

Prague, January 23, 2017

Dear potential member,

Let me take this opportunity and send you a few information about the Nordic Chamber and invite you to the membership.

### ***Why join the Nordic Chamber of Commerce in the Czech Republic***

Established in Prague in 1995, the Nordic Chamber of Commerce has become a major vehicle to promote Nordic businesses in the Czech Republic and an important developer of business relations between the Czech Republic and the Nordic countries. Currently, more than **160 companies with over 63,000 employees** are members of the Nordic Chamber, and the number is continuously growing.

Several studies confirm that membership in a commercial chamber can significantly strengthen a company's image both among consumers and other businesses. By joining the Nordic Chamber of Commerce your company will have the opportunity to represent and promote Nordic values and way of life, a Scandinavian management style as well as business ethics characteristic for Nordic companies and their subsidiaries in the Czech Republic.

The advantages of a Chamber membership largely depend on members' level of involvement, their desire to utilize the Chamber's services, and their commitment to make a difference in the community. Business referrals, website presence, increased visibility, regional partnership, networking events and workshops, advertising opportunities and business partnership benefits are all included in membership.

#### **Opportunities for Chamber members:**

- Promoting their business: [MediaKit 2017](#)
- Expanding their business connections: [Member's List](#)
- Building business knowledge: [CZ facts in brief 2016](#)
- Representing their business: [Member's Market](#)

**Membership fee scheme:** [Annual Fee scheme 2017](#)

**Membership benefits:** [Mem benefits 2017](#)

#### **What the Chamber offers its members:**

- Improving your brand recognition
- Business Community Engagement
- Business development & services
- Interact with your Values
- Advocacy
- Organizational Development
- PR & Communication support
- Event management support

Nordic Chamber of Commerce in the Czech Republic offers you exclusive exposure improving your brand recognition and increasing brand visibility.

We build a platform with various touchpoints crafting our joint targets. From exclusive exposure to strategic branding, we are giving your audience a voice and a chance to interact with your values.

The Nordic Chamber has, like other foreign chambers in the Czech Republic, been approached by the Government's Department for Reform and Regulation and asked to assist with evaluation of the implications of existing or forthcoming legislation on the business environment. Thus, the Nordic Chamber commented upon the last amendment of the Labour Law before it was adopted by Parliament; the Chamber's evaluation covers economic, social and environmental areas.

In cooperation with a number of other foreign chambers, business associations and members of the Parliament of the Czech Republic, the Nordic Chamber actively supports the Reconstruction of the State program – an anti-corruption campaign – and the Platform for transparent public tenders. The Chamber is also cooperating with Forum 50%, and NGO which promotes equal representation of women in Czech politics and business life.

The goal of all our events is to give Nordic Chamber members access to a variety of business-building tools, resources and industry leaders and experts as well as the movers and shakers in the public and private sectors. As a Chamber member you can join a committee or task force and be part of our business community's voice. The level of involvement in the Chamber's activities is up to the Member.

You are very welcome to join us!

***Stefan Lager***

President

***Lea Turcarová***

Executive Director