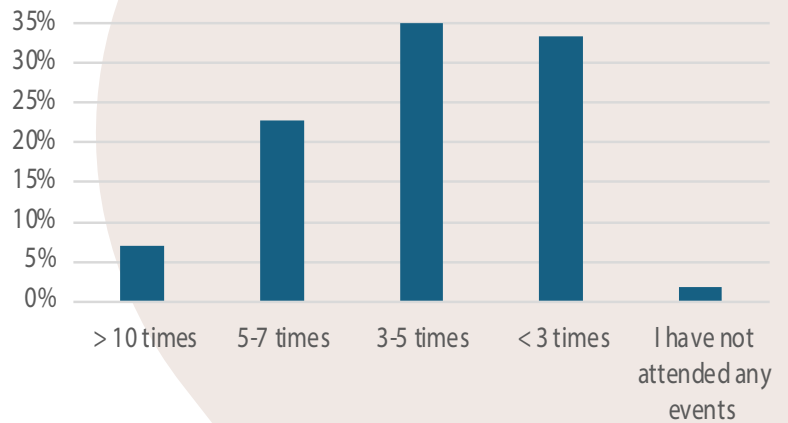
The main reason for not attending events is lack of time, followed by distance. Very few respondents cited uninteresting topics or insufficient awareness, suggesting that content selection and communication are generally effective.

The role of distance may indicate value in offering additional digital or hybrid formats, particularly for Members located outside Amsterdam.

Communication Channels ▶

Email newsletters and direct email remain the most important channels for receiving information, followed by LinkedIn. Instagram and word-of-mouth remain limited overall; however, among those who use Instagram, Young Professionals are overrepresented, reinforcing the Chamber's current channel Strategy.

Website usage increased slightly compared to 2024, indicating growing relevance as an information source.



SELECTED INSIGHTS

The Strategic Signals on what the Members want more and less of:

- Uniform interest to see more Innovation, Technology and AI.
- Young Professionals show increased interest in Sustainability and experiential activities (e.g. business trip to Sweden).
- Declining interest among YP Members in HR/ Recruiting and Finance/ Investments.
- Strong growth in interest for collaboration with Nordic and European Chambers.

These patterns further reinforce the need for differentiated, future-oriented programming.

SUSTAINABILITY, INNOVATION & TECHNOLOGY, DIVERSITY & INCLUSION

Importance of Core Values

Across all Members:

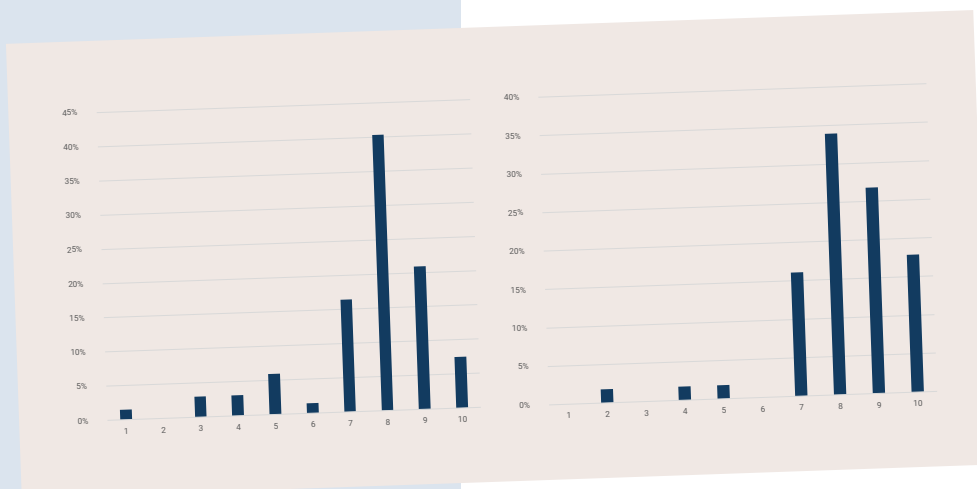
- Innovation & Technology increased in importance from 7.61 to 8.23 (2024 to 2025)
- Sustainability remained stable at 7.75 (in 2024 and 2025)
- Diversity & Inclusion declined from 7.66 to 7.39 (2024, 2025)

The rise in Innovation & Technology mirrors global business trends, while the stability of Sustainability confirms its continued relevance. The decline in Diversity & Inclusion may reflect shifting external priorities, though it remains an important theme for many Members.

Topics of Interest

Member interest is strongly focused on practical, business-oriented activities:

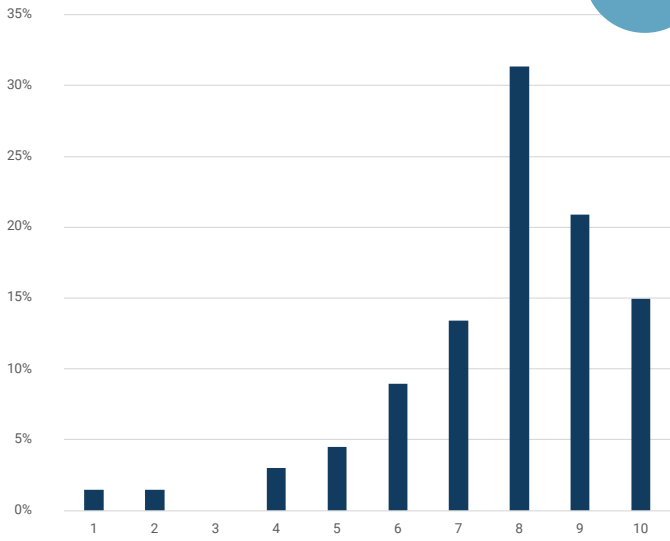
- Innovation & Technology: Artificial Intelligence (by a wide margin), Life Sciences, Cyber Security.
- Sustainability: EU Regulation and Legal Requirements, Sustainability Strategies, Circular Economy.
- Diversity & Inclusion: Business Culture, D&I Strategies, Talent Development.



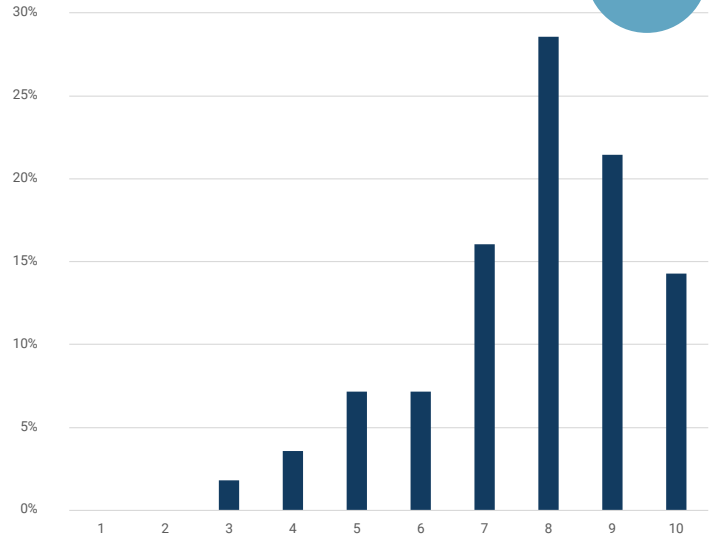


Importance of Core Value 'Sustainability'

2024

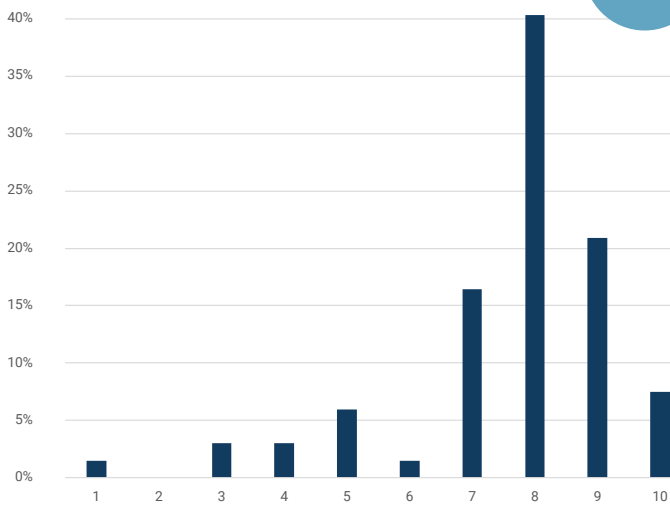


2025

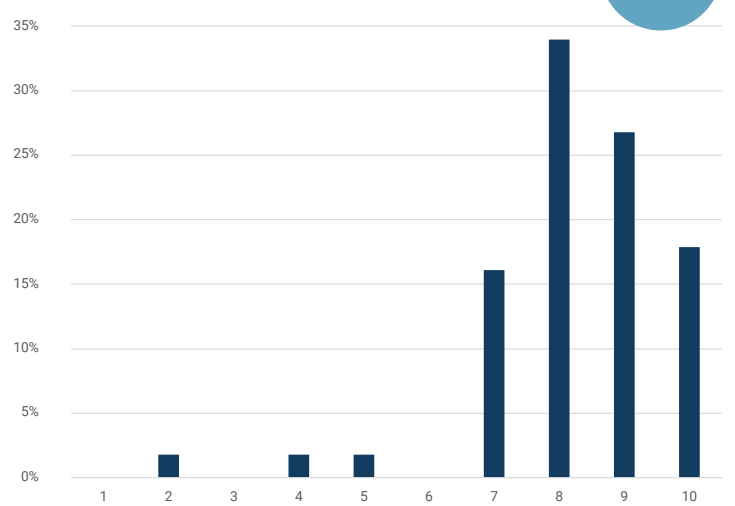


Importance of Core Value 'Innovation & Tech'

2024

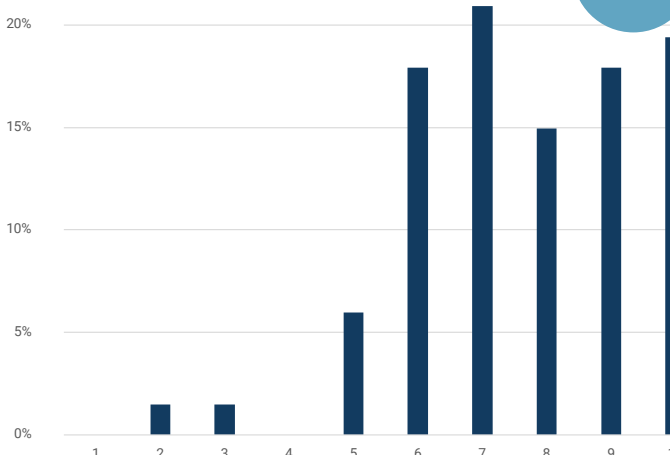


2025

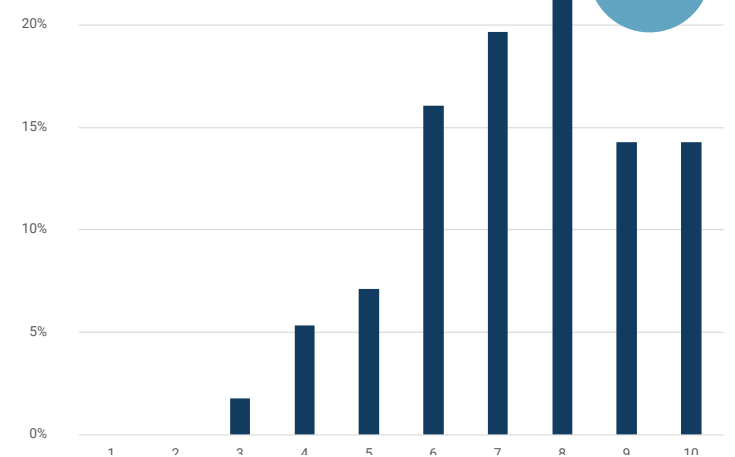


Importance of Core Value 'Diversity & Inclusion'

2024



2025



YOUNG PROFESSIONALS: STRATEGIC IMPLICATIONS

Young Professionals have been integrated throughout the analysis where differences are most relevant. Key takeaways include:

- Continued high satisfaction and loyalty
- Strong emphasis on professional development and social connection
- Focus on greater engagement via Instagram
- Increasing interest in Sustainability and experiential formats

Strategically, this supports continued investment in:

- Dedicated YP programming
- Skills-oriented and experiential events
- Clear differentiation from Corporate and Private offerings

CONCLUSIONS & STRATEGIC PRIORITIES

The **2025 Member** Satisfaction Survey confirms that the Swedish Chamber of Commerce delivers strong and meaningful value to its Members, particularly among those who actively engage with its activities. High satisfaction and recommendation scores demonstrate that the Chamber's core offerings are effective and well-aligned with Member needs.

Furthermore, the results point to a strategic inflection: the Chamber is increasingly perceived not merely as a network or community, but as a professional platform for business-relevant knowledge, connections, and development. Member expectations are evolving accordingly.

The data suggests that future growth will depend less on expanding the range of activities and more on:

- Increasing Member activation and engagement
- Deepening the professional relevance of content
- Adapting messaging and formats to generational differences
- Quality over quantity

” **Personalized outreach proves far more effective than general email or social media campaigns.**

Failure to activate less-engaged Members and to continuously evolve the Chamber's professional relevance may limit long-term growth, despite strong satisfaction among currently active Members.

Young Professionals remain highly satisfied and loyal, but their slightly lower scores compared to last year indicate a natural maturation of expectations. Sustaining engagement within this group will require continued innovation and differentiation.

Overall, the survey provides a clear mandate: the Chamber's strategic focus should be to scale engagement, relevance, long-term Member value and deliver high impact. These insights will guide program development, communication strategies, and prioritization in 2026 and beyond.



Prepared by Noel Schreiber, Swedish Chamber of Commerce

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