



**NORDIC CHAMBER**  
OF COMMERCE IN THE CZECH REPUBLIC

ANNUAL  
REPORT

23



## WELCOME FROM THE PRESIDENT

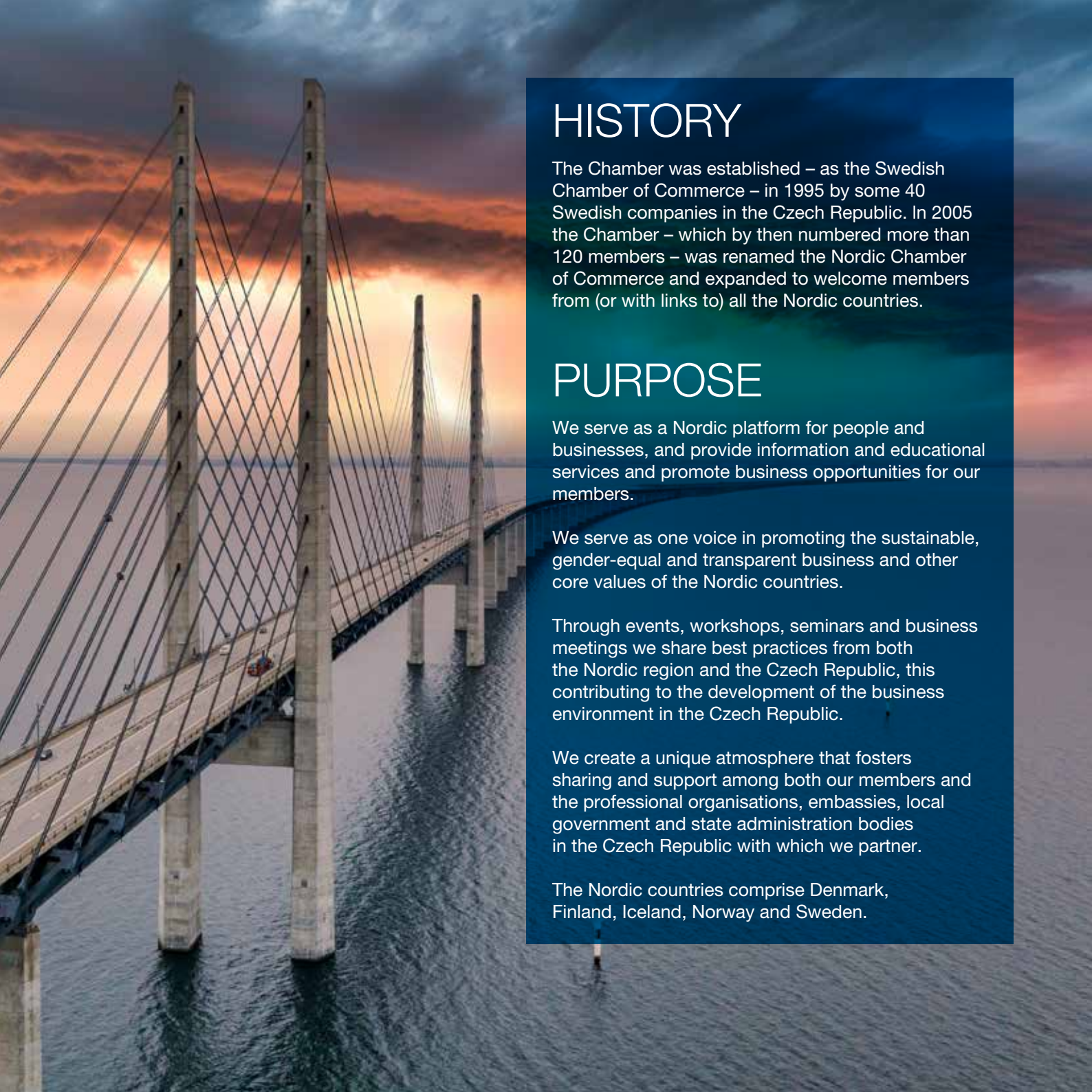
It brings us great joy to express our gratitude for your continued membership in the Nordic Chamber. Our community now consists of approximately 130 companies actively engaged in business within the Czech Republic. As always, the primary goal of the Chamber remains focused on fostering environments that facilitate interactions leading to business opportunities, learning, and valuable insights.

Reflecting on our achievements in 2023, one standout success has been the establishment of the Diversity, Equity, and Inclusion (DEI) Award—a milestone in building a new brand for NorCham. We received an impressive 17 projects, with three of them earning recognition as the best in the field, based on criteria innovation, possible impact and scalability

Looking ahead to 2024, our focus remains on addressing challenges through meaningful forums for discussion and knowledge-sharing. We plan to organise business mixers and social events, providing opportunities for active participation and collaboration. I encourage each of you to engage actively in these initiatives.

Thank you for being an integral part of the Nordic Chamber. Together, let's navigate the challenges of 2024 and continue to foster a supportive and thriving community.

Yours sincerely,  
Björn Mattsson  
President



# HISTORY

The Chamber was established – as the Swedish Chamber of Commerce – in 1995 by some 40 Swedish companies in the Czech Republic. In 2005 the Chamber – which by then numbered more than 120 members – was renamed the Nordic Chamber of Commerce and expanded to welcome members from (or with links to) all the Nordic countries.

# PURPOSE

We serve as a Nordic platform for people and businesses, and provide information and educational services and promote business opportunities for our members.

We serve as one voice in promoting the sustainable, gender-equal and transparent business and other core values of the Nordic countries.

Through events, workshops, seminars and business meetings we share best practices from both the Nordic region and the Czech Republic, this contributing to the development of the business environment in the Czech Republic.

We create a unique atmosphere that fosters sharing and support among both our members and the professional organisations, embassies, local government and state administration bodies in the Czech Republic with which we partner.

The Nordic countries comprise Denmark, Finland, Iceland, Norway and Sweden.

# MAIN ACTIVITIES

Diversity, Equity, and Inclusion (DEI) are the essential principles that shape modern organisational cultures and societal frameworks. DEI entails fostering environments where every individual is respected, valued and provided with equitable opportunities to thrive. It encompasses acknowledging and embracing differences, ensuring fairness in treatment, and creating inclusive spaces in which diverse perspectives are welcomed and integrated. Prioritising DEI is not only a moral imperative but also a strategic advantage, leading to enhanced innovation, productivity, and social cohesion. By championing DEI, we unlock the full potential of individuals and organisations to create a more vibrant and equitable future.



**DI PROJECT**  
**DIVERSITY AWARDS**

In 2023, NorCham launched its first annual Diversity, Equity and Inclusion Project award. This prestigious award is designed to recognise organisations operating in the Czech Republic whose initiatives have demonstrated a profound positive impact on society. We received 17 interesting projects, from which it was hard to pick only three. For us, all of them are winners! To raise awareness of the initiative (and the awards ceremony that followed), NorCham spearheaded a major publicity campaign. Through strategic distribution across multiple media channels – including press releases, social media platforms, newsletters, videos and NorCham’s official website – we aimed not only to raise the profile of the award, but also to highlight the importance of diversity and inclusion in today’s business landscape. Our efforts were designed to raise awareness and inspire others to join us in championing these critical values.

# SUSTAINABLE BUSINESS & CIRCULAR ECONOMY

## Sustainable & Circular BUSINESS SERIES ECONOMY

NORDIC CHAMBER  
OF COMMERCE & INDUSTRY

The 2030 Agenda for Sustainable Development, adopted by all the United Nations' member states in 2015, stands as a shared blueprint for fostering peace, prosperity, and environmental stewardship for current and future generations.

At NorCham, sustainability is a central theme and a priority area for both the Chamber and its members. We recognize the growing importance placed by governments and society on sustainability, understanding that the responsibility for driving change cannot solely rest on governmental shoulders. Instead, businesses must step up as initiators of change and accept their share of responsibility in addressing global challenges.

In our commitment to advancing sustainability, NorCham has since 2020 organized 12 online conferences featuring Czech and international speakers. Leveraging platforms such as LinkedIn and YouTube, these conferences have garnered significant reach, with thousands of social media views. Through these events, we aim to engage our community in meaningful discussions, share insights, and inspire action towards a more sustainable future.



# NETWORKING

Throughout the year, NorCham facilitated numerous networking opportunities for its members, fostering connections and providing a platform for business introductions within the Nordic community. Through a series of meetings and lunches, NorCham members had the privilege of engaging with four Nordic ambassadors – thereby strengthening diplomatic ties, and exploring collaborative opportunities. Additionally, our members benefited from debates featuring esteemed economists – gaining valuable insights into economic trends, and promote dialogue on key issues affecting businesses.

NorCham's working groups served as hubs for collaborative problem-solving and knowledge-sharing, enabling members to forge connections with like-minded professionals and industry leaders. Moreover, our social and sport events provided informal settings for networking, fostering camaraderie, and creating lasting bonds among members.

By actively facilitating these networking opportunities, NorCham empowered its members to expand their networks, build new contacts, and showcase their businesses on a prominent Nordic platform. Through these initiatives, we reaffirm our commitment to fostering a vibrant and interconnected business community, driving mutual success and growth for all involved.

# NEW BOARD 2024-2026



**Bechynská  
Gabriela**

The LEGO Group  
Government &  
Public Affairs Manager,  
EMEA  
DENMARK



**Cederroth  
Fredrik**

Atlas Copco Group  
Vice President Holding  
SWEDEN



**Husted  
Birger**

Husted s.r.o. | EMA  
Partners Czech &  
Slovak  
Owner and Partner  
DENMARK



**Karraa Elias**

Lavaris s.r.o  
Head of Business  
Development  
CZECH REPUBLIC



**Košťál Michal**

ENSTO Czech, s.r.o.  
Company proxy,  
Managing Director  
Czech, Slovak and  
Romania  
FINLAND



**Majer Zdeněk**

Honorary Consul  
of Finland  
CZECH REPUBLIC



**Mattsson Björn**

Skanska  
Business Unit president  
Residential Development  
Europe  
SWEDEN



**Sedláček Marek**

Huld s.r.o.  
Business Development  
Manager  
FINLAND



**Stoyanova  
Krasimira**

Saab Technologies s.r.o.  
Vice President, Head of  
Marketing and Sales,  
Central & Eastern Europe  
SWEDEN



**Svatuška Marek**

ABB  
LBU Motion Manager  
SWEDEN



**Šámal Jan**

KONE  
Managing Director KONE  
Czechia and Slovakia  
FINLAND

# WE THANK OUR 2023 PARTNERS AND SPONSORS



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