



NETHERLANDS-HUNGARIAN CHAMBER OF COMMERCE
HOLLAND-MAGYAR KERESKEDELMI KAMARA

Annual Report 2018

NETHERLANDS-HUNGARIAN COMMERCIAL ASSOCIATION

Keep in touch with the Dutch!

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EXECUTIVE SUMMARY

Strategic Direction

During the course of 2018 we aimed to realize the goals we set for this year and we successfully implemented several elements of the planned ideas taking into consideration our Vision and Mission as follows:

Vision: *Be the preferred channel for conducting business with Hungary and the Netherlands.*

Mission

The Netherlands-Hungarian Commercial Association (NHCA) supports its members' sustainable economic growth, advocates a pro-business climate and acts as a hub for knowledge sharing and networking. In order to achieve this aim we wish to

- create a hub for knowledge sharing and networking,
- leverage our current relationships with the embassies, business or professional associations, bilateral chambers,
- act as an advocate regarding various business challenges on behalf of our members,
- promote Corporate Social Responsibility, and
- strengthen our relationships with the local community.

Executive Summary	2018 Actual	2019 Objective
Members	77	88
Events	35	40
Event Participation	656	700

Members

During the past years we ensured a stable base of member companies and personal members. In 2018 we welcomed 9 new members (1 ST, 7 CM; 1 PM).

Hereby we thank Shell and CBRE for being the Key Annual Sponsors of NHCA in 2018!

Number of members as of December 2018: 77

Out of which: 13 Strategic Partners, 13 Corporate Patron Members, 49 Corporate Members, 2 Personal Members

Events

Number of events held January 2018-December 2018: 35

Total number of event participants: 656

Communication

Our LinkedIn and Facebook page are operating well, the online community is continuously growing. We aim to further strengthen our brand via our image video that was produced during the year.

Financials

Operational result 2018: 296.700 (estimation on 21 December)

We successfully continued with our popular events in 2018, just to highlight two:

Brain Chain series: 6 members from different industries at the table, hosted by one of them and moderated by one of the board members, this was the initial concept of the event series.

We started this new initiative to share ideas and information with each other in the frame of an informal breakfast event, called "Brain Chain". Through this event series we aim to enhance an even tighter cooperation among our members and create a circle of trust by providing them a platform for free discussion about the business climate.

KLM, the Dutch Ambassador, Mondriaan, MidOcean and TopDesk were hosting these breakfasts in 2018, and the business challenges that we discussed were among others: talent acquisition and retention, digitalization, the challenges of Dutch companies in Hungary.

Rice Table 2018



We organized our traditional Rice Table Gala Dinner on 31 May at the Budapest Marriott Hotel to enjoy a special evening together and indulge in the tastes of Dutch-Indonesian cuisine, a part of Dutch culture, that is on the Unesco Heritage List.

With 21 different dishes on the menu prepared with traditional Indonesian ingredients, there were plenty flavors to explore.

The traditional Balinese dance performance of the Arum Melati Indonesian Dance Group was the perfect opening of the event, while the exhibition of Eleonora Ur batik artist and the lamps specially made for this event by Andrea Antal were unique add-ons.

Hereby we wish to thank The Embassy of the Netherlands, the Embassy of the Republic of Indonesia, ITPC, HEINEKEN, CBRE, ING Bank and Ludányi Winery and Decor Fanatic for their support.

OBJECTIVES 2019

Strategic Direction

With a balanced mixture of networking events, business seminars and co-operative events we aim to follow the direction we introduced a few years ago. Our aim is to enhance even more the connection among the members.

By signing the Memorandum of Understanding to establish the Circular Economy Platform, NHCA joined the ambassadors of sustainable and circular business models, so this topic will be an important element of our agenda.

Events

We wish to continue our successful networking events and professional seminars with more targeted audience and topics.

We are confident that our on-topic business seminars provide our members a unique opportunity to show their expertise and share best practices. To this end we keep these as well on our agenda are open to your topic ideas in case you wish to take an active role in hosting or organizing such an event. Keeping sustainability in mind, we aim for no or minimum food waste at our events.

Communication & Marketing

We will continue utilizing our communication channels in order to gain more visibility for the chamber and its members and attract more guests to join our events.

Members

	2018 Objective	2018 Actual	2019 Objective
Strategic partner	12	13	14
Corporate patron member	18	13	13
Corporate member	50	49	59
Non-corporate	4	0	0
Personal member	4	2	0
Total	88	77	88
<u>New members in 2018</u>		<u>Cancellations in 2018</u>	
AMEA MED Hungary Bird&Bird LLP Diepeveen & Partners DVM group Helpers Hungary Jet J. Stigter Milestone Management Profession.hu Umbrella Kreatív Műhely		Elzo Molenberg Revco Magyarország	

Financials

Our main financial goal for 2019 is to optimize the expenses related to events and make some extra profit to ensure a healthy budget. With sustainable catering arrangements we aim for less food wastage and less tax. Our goal is to organize contentful events that would be attractive for our members to join and also to sponsor.

We continue investing in marketing and actively partnering up at business events that can be relevant to strengthening the Dutch-Hungarian ties. This should result in more members and more guests at our events, so we forecast a positive result for next year.

1. Events



1.1. Past events 2018

Date	Event	Topic/Speaker
08 January	Annual General Members Meeting	
25 January	<i>French Business Lunch</i>	<i>Competitiveness and labor shortage</i>
14 February	<i>Dutch Business Day - Debrecen</i>	<i>with the Netherlands Embassy</i>
04 May	<i>Dutch Business Day - Szeged</i>	
04 October	<i>Dutch Business Day - Pécs</i>	
16 February	Brain Chain - KLM	
06 April	Brain Chain - Embassy	
15 June	Brain Chain - Mondriaan	
07 September	Brain Chain - MidOcean	
26 October	Brain Chain - Topdesk	
20 February	<i>Business Woman Lunches with the French Chamber</i>	<i>with Mrs. Borbála Czakó</i>
09 October		<i>with Ágnes Fábíán Dr.</i>
28 November		<i>with Zsuzsanna Románné Dr. Diószegi</i>
21 March	<i>Business Lunch with the Swedish Chamber</i>	<i>with Péter Ákos Bod</i>
28 March	Business Drinks with the Italian Chamber	
03 May	Business Lunch with BELGABIZ	
12 December	Christmas Drinks	
19 April	Digital Business Transformation Conference with the Swiss, Danish, Swedish and British Chambers	Trends and best practices regarding the implementation and development of digital culture at corporations. How to boost your Conversion Rate?
16 August	Digital Marketing Breakfast seminar with Site Tuners and WSI	Game-changing digital recruitment technology
02 October	HR tech Breakfast Seminar with Lugera and Diepeveen&Partners	
23 May	<i>CEU Business Breakfast with the Canadian Chamber</i>	<i>Digital Symbiosis: Finding Our Role In The Digital Ecosystem</i>
31 May	Rice Table Gala Dinner	
21 June	Breakfast at my company hosted by KLM	Business services of Air-France KLM Airline
15 November	Breakfast at my company hosted by Jalsovszky	In pursuit of long-lost tax money
28 June	<i>JVSZ Business Forum</i>	<i>with Mihály Varga</i>
29 July	Sports and networking	
	Orange experience, Formula1	

6 October 6 November 24 November 8 December	Soccer games at the Újpest Stadion	
16 October	<i>Swedish Business Luncheon</i>	<i>with Becsey Zsolt</i>
18 October	<i>BCSDH Business Lunch</i>	<i>with Doreswamy Nandkishore (Nandu), Cycling towards a more sustainable lifestyle</i>
22 October	Zuyd Study Tour	
13 November	<i>JVSZ Business Forum</i>	<i>with Dr. László Trócsányi</i>
20 November	<i>LEGO-Factory visit</i>	<i>with Swisscham and the Danish Business Club</i>
21 November	<i>EU-Chambers Business Chill</i>	<i>with H.E. Joanna Azzi, Ambassador</i>
29 November	<i>Sustainable Transitions in Business Conference</i>	<i>with the Netherlands Embassy, ING and BCSDH</i>
29 November	<i>Smart Logistics for a Sustainable Development Workshop</i>	<i>with the Netherlands Embassy and MLBKT</i>

* Italian letter type marks the events, where NHCA was a co-operative partner.

1.2. Event Objectives 2019

We strive to bring a balanced mixture of on-topic events and network events. We will continue organizing events together with other Chambers to enhance the networking opportunities for our members. In addition, we will continue co-operating with the Netherlands Embassy on several topics like sustainable business models and smart logistics.

Networking & Socializing:

- Rice Table Gala Dinner
- Business Lunches and Drinks
- The Brain Chain Series
- Orange Experience at Formula 1

Networking & Professional:

The professional seminars offer our members a podium to present themselves and to share their knowledge and experience with other members and guests. We aim to create a platform to share common interests, being it new business development, legislative changes, digital trends, etc.

- Breakfast@my company series
- HR/Leadership Seminars
- Digital Business Transformation
- Real Estate Seminar
- Several other on-topic events

As the topics of the events are based on your needs, we warmly welcome any ideas and suggestions. Also, if you would like to share your knowledge with others, support the NHCA and have the perfect opportunity to promote your company at the same time, please do not hesitate to contact us for information on sponsorship opportunities and share your ideas with us.

For more details on our upcoming events, please visit our website at www.dutcham.hu

2. Charity

2.1. Charity 2018

NHCA has been supporting St. Miklós Primary School, EGYMI, College and Children's Home in Budapest for more than 10 years now. The institution educates children with special educational needs (learning disabilities and integrated trainable mentally handicapped and autistic) in school grades 1-8, the children above this age attend 3rd party institutions for secondary studies. They put a special emphasis on music and performing arts as part of the education program.

NHCA and CBRE together supported the foundation of the school with 300,000 HUF. The management's and the staff's motivation, care and commitment to these children always makes a deep impression on us. For more information about their activities please visit their website: <http://szent-miklos-iskola.webnode.hu/>



2.2. Charity Objectives 2019

The NHCA will continue to support initiatives in the field of charity as well as organize community events.

Our general goal is to find niche areas where our long-term contribution really makes an impact and shows our dedication towards the project. In line with this aim we plan to continue supporting Szent Miklós Primary School and Children's Home in Budapest in 2019. Turn to us for more information how your company could support the school's objectives.

3. Marketing & Communication

3.1. Marketing & Communication 2018

Besides operating our **website** and setting our foot in **social media** we continued using the online invitations and monthly **newsletters** to promote our events, share member news, reports and special offers. These platforms proved to be very effective communication channels for several members, so based on this positive feedback we encourage all members to proactively send us press releases and reports that help us create colourful and readable content to share.

We trust that our image video will also help further improve our reputation and good image.

3.2. Marketing Objectives 2019

In 2019 the NHCA will continue to focus on **the "members for members"** approach. We aim to keep ourselves to our slogan "Keep in touch with the Dutch" in terms of the context of our marketing activities. We wish to utilize our popular communication channels even more in order to support our knowledge sharing and networking ambitions. Based on our successful co-operation with a digital media consultancy firm last year we wish to put our online presence to an even higher level that would result in better visibility of our members as well.

4. Board of Directors and Supervisory Board

4.1. Board of directors 2018

The Board of Directors, as elected at the AGMM on 8 January 2018 comprised of:



Lóránt Kibédi Varga
Chairman
Managing Director
CBRE



Elzo Molenberg
Deputy Head of Mission
Netherlands Embassy



Frido Diepeveen
Chairman
Managing Director
Diepeveen&Partners



Tamás Sellyey
Group Operational&Sales Director
DVM group



Rick Enders
General Manager
Budapest Marriott Hotel



Paul Stolk
Owner
Shine Management



Balázs Erényi
Treasurer
CEO
WSI-Go Digital



Katinka Zinnemers
Managing Director
Abacus Medicine



José Matthijsse
Managing Director
HEINEKEN Hungary

4.2. Board of Directors Structure 2018

In 2018 the Board consisted of the following positions:

- Chairman
- Vice-Chairman
- Treasurer
- Charity/CSR Manager
- HR Manager
- Networking Events Manager
- Events Manager

4.3. General Responsibilities of Board Members

- Representation: represent the general interest of Dutch businesses in Hungary within the Board
- Participation: active participation at NHCA events, representation of NHCA at external events
- Relationship Management: maintain contact with current members and partners, actively recruit new members
- Support: financially or otherwise (e.g. contribution to contents of website, newsletters) support the NHCA

4.4. Position-Related Responsibilities of Board Members

- Chairman
 - Convene and preside the meetings of the Board
 - Procure that a register is kept, from which the content, date and place and number of persons being for and against the decision can be seen of the resolutions of the Board
- Vice-Chairman
 - In case of absence of the President, Vice President takes over the above mentioned responsibilities
- Treasurer
 - Track, revise and control the financial situation of the NHCA
 - Cooperate with the Supervisory Board
- Charity/CSR Manager
 - Assist in developing and monitoring the NHCA's charity and CSR strategy
 - Active participation in charity-related events, representation of NHCA in charity issues
 - Maintain relationship with institutions supported by the NHCA, track the effectiveness and correct spending of NHCA support
- HR Manager
 - Assist in developing and monitoring the NHCA's HR events
 - Actively participate in organizing and attending HR events
- Networking Manager
 - Assist in organizing networking events with other Chambers of Commerce, business communities
- Events Manager
 - Assist in developing and monitoring the NHCA's events strategy
 - Actively participate in organizing and attending events

4.5. Candidates for the Board of Directors in the Membership Year 2019

Tibor Bodor, Country Manager, ING Bank
 Andrea Bujdosó, Country Chair, Shell
 Katinka Zinnemers, Managing Director, Abacus Medicine

Members of the Board of Directors whose term will expire only in 2020:
 Frido Diepeveen, Managing Director, Diepeveen&Partners
 Balázs Erényi, CEO, WSI-Go Digital
 Lóránt Kibédi Varga, Managing Director, CBRE
 Tamás Sellyey, Group Operational & Sales Director, DVM group
 Paul Stolk, Owner, Shine Management

After the election the newly appointed Board Members will allocate the available positions within the Board during the first Board Meeting.

4.6. Supervisory Board 2018

The Supervisory Board as elected at the AGMM on 8 January 2018 comprised of:



Zsolt Mácz
Senior Relationship
Manager
Erste Bank



László Pálmai
CFO
BI-KA Logisztika



András Török
Finance Manager
Business Lease

The Supervisory Board has the following responsibilities:

„The body of the Association supervising the activities of the Association and the bodies of the Association, in particular those of the Board, shall be the Supervisory Board. Furthermore, the Supervisory Board shall be responsible for supervising the implementation in compliance with the law of the Charter and the resolutions of the Members' Meeting. The Supervisory Board shall check the annual accounts of the Association prepared by the Treasurer, prior to the annual Members' Meeting at which the accounts are presented by the Treasurer. The Supervisory Board shall consist of three members.” (Charter, Article 9.1)

4.7. Supervisory Board 2019

Candidate for the Supervisory Board in the Membership Year 2019:
András Török, Finance Manager, Business Lease Hungary

Member of the Supervisory Board whose term will expire only in 2020:

László Pálmai, CFO, BI-KA Logistics
Zsolt Mácz, Senior Relationship Manager, ERSTE Bank

4.8. Office Staff

The NHCA has employed two full-time employees in 2018:



Beata Rakos-Szegleti
executive



Anita Bíró
office assistant

5. Financials

5.1. Financial Year 2018

	Budget 2018	Actual 2018 FY (estimation)	Variance
	Budget	21 December	Actual/Budget
Income	22,665,000	26,145,661	3,480,661
Membership Fees	16,130,000	17,051,667	921,667
Marketing	1,930,000	1,645,434	-284,566
Event Participation	4,000,000	7,293,359	3,293,359
Sponsorship	600,000	100,000	-500,000
Other income	5,000	55,201	50,201
Expenses	21,441,709	25,848,961	-4,407,252
Salaries & Related Costs	11,544,337	12,132,996	-588,659
Utilities	1,890,847	1,548,789	342,058
Events	3,895,000	6,793,137	-2,898,137
Representation		1,967,494	-1,967,494
Marketing	1,200,275	794,431	405,844
Charity	400,000	100,000	300,000
Office Maintenance	276,750	256,614	20,109
Financial Administration	153,750	197,187	-43,437
Post and Courier Services	30,750	24,555	6,195
Depreciation	410,000	391,912	18,088
Other Costs	410,000	53,435	356,565
Non-Refundable VAT	1,230,000	1,500,077	-270,077
Cancelled debt		88,307	-88,307
Balance	1,223,291	296,700	-926,591

The Association closed the year with positive balance. We generated more income from the membership fees than planned. Organizing events resulted in significantly more invoiced income and expense.

As to the Non-Refundable VAT: the Chamber operates with proportionate VAT recovery. The result shows the proportion between the VAT-able and non-VAT-able income. We underestimated this cost as some events involved big invoice traffic that were not planned in advance, like the Formula 1 and the Digital Conference.

5.2. Statement from the Supervisory Board for the Financial Year 2018

The Supervisory Board reviewed the financial administration of the NHCA related to the 20178 financial year. In the course of this review the Supervisory Board did not identify material errors and therefore suggests that the members approve the NHCA's financial administration for the year 2018.

5.3. Proposed Membership Fee 2019

The Board of Directors proposes a keep the current membership fees as follows:

Membership type	Annual fee 2019	Free tickets
Key Annual Sponsor*	1,000,000 HUF	2 free tickets all year to any event including the Rice Table Gala Dinner
*Strategic partner with extended promotional opportunities (it already includes the strategic partner membership fee)		
Strategic Partner	460,000 HUF	5 free tickets/year to any event excluding the Rice Table Gala Dinner
Patron Member	250,000 HUF	4 free tickets/year to any event excluding the Rice Table Gala Dinner
Corporate Member	160,000 HUF	2 free tickets/year to any event excluding the Rice Table Gala Dinner
Non-corporate Member	80,000 HUF	
Personal Member	50,000 HUF	

5.4. Proposed Budget 2019

The Board of Directors proposes the budget below for the 2019 Membership Year (in HUF).

	Budget 2019
Income	27,715,717
Membership Fees	18,610,000
Event Participation	5,900,000
Sponsorship	2,420,000
Marketing	735,717
Other income (interest, rounding)	50,000
Expenses	27,284,019
Salaries & Related Costs	14,830,563
Events	3,950,000
Representation cost	1,500,000
Utilities	2,391,600
Marketing	1,352,556
Charity	400,000
Office Maintenance	323,720
Financial Administration	185,580
Post and Courier Services	30,000
Depreciation	410,000
Other Costs	410,000
Non-Refundable VAT	1,500,000
Balance	431,698