

Minutes 104th Annual General Meeting

DATE: Thursday 22nd May 2014

TIME: 17.00 – 18.00

VENUE: Le Plaza Hotel, Boulevard Adolphe Max 118-126, 1000 Brussels

Matthew	Austin	British Chamber of Commerce in Belgium	Ed	Read Cutting	Fulcra International
Alain F	Berger	Alstom	Beverley	Robinson	RobinsonHenry
Laurence	Bergmann	British Chamber of Commerce in Belgium	Brian	Smale	
Martina	Blackman	British Chamber of Commerce in Belgium	Emma	Smale	British Chamber of Commerce in Belgium
Jonathan	Brenton	British Embassy	Thomas	Spiller	The Walt Disney Company
Craig	Burchell	Samsung	Antony	So	British Chamber of Commerce in Belgium
Richard	Carty	Netshield	James	Stevens	Fleishman Hillard
Richard	Corliss	Cambre Associates	Catherine	Stewart	Interel
Amelie	Coulet	APCO Worldwide	Carol	Thomas	British Chamber of Commerce in Belgium
Pauline	Curran	Fulcra International	Martin	Van Wunnik	ARSIMA Projects
David	Demetrius	EMADIN SA	Claudia	Trivilino	British Chamber of Commerce in Belgium
Dave	Deruytter	ING	Glenn	Vaughan	British Chamber of Commerce in Belgium
Barry	Eaton	Whiting Eaton Associates	Hanneke	Visser	REL Sales Consulting
Tim	Edgar	Porter Novelli	Joost	Visser	British Chamber of Commerce in Belgium
Melanie	Faithful Kent	Hill + Knowlton Strategies	Max	Von Olenhusen	Novartis
Luke	Gaskin	British Chamber of Commerce in Belgium	Glynis	Whiting	British Chamber of Commerce in Belgium
Louise	Harvey	FTI Consulting	Erik	Zolcer	EUK Consulting
Louise	Hilditch	Local Knowledge			
Paul	Leonard	BASF			
Akram	Lodhi	British Chamber of Commerce in Belgium			
Uzma	Lodhi	British Chamber of Commerce in Belgium			
Francesca	Loparco	British Chamber of Commerce in Belgium			
Steven	Maisel	Wallbangers sprl			
Sean	Murray	EUK Consulting			
Simon	Pascoe	AG Haven Oostende			

Glynis Whiting, President, welcomed members and explained the day's agenda.

1. Minutes of the last AGM

There were no specific matters arising. However, Sean Murray and Max von Olenhusen had been omitted from the list of newly elected Council members. The minutes will be amended accordingly.

The minutes were proposed by Louise Hilditch and seconded by Dave Deruytter.

2. Financial Report of 2013

Honorary Treasurer, Martin van Wunnik, presented the financial results for 2013:

- ⌘ Showing the balance sheet at 31 December 2013 on page 5, he explained that we added €43K to the Chamber's reserves, which now total €124K.
- ⌘ Our cash balance at 31 December was €291K, which is always high at the end of the year as membership subscriptions are paid. The cash reserves need to last throughout the year though, being supplemented by other cash income (events, sponsorships etc) over the months.
- ⌘ €40K in fixed assets will increase hugely with the capital expenditure of the new system, estimated around 35K€, booked under computer software/equipment and depreciated over 3 years.
- ⌘ Accrued charges/revenues and deferred charges/revenues are lines used to move charges and revenues forwards and backwards in order for them to match the book year to which they relate (e.g. full year membership invoiced in the month of November can only be accounted for two months in that specific year and ten months in the following year).
- ⌘ The statement of income and expenditure on page 6 shows how we got to €43K: €694K income, from which €651K charges were deducted, giving us a positive transfer to our reserves (in 2012 there was a deficit)
- ⌘ From Page 11 onwards, a breakdown of all figures is given. All assets and liabilities are broken down, as well as the main profit and loss movements.
- ⌘ Bank balance today: €300K in savings account and €30K in current account, required to fund daily operations.

In conclusion, Glenn expressed thanks to the team for their diligent work during the year.

There were no issues arising from the accounts. Steven proposed the accounts and Sean seconded them. These were adopted by the meeting.

Annual Report

Glynis highlighted the Chamber's achievements over the past year:

- ⌘ Chamber has doubled its turnover in the last 5 years and our recent win of Chamber of the Year at COBCOE in April this year shows that we are on the right path.
- ⌘ For chambers across Europe the last few years have been challenging times, however we have been able to buck this trend and maintained our level of growth with some notable names joining in the last year including Microsoft, Intesa San Paolo, Exxon Mobil, Renault & Danone,
- ⌘ Our footprint has grown to 125,000 employees in Belgium working for member companies and with a 25% growth since we first did the measurement in 2012.

- ✂ The growth illustrates the work put in by the chamber members into value creation of its offering into three segments. The first being 'Developing government & political relationships'

PILLAR 1 - Development of government & political relationships

In 2013 we launched the new Ambassador hosts series aimed at building our relationships with the key Belgian ministers and we covered areas of State of Reform, Biotech clusters in Belgium and finally keeping Belgium competitive in a global market and we look forward to continuing this with the new Ambassador when she arrives in August.

On the note of developing relationships further afield, members of the EU Committee organised a visit to Berlin after the German elections.

James Stevens, Chair of the EU Committee, explained the aims of the visit to Berlin and reported on the overall EU Committee programme.

Key speakers in Berlin included:

- ✂ Anne Ruth Herkes, State Secretary at the Federal Ministry of Economics and Technology
- ✂ Dr. Thomas Westphal, Head of Department, European Policy, Federal Government
- ✂ Daniela Schwarzer, Head of Research Division "EU Integration" — at Stiftung Wissenschaft und Politik (SWP).
- ✂ Günter Verheugen, former EU Commissioner (1999 – 2010)

While building relationships outside of our normal arena in Berlin, we also focused our efforts this year on relationships with UKREP and the EU Institutions.

- ✂ We had 14 MEPs
- ✂ 1 Commissioner (Siim Kallas)
- ✂ 4 Ambassadors (Italy, Greece, Lithuania, Japan)
- ✂ 13 diplomatic staff (attachés or counsellors)
- ✂ 11 members of Commissioner's cabinets
- ✂ 3 Directors General (Heinz Zourek of DG TAXUD, Karl Falkenberg of DG ENVI, Jonathan Faull of DG MARKT)
- ✂ 4 Chefs de Cabinet
- ✂ 29 Heads of Unit from the European Commission
- ✂ 7 Directors from the European Commission

Looking forward to the next 12 months, there is a huge focus on building relationships with the new EU stakeholders. Forthcoming events include a summer cocktail with MEPs, an earlier Strasbourg Visit and an emphasis on the EC in 2015.

Richard Corliss, Chair of the Brussels New Generation, explained how members got a better understanding of the campaign strategies behind each of the main parties with the BNG Lunch&Learn series.

- ✂ From February to May 2014 we heard from 4 of the main parties, with their campaign managers discussing what their plans are for the elections this weekend.
- ✂ We heard from Marte Ingul, Social Media Advisor, Party of European Socialists, Philipp Hansen, Head of Political Unit, Alliance of Liberals and Democrats for Europe Party, Johannes Hillje, Campaign Manager, European Green Party and last week we heard from Roland Freudenstein, Deputy Director of the Wilfried Martens Centre for European Studies (Political Foundation of the EPP)

Looking forward to the next 12 months our focus will be similar to the EU Committee. We will build new relationships with the new parliament with the visit to Strasbourg, and also on a series of professional development sessions this year for the young professionals teaching them the core skills they need to do their job.

Richard concluded by saying that professional development is never exclusive to one generation, as professional development is a continuous aspect of what we do and the chamber has also built this aspect up in the last 12 months.

PILLAR 2 - Business Development

Glynis stated that professional and business development are some of the core values that we have developed over the last 12 months. Whoever our members are, they will want to develop their business and networks. We've worked hard to create new opportunities for our members.

Louise Hilditch, Chair of Business Development, reported on the achievements of the three task forces:

- ✂ Our members of the Tax, Finance, Legal task force have put together a programme over the last 12 months to ensure all the areas in the Belgian complex system are explained with sessions on pensions, competition, euro crisis updates, basic accounting skills and a session on new dismissal rules. They also organized their first conference for the Brussels community the conference on EXPAT Financial Services offering expert advice on finance
- ✂ Our SSV task force organised the Green Design & Innovation Forum in later 2013 bringing design students together to meet with businesses.
- ✂ The newly created TSB task force aims at offering key development skills needed by professionals to do their job with various sessions being planned.

Looking forward, Louise highlighted some of the main events that the task forces have in the pipeline, including the Expat Financial Affairs conference. A part of the programme that we have continued to grow is our Accredited Service Provider Programme. This is where members have the opportunity to go through an accreditation process to offer their services to members and companies who are new to Belgium. One of the catalysts to develop this part of the programme is a new part of the chamber activities on the Trade & Investment side.

PILLAR 3 - Trade & Investment

On the Chamber's trade and investment work, Glynis said the Chamber had received 40 enquiries asking for advice on the Belgian market. She touched upon other developments in this area:

⌘ Activities in UK

The British Chamber promoted exporting to Belgium as part of a COBCOE roadshow in November. We met over 80 companies in Liverpool, Glasgow and Nottingham interested in expanding their business to Belgium. The chamber participated in workshops with other overseas British chambers about supporting UK companies overseas. BDO (an accredited service provider) utilised their local office to provide information on setting up a business in Belgium.

⌘ Opportunities in Belgium

We were visited by delegations from 3 UK chambers; London, Nottinghamshire & Derbyshire and Suffolk Chambers of Commerce who met with our accredited service providers.

In May 2014 we created a successful platform with UKTI for British companies to present their expert knowledge in digital media monitoring to an audience of 80 business representatives.

⌘ The Golden Bridge Awards - In partnership with Belgium Luxembourg Chamber of Commerce in Belgium

- Recognises the success of UK companies doing business in Belgium and Luxembourg
- Glynis mentioned the highlights of 2013
- June - Launch call for applications for the Golden Bridge Awards at the British Residence
- October - Judging panel convenes
- November - Gala Awards Dinner announcing the winners

Glynis said in the past couple of years, we have increased our footprint in the CSR field and we've decided to make a more cohesive approach to CSR with Sean Murray. In the past 12 months we've been involved with series of activities and she highlighted one in particular that had a bigger impact on our footprint - the Great Brussels Charity Bake Off last year.

Richard Corliss presented the Great Brussels Charity Bake Off

- ⌘ Identified a need to engage with members across all segments of the membership
- ⌘ Identified a need that engaged with member companies - youth employment and we worked with a charity called Youthstart (formally NFTE) who focuses on giving training and development opportunities to young disadvantaged adults in Brussels to give them a better opportunity to find jobs in Brussels.
- ⌘ We approached a series of celebrity chefs who understood the cause and agreed immediately to be a judge for one of the three bake offs.
- ⌘ 20+ team signed up to take part in a 3 part baking challenge in the Autumn 2013.
- ⌘ Overwhelming support from member companies in terms of being donors for the cause, donating prizes and signing up their young bakers.

Glynis said this was a great networking opportunity for the wider Brussels community. She then turned to look at other networking opportunities the chamber organises for its members each year.

On networking, Glynis noted that the last 12 months have seen some exciting themes covered with our networking cocktails including Wimbledon in June last year, Belgian Business in September, CSR at the Christmas cocktails, our team quiz at the Christmas lunch, food tasting from the Bocconi team at the Amigo Hotel and most recently the Queen's Birthday Party in April at the British Ambassador's Residence.

The team are putting together a series of new event for the next 12 months including football and rugby themed events, but today it begins with our first President's dinner after the AGM.

Glenn Vaughan, Chief Executive, noted there had been a lot of changes in the team, with employees leaving and joining.

- ✂ Antony So started in April 2014. His appointment will strengthen the policy team.
- ✂ Luke Gaskin is leaving in July. He has done a lot to build up the trade and investment activities and develop membership.
- ✂ Laurence Bergmann is leaving in June. She has been a huge asset to the team and is the longest-serving current team member having joined the chamber in 2007. Glenn highlighted his special thanks for all her efforts.

Glenn said that in addition to the staff of the chamber, the contribution of members is extremely important. More than 60 people fulfil volunteer roles at the chamber (Council, EXCO, task force leaders) giving time equivalent to 5000 hours per year (or two or three senior staff members). These volunteers keep the Chamber working. A shining example of this is Brian Smale. He has been involved in the Chamber since 2004. He created a database system which was the envy of other British Chamber's across Europe. Brian volunteered to be Treasurer from 2006 to 2013 and has given enormous support in so many ways. Glenn presented Brian with a lifetime honorary membership.

Glenn also thanked Louise and Richard for their huge contribution in helping lead the chamber forwards. The difference they had both made was evident in the changed circumstances of the chamber and its continuing track record of growth and success.

3. New Appointments

G.V announced the names of the successful candidates who have been appointed as Chairs of the BNG and Business Development committee.

- ✂ Business Development Chair: Olivier Van Horenbeeck

Olivier is in the process of launching a new recruiting business covering Belgian and EU public affairs, ViaPublic. Until recently he was Commercial Director of VOKA, the Flemish Chamber of Commerce, responsible for large corporations. Previously he was Director for EU Affairs and Director Corporate Affairs Benelux and France at AB Inbev. Prior to this he worked for patron member BNP Paribas Fortis.

- ✂ BNG Chair: Amélie Coulet – APCO

Amelie is French, and has eight years of career experience and manages a team of junior consultants dealing with food policy. She has the strong support of her company to make the commitment needed for further success in the BNG

Finally, Glenn announced that Ed Read Cutting of Fulcra International will chair the TSB task force.

4. AOB

There was no other business.

The President thanked the audience and announced a stronger than ever programme of events. Just to highlight two: on 26 June there is a summer cocktail in the garden of Le Chatelain hotel; in March 2015, there are plans in preparation for an Ambassadors' Gala for 500 people.

Glynis closed the meeting.

Minutes by Emma Smale