



# Swedish Chamber of Commerce

# ANNUAL REVIEW

# 2021





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**MEIJBURG.NL/NORDICS-DESK**

GOTHEBORG HELSINKI KOPENHAGEN OSLO REYKJAVIK ROTTERDAM STOCKHOLM

## The Swedish Chamber of Commerce for the Netherlands builds on Innovation, Sustainability and Gender Balance, and aims to inspire and promote the exchange of business experience, expertise and business opportunities between Sweden and the Netherlands.

The Swedish Chamber of Commerce for the Netherlands is a non-profit member organisation founded in 1960. Our mission is to inspire, promote and extend trade and business relations between Swedish-Dutch individuals and companies.

Our vision is to create business opportunities between Swedish and Dutch cultures. We connect people and businesses on all levels and in all sectors. We invite you to participate in the Swedish Chamber of Commerce's network platform to grow your business network and for innovative and creative knowledge exchange.

The Swedish Chamber of Commerce's network consists of decision makers from Swedish and Dutch global companies, companies in the creative sectors, the innovation and tech scene, entrepreneurs, start-ups and scale-ups, investors, consultants, law firms, HR companies and banks.

Through our unique business network we offer a wide range of useful business information and contacts both for Swedish companies establishing their business in the Netherlands, and for Dutch companies entering the Swedish market.

We connect and introduce you to our extended network of member companies,

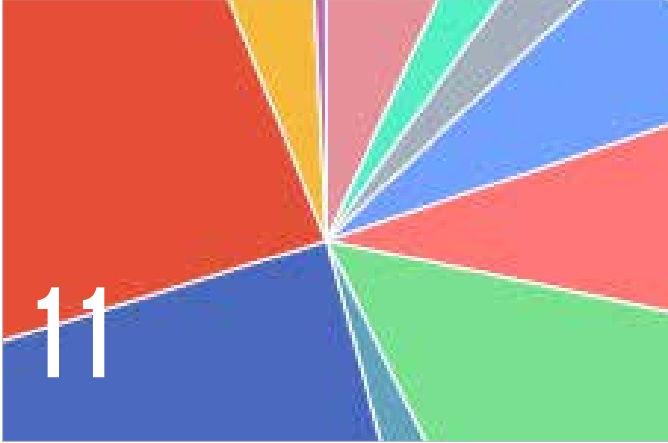
fellow members, experts and stakeholders who can assist you with business information and experience exchange. We call it *By Members, for Members*.

Each year the Swedish Chamber of Commerce in the Netherlands hosts more than 40 events, bringing together business leaders, entrepreneurs, politicians, and academics from both Sweden and the Netherlands. We address the greater trends facing us, from tech to climate change, e-mobility, digitalisation, energy transition, green recovery, the future workforce, the global trade – all with the common purpose of creating new business relations and opportunities and to strengthen Swedish-Dutch trade relations.

In addition, we offer valuable training programs for personal and professional development, such as our professional Mentorship Program, Women Business Leadership Program and our latest addition, The Tech Tables.

In addition, the Young Professionals of the Swedish Chamber (YP) has approximately 70 members, aged 23-36, studying or working in the Netherlands. YP organises a wide range of both business related and social activities for personal and professional growth, and to extend the professional and personal network. Welcome to read more about YP on page 24.

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# WORDS OF THE CHAIRMAN

## Dear Members,

In March 2022, we were all overwhelmed by the sad news that our beloved and unique Chairman, Ehsan Turabaz, fellow member, and friend had passed away. Working closely with him for the past two years as vice chairman of the Swedish Chamber of Commerce, I am honored to address you in this Word of the Chairman reviewing the past Chamber year.

The Covid-19 pandemic continued to overshadow 2021 with lock-down, closed markets, travel restrictions, and disruptions in supply and value chains. It has been a continued challenge for businesses where entire business models have been changed and working from home has become the new normal. The Covid-19 crisis still has major effects on the world economy, and Swedish trade is no exception. However, disruptive times also bring innovative solutions. By evaluating the lessons learned, new approaches to move forward and to look ahead appear, and digitalisation continues to move on at a speed as never seen before. The Netherlands is Sweden's seventh largest export market. The Dutch market is an attractive market for Swedish companies, because of its logistically strategic location and its high degree of digitalization, technology, innovation and sustainability.

The Swedish Chamber of Commerce in the Netherlands is built upon a strong business community and a unique Swedish-Dutch business relationship. Founded in 1960, by members for members, with more than 60 years of experience, the Chamber is forming an extraordinary platform for Swedish-Dutch businesses coming together to share ideas and experiences, and to learn from each other. Being part of an active business network organisation has, during the past years, proven to be more important than ever.

For the Swedish Chamber, year 2021, has been a lesson in transformation and adaptation. We organised more than 40 business events this year, most of



them online, and we were able to welcome more participants both locally and internationally. In fact, the number of participants for the second year in the row reached past 2000. Our largest event though, our 60<sup>th</sup> Anniversary, that we had all been looking forward to already since 2020, had to be closed down and postponed due to the heavy lockdown that hit us in November. We thank all our members, partners, sponsors, relations and other stakeholders for your tremendous support in this situation. We are looking forward to celebrating the Swedish Chamber of Commerce Innovation & Sustainability Summit and Royal Gala Dinner on June 7, 2022, in the presence of HRH Crown Princess Victoria of Sweden.

I would like to thank our members for their confidence, collaboration and contributions to our business community in 2021. Looking into 2022, we see both huge challenges and opportunities. We will continue supporting the Swedish-Dutch business community and play an active role for and by members to further increase business relations and opportunities with impact and value, and to grow stronger together.

*Johan Uhlin*  
Chairman, Swedish Chamber of Commerce

# In Memoriam

## **Ehsan Turabaz, 1959-2022 Chairman, Swedish Chamber of Commerce**



Ehsan Turabaz, our beloved and unique Swedish Chamber of Commerce Chairman, fellow member, and friend has passed away. Ehsan Turabaz, known by so many for his eternally warm smile, welcoming presence, and

signature bow ties, passed away on Sunday, 6 March 2022 at the age of 63, after a battle with cancer.

Ehsan's sincere interest in others and his genuine embodiment of the IKEA values as well as his warm heart for Sweden made him a wonderful person, a treasured colleague, and an invaluable representative of not only IKEA, but also of the Swedish Chamber of Commerce as our Chairman since 2016. He held many roles in his 30 years at IKEA, his most recent being International Relations Leader for Core Business Franchise. In this role, Ehsan used his natural diplomacy skills to connect with others. He could often be found shaking hands around The Hague, forming relationships with local and foreign government institutions, business associations, civil society, and the diplomatic community. Those skills he also generously used in his role as Chairman of the Swedish Chamber of Commerce, where his amazing ability to build genuine relationships and to connect people was invaluable, and left a fantastic positive impact on all who met with him.

Words from the Vice President of the Swedish Chamber of Commerce:

"We are devastated and terribly sad to lose Ehsan, Chairman of the Swedish Chamber of Commerce, fellow member, and friend", says Johan Uhlin, Managing Director Scania Production Zwolle B.V. and Vice Chairman of the Swedish Chamber of Commerce. Ehsan's unique warm personality and interest in others touched everyone who met him. He literally saw everyone he came across and his inclusiveness made everyone feel welcome. He was a role model for all of us at the Swedish Chamber of Commerce Board of Directors. With his positive energy and warm heart for Sweden as well as for the trade relations between Sweden and the Netherlands, he is an inspiration for us as we continue our work, honoring these values in his amazing spirit. Our thoughts are with his family and colleagues, and with all members and friends who will miss him so dearly".

Words from H.E. Ambassador of Sweden Mr. Johannes Oljelund, Honorary Chairman of the Swedish Chamber of Commerce:

"Ehsan has been a leader in fostering and expanding the relationship between Sweden and the Netherlands for a long time. We, the staff of the Swedish Embassy, are deeply saddened by his passing. We will remember Ehsan with deep respect for his knowledge, warmth and energy. Ehsan has fulfilled the role of guide for many Swedish ambassadors and staff members of the Embassy. I am very grateful that I had the chance to get to know Ehsan and want to express my heartfelt condolences to Ehsan's family".

*Text: Swedish Chamber of Commerce and Inter IKEA Systems*

# WORDS OF THE HONORARY CHAIRMAN

**2021 was the year** that I came to the Hague to take up the post as Ambassador of Sweden to the Kingdom of the Netherlands. Shortly after my arrival I was invited to join the Chamber of Commerce as Honorary Chairman, which was a true honour to me. I closely follow the impressive work of the Chamber, and I am very happy to have the possibility to be part of the crucial work to foster closer economic ties between Sweden and the Netherlands. For the Embassy this is an essential and rewarding work.

The year surely offered challenges in terms of continued restrictions due to Covid-19, including the postponement of the celebration of the 60<sup>th</sup> anniversary of the Chamber in the presence of HRH the Crown Princess Victoria of Sweden. At the same time it was a year filled with activity. I have been fortunate to come to a country with an active and growing Swedish business community and a Chamber with an absolutely impressive level of energy. The alignment of priorities on innovation, sustainability and gender between the Embassy and the Chamber underlines the closeness of the work within, what we like to refer to as, Team Sweden.

In March 2022, the Netherlands, the Swedish Chamber, and the Swedish community here all suffered the loss of Ehsan Turabaz. Ehsan was a leader in fostering and expanding the relationship between Sweden and the Netherlands for a long time. We are deeply saddened by his passing and will remember him with great respect for his knowledge, warmth and energy. Ehsan fulfilled the role of guide for many Swedish ambassadors and staff members of the Embassy. I am very grateful that I had the

chance to get to know him, and again would like to express my heartfelt condolences to his family. As we look into 2022, we see both challenges and opportunities.



Russia's illegal, unprovoked and unjustifiable invasion of Ukraine has led to a deterioration of the security situation in Europe, with clear economic implications. We all have to assess developments and adapt to these new circumstances. I am convinced that the Chamber, as a platform for dialogue and joint analysis, will play an essential role in this. The Embassy will certainly contribute to the best of its ability.

Despite this, in 2022 we will for sure be able to celebrate the 60<sup>th</sup> anniversary of the Swedish Chamber of Commerce for the Netherlands! The occasion will be both that – a celebration – and an occasion to deepen the dialogue on business opportunities thanks to the ambitious jubilee program. It is truly something I look forward to!

*The Ambassador of Sweden  
H.E. Mr. Johannes Oljelund*

# THE BOARD

**The Board of Directors** consist of representatives from the member companies within the Chamber and are elected at the Annual General Meeting. Board members are appointed for a period of four years and can be reappointed for a second and final term of four years. The governing board elects from its midst a chairman, a vice-

chairman and a treasurer. The Ambassador of Sweden H.E. Mr. Johannes Oljelund is appointed Honorary Chairman of the Board. The terms of references for the Board are included in the Swedish Chamber of Commerce Articles of Association and in the Bi-laws.

## Board Members



Johan Uhlin  
*Chairman*  
Scania Production  
Nederland



H.E. Mr. Johannes  
Oljelund  
*Honorary Chairman*  
Ambassador of  
Sweden



Bert Heikens  
*Treasurer*  
AKD



Everth Flores  
Ericsson



Herrik van der Gaag  
Volvo Car Nederland



Martijn Hagens  
CEO Vattenfall



Carola Hoekstra  
CEO Stromma



Ruth de Jager  
Storytel



Wilko Klaassen  
Klarna



Roland van Pooij  
Handelsbanken



Jan Sundelin  
Tie Kinetix



Erik Thulin  
Stena Line

## Leaving Board Member



Rik Zuidmeer  
Mercuri Urval

## General Manager



Kerstin Gerlagh

## New Board Member Candidates

The Nomination Committee of the Swedish Chamber of Commerce of the Netherlands is honoured to present the following new Board Member candidates on behalf of the Board:



Dick Bisschop  
Anticimex



Roderick Friend  
Tetra Pak



Eugene Grüter  
Sweco



Armanda  
Kusse-Willems  
Lime Technologies



Bernie van Leeuwen  
SKF



Lawrence Masle  
Up there, Everywhere

## The Committees

**Five committees act** as sounding boards and support for the management team. The committees assist the Swedish Chamber of Commerce in the executive, financial, nomination, membership and tech areas. They meet regularly and report to the Board of Directors. In addition, The Swedish Chamber of Commerce has a Young Professional Committee driven by Young Professional

members together with YP responsible from the Swedish Chamber Management Team. The Young Professional Committee is subordinate to the Swedish Chamber and reports to the Board on a regular basis. The sad loss of the Swedish Chamber of Commerce Chairman Ehsan Turabaz has as result that there are, by the time of the publication of this report, vacancies in some of the Committees.

### The Executive Committee

The Executive Committee outlines the work and decisions for the Board, acts as a sounding board and supports the General Manager of the Chamber. The Chairman of the Chamber heads the Committee.

*Johan Uhlin,  
Chairman  
Bert Heikens  
Kerstin Gerlagh  
vacancy*

### The Finance Committee

The Finance Committee oversees the financial administration of the Chamber, including the budget setting on behalf of the Board. The Committee is chaired by the Treasurer who recommends the financial responsibilities to the Executive Committee and the Board, approves expenses, and ensures that adequate financial controls are in place

*Bert Heikens,  
Treasurer  
Kerstin Gerlagh*

### The Patron and Member Committee

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

*Johan Uhlin,  
Chairman  
Kerstin Gerlagh  
Vacancy*

### The Nomination Committee

The Patron and Member Committee develops member strategies, including the acquisition of new members and patron companies. The committee also develops the membership offer for attracting and retaining member companies.

*Bert Heikens,  
Chairman  
Wilko Klaassen  
Kerstin Gerlagh*

### The Tech Committee

The Tech Committee serves as an advisory committee for the Board and Management Team enabling the Chamber to bringing together startups, scaleups, and multinationals to develop already existing tech programs as well as new tech initiatives and building on a tech community within the Chamber.

*Jan Sundelin  
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. It is a sub-organisation of the Chamber, that gathers Young Professionals with an interest in the Swedish-Dutch business community. The Chairman reports to the Chamber's Board of Directors at the regular board meetings.

*Oliver Karlsson,  
Chairman  
Melina Bendelin  
Charlotta Björk  
Lovisa Nimvik Stern  
Swati Narwal*

# BOARD OF RECOMMENDATION

The following persons from trade, industry and diplomacy acknowledge the great importance of a Swedish-Dutch business network, and therefore support and endorse the activities of the Swedish Chamber of Commerce in the Netherlands.



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



*Andreas Hatzigeorgiou*  
CEO at the Stockholm Chamber of Commerce



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



*Tord Magnuson*  
Owner/CEO Devisa AB. Consul General of Mauritius, Chairman Interpeace Sweden, Founder of YPO Sweden Chapter



*Per Holmström*  
Head of Department, International Development Cooperation, Ministry of Foreign Affairs Sweden, former Ambassador to the Netherlands

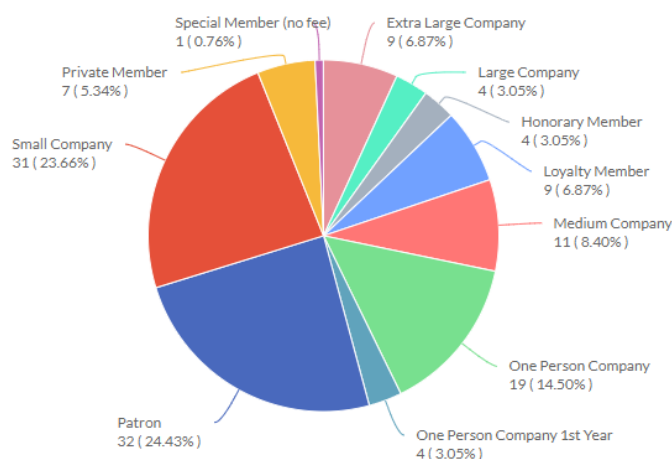
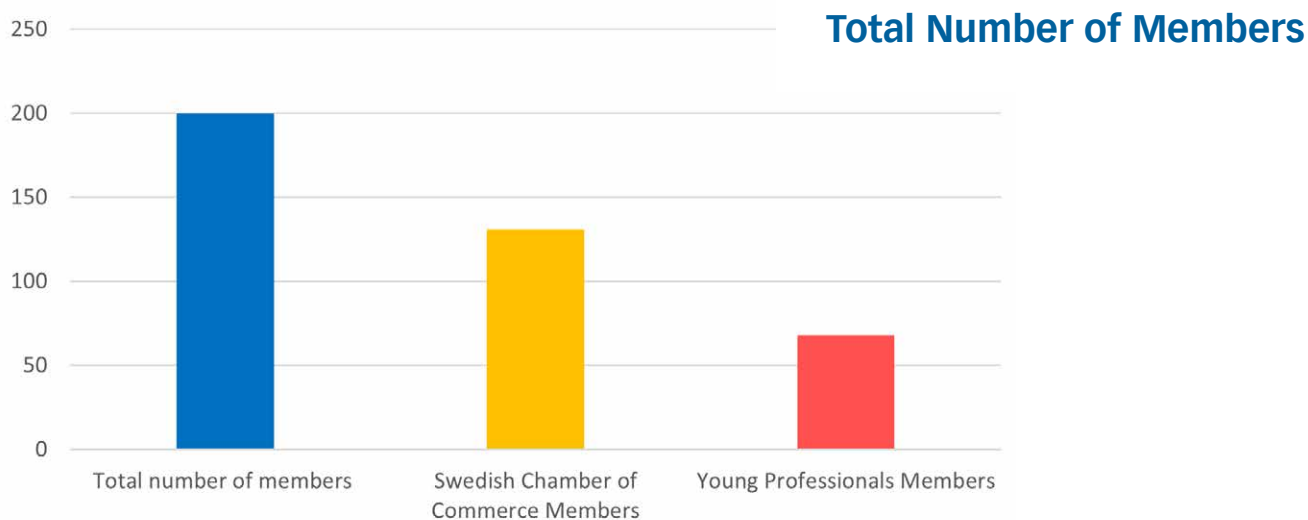
## Honorary Members

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

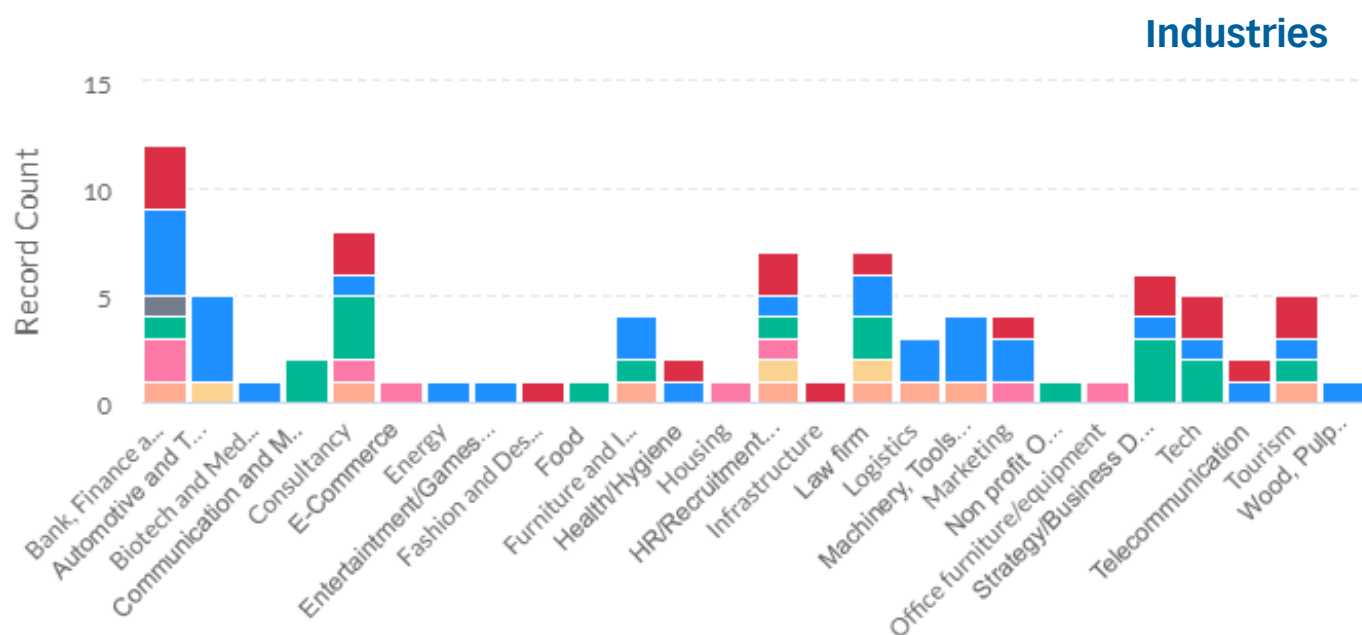
*The Ambassador of Sweden,  
H.E. Mr. Johannes Oljelund, Honorary Chairman*

Nils van Dijkman  
Bert Gort  
Ben Hummel  
Henk Lokin  
Gerard Perik

# MEMBER STATISTICS



## Members



# MEMBER LIST

A Mountain Higher  
 Accountor Nederland B.V.  
 AIMS International  
 AKD  
 Anticimex B.V.  
 Apsis International  
 Arentec B.V.  
 AstraZeneca BV  
 Atlas Copco Nederland B.V.  
 Atlas Copco Tools Netherlands  
 ATLAS Tax Lawyers  
 Atterstam Consulting BV  
 Axis Communications B.V.  
 BBO.Life - Bringing Data to Life  
 Beran BV  
 BridgeHead Group B.V.  
 Budbee  
 Bureau de Werkvloer  
 Business Sweden  
 Captains  
 Courtesie International Business Affairs  
 den hertog legal  
 DolkHesper  
 Ducatus Management B.V.  
 Earth Integrated Archaeology  
 Eikenzande BV  
 Einar & Partners  
 Electrolux Home Products BV  
 Enact Sustainable Strategies  
 EQT Services Netherlands B.V.  
 Ericsson Telecommunicatie B.V.  
 Eurocommercial Properties NV  
 Euroflorist Nederland B.V.  
 Expat Center The Netherlands  
 Expat Mortgages BV  
 Fagerhult BV  
 FannFram AB

GHA Development - Growth for People and Business  
 Handelsbanken Nederland  
 Hästens Beds Netherlands B.V.  
 Heussen  
 HEX Travel B.V.  
 Hotel van Oranje  
 Husqvarna Netherlands BV  
 If P&C Insurance Ltd.  
 IKEA B.V. Nederland  
 Ingka Services B.V.  
 Inter IKEA Systems B.V.  
 Intrum Nederland BV  
 IPScreener  
 Joel Beheer Groningen B.V  
 Key2Compliance AB  
 Kinnarps Office Furniture  
 Klarna BV  
 KPMG Meijburg & Co  
 LaCasaMia Beauty  
 Leadership Development Processes and Enablers B.V.  
 Lime Technologies  
 Lindmark Legal  
 Loyens&Loeff  
 Margareta Svensson Fotografie  
 Marianne Johansson  
 Market Explorer  
 Mazars Paardekooper Hoffman NV  
 Mercuri Urval B.V.  
 MH Leadership  
 Mindler B.V.  
 Montae & Partners  
 Mr. Anders Jallén  
 Mr. B. S. Hummel  
 Mr. Ben Vree  
 Mr. Gerard Perik  
 Mr. Jan Lindhout  
 Mr. Jan Moberg  
 Mr. Kees van den Ende  
 Mr. Peter Crafoord

Mr. Peter Gunnar Ollongren  
 Mrs. Birgitta Slot  
 Mrs. Britta Wyss Bisang  
 Mrs. Camilla Mattsson  
 Mrs. Charlotta Feith  
 Mrs. Christina Jonker  
 Ms. Lotta Gunnarsson  
 Ms. Maja Markovic  
 Nextory  
 Nmbrs BV  
 Nordholm Communication  
 Nordlok Management B.V.  
 NorNorm  
 Northern Delight  
 Noviflora Holland BV  
 Oriflame Holdings BV  
 PartInc Capital  
 PriceWaterhouseCoopers BV  
 PRLab  
 Public Matters  
 Qeld Bedrijfsleningen  
 Quinyx  
 Readly  
 REIYD real estate IT consulting  
 Saab Nederland B.V  
 Samskip Van Dieren Multimodal B.V.  
 Scania Nederland B.V.  
 Scania Production Zwolle B.V.  
 Scrive  
 SKF B.V.  
 Söderberg & Partners Netherlands BV  
 Stena Line  
 Storytel  
 Strömman  
 Studio Stark Sweden  
 Svenska Kyrkan  
 Sweco NL B.V.  
 Swedish Embassy in The Netherlands  
 T. Ljungberg B.V.

Teekens Karstens  
 Telia Sonera International Carrier Netherlands B.V.  
 Tetra Pak B.V.  
 Tie Kinetix  
 Toyota Material Handling Nederland  
 Tuff Leadership Training Sweden AB  
 Undutchables Recruitment Agency B.V.  
 Up There, Everywhere  
 Vattenfall  
 Visit Sweden  
 Voerman International  
 Volvo Car Nederland  
 Volvo Group the Netherlands B.V.  
 WePayroll BV  
 Younium  
 Zumflow

YP Members

68

# THE CHAMBER IN 5 NUMBERS

## 2300

**In 2021 the number of members** and guests participating in the Swedish Chamber of Commerce events remained exceptionally high with a small decrease of 4%, compared to 2020, with a total of 2300 guests. A reduction of the number of participants in comparison to 2020 was to be expected, as we had some live events taking place during the year adapted to the Covid-19 restrictions. The majority of events, however, were held digitally, which allowed more participants to join despite their geographical location, enabling us to reach out far outside the Dutch borders, hence the large numbers. Digitalisation also enabled us to continue to strengthen the collaborations with SCI, the Dutch Chamber of Commerce in Sweden, and the Nordic and European Chambers in the Netherlands, offering our members to participate in inspiring digital events of global interest.

**In addition to our own events,** a large number of members also participated in webinars organised by SCI, member companies, the Nordic Chambers, the Dutch Chamber of Commerce in Sweden and other European Chambers in the Netherlands. We would like to thank all partners and organisations for the opportunity to share invitations with our members to interesting international events with global interest and renowned keynote speakers.

## 600

## 40

**In 2021, the Swedish Chamber offered** a wide range of events, seminars and presentations, most of them online. However, we were very pleased to have the opportunity to host a few live events, such as the Chamber Executive Luncheon at Hilton Hotel in September, featuring keynote speaker Martijn Hagens, CEO Vattenfall Netherlands, who held a personal speech about the complexity and urgency of the energy transition. Another live event was the welcome reception for the new Ambassador of Sweden, H.E. Mr. Johannes Oljelund, hosted by Inter IKEA Systems in Delft, together with the Swedish associations in the Netherlands. Partnerships with SCI and collaboration with the Dutch Chamber of Commerce enabled us to present inspiring events with global topics and high level speakers for the benefit of our members, and collaboration with the Dutch Chamber of Commerce in Sweden led to inspiring discussions and enlarging of the online network opportunities for our members.

## 1960

**The Swedish Chamber of Commerce for the Netherlands builds on Innovation, Sustainability and Gender Balance,**

and aims to inspire and promote the exchange of business experience, expertise and business opportunities between Sweden and the Netherlands. The Swedish Chamber of Commerce for the Netherlands is a non-profit member organisation founded in 1960, by members, for members. Our mission is to inspire, promote and extend trade and business relations between Swedish-Dutch individuals and companies. Our vision is to create business opportunities between Swedish and Dutch cultures. We have been connecting people and businesses on all levels and in all sectors for more than 60 years. We invite Swedish and Dutch companies in the Netherlands to participate in the Swedish Chamber of Commerce network platform to grow their business network, and to exchange innovative and creative knowledge.

**In 2021, the Swedish Chamber of Commerce was planning to celebrate its 60<sup>th</sup> Anniversary**

## 60

with an Innovation & Sustainability Summit and Royal Gala Dinner. Due to the pandemic, the plans had to be cancelled and the Swedish Chamber of Commerce had to postpone its 60<sup>th</sup> Anniversary celebrations to June 7, 2022. The Swedish Chamber of Commerce cordially thanks its members, guests, speakers, partners, sponsors and other stakeholders for their tremendous support in this and for joining us for the celebrations on June 7, 2022 in the presence of HRH Crown Princess Victoria of Sweden.

# PATRONS OF THE SWEDISH CHAMBER OF COMMERCE

**The support of the Patrons** of the Swedish Chamber are significant for the Chamber activities. Founded in 2004, Patron Members consists of companies from all sectors who are all committed to the long-term support of the Swedish-Dutch business community and the vision of the Chamber. Today the patronship consists of 33 member companies representing a wide range of industries from the financial sector, mobility, to retail and tech. In 2021 Husqvarna and Saab joined the Patronship of the Swedish Chamber and we are very proud to welcome them. Patrons of the Chamber receive additional visibility through our various marketing channels, such as the website, Annual Review, the Swedish Chamber Patron Banner and social media platforms. Furthermore, Patrons receive invites to Executive Roundtables and exclusive events such as the

Exclusive Annual Patron Dinner. The patrons reflect the strength of the Chamber's business platform and represent some of the largest brands in the Swedish-Dutch business community.

**The Patron Dinner** is one of the Chamber's most exclusive annual events. It is hosted by the Swedish Ambassador at the Swedish Residence in the Hague. The Patron Dinner brings together Patron Members and outstanding senior business leaders, entrepreneurs and politicians from both Sweden and the Netherlands, addressing the greater trends facing us, with the purpose to create new bonds and synergies. Over the last few years it has attracted some of the most prestigious keynote speakers in the Swedish-Dutch community.

## New Patrons 2021

### Husqvarna

With over 325 years of innovation and passion, Husqvarna provides professionals and consumers with forest, garden and park products. Husqvarna lets high performance meet usability and safety, making you ready to get the job done efficiently. Through constant research and extensive testing of their products, Husqvarna guarantees quality, durability, and innovation. Husqvarna offers a wide and growing range of products and accessories, including everything from chainsaws and trimmers to innovative robotic lawn mowers, offering the right solution for all types of work.

### Sweco

Sweco plans and designs the sustainable communities and cities of the future. Together with their clients and the collective knowledge of their 17,500 architects, engineers and other specialists, they co-create solutions to address urbanisation, capture the power of digitalisation, and make

our societies more sustainable. Sweco is Europe's leading engineering and architecture consultancy, with sales of approximately SEK 21 billion (EUR 2 billion). The company is listed on Nasdaq Stockholm.

### Saab

With a market presence in over 100 different countries, Saab is a world-leading defence and security company. While global in scale, Saab has developed strong local presence in the countries where they operate, often through partnership with existing local defence and security industries. Through innovative, collaborative, and pragmatic thinking, Saab constantly develops, adopts, and improves new technology to meet customer's changing needs. Over the last 80 years, Saab has helped strengthen different nations' armed forces by supplying high-performance, cost-efficient and innovative defence systems for both the air, land and naval domain.

New Patrons  
2021



New Patrons  
2022



FAGERHULT



ERICSSON

Klarna.



T LJUNGBERG BV part of



TIE KINETIX  
total integrated e-commerce



Meijburg & Co  
Tax Lawyers




Anticimex®

Handelsbanken

SKF

HEUSSEN

Atlas Copco

Inter IKEA Systems B.V. 



samskip VANDIEREN  
MULTIMODAL



Kinnarps

Mercuri Urval



AstraZeneca 

  
Stena Line

Noviflora



 akd benelux  
lawyers

VATTENFALL 

  
SCANIA

TOYOTA  
MATERIAL HANDLING



# Wat doet uw vermogen morgen?

Persoonlijke vermogensregie bij Handelsbanken:  
natuurlijk via Optimix

De financiële markten zijn zo veranderlijk als het weer. Hoe krijgt u meer grip op uw vermogen? Bij Handelsbanken, in Zweden sinds 1871 en in Nederland sinds 2002, vindt u de optimale vorm van vermogensregie. Persoonlijk en op maat. Dat doen we via de experts van onze dochter Optimix Vermogensbeheer. Zij luisteren, stellen de juiste vragen en vertalen uw wensen naar een compleet uitgewerkte beleggingsstrategie. Ook voor de langere termijn. Neem contact op met ons en ervaar wat wij via onze dochter Optimix Vermogensbeheer voor u kunnen betekenen.

**Handelsbanken Nederland** | [handelsbanken.nl](https://handelsbanken.nl) | 020 412 76 00 | [nederland@handelsbanken.nl](mailto:nederland@handelsbanken.nl)

Deze advertentie is uitgegeven in Nederland door Svenska Handelsbanken AB (Handelsbanken). Handelsbanken beschikt over een vergunning en staat onder toezicht van Finansinspektionen (Zweden). Handelsbanken beschikt over een Europees paspoort voor dienstverlening in Nederland en is daartoe in opgenomen in het register van De Nederlandsche Bank en de Autoriteit Financiële Markten (AFM). Optimix Vermogensbeheer N.V. is een 100% dochter van Handelsbanken en beschikt over een vergunning van de AFM.

**Handelsbanken**

# THE TEAM

## Management & Operation



Kerstin Gerlagh  
General Manager



Benjamin Selvani  
Scholarship Fund for  
Swedish Youth Abroad,  
International Trade  
Scholar 2020-2021



Gustav Eriksson  
Intern Spring 2021



Jennifer Nilsson  
Intern Spring 2021



Johanna Lindén  
Management Trainee,  
Gull & Stellan Ljungbergs  
Foundation Scholar  
2021-2022



Stefan de Goede  
Scholarship Fund for  
Swedish Youth Abroad,  
International Trade  
Scholar 2021-2022



Clara Wiik  
Intern Autumn 2021



Hanna Uhlin  
Event & Membership  
Coordinator

## Platform for Young Talents to Grow

We are proud to offer talented and creative young professionals the opportunity to join the Swedish Chamber of Commerce for the Netherlands to gain international business experience through the various scholarship programs. In 2021, the generous scholarship donors the Scholarship Fund for Swedish Youth Abroad and Gull & Stellan Ljungbergs Foundation Scholarship have made these opportunities possible.

As of 2022, the Swedish Chamber of Commerce is looking forward to introducing a collaboration with the Elof Hansson Foundation who will support young talents from the School of Business, Economics and Law at Gothenburg University.



The Scholarship Fund for Swedish Youth Abroad was created in 1937 in connection with the 50 years anniversary of the Swedish Association of Foreign Trade. Since 2019, it has

been offering young talents international experience at the Swedish Chamber of Commerce for the Netherlands.



In 2021, the Swedish Chamber of Commerce was very proud to launch the collaboration with the Gull & Stellan Ljungberg Foundation Scholarship. In memory of Gull and Stellan Ljungberg, the major part of the foundation's return is each year distributed to young students and professionals from the municipalities of Uddevalla and Trollhättan.



The Elof Hansson Foundation was created in 1985 when Bo-Elof Hansson made a large donation. The foundation supports academic education, research and training in the commercial sector. The major focus is on trade and business activities such as marketing, international trade, accounting, commercial law and business language.

# FINANCE

## Balance Sheet / Profit and Loss

BALANCE SHEET	2021-12-31 Actual EUR	2020-12-31 Actual EUR
<b>Assets</b>		
Intangible fixed assets	-	2,731
Tangible fixed assets	2,815	2,154
Bank	102,754	54,391
Debtors	14,704	2,540
VAT receivable	-	1,288
Prepaid cost / accrued income	18,276	5,052
<b>Total Assets</b>	<b>138,549</b>	<b>68,156</b>
<b>Liabilities and Equity</b>		
Creditors	6,707	2,015
VAT payable	3,920	-
Prepaid income	89,087	27,752
Other liabilities / accrued expense	5,261	4,865
Equity opening balance	33,524	24,849
Result for the year	50	8,675
<b>Total Liabilities and Equity</b>	<b>138,549</b>	<b>68,156</b>

PROFIT AND LOSS	2021 Actual EUR	2021 Budget EUR	2020 Actual EUR
<b>Income</b>			
Membership Fee	40,292	40,377	43,532
Patronships	79,060	77,090	77,849
Advertisements	4,000	2,500	1
Other income	5,350	8,700	2,195
Activities	4,886	29,700	1,655
<b>Total income</b>	<b>133,588</b>	<b>158,367</b>	<b>131,631</b>
<b>Expenses</b>			
Office costs & salaries	118,327	112,767	109,475
Depreciation	3,811	4,132	3,882
Activities	6,275	34,450	2,525
Marketing	3,123	3,800	5,305
Web Page & IT	2,002	3,207	1,769
<b>Total expenses</b>	<b>133,538</b>	<b>158,356</b>	<b>122,956</b>
<b>Result</b>	<b>50</b>	<b>11</b>	<b>8,675</b>

Amsterdam, May 2022

Johan Uhlin  
Vice Chairman

Albert Heikens  
Treasurer

## Treasurer Report 2021

During 2021 the Swedish Chamber was only able to host a few live events due to Covid-19.

The Swedish Chamber continued to adapt to the permanently changing situation. Nearly all costs (a.o. office costs, rent and events) were brought in line with the new situation. The total income from membership fees was about the same as 2020, though there was very little income from events and sponsorships. Some income was received as a prepayment for activities relating to the celebration of the 60<sup>th</sup> anniversary, which, however, had to be cancelled. Nearly all participants who had made such prepayments left them with the association to be used once the celebration will take place, now foreseen to happen this year in June.

The Management of the Chamber succeeded in staying very close to the budget and realising a small profit. The profit for the year will be added to the retained earnings.

Overall, our cash position and equity is adequate, so we can state that our financial position is sound. The budget for 2022 was approved by the Board.

Bert Heikens  
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 2021.

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.

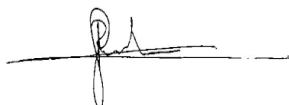
Our examination has revealed no reason for criticism of the accounts, the accounting procedures or the administration of the Swedish Chamber of Commerce.

We recommend, that the Profit and Loss account for 2021 and the balance sheet as per December 31, 2021 should be approved and that the Board of Directors should be discharged from further responsibility as regards the management for 2022.

Amsterdam, May 23, 2022



Mr. Peter Crafoord


















Mr. Roelof Gerritsen

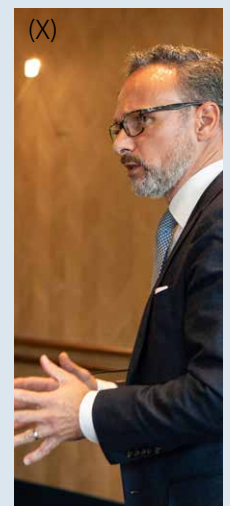
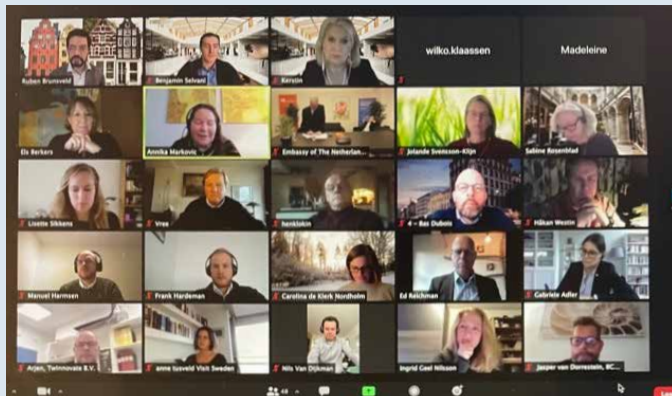
# CHAMBER EVENTS 2021

	<b>January 13</b>	Electrification of Transport – Are We Ready to Take Charge of the Future?
	<b>January 21</b>	Digital New Years Reception
	<b>January 26</b>	How Far Have We Come with Corporate Gender Diversity?
	<b>February 3</b>	Swedish Chamber and YP Mentorship Program 2020-2021
	<b>February 18</b>	The Event Industry 2021 – Trends and Possibilities
	<b>February 23</b>	Emerging Stronger, Vol. 3: What Now for the UK and the EU?
	<b>March 2</b>	Training: Stop Motivating Your Employees
	<b>March 8</b>	Lunch Talk International Womens Day – How to be a Change Maker
	<b>March 9</b>	Best Practice for AI Tools and IP Boosting Innovation
	<b>March 22</b>	The Future of Retail E-Commerce
	<b>March 25</b>	The Impact of the New Pension System in NL: Act Now or Wait Until 2025?
	<b>March 30</b>	Global Impact of the Dutch Election
	<b>April 20</b>	Tech Talent – Explore How to Attract, Retain and Manage Tech Talents
	<b>April 22</b>	Engagement Strategy – How to Use Customer Stories and Storytelling to Engage With Customers in a New Way
	<b>May 19</b>	Emerging Stronger, Vol. 4: Does it Really Take a Pandemic for Us to Accelerate Innovation?
	<b>May 27</b>	Working With the Brand Sweden
	<b>June 1</b>	Lunch Webinar – Finding Flow; Connect With Yourself, Others and the Planet

# CHAMBER EVENTS 2021

	<b>June 3</b>	Annual General Meeting
	<b>June 8</b>	Tech Finance and Venture Capital
	<b>June 10</b>	Tech Forum: Towards an AI Enabled Future
	<b>June 10</b>	Mentorship Program
	<b>June 15</b>	Round Table Featuring Bas Dubois, Volvo Bus & Eugene Grüter, Sweco
	<b>September 1</b>	Webinar: Examining the Global Business Climate
	<b>September 16</b>	Women in Tech
	<b>September 22</b>	Presentation of the Business Climate Survey in the Netherlands 2021
	<b>September 23</b>	Insights to the Dutch Government's Budget 2022, by KPMG Meijburg & Co
	<b>September 30</b>	Chamber Executive Luncheon, Featuring Mr. Martijn Hagens Ceo Vattenfall
	<b>October 12</b>	Welcome Reception New Swedish Ambassador to the Netherlands
	<b>October 14</b>	Mental Health at the Workplace Post Covid-19 With Mindler
	<b>October 14</b>	Nordic Movie Event
	<b>October 19</b>	Tech for Good
	<b>November 2</b>	Launch Swedish Chamber of Commerce Young Professional Mentorship Program 2021 – 2022
	<b>December 14</b>	Mentorship Program - A Changing (Technology) Working Landscape

# THE CHAMBER IN PICTURES



Photos marked with (X): Hanne Hansen

# EXCLUSIVE BUSINESS AWARDS 2021

## The Winners of the Swedish Chamber Business Awards 2021

On behalf of the Swedish Chamber of Commerce for the Netherlands, in cooperation with Business Sweden and the Embassy of Sweden in The Hague, we are very pleased to announce the winners of the Swedish Chamber Business Awards 2021.

- Swedish Chamber Achievement Award 2021 – **Inter IKEA Systems B.V.**
- Swedish Chamber Entrepreneurship Award 2021 – **Lynk & Co**
- Swedish Chamber Tech for Good Award 2021 – **Ericsson**

The jury reports will be officially presented at the Award Ceremony, followed by a publication on the Swedish Chamber of Commerce website, and distributed in the Swedish Chamber of Commerce Business Awards press release. The Award Ceremony will take place at the Swedish Chamber's 60<sup>th</sup> Anniversary Royal Gala Dinner on June 7, 2022.

"The jury was genuinely impressed by the admissions for the Business Awards; from promising Swedish newcomers on the Dutch market to established companies, from creative ideas to improve everyday lives, to smart tech solutions that create impact. Thanks to all companies for sharing their vision and plans."

– Ruth de Jager, Country Manager Storytel. Member of the Swedish Chamber Board of Directors and Chairman of the Jury

Members of the Jury:

The Ambassador of Sweden H.E. Mr. Johannes Oljelund

Mrs. Ruth de Jager, Country Manager at Storytel, Member of the Swedish Chamber Board of Directors, and Chairman of the Jury

Mr. Tomas Korseman, Trade Commissioner at Business Sweden Benelux



Inter IKEA Systems B.V.



**LYNK & CO**



**ERICSSON**



# About YP – Young Professionals

**The membership allows** you to be a part of the vibrant network of young professionals across the Swedish-Dutch business community. Besides mentorship programs and networking events, the Swedish Chamber also develops a variety of events, courses, and programs aimed at the personal and professional development of its Young Professional members. The YP welcomes both Swedes, Dutch and others interested in building a stronger network.

Join this vibrant network as a young professional today, and connect with an ambitious group of professionals from across the Swedish-Dutch community.

## As a member you get:

- Access to some 20 young professional events annually
- Access to full Swedish Chamber events calendar over the course of the year
- Access to the YP Academy Program free of charge
- Invitation to YP's monthly AW
- Access to the Swedish Chamber and YP Mentorship Program
- Professional development, courses often at a reduced price
- A free subscription of the Swedish Chamber digital Newsletter

## Events in 2021:

- February 3* – Swedish Chamber and YP Mentorship Program 2020-2021
- February 16* – DIY Swedish YP Taco Tuesday
- February 25* – YP Virtual Escape Room
- April 7* – What's Next?
- April 22* – Swedish Chamber And YP Mentorship Program 2020-2021 Meet Up
- May 19* – YP Nordic Afterwork: Eurovision Challenge
- June 10* – Mentorship Program
- October 6* – After Work Jeu De Boules
- November 11* – After Work at De Tulp
- November 2* – Launch Swedish Chamber of Commerce Young Professional Mentorship Program 2021 – 2022
- December 14* – Mentorship Program: A Changing (Technology) Working Landscape

## Words of the Chairman

**Another eventful year** has passed. For the Young Professionals of the Swedish Chamber, 2021 has been a great year. With another shorter lockdown taking place at the end of 2021, we continued our efforts to rethink how we connect with our members and stay true to the mission of our charter.

The new means of communication, concepts and events that were set up during the first phase of the pandemic have now been tweaked and improved, to bring an even more unique experience and platform for our members to connect, both in person and online.

The Swedish Chamber and the Young Professionals Mentorship Program 2021 has been a great success with many enthusiastic mentors and mentees. With everyone adapting to the new normal, more mentors and mentees than ever seemed to join the seminars, meaning that transitioning to digital meetings was not all bad. In fact, mentors and mentees who had not been able to join in the past suddenly could thank the flexibility of

digital meetings. 2021 was also the year to launch the YP Academy, a recurring event concept launched by the Young Professionals of the Swedish Chamber, giving the Young Professionals an opportunity to accelerate their skills within an area. When attending a YP Academy event, our aim is that the participants will walk away from the event with a new skill. The YP Academy will offer a variety of courses and classes – on many different topics. The Academy is primarily designed for members of the Swedish Chamber's Young Professionals, but is also open to Members of the Swedish Chamber.

In 2021, we welcomed many new members who have been given a warm welcome to our network with all the exclusive benefits members get access to. YP members have been very active during 2021, especially when the restrictions were gone and society finally opened up again.

I am both proud and happy to be part of this network and to connect

with like-minded individuals here in the Netherlands. I look forward to many more exciting events with all of our members in the coming months.



*Oliver Filip Arne Karlsson  
Chairman, Young Professionals of  
the Swedish Chamber*

## The Committee



*Charlotta Björk  
Committee Member*



*Melina Bendelin  
Committee Member*



*Lovisa Nimvik Stern  
Committee Member*



*Swati Narwal  
YP Liaison*

# The Mentorship Program

With the **Swedish Chamber of Commerce** Mentorship Program, the Swedish Chamber of Commerce is supporting the next generation's leaders by connecting young and ambitious talents with experienced international business professionals from across all fields and industries within the Swedish Chamber of Commerce. The program offers a unique opportunity for young professionals to benefit from an exclusive eight-month program of group workshops and individual mentoring, and the sharing of experiences of successful senior industry professionals and guest speakers.



## Mentors 2020 – 2022



**Björn Bylund**  
Country Manager  
Nnbrs BV



**Ben Vree**  
Owner Director  
Aquavite AB



**Hans Gunnarsson**  
Senior Project  
Manager  
EMAKINA



**Johan van 't Hag**  
ExCo Member  
Strategy and M&M  
Drümmen Orange



**Hendrik Jan Guitink**  
Coach of the Swedish Chamber  
Mentorship Program



**Marcel van der Kuil**  
Data Entrepreneur  
and co-founder,  
TechLabs Amsterdam



**Everth Flores**  
CEO Netherlands  
Ericsson



**Gabriele Hamm Adler**  
GHA Development  
Growth for People &  
Business



**Hendrik Jan Guitink**  
Program Coach &  
Managing Partner  
AIMS International  
Netherlands



**Ruth de Jager**  
Country Manager  
Storytel Netherlands



**Nils E.W. van Dijkman**  
Partner  
Heussen Advocaten  
& Notarissen



**Maja Markovic**  
Finance & Business  
Transformation  
Leader  
Tetra Pak



**Sam Mirson**  
General Manager  
Benelux Quinix



**Jeanine Lemstra**  
Transformation Lead  
Royal Haskoning DHV/  
Thrive on Purpose

*Hendrik Jan Guitink is Managing Partner of AIMS International Netherlands B.V., member of AIMS International, a global leader in Executive Search and Leadership Consulting.*

“The ambition for the Mentorship Program is to give young professionals the opportunity to connect with a senior business executive outside of his or her direct environment, giving the participants access to guidance in issues concerning their future career.

As a group we will work on specific topics such as culture and building trusted relationships, and we invite subject matter experts to come and talk to us.

The Mentees and Mentors also spend time together on subjects of their own choice.”  
- Hendrik Jan Guitink



## No IKEA store where you or your Businesses are?

The International Sales department is here to help!

Ordering IKEA furniture for your needs abroad is easy, safe, and we take full responsibility for the international delivery.

Our International Sales department in Delft, the Netherlands helps to furnish apartments, hotels, offices, schools, restaurants and houses all over the world. Whether you are in Brazil, Vietnam, or Algeria, we do our best to meet your bulk quantity needs.

Together with our shipping partners, we organize transport of the goods, from the Netherlands to the destination country.

Inter IKEA Systems B.V. International Sales department Olof Palmestraat 1, 2616 LN Delft, The Netherlands

[international.sales@inter.ikea.com](mailto:international.sales@inter.ikea.com)

<https://about.ikea.com/en>

**Get in touch!**

