



# NORDIC CHAMBER OF COMMERCE IN THE CZECH REPUBLIC



**MEMBERSHIP BENEFITS**  
A BRIEF OVERVIEW

## 1. What is NORCHAM?

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The Nordic Chamber of Commerce in the Czech Republic (NORCHAM) was founded in 1995 not only to promote the Nordic business community in the Czech Republic, but also to serve as a vehicle for the purposes of developing and growing business relations between the Czech Republic and Denmark, Iceland, Norway, Finland and Sweden.

160 member companies comprise NORCHAM, both big and small, including some of the largest and most influential Nordic companies in the Czech Republic, as well as a number of Czech entities with business interests in Nordic countries.

One could say that NORCHAM is the “voice of the Nordic business community”.

The new “Board” at NORCHAM has been rather successful in terms of introducing a significant number of new initiatives and activities that are aimed at strengthening our voice; increasing our member satisfaction; the image and influence of NORCHAM both across society and the business environment; and even more than that, anything which is relevant for our members in the future.

### **NORCHAM can offer its members distinct advantages, such as:**

1. A platform supporting a reputable image and strong cultural values;
2. Professional, results-driven working groups;
3. Exceptional networking capabilities and opportunities;
4. Unrivalled and inimitable events and activities; and
5. Incomparable business support.

## 2. HOW CAN YOUR COMPANY BENEFIT FROM A NORCHAM MEMBERSHIP?

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## 2.1 NORCHAM IMAGE AND VALUES

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Simply being affiliated with NORCHAM and the image we represent can have an extremely positive effect on your business. Owing to the fact that Nordic culture in general seems to be a safe haven in a world that is currently dominated by extreme political developments and societal changes, Nordic companies tend to have preserved an image that conveys an atmosphere of humanity, diversity, and a place for personal development, thus making them attractive for young men and women seeking employment.

Honesty, loyalty and trust are qualities that have always been associated with the countries of the North. Moreover, Nordic countries are also perceived as being progressive or “avant-garde” innovators in terms of developments in culture and industry: “it has never been so cool to be Scandinavian!”

Given this strong and favourable global perception, this image will inevitably be associated with any member company of NORCHAM.

**Furthermore, this positive image is enhanced by NORCHAM’s value goals consisting of:**

- Transparency
- Diversity
- Human Resources
- Environmental

NORCHAM working groups analyse and issue reports on selected topics through the prism of this value framework.

If your company has interest in these issues, but does not necessarily have the resources to do so, you are welcome to join our working groups and to let NORCHAM assist you in these areas, however, with even better results.

## 2.2 NORCHAM WORKING GROUPS

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NORCHAM has organized a number of working groups on interesting topics that have proven useful for everyone who has read them. Consequently, they have also produced surprisingly controversial outcomes.

A variety of topics have been discussed and analysed, such as transparency, management styles, disabled persons in the work place, while highly renowned professionals have participated in these groups in cooperation with NORCHAM Board members.

The last of these groups which was published in a seminar this September was a pilot project on the benefits of employing people with disabilities. The success of the event and the document were met with such great interest that a follow-up event is planned for the beginning of January 2019.

Also in the pipeline, NORCHAM is planning on launching a project on the “sandwich generation” (over 55-year olds) and its successful implementation into business. Further down the road, NORCHAM also plans to cooperate with the Women’s Lobby of the Parliament on various gender-related topics.

NORCHAM is currently also running a mentoring program in which executives from member companies mentor junior management from other member companies. At this very moment, 12 pairings of mentors and mentees are hard at work. As this is an ongoing process and will continue to grow with more and more new pairings popping up in the years to come, it seems to be a promising success judging from the roaring start.  
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## 2.3 NORCHAM NETWORKING EVENTS

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NORCHAM is organizing between 35 to 40 events yearly. We constantly striving to create “interesting events for interesting people”. And so, in order to attract these “interesting people”, the NORCHAM Board of Directors has created a new catalogue of events that reflects the ideas and inspirations of what member companies need in terms of events for many years to come.

In the spirit of the Nordic values, the Board felt it was important not only to organise events for a member company’s top brass, e.g. CEOs, shareholders, counsel, auditors, etc., but also to create events that include employees and their families.

NORCHAM’s flagship event and highlight of the year is, without any doubt, the “Nordic Ski Day”, which is held in Ski jested, Liberec on 19 January 2019. For the entire day, NORCHAM children of all ages can give a shot at any winter sport –i.e. biathlon, cross-country skiing, snowboarding and/or downhill skiing – under the guidance of professional coaches. After lunch, there will be fun races and games in various disciplines for all to participate in. The event is supported by many celebrities and stars from the winter sports world, who will be there to offer tips and guidance as well as selfie-opportunities to young and old alike. Throughout the event there will be a free BBQ and refreshment stalls, with the end of the day culminating in the rewarding Après-Ski Party. Remember, nothing brings people together from all walks of life like their children!



## 2.4 NORCHAM – BUSINESS SUPPORT

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NORCHAM's "core business" is set up to promote its member companies in the Nordic countries and in the Czech Republic.

NORCHAM will promote the business interests of the member companies, as long and only as long as, they follow and accept, or more specifically operate under the umbrella and system of Nordic values.

Apart from networking capabilities, NORCHAM can, in many cases, assist our member companies with establishing contacts and initiating ad hoc meetings with important decision-makers in both politics and business.

NORCHAM has a much wider reach than you might think, having access to around 5000 CEOs in the Czech Republic; this is an invaluable resource that is too seldom tapped into.

Some of our member companies and their executives have vast contacts in their home countries that can be utilized when a Czech company needs to establish itself in one of the Nordic countries and vice versa.

NORCHAM has a voice that officials must listen to, and has, in many cases, been able to assist with political contacts at both local and national levels.

NORCHAM is both willing and able to assist individual member companies in a number of ways that our member companies might not even think possible, so "just give us a try"!

NORCHAM, with its 160 member companies and nearly 40, 000 employees, is also a big market from which clients, services and products can be sourced.

## 2.5 NORCHAM – SIZE MATTERS

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In order to promote, we need to have a substantial support base, in other words, a strong membership base. In order to grow both in importance and size, we need to engage our current and potential members alike.

NORCHAM and the Board have taken a few strategic steps in this direction:

- Focus on important topics and a results-driven orientation of working groups;
- Streamline breakfast meetings and seminars;
- Create events with a universal appeal, such as "Vinterblot" and "Nordic Ski Day"; and
- Communicate our activities both internally and to the general public.

Even though NORCHAM has established itself as one of the strongest and most active chambers of commerce in the Czech Republic, we still have a lot of work and growing to do! The more members we have, the more resources we have available to us and, in turn, the more influence we can exert on behalf of our members.

In other words, please join NORCHAM as a member, and "help us help you"!

Thank you for your kind attention.

*Yours sincerely,  
Nils Jebens, President*



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