

The Real Value of Joining a Nordic Chamber of Commerce in the Czech Republic

A new study reveals that membership in the Chamber of Commerce can significantly boost a business's image among consumers, as well as among other businesses. Joining the Nordic Chamber of Commerce gives the company member the opportunity to present and promote the "Scandinavian" style of life, management style as well as the fairness of doing business which is significant for Nordic companies either with Nordic or Czech management here in Czech Republic.

The level of Chamber membership only increases with company member's level of involvement, their desire to utilize Chamber 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 the members:

- Promoting their business
- Building their business connection
- Building their business knowledge
- Representing their business

Promoting business

The company is including an alphabetical and categorical listing of their business in the Chamber's web page in section MEMBERS.

Advertising opportunities in the NordicNews magazine – produces three times a year. This magazine has already good name within the recipients (1200 pcs) and readers (2500+). The member can promote their company either placing the ad in different sizes or PR article.

Building business connection

The Member gains a competitive edge through contacts, contacts, contacts! Connect with other businesses and expand their customer base through the many networking opportunities offered by the Chamber.

Meetings:

Participating in Chamber meetings links you with people who share your interests and bring each other.

Events:

Business Mixers – networking event between Members and Non members as well as the representatives from Ministry of Industry and Trade, CzechInvest and Czech Trade. As a special guest are invited also all Ambassadors of the Nordic countries as well as the Commercial Counselors.

Social events:

The Strawberry party takes place in early June and St. Lucia Party for kids on December 13 and once a year the afternoon at ZOO Prague. The Strawberry party is open for SPONSORS and has a variety and interesting program like fashion show, raffle, music and free entertaining including excellent food and drinks. Some of the Members (Sponsor) take this opportunity and invite their clients to the event with typical "Nordic" spirit. In the future the Chamber hopes this will inspire even more members to spread the Nordic spirit among their business partners.

Sport events:

Annually **Nordic Chamber Golf Masters** in mid September open only for PARTNERS and SPONSORS again with typical Nordic spirit. To satisfy individual golfers the opened new tradition in year 2008 – **Nordic Chamber Golf Open**. People from different business can meet, play golf and build new relations.

Hockey matches are very popular – Euro hockey tour at Sazka Arena.

Building business knowledge

Regularly scheduled throughout the year, Chamber seminars are designed to help business enhance operations through informative education sessions – Breakfast meetings – on a wide range of business-specific topics.

For next period we prepare seminars like:

Building an Effective Sales Program – Keeping Your Best Employees – Business Etiquette – Conflict Management – Cutting Costs and Overhead Through Technology – Effective Interviewing – Wellness and the Workspace – Recognizing Human Potential Through Motivation – Customer Service.

Representing the Business

The Chamber – amongst other foreign chambers in the Czech Republic – has been approached by the Government Office with proposal for co-operation. The Department of Reform and Regulation has initiated the Regulatory Impact Assessment – RIA with the aim to evaluate the implications of the existing or forthcoming regulation on the business environment. The evaluation will cover economic, social and environmental area.

The Chamber actively initiates the establishing of the **Czech Council of Competitiveness** – the joint chamber of American, German, and Nordic Chamber of Commerce (establishing Chambers). The other Chambers will join soon.

This Chamber will review legislation and actively participates in local and state government. As the unified voice of different chambers and their members the chamber can make a significant difference at the government and effectively influence pro-business public policy.

The Member has 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. Member can join a committee or task force and be part of our business community's voice. The level of involvement is up to the Member.

You are welcome to join us!