

# **ANNUAL REPORT**

2018





# **FINANCES**



#### **Preamble**

The last Financial Report presented to the AGM pertained to the period May - Dec 2017 following the decision in the AGM of 8 June 2017 to change the Membership/Business year to align with the Calendar year.

The 2018 Financial report is the first full calendar year report. For comparison's sake, a 2017 financial report has been compiled consisting of the first 4 months of the year 2017 and the 2017 May - Dec financial year.

#### **Summary**

Following a number of years where the Dutch Chamber has shown an overrecovery adding to significant reserves of 713,310 SEK, 2018 is the first year where we have booked a slight underrecovery of -12,798 SEK on a total revenue / cost budget of 487,000 SEK for 2018.

2018 Revenues were were in line with last year, but a little below below budget (- 9,000 SEK), with Event Income continuing to increase (+ 45,000 SEK vs PY) compensating continued declining Member income (- 37,000 SEK vs PY) and an unfortunate end of year development of our investment fund (-16,000 SEK).

Costs have increased in line with target. Increased investment in Events (+ 50,000 SEK vs budget, compensate by higher Event income). Increased operating cost because of investment in Secretariat/Administrative support (+ 30,000 SEK), but still below budget (- 36,000 SEK). Further detail provided below.

### Event income

Event income continues to grow from direct Event Sponsoring (+ 50,000 SEK) compared to last year and although Event Fees are slightly below last year (-7,000 SEK) this is still considered a good performance considering that the Sailing Regatta which last year stood for over 40,000 SEK did not take place this year. The above illustrates the trend that participants are willing to pay for attractive events (both low cost mingles, as well as high end events like the Annual Dinner or the WarChild charity dinner in the South).

#### Member income

The member income shows a continued decline -11% not because of lower member numbers, but mainly because of an erosion of the Premium Memberships. The drop in the Associate Service Fees is largely explained by a policy providing free membership for the Service Execs and to reduce membership contribution levels in the region. The high number of discounts is explained by the fact that we invoiced for 8 months membership only, because of the change of membership year.

### **General Sponsoring**

General sponsoring of DC activities has slightly increased because of targeted sponsorship in the West region (Loyds and Akzo Nobel in the first 4 months).

However, both these sponsorships will be discontinued going forward, leaving only Handelsbanken sponsoring going forward.

#### Other Income

Investment fund in which part of our reserves (500,000 SEK) have been placed, took an unfortunate hit from the market turmoil in december 2018, yielding a loss of - 16.095 SEK on the portfolio. Earlier in the year the portfolio investment had been revisited in consultation with the Bank, moving the interest deposits into a longer term defensive low risk fond of equity and bonds. We continue to believe this was the right decision and performance in January has already shown the expected bounce back (+ 8,292 SEK on 17 Jan 2019).

#### **Event Costs**

Event costs have shown a significant increase ( $\pm$  100.000 SEK) compared to last year. 50/50 for the Annual Dinner and for the other DC events. The increase is directly linked to the increase in sponsoring ( $\pm$  50,000 SEK) and a deliberate choice to invest more in the Regions. 90,000 SEK of the 116,000 DC mingle costs have gone into the regions.

# Marketing Costs

No significant expense in marketing cost as printing of the brochure was delayed.

# **Operating Costs**

Operating costs have increased as planned, mainly due to an increased expenditure in Secretariat services. In line with the strategy presented to the AGM we are contracting professional services for 20-24 hours a month to support member communication, event setup and organisation and membership administration overall. At the same time we have made use of interns with a compensation of 3,500 SEK per month to carry out project work on behalf of the Dutch Chamber and provide general assistance. The overall experience has been positive confirming the approach chosen since mid 2017. 2018 is the first year showing the full year cost in the result. The anticipated savings of the new IT platform are now also coming through with certain IT service expenses having been phased out. Travel expenses have been reduced in line with commitments.

#### Deficit / Surplus

The 2018 equals - 12,798 SEK. Without the unfortunate december development of our investment portfolio, the year would have ended in a slight surplus (+ 5,300 SEK).

#### **Balance Sheet**

The balance sheet continues to show a healthy reserve from prior years which cushions annual deficits as e.g. 2018. The 2017 balance sheet shows significant short term positions due to provision made for the change in reporting year. These have now all been reversed. Also the cost provision for unpaid bills has been released this year into an increase of 10,000 SEK in the general sponsoring of the Dutch Chamber activities.







# FUTURE OUTLOOK



As mentioned before we conducted a survey in Q3 to give us feedback on our performance as well as input to our planning of the coming 2 years.

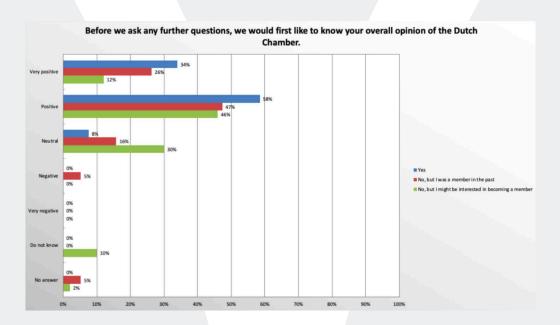
The response rate was better than expected and the results were encouraging. The responses gave us the direction where we can improve our performance. Respondents were members, former members and non-members. We also got a lot of additional comments which helped the assessment from a more qualitative perspective.

In the final report, which will be published on www.dutchchamber.se. You will be able to find more details.

The main conclusions were as follows:

- In general we can say that the Dutch Chamber has improved its image. The effort of board members and other volunteers is highly appreciated.
- Events are appreciated, especially Orange Tables and Annual Dinner. Though our members and followers in Malmö and Gothenburg would also appreciate more events.
- The Value Proposition of the Dutch Chamber, both for members and followers needs to be clarified
- Networking opportunities is the main reason why people become member. To grow the network beyond the Dutch Swedish business network with support from the Embassy and other international Chambers is encouraged.

An example of the results the survey has given us:



With this in mind the Executive Board feels there is no need for a drastic change in course, but rather build and harvest on what has been established over the last couple of years.

Our long-term Vision and Mission therefore remain the same.

#### Vision

The Dutch Chamber of Commerce enriches your professional life.

#### Mission

We facilitate a vibrant networking platform for professionals, entrepreneurs and enterprises with a Dutch connection in Sweden, to share ideas, experiences and business opportunities.

Still our Ambitions are updated in line with the findings of the survey and formulated as follows. *Increase Awareness:* 

Be aware of what the Dutch Chamber stands for and can offer every individual. Make sure that business people find the Dutch Chamber in places where they are active.

Flexible Engagement:

Make sure people feel welcome to be active in our network in different ways, not only as members *Simple offer:* 

It should be easy to do "business" with us. Our offering address a wide variety of events that brings people together with respect to their different interests.

This sets the direction for our actions in the different areas of our organisation for the coming year 2019.

# **Service Offering**

For members, participants and followers it must be clear what they get and what actually the benefits are, in particular in case of membership. The core of our offering will still be our events and the networking opportunity they offer.

#### **Events**

We would like to broaden the assortment of events, for example organise a few more networking mingles, reintroduce company visits, tour Orange Table topics in all regions and see if an event similar to the Annual Dinner can be set up in Göteborg and Malmö, e.g. with help of governors and other partners.

#### **Members, Sponsors & Participants**

We will work more consciously with these different types of engagement and the revenue they generate. During 2019 we will look into how to best meet these different demands.

#### **Marketing & Communication**

We believe we do need to get active on LinkedIn (again). And also improve the time spent on newsletter vs eventmails, in favour of the latter. To reach out with more posts in different social media will be another action point.

#### **Organisation**

No major changes are expected in how we organise ourselves, though we will work hard to fill a number of vacancies in the Regions, in particular in Göteborg and Stockholm.

#### **Financial Budget**

Considering the ongoing trend of the past years we cannot count on an increase in the high end membership levels (in fact we should count with a reduction of one further Premium member: Akzo Nobel, including the associated general sponsoring we have enjoyed to date). Our objective will be to seek some growth in members in the corporate and SME membership levels instead and to focus more on directly event-related income through both sponsoring and event fees. The budget for 2019 shows a reduction of income of -36,000 SEK compared to this year.

The reduced total income necessarily means the need of reducing costs as well. In 2019 we will target to keep operating costs constant, increasing efficiency of our Secretariat services as we go in the second year and continuing to invest in selected IT and process improvements that should help us make this simpler and boost event income.

The board will further look into the membership structure and event pricing to come with proposals in the AGM of 2020.

The overall budget presented for 2019 balances income and expense.





# **APPENDIXES**



# APPENDIX A: MEMBER LISTING

**Premium members** 

AkzoNobel De Lage Landen Handelsbanken Samskip Van Dieren

### **Corporate members**

Accountor Amgen AB Centric Deloitte

**Eversheds Sutherland** 

KLM

LRQA Sverige - Lloyds Netherlands Embassy

Randstad Scania

Törngren Magnell

Warchild

#### SME members

Adding Value Consulting Better Business International Enact

Eurolawyers Faber Flags Götessons Heussen

Hotel PerOlofGården

Kiwa
LDPE
Lukas Joel
Manuel Harmsen
Michel Annink
Opticom
Pinq Mango
Rizoden

Stockholm Business Support AB

Twinnovate B.V. Undutchables WePayroll Workwide Group **Associate members** 

Alice Horsman Aukje de Boer Bianca Mali Bram Nabuurs

Callette Terhaerdt Losic Chantal Jonkergouw Chantal Meeuwisse Chris van der Schoor Christine Kienstra Energia Positiva Sweden Fred van Batenburg

Gigi de Groot

Gilles van Nieuwenhuyzen

Henk Hatzmann Herald Ruiter Ilse Wicherts Ivo Dubbers Jacques Pellis

Jasper van Dorrestein

John Dekker

Jolanda van Rooijen Jolande Svensson-Klijn

Kerstin Lindell Louise Dellström Maarten Merckx Maria Hansson Groe

Maria Hansson Groenen Mathieu Maes

Mike Peters
Nanda Jansson
Olle Jansson
Peter Sandén
Rex Schothorst
Rianne den Toom
Ric Roetering
Ronald Kok
Ronald Looij
Saskia Palmér-Otten
Wendy Heijne

Wim Berkers Wouter Benjamin Ridder

# DC services (free)

Chris Jonkers Natural Talent Heineken

DC Executives (free)
Ann-Nina Finne
Anna Richter Olsson
Annemieke Ålenius
Annemieke van Wijk
Annetje van der Sluis
Charlotta Feith
Charlotte de Jong
Els Berkers
Olga Deering
Marloes Voll

# **MEMBER MUTATIONS 2018**

		Budget	Actual			
		31 Dec		Up-/Dow		
	31 Dec 17	18	Cancel	ngrade	New	31 Dec 18
Premium	5	5	-1			4
Corporate	12	12	-2	1	1	12
SME	18	20	-1		3	20
Associates	47	39	-13	-5	12	41
Services / Exec	6	13	-2	4	5	13
Total	88	89	-19	0	21	90



# APPENDIX B: FINANCIAL OVERVIEW

# **PROFIT & LOSS STATEMENT**

-	Actual 2017	Actual 2018	Budget 2018	_	Actual 201
INCOME	476,690	475,841	487,000	EXPENSES	377,766
Event income	69,717	114,850	70,000	Events	171,24
Event Fees	52,963	46,000	40,000	Annual Dinner	109,672
Event Sponsoring	16,754	68,850	30,000	DC Events & Mingles	61,57
Member income	357,282	320,420	367,000	Marketing cost	21,032
Membership fees	21,141	21,477	19,000		
Service fees	336,141	298,943	348,000	Operating cost	185,49
- Premium	148,750	138,833	148,750	Secretariat Services	76,858
- Corporate	120,250	156,000	117,000	Office, print & other	27,610
- SME	58,840	68,439	55,000	IT Platform & support	42,59
- Associate	37,745	27,421	27,250	<b>Executive Board meetings</b>	6,076
- Discounts / Refunds	-29,444	-91,750		Representation	5,133
				Travel	24,290
Sponsoring	50,001	56,666	50,000	Bank & payment fees	2,92
Other income	-309	-16,095		SURPLUS / DEFICIT	98,924

# **BALANCE SHEET**

	Actual	Actual	
	31 Dec 2017	31 Dec 2018	
ASSETS	895,553	730,899	EQUITY
Receivables	36,504	22,450	Short to
Cash and Bank	859,049	708,449	Unpaid
HB Checking Account	502,140	217,608	Accrued
HB Savings Account	355,690	483,757	Provisio
Undeposited funds	1,219	7,084	
			Equity

	31 Dec 2017	31 Dec 2018	
EQUITY AND DEBTS	895,553	730,899	
Short term debts	155,577	30,387	
Unpaid supplier invo	34,910	28,377	
Accrued member inc	120,667	2,010	
Accrued sponsoring	16,666	-	
Provisions	10,000	-	
Equity	713,310	700,512	
Retained earnings	581,001	713,310	
Result	132,309	-12,798	

# **BUDGET 2018**

	Actual 2017	Actual 2018	Budget 2019	
INCOME	476,690	475,841	451,000	EXPE
Event income	69,717	114,850	125,000	Ever
Event Fees	52,963	46,000	55,000	Annı
Event Sponsoring	16,754	68,850	70,000	DC E
Member income	357,282	320,420	291,000	Mari
Membership fees	21,141	21,477	19,250	
Service fees	336,141	298,943	271,750	Oper
- Premium	148,750	138,833	89,250	Secre
- Corporate	120,250	156,000	97,500	Offic
- SME	58,840	68,439	57,750	IT PI
- Associate	37,745	27,421	32,250	Exec
- Discounts / Refunds	-29,444	-91,750	-5,000	Repr
				Trave
Sponsoring	50,001	56,666	25,000	Bank
Other income	-309	-16,095	10,000	SURI

	Actual	Actual	Budget
	2017	2018	2019
EXPENSES	377,766	488,639	451,000
Events	171,243	273,250	233,500
Annual Dinner	109,672	156,860	160,000
DC Events & Mingles	61,571	116,390	73,500
Marketing cost	21,032	275	4,000
Operating cost	185,490	215,114	213,500
Secretariat Services	76,858	145,179	140,000
Office, print & other	27,610	31,818	30,000
IT Platform & support	42,597	20,868	23,000
Executive Board meetings	6,076	5,909	6,000
Representation	5,133	2,533	3,000
Travel	24,290	6,182	7,500
Bank & payment fees	2,926	2,625	4,000
SURPLUS / DEFICIT	98,924	-12,798	- 1







# AUDIT REPORT



# **Audit Report**

1 Feb 2019

**To the Annual General Meeting of the Dutch Chamber of Commerce in Sweden** Organisation nr 802411-6082

I have audited the accounting records, the financial statements, as well as the management by the Executive Board of the Dutch Chamber of Commerce in Sweden for the book year ending on December 31st 2018.

# The Executive Board's responsibility

The Executive is responsible for the preparation and the management of the chamber.

# Auditor's responsibility

It it the auditor's responsibility to perform an audit in accordance with good auditing practice, and to express an opinion on the financial statements and on the report of the Executive Board. The audit was performed in accordance with good audit practice in Sweden. I believe that the audit evidence that I have obtained is sufficient and appropriate to provide a basis for my audit opinion.

# **Opinion about the Financial Statements**

In my opinion, the consolidated financial statements give a true and fair view of the financial position, financial performance and cash flow of the Chamber.

#### Recommendation to discharge

According to my opinion, the members of the Executive Board have not violated the statutes of the Chamber. Hence I recommend the Annual General meeting to discharge the Executive Board for the period covered by the audit, i.e. Jan 1st 2018 until December 31st 2018.

Tyresö, 1st February 2019

Mimi Dekker







Handelsbanken



