



BRITISH CHAMBER
OF COMMERCE IN BELGIUM

Annual General Meeting

Wednesday 27 May 2015

12.00-14.00

Venue: British Chamber Offices, 11 Bd. Bischoffsheim - 1000 Bruxelles

Attendees:

First Name	Last Name	Company
Anna	Bakola	JT International Comp. Netherlands
Bill	Batchelor	Baker & McKenzie
Inge	Boets	Porter Novelli
Craig	Burchell	
Ian	Burns	The EARS
Richard	Corliss	Weber Shandwick
Jill	Craig	Hume Brophy Brussels
Elaine	Cruikshanks	Acumen Public Affairs
Mark	Cunningham	Cabinet DN Consulting
Hanneke	de Visser	Starfish MRM
Robbert	Dekker	British Chamber of Commerce in Belgium
Dave	Deruytter	ING
Ian	Emond	Association of British Insurers
Sophie	Green	Sophie Green Interior Architecture
Roland	Gueubel	Université Catholique de Louvain (ULC) The Institute for European Studies
John	Higgins	DigitalEurope
Louise	Hilditch	Local Knowledge
Clive	Hinchcliffe	CJH Multisourcing
Philippe	Jadoul	Vialegis
Konstantina	Karadimitropoulou	British Chamber of Commerce in Belgium
Anne	Keane	Afore Consulting
ZsuZsanna	Kovacs	British Chamber of Commerce in Belgium
Uzma	Lodhi	British Chamber of Commerce in Belgium
Francesca	Loparco	British Chamber of Commerce in Belgium
Aylin	Lusi	United Parcel Services Europe
Gerald	Mason	Tate and Lyle Sugars
Helen	McDonald	Deloitte EU Policy Centre
Bryony	Morse	British Chamber of Commerce in Belgium
Sean	Murray	EUK Consulting
Malin	Myhrman	Edelman Public Relations Worldwide

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Boulevard Bischoffsheim 11 - 1000 Brussels Belgium - T +32 (0)2 540 90 30 - F +32 (0)2 512 83 63 - info@britishchamber.be

www.britishchamber.be - VAT BE455.006.907 - Bank ING 310-1391540-64 - IBAN BE29 3101 3915 4064 - SWIFT/BIC BBRUBEBB



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Daniel	Neale	British Chamber of Commerce in Belgium
Carolien	Nys	British Chamber of Commerce in Belgium
Salvatore	Orlando	BNP Paribas
James	Pearson	British Chamber of Commerce in Belgium
Ed	Read Cutting	The Fry Group - Belgium
Tim	Reynolds	Inta Communication
Cian	Rice	Barclays
Christian	Robert	"The English House"
Corinna	Rubiu	Starfish MRM
Antony	So	British Chamber of Commerce in Belgium
Bert	Sohl	Image design
Thomas	Spiller	The Walt Disney Company
James	Stevens	FleishmanHillard
Larry	Stone	BT Group
John	Stuyck	Ackroyd Publications
Simon	Tosserams	ICAEW
Olivier	Van Horenbeeck	Viapublic
Martin	Van Wunnik	ARSIMA Projects
Glenn	Vaughan	British Chamber of Commerce in Belgium
Marc	Verbeek	BDO Services
Jozef	Vercruyssen	Dun and Bradstreet
Joost	Visser	British Chamber of Commerce in Belgium
Max	von Olenhusen	Novartis
Theo	Way	British Chamber of Commerce in Belgium
David	Webber	Odgers Ray & Berndtson
Glynis	Whiting	British Chamber of Commerce in Belgium
Patrick	Wielemans	Hotel Metropole

Apologies:

Catherine	Stewart	Interel
Vicky	Voulgaraki	Thermo Fisher
Beverley	Robinson	Robinson Henry
Richard	Carty	Netshield
Tom	Parker	Cambre Associates
Filip	Corveleyn	FCO Law
Elaine	Cruikshanks	Acumen

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1. Minutes of the Last Meeting

The minutes were agreed. Proposed: Dave Deruytter, Seconded: Ed Read Cutting

Glynis Whiting, President, and Glenn Vaughan, Chief Executive, gave a joint presentation covering business strategy and activities in 2014, with contributions from committee chairs.

2. President's Address – Glynis Whiting

Glynis started by illustrating the transformation that the chamber has undergone in the last 5 years from a body heavily dependent on the voluntary efforts of members to a fully professional organization with a team capable of serving members' interests.

She explained that the business strategy focused on four areas to drive development:

- Increasing value for members
- Delivering the financial resources for investment
- Building capacity – infrastructure and people
- Building the brand – awareness and affinity

This has been a highly successful approach which has seen considerable growth in the last four years.

3. Chief Executives Report – Glenn Vaughan

Glenn noted that 2014 had been a year focused on investments. The chamber had implemented a back office and online improvement project with new customer relationship management (CRM) software integrated with financial software and an entirely new website and mobile app. Communications capacity was considerably increased with the ongoing support of Porter Novelli at a very advantageous cost, and we invested in new capabilities in our team, including CRM skills. In the first half of 2015 the chamber had invested in new facilities and office space and extended its business programme.

There was a continued focus on membership. In 2013 we introduced a simplified membership scheme – going from 30+ to 6 categories including price changes. Price changes are to be phased over 3 years for existing members. New members pay the new price immediately. Recruitment at higher levels had remained strong with Samsung and Microsoft becoming patrons in 2014 and BMW early in 2015.

In the week before the AGM the chamber received the COBCOE (Council for British Chambers of Commerce in Europe) Award for Excellence in Membership Services. This is the fifth successive year we have won excellence awards from our peers.

Developing government & political relationships

Glynis highlighted the development of our successful series of briefings with Belgian ministers through our Ambassador Hosts series. We said farewell to Jonathan Brenton in August and welcomed new British Ambassador Alison Rose in September who has carried on the series. Recent ministers we have had include Paul Magnette on the Marshall Plan 4.0 and in the week prior to the AGM we received Geert Bourgeois.

James Stevens, Chair of the EU Committee took up this theme. The chamber had recruited a number of new advisers. Current advisers were Daniel Calleja – Crespo, Robert Madelin, Jonathan Faull, Anthea McIntyre MEP, Christofer Fjellner MEP, Philippe De Backer MEP, Catherine Bearder MEP and Richard Corbett MEP.

The EU Committee had welcomed multiple member state representatives, MEPs and senior commission officials in addition to its programme of more specialist task force briefings. We also held a major joint conference with Europol.

We also organized a survey of member attitudes to the EU including the question of British membership, and this was to be repeated immediately after the coming UK General Election.

Amélie Coulet, Chair of Brussels New Generation, our young professionals group, highlighted the groups 4th annual visit to Strasbourg. She also pointed out that the group also had a role in professional development through its lunch&learn sessions providing practical tips on speech writing, media relations and managing your career.

Business Development

Olivier Van Horenbeeck, Chair of the Business Development Group (BDG) reported that during his first year as chair, his priorities had been to build an attractive programme to attract many more companies concerned with the business environment in Belgium and beyond (UK, Europe, global), that is, strategic business issues

He had recruited new group of contributors or experts based in existing members, but not previously involved in the chamber to focus on five themes: high value manufacturing, living longer - living better, future cities, connected digital economies, UK and EU. This work kicked off February with Jerry Hardcastle, Global Chief Engineer for Nissan on High Value Manufacturing.

BDG was also creating more opportunities for existing members by launching a new series of business training by members for members.

He looked forward to events with former European Council President Van Rompuy and Deputy Prime Minister Alexander de Croo, and a new Chamber delegation to London in November.

Glynis added that our Accredited Service Programme has continued to grow - offering our members free expert advice from trusted members of the chamber.

Trade & Investment

Glynis reported that we continued to build our T&I work with the third year of the Golden Bridge Awards. This year the winner was Farnell – a UK company with operations in Liege. We have actively supported Farnell when they organized ministerial events this year. We are having more impact with our work with West Flanders and the Port of Oostende.

Chamber Social Responsibility

In the past couple of years, we have increased our work CSR and we've decided to make a more cohesive approach with Sean Murray, outgoing Vice-President, taking the lead. In the past 12 months we've been involved with series of activities.

Sean said that our contribution to our community has been key to building our reputation and reach. We lead the way with our chamber social responsibility programme. In 2014 we built a new focus around youth employment, concluding a memorandum of understanding with the European Youth Forum and a partnership with Junior Achievement Europe. Our plan seeks to address this challenge at three levels; by raising money to finance local projects in the most deprived communities in Brussels; by influencing the employment practices of member firms and support our partners in raising the importance of youth employment on the political agenda.

This programme has also helped us engage with a number of major companies and build relationships leading to new memberships.

Youth Employment

We would like to make a positive impact at an EU level and at a local community level (Brussels/Belgium), working together with a select group of trusted CSR partners, in 3 different ways:

1. Inspire companies to play a much greater role in helping young people in Europe make the transition from the educational system to sustaining themselves through employment and entrepreneurship. Companies can help young people by providing more quality internships and source more from young entrepreneurs and start-ups
2. Support local charities in their work to combat youth unemployment

3. Support the British Chamber CSR partners in their advocacy work to support youth affairs with EU and national institutions

Sean stressed the value of this work to members in enhancing their reputation and helping ensure they can attract and develop the right talent needed.

4. Financial Report for 2014

Martin van Wunnik, Honorary Treasurer, presented the full financial results for 2014 as prepared by BDO.

The chamber made a small deficit of €8.5k on the year's operations. This meant a small decline in overall reserves from €124k to €115.5k.

The cash position of the chamber remains healthy.

Revenue continued to grow strongly during the year but staff costs also went up with an increased headcount, as did depreciations due to further investments in back office systems and the website.

5. Election of Council Members

Glenn Vaughan announced the result of the election of Council members. With just over 50% of members voting, the following people were elected to Council:

Bill Bachelor, Baker McKenzie	Maximilian von Olenhusen, Novartis
Inge Boets, Porter Novelli	Sean Murray, EUK
Craig Burchell	Tom Parker, Cambre Associates
Richard Carty, Netshield	Ed Read Cutting, The Fry Group
Richard Corliss, Weber Shandwick	Beverley Robinson, Robinson Henry
Jill Craig, Hume Brophy	Thomas Spiller, Walt Disney Company
Elaine Cruikshanks, Acumen	Catherine Stewart, Interel
Dave Deruyter, ING	Vicky Voulgaraki, Thermo Fisher
Philippe Jadoul, Vialegis	Glynis Whiting, Whiting Eaton

At a first initial meeting of the Council, held immediately before the AGM, the Council had considered two candidates for President - Thomas Spiller and Craig Burchell.

Thomas Spiller was elected President. Thomas thanked members for their support.

6. A.O.B.

There was no other business.

The meeting was closed.