



Netherlands Hong Kong
Business Association
荷蘭香港工商總會



Netherlands Hong Kong Business Association

**Annual General Meeting
20 April 2022**



Agenda

1. Welcome, Opening
2. Approval minutes AGM 2021
3. Members
4. Report of the Board
5. Financial report
6. Budget 2022
7. Discharge Board
8. Appointment Audit Committee
9. Appointment Board members
10. Plans for 2022
11. Any Other business
12. Closure AGM



1. Opening by the Chairman

Mr. Hans Poulis



2. Approval of the Minutes Annual General Meeting 2021

3. Membership Development

	2020	2021
Corporate + Associate + partner	74	71
Personal	33	32
Honorary	4	3
Life	4	4
	115	110
Plus Corporate+	143	141

Corporate + Associate + partner: 4 new and 8 cancellations

Personal: 5 new & 6 cancellations

Time for change:

**As the environment in
Hong Kong is changing,
NHKBA needs to grow
from a HK business
community to a value-
add, membership driven
GBA business ecosystem.**

NHKBA's main two challenges

Adding value to members

Develop a portfolio of activities to support existing and new members to do business in Hong Kong and increasingly in the Greater Bay area.

- **Enhancing knowledge, exchanging experience through live and online events**
- **Match-making activities, centre point for support to new businesses starting up in the Hong Kong and GBA areas**

Increasing memberships

By focusing on intensifying the relationship with existing business members this creates the GBA ecosystem that attracts former and new members. Resulting healthy NHKBA finances facilitate adequate add-value activities

2nd focus will be on the growing number of young Hong Kong and China remigrants who are looking to find new opportunities in the GBA area



Our Goals:

**Bringing the membership
revenue back to the 2018
level by 2024**

Our future dual-approach

Adding membership value

Actively developing

- events for networking and knowledge-sharing, information on Hong Kong and GBA business opportunities
- the relationship with DutchCham in Hong Kong, BenCham in Guangzhou/Shenzhen and NLinBusiness to provide comprehensive information on doing business in the GBA
- The NHKBA secretariat as a focal information hub

Increase number of memberships

By actively working as board on the acquisition of new members, we expect to bring back a healthy membership situation. Focus will also be on non-members who are attendees at our events and have an apparent interest. Events provide ample opportunities for membership acquisition.

By creating different membership types, we can better match value and member contribution.

Membership types

€ 488, -

Bronze member

Comparable to the current corporate membership, the bronze membership includes:

- Access to network.
- 50% off for events.
- Company profile on page.
- Informed on trade fairs HK.
- 1 free admission in a year for 1 person in your network.

€ 988, -

Silver member

Silver membership provides members with same benefits as bronze membership, and:

- Logo exposure at events & website.
- 2 additional free admissions in a year for 2 persons in your network.
- Discounted dinner tables at events (10%).
- Introductions to relevant other members of the NKBA
- Written company introduction through social & website

€ 1,988. -

Gold member

Gold membership provides members with same benefits as bronze membership, and:

- One speaking opportunity during the year.
- Co-organized event / webinar.
- Discounted dinner tables at events (20%).
- Corporate presentation of member.

Four steps to increasing members

Current network

- Listing all 2021 event attendees.
- Issue an event evaluation form to all, including question about potential membership.

Event acquisition

- Send event evaluation form after every future event.
- Position a board member at the lobby of an event.
- Membership forms at event
- Membership brochure.

Referral acquisition

- Reach out to each of the members and discuss potential referrals members from them.
- Offer discount to members bringing new members.

Partner Acquisition

- Work with specialized branch organizations for tailored events
- Work with NL inBusiness
- Deepen relationship with DutchCham.

Adding value to members

So in order to successfully add more value to members, we will have to take the following actions:

- **Broaden the capabilities of the Secretariat whilst keeping budgets in mind;**
- **Create tailored events together with our members;**
- **Develop a membership onboarding approach per membership category;**
- **Build a larger ecosystem of organizations around the NHKBA;**
- **Strengthen the GBA approach;**



4. Report of the Board 2021



Event 1

Webinar China and Hong Kong Business Outlook 2021

28 January
47 guests

Presentation by
Mr Maxime van 't Klooster,
Chief Operations Officer
of Acclime Group



Event 2

**Online Festive CNY Reception
18 February
63 guests**

**Boxes with snacks and drinks
Music: Jazz musicians from HK
Speakers Eddie Cheung,
William Chui**

Event 3

**Online Webinar:
Hong Kong: Enhanced Value
for Capturing New
Opportunities in Asia
A Vibrant and Dynamic
International Platform**

**With HKTDC
10 June
25 guests**



Event 4

Online Webinar Workshop: “Out of the Box” A Dutch Approach to Tackling Food and Organic Waste

**With Dutch Consul General
17 June
11 guests**

Event 5

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**Online Webinar:
Chinese investments in the EU:
How fundamental global
change impacts on the
rules of play**

**With Loyens & Loeff
Dutch CG in HK, HSBC, BHKS, +
DutchCham HK**

30 June

132 guests

Event 6

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Live Event :

Netherlands Hong Kong Friendship Seminar and Dinner

**“Hong Kong & the Greater Bay
Area: Shaping the Logistics
of the future”**

**With HKETO, InvestHK,
Rotterdam Partners, HKTDC,
IGC, Acclime, Capricorn,
NLinBusiness**

29 September

156 guests



Event 7

Webinar:

**Hong Kong and Shenzhen; Twin
Cities in the Greater Bay
Area**

**With InvestHK in collaboration
with the Shenzhen
European Office, Dezan
Shira & Associates, Astra
Zeneca and eTheRNA
immunotherapies.**

13 October

21 guests (in NL)



Event 8

**Live Event:
Art&Business@Van Gogh Museum**

**With Van Gogh Museum,
Blenheim and IMAP**

**4 November
46 guests**



5. Financial report



6. Budget 2022

<u>DRAFT Budget NHKBA 2022</u>	17/02/2022			
(all amounts excl. VAT)				
INCOME 2022	Amount (in Euros)		REMARKS	
Membership fees & partnership 2022 (excl. VAT)	€ 18.500		Corporate	€ 15.950,00
			Personal	€ 1.050,00
			Partner	€ 1.500,00
Income virtual CNY Reception Feb 2022 (sponsoring InvestHK)	€ 2.000			
Income 25A event/biz seminar - LIVE - June 2022 (service fee HKETO + InvestHK)	€ 8.000			
Income small-scale LIVE event, Boymans van Beuningen (1 corp sponsor)	€ 2.000			
Income Dongzhi event - Nov 2022 (4 corp. partners + InvestHK + HKETO)	€ 16.000			
Webinar support (2 in 2022??)	€ 4.000			
TOTAL Income 2022	€ 50.500			
EXPENSES 2022	Amount (in Euros)		REMARKS	
<u>NHKBA secretariat</u>				<i>Per month</i>
* Secretariat services, provided by HKKvK	€ 22.200	12		€ 1.850,00
* Support services; website, newsletter, etc.	€ 9.000	12		€ 750,00
* Bookkeeper, Ms. Rebecca de Braaf	€ 1.000	12		€ 75,00
Bookkeeping software: e-boekhouden	€ 240	12		€ 20,00
Glue-up	€ 1.200	12		€ 100,00
Cost virtual CNY Reception Feb 2022	€ 2.000			
Costs 25A Biz Seminar - LIVE - June 2022 (HKETO pays all costs?!)	€ 0			
Cost small-scale LIVE event, Boymans van Beuningen (1 corp sponsor)	€ 1.000			
Costs Dongzhi event - Nov 2022	€ 8.000			
Webinar cost (2 in 2022??)	€ 0			
Other costs	€ 2.000			
TOTAL Expenses 2022	€ 46.640			
RESULT 2022	€ 3.860			



7. Discharge of the Board



8. Appointment Audit Committee



9. Appointment Board member

- **Mr Maarten van der Dussen**



10. Plans for 2022

- **Feb: Festive Online CNY reception**
- **April: AGM**
- **21 June: 25th Anniversary of Handover Hong Kong**
- **December: Donghzi & Shooting Star Event**

21 June 2022: 25th Anniversary of Handover Hong Kong

Kunstmuseum, Stadhouderslaan 41, Den Haag



Seminar in auditorium



Receptie + Diner in Tuinzaal

20 panels with info on the West Kowloon Cultural District at the bottom of ICC
Limited availability of seats at seminar and dinner for NHKBA Members

December 2022: Dongzhi & Shooting Star Event



The must-attend NHKBA event to meet fellow business friends and celebrate Dutch successes in Hong Kong



11. Any Other business



12. Speech Jan Willem Möller