



WORKING FOR A BETTER **BUSINESS CLIMATE**

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ABOUT AMCHAM: HISTORY, OBJECTIVES AND ORGANIZATION

Established in 1961, the American Chamber of Commerce in the Netherlands seeks to further the development of commerce and investment between the United States of America and the Netherlands. AmCham encourages and facilitates the transaction of business between both countries and promotes the interests of its members in matters of trade and investment.



HRH Princess Máxima of the Netherlands at the 50th Anniversary Gala of AmCham

Five decades of service to the U.S. business community ...

The Chamber is an open forum where knowledge and experience are exchanged, where problems of mutual interest are examined, and where business contacts are easily made. The Chamber is also the voice of the Dutch-American business community, speaking out whenever necessary on issues affecting the investment climate of both countries. As a source of information, the Chamber tracks and informs its members of Dutch and EU legislative activity affecting the foreign investor.

The American Chamber of Commerce in the Netherlands is wholly autonomous and receives no subsidy from any governmental body. It relies on income from membership dues in order to provide its services. Policy-making is vested in the Chamber's Board of Directors, which is elected by the Annual General Meeting of members. AmCham Netherlands is a fully accredited member of the U.S. Chamber of Commerce and, as such, is eligible to use that organization's information and other facilities. Together with 42 other American Chambers in Europe, AmCham Netherlands is a member of the European Council of American Chambers of Commerce – speaking for the 17,000 employers of over 20 million workers and for over \$ 3.8 trillion worth of investment on both sides of the Atlantic.



HRH Prince Claus of the Netherlands, Ms. Neelie Kroes

We make sure that potential investors understand the well-known advantages of the Netherlands, which should be built upon:

- The Gateway to Europe with Schiphol Airport and the Ports of Rotterdam and Amsterdam;
- A workforce with impressive language capabilities, trained at excellent schools and universities;
- A stable and safe political, economic, labor relations, taxation and monetary environment.
- Annually we publish our Investors' Agenda of Priority Points – policy suggestions and initiatives to make the country more attractive to (foreign) investors. We seek open dialogue and debate regarding the Priority Points with political parties, social partners and Government.

The Netherlands is one of the most important destinations for US direct investment in Europe. American direct investment in the Netherlands amounts to almost \$520 billion, with \$1.27 trillion in assets. Majority- and minority-owned American companies directly employ some 225,000 people in this country, increasingly in knowledge-intensive businesses. AmCham is concerned with matters affecting the investment climate in the Netherlands. We actively promote increased US investment in the country.

AMCHAM: BOARD OF DIRECTORS

In the Annual General Meeting held on May 25, 2011 the following individuals were elected to serve in the Board of the American Chamber of Commerce in the

AmCham led by inspiring business leaders ...

Netherlands. The Board of Directors formulates the strategy for the Chamber's Executive Officer who is in charge of daily operations. The President of the Board of Directors chairs the meetings of the Board and acts as an ambassador of the Chamber on many occasions.

PRESIDENT

Ms. Helen Mets-Morris	Vice President & Managing Director	Avery Dennison
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VICE PRESIDENT

Mr. Berry J. Marttin	Member of the Executive Board	Rabobank Nederland
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SECRETARY

Ms. Karen Kao	Advisor	Kennedy Van der Laan
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Ms. Brenda L. Childers	Managing Director	Amsterdam Institute of Finance
Mr. Peter de Wit	Director	McKinsey & Company
Mr. Bob Drake	CEO	NGM International B.V.
Mr. Lex Geerdes	CEO Benelux / Nordics	Aon Nederland
Mr. Colin Graham	Regional Counsel - Europe Middle East Africa	Nike EMEA
Mr. Hans F. Horn	Managing Partner	Egon Zehnder International B.V.
Mr. David Johnson	President	Nalco Europe B.V.
Mr. Doron Livnat	President & CEO	Riwal Holding Group B.V.
Mr. Godefroy Motte	SVP, Chief Regional & Sustainability Officer	Eastman Chemical B.V.
Mr. Ben J. Noteboom	CEO and Chairman of the Executive Board	Randstad Holding nv
Dr. Richard Spradling	Director	American School of The Hague
Mr. Gordon P. Tait	Regional Operations Director	Du Pont de Nemours (Nederland) B.V.
Mr. Rob ten Heggeler	Member of the Managing Board	NIBC Bank N.V.
Mr. Gregory Tucker	SVP Group Corporate Communications	AEGON N.V.
Mrs. Mariette Turkenburg	Partner	Loyens & Loeff
Mr. Frans van der Minne	Director Strategic Partnerships	Heineken N.V.
Mr. Harry van Dorenmalen	Chairman IBM Europe, GM IBM Benelux	IBM Nederland B.V.
Mr. Gerard A.F. van Harten	President of the Board of Management	Dow Benelux B.V.
Mr. Coen P.G. van Oostrom	CEO	OVG Real Estate
Mr. Joost M. van Roost	President Benelux	Esso Nederland B.V.
Mr. Willem C.B. van Wettum	Partner	Baker & McKenzie
Mr. Roland Zegger	General Manager	Abbott B.V.
Mr. Chris Zook	President and Head of Worldwide Strategy Practice	Bain & Company Netherlands, LLC

CHAMBER EXECUTIVE

Ms. Riëtje Blacquière-Schalen	Executive Director	American Chamber of Commerce in the Netherlands
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ADVOCACY: THE VOICE OF AMERICAN COMPANIES

AmCham serves its members in furthering good contacts within the Netherlands-American business community in both countries with the purpose of facilitating and developing their commercial activities. The Chamber serves as a spokesman to governments, their agencies and legislators in order to obtain effective results in matters of policy affecting Netherlands-American economic relations. The Chamber has directed its advocacy efforts to many issues, adopting positions and making these known whenever necessary through AmCham's Investors' Agenda of Priority Points.



We are your voice and will protect your interests ...

It is the Chamber's opinion that the Dutch investment climate needs continuous honing to ensure that the Netherlands remains at the forefront in Europe in relation to the attraction of foreign direct investment.

The Investors' Agenda of Priority Points (commonly referred to as Priority Points) plays a key role in the Chamber's advocacy activities and are presented annually to a representative of the Dutch Government, in 2011 to Minister of Finance Jan Kees de Jager. AmCham actively advocates these points throughout the year.

The Chamber's Standing Committees provide the intelligence the Chamber needs to best represent the Dutch-American business community. Composed of experts in their field, these Committees monitor issues that have a (potential) impact on U.S.-Dutch business relations and on member companies, initiate and prepare positions on these issues as necessary, and inform the membership of developments through seminars and publications.

The Standing Committees fulfill a key role in the compilation of the Investors' Agenda of Priority Points. At present the following Standing Committees are active within AmCham Netherlands:

- Human Resources Committee / People Platform
- Legal Committee
- Tax Committee
- Diversity Committee
- Pharmaceutical Committee
- Rotterdam Executive Committee
- Brabant Executive Committee
- Policy Committee
- Young Professionals Committee



The Policy Committee is in charge of compiling all issues which are brought up by the Chamber's Standing Committees throughout the year and in charge of producing the Investors' Agenda of Priority Points.

The Chamber also has a further two Committees that support its operations:

- Marketing & Membership Committee
- Committee on Nominations

The Marketing & Membership Committee assists the Chamber with its marketing strategy and in identifying prospective member companies.

The Committee on Nominations consists of senior AmCham members who annually nominate potential board member candidates which will be up for election during the Annual General Meeting of the Membership.

More than 125 committed individuals from the membership serve the Chamber and fellow members by their Committee and Board activities. Should you wish to take an active role in a committee please contact the Chamber for more information.

We are your voice and will protect your interests ...

European Council of American Chambers of Commerce

AmCham Netherlands is an active member of the European Council of American Chambers of Commerce (ECACC).

Founded in 1963, the ECACC today represents the corporate interests of more than 17.000 American and European companies, based in 42 countries and employing more than 20 million people. ECACC's member companies account for more than \$ 1.1 trillion in investment on both sides of the Atlantic.

From its inception, ECACC has been the voice of international business in Europe. It is recognized both in Europe and the United States as an influential opinion-forming body actively engaged in fostering better trade and investment relations between its chambers' host countries and the United States.

The management of AmCham Netherlands meet with other ECACC members on a biannual basis to exchange views and to decide on policy on issues on macroeconomic level.

AmCham EU

AmCham EU is the voice of companies of American parentage committed to Europe towards the institutions and governments of the European Union. It aims to ensure an optimum business and investment climate in Europe. AmCham EU facilitates the resolution of EU-US issues that impact business and plays a role in creating better understanding of EU and US positions on business matters. Total US investment in Europe amounts to \$2.18 trillion, and currently supports over 4 million jobs.

The Economist magazine has called the organization "the most effective lobbying force in town", and we as AmCham Netherlands are pleased to be a member of this very professional lobby organisation. The management of AmCham Netherlands gets briefed on a regular basis in Brussels by AmCham EU to stay on top of new European legislation developments which may affect American companies in the Netherlands and the Dutch investment climate.

U.S. Chamber of Commerce

AmCham is a member of the U.S. Chamber of Commerce which is the world's largest business federation representing 3 million businesses of all sizes, sectors, and regions, as well as state and local chambers and industry associations. The US Chamber is the voice of US based business, the Chamber's core purpose is to fight for free enterprise before Congress, the White House, regulatory agencies, the courts, the court of public opinion, and governments around the world.

Together with US Chamber's International Division, AmCham Netherlands works in close collaboration with 115 American Chambers of Commerce operating in 102 countries to expand global engagement. The Management of AmCham Netherlands annually visits the US Chamber in Washington DC to get updated on all issues of relevance in regard to the Dutch investment climate.

INFORMATION: PUBLICATIONS

We are your relevant source of information...

To facilitate the transaction of Dutch-American business, the Chamber provides a variety of trade and information services, through telephone and e-mail assistance. We can help you identify statistical data sources and trade reports. The Chamber also produces several publications like, AmChamNews, the AmCham Membership Directory digital newsletters and the AmCham website.



OUR PARTNERS IN THE NETHERLANDS

The US Diplomatic Mission to the Netherlands

AmCham Netherlands values its excellent relations with the US Government through its diplomatic staff at the American Embassy and the Consulate General in Amsterdam. The Ambassador (Honorary President of the Chamber), the Consul General and their dedicated staff demonstrate continued support for American business interests. Embassy and Consular staff have proven supportive in their promotion of the Chamber's Agenda of Priority Points to foster a more favorable investment climate in the Netherlands.

Expatcenter

AmCham Netherlands has a good relationship with the Expatcenter, which is a combined effort of the cities of Amsterdam and Amstelveen, together with the Immigration and Naturalization Services (IND), to increase the efficiency of their services for highly skilled migrants in the Amsterdam Area. In Rotterdam, the Expatdesk provides the same services. The Expatcenter Amsterdam Area and the Expatdesk Rotterdam provide a one-stop-shop service for highly skilled migrants and expats arriving in Amsterdam / Amstelveen and Rotterdam. Expatriates can also visit the Expatcenter / Expatdesk for help with other government and expat related issues such as parking, taxes, healthcare, education and much more.

Holland Gateway

AmCham Netherlands is in close contact with Holland Gateway. The Holland Gateway is a national service and information center, created especially for international businesses and supported by the Dutch government. As a unique hub for international business Holland Gateway will increase the ease of doing business in The Netherlands. Through public and private services international businesses will be supported, whether they are still in the orientation phase comparing alternatives, in the phase of actually settling or if they are looking to expand their business. Holland Gateway will help gather all relevant information on topics like tax, markets, supply chain, finance, personnel, and help you swiftly and smoothly through necessary procedures. It will also facilitate connecting with both public and private experts, advisors and other business persons.

Investment and Development Agencies

AmCham benefits from the easy access it enjoys with the agencies that market the Netherlands as a location for investment. For foreign companies wishing to establish their business in the Netherlands and to take advantage of the Dutch business environment as a strategic base to cover Europe, the Netherlands Foreign Investment Agency (NFIA) is the first port of call. The NFIA was established for the specific purpose of helping and advising such companies by providing them with advice, information and practical assistance, quickly and on a confidential basis, as well as providing them access to a broad network of business partners and government institutions.

Meet interesting new business contacts in a sophisticated way ...

Development of New Business

AmCham has approximately 400 member companies represented by 800 individuals. These individuals are representing businesses from the manufacturing, financial, and service sectors of the Dutch economy. Most members find that they have many mutual interests, and that they can provide vital products and services to each other. If such relationships are not direct, they often find that they indirectly serve mutual customers or have knowledge of services and products that are of interest to each other.

Through its on-going programs, AmCham provides an opportunity for its members to meet, exchange ideas and experiences, and make contacts which are essential to the development of new, mutually beneficial relationships. Among the programs that bring people together are AmCham's periodic luncheons, dinners, seminars, and late afternoon briefings with prominent private and public sector guest speakers. A selection of past speakers include the Prime Minister of the Netherlands and CEOs of DSM N.V., Unilever N.V., Sara Lee.



Maintenance of Existing Relationships

Besides making contact with potential customers, AmCham members frequently meet existing customers at AmCham events. Meeting that key person during an AmCham event can lead to both an enhanced mutual understanding of business activities and mutual respect for participation in professional, business-oriented organizations. These enhanced relationships are sometimes very important in understanding business partners and in finding better ways to assist each other.

AmCham's Calendar of Activities/Events can be found on our website www.amcham.nl/eventfuture



Social events include the annual golf tournament and the exclusive end-of-the-year Wine & Cheese Party.

The Netherlands is more than the Amsterdam metropolitan area ...



Rotterdam Chapter

The Rotterdam Chapter is a platform for members to make a relevant contribution to the Business and Social climate in Rotterdam within the broader scope of the American Chamber. Its intention is to be a platform recognized by stakeholders for enhancing the International dimension of the Business & Social climate in Rotterdam. AmCham Members may attend events of the Rotterdam Chapter, members whose company resides in the greater Rotterdam area will be automatically a part of the Chapter.



Brabant Chapter

Brabant is the second economy of the Netherlands. American companies make up the largest proportion of all the foreign companies located in Brabant. Their 275 branch offices comprise no less than 25 percent of all foreign activities in the province. In terms of the number of direct jobs, the figure is even greater at 40 percent. US companies are responsible for almost 31,000 of the 80,000 jobs created to date in Brabant through foreign investment. These Brabant-based American companies are primarily engaged in production, logistics and the high-tech sector.

The AmCham Brabant Chapter wants to create a platform that makes a relevant contribution to the business climate in Brabant, within the broader scope of the American Chamber of Commerce in the Netherlands.

INVESTING IN TALENT: YOUNG PROFESSIONALS CHAPTER

The AmCham Young Professionals Chapter is a group of pro-active, high potential and motivated individuals with a minimum of approximately five years of working experience, in an age-range of about 25-35 years, in their (international) careers at member companies of the American Chamber of Commerce in the Netherlands and similarly aligned organizations. Together, the AmCham and the Young Professionals group strive towards the reinforcement of a common cultural and economic heritage between the United States and the Netherlands.

We invest in your young talents and let them broaden their scope ...



This Chapter strives to create a dynamic social network for young professionals involved in transatlantic relations and to provide a forum for discussion on topical issues in hard and social sciences, culture and humanities. To lay stepping stones for active involvement in concrete projects that are inspired by our discussions.

The Chapter regularly organizes events for its members usually hosted at AmCham member companies. AmCham members are encouraged to identify potential AmCham Young Professionals to the Chapter Committee.

INVESTING IN THE FUTURE: CHAMPS ON STAGE

AmCham together with Randstad N.V. and McKinsey & Company initiated a social responsibility project in 2007 which focuses on early school leavers.

We guide youngsters to finish school and show them perspective ...



Champs on Stage is an initiative of the American Chamber in the Netherlands, launched in September 2007. It offers Vmbo students a solid career program in the 3rd and 4th years of their studies. Champs on Stage motivates young people in their school work and further study choices and thus helps prevent them from dropping out of school without a basic qualification. Business mentoring and short internships are an important part of the program. The intention is for the Champs on Stage Foundation, with support from sponsors and local government, to grow in a sustainable manner. Thus the gap between business and education is reduced and the opportunities increased of many pupils in lower secondary professional education.

Unique Career Program

During the unique Champs on Stage career program participating Vmbo students receive a real life impression of the labor market and work situation. The comprehensive program aims to motivate further study and to provide students with real perspectives for their future. Through this introduction to the labor market, students receive a better picture of potential career possibilities. Moreover, they learn what is needed to function properly in the labor market and can base their career choice on their own practical experience.

Much more than a two week Internship

Champs on Stage does much more than just organizing a two week job training period. In preparation for the internships, workshops are organized and the students trained to articulate their motivation and writing a job application letter. Using role-playing students practice for the interview. Giving information to the schools and business presentations are an essential part of the program. After the internship an evaluation takes place with the student, the school and the participating company.



Business Mentors

During their internship the students are supervised by employees of the company itself - business mentors. These are professionals who care about and work with young people and who themselves want to develop leadership capabilities. They receive training from the Champs on Stage Foundation that focuses on coaching young people. The company mentors are responsible for individual interviews with the students before, during and after the internship.

Champs on Stage - Facts and Figures

During the school year 2008-2009 Champs on Stage has introduced over 460 third and fourth year Vmbo students in Rotterdam and Amsterdam to a hands-on business experience.

In the school year 2009-2010 some 900 Vmbo students from 15 different schools in Rotterdam, Amsterdam and The Hague will be guided and counseled in acquainting them with business and industry.

Ambitions

	4th year students	3th year students
2008 – 2009	105	355
2009 – 2010	320	580
2010 – 2011	520	825
2011 – 2012	745	1200

Plans are for the program to grow to encompass at least five cities. As of 2011 Mrs. Sophie Jordan has been appointed as general manager of the Champs program.

MEMBERSHIP: LET YOUR VOICE BE HEARD

Membership is open to all corporations, firms and individuals regardless of residence or nationality. Present membership consists of approximately 400 companies, represented by 800 individuals interested in commercial relations between the two countries. Members are typically either American companies operating in the Netherlands or Dutch companies exporting to or investing in the United States. Professionals and other individuals whose activities are related to U.S.-Dutch economic relations are also members.

Let AmCham be your voice too and become a member

Firms and businessmen join the Chamber for various reasons, depending on their particular needs and interests. Many join out of a sense of corporate responsibility – without concern for immediate personal benefit. The Chamber's effective advocacy activity in The Hague, Brussels and Washington D.C. benefits all corporations whose livelihood depends on transatlantic trade. And numerous executives join in order to meet their fellow businessmen, make new business contacts and to exchange information useful to their particular business.

The Chamber offers 3 types of company membership, each with different benefits and recognition. All membership types have a Voting Member. This individual, which is commonly the principal executive of the company, has a vote during the Annual General Meeting of the membership.

The Associate Memberships are personal memberships which are linked to the respective company membership.

MEMBERSHIP TYPES

CORPORATE* MEMBERSHIP

The regular type of company membership of the Chamber. This membership consists of 1 Voting Member and 1 Associate Membership. (all included in the price)

Benefits:

- Complementary hard copy of the AmCham Membership Directory.
- All event invitations.
- Occasional priority registration service on selected AmCham organized events.
- All publications, such as AmChamNews and AmChamDigital.
- Discount on the digital version of the AmCham Membership Directory.
- Access to the AmCham members-only meeting rooms.
- A once a year 25% discount on our meeting room rental
- Recognition in the following AmCham publications: AmCham Membership Directory and AmChamNews
- Link and logo on the AmCham website

Annual dues – € 1.195,-- excl. VAT.

PATRON MEMBERSHIP

Intended for companies who want to support the Chamber with a maximum contribution. Members of this group will receive special recognition and incentives. The Patron Membership consists of 1 Voting Member and 4 Associate Memberships (all included in the price)

Exclusive Patron-only benefits on top of the Corporate benefits:

- Admission to exclusive Patron-only events
- Priority registration service on all AmCham organized events
- A once a year 50% discount on our meeting room rental.
- Special recognition in the following AmCham publications: AmCham Membership Directory and AmChamNews
- Mention of company name on the invitations of the Grand Gala Ball and the annual Wine & Cheese Party

Annual dues – € 3.730,-- excl. VAT.

CONTRIBUTING MEMBERSHIP

A membership type intended for sole proprietorships, not-for-profits and small to medium sized companies who are in a start-up phase, but want to become a member of the Chamber. This membership includes 1 Voting Membership.

Benefits:

- Complementary hardcopy of the AmCham Membership Directory
- Link on the AmCham Website
- Regular event invitations
- All publications, such as AmChamNews and AmChamDigital
- Discount on the digital version of the AmCham Membership Directory
- Access to the AmCham members-only meeting rooms
- Members may sponsor a selection of AmCham organized events

Annual dues – € 625,-- excl. VAT.

*** ASSOCIATE MEMBERSHIP**

This membership is available to all executives, other than the voting member, working for companies who are already member of the Chamber. The Associate Membership is linked to the company membership and entitles the individual concerned to receive all Chamber mailings and invitations directly. Annual dues – € 290,-- excl. VAT.

** Corporate Membership is referred to as a Sustaining Membership in the AmCham statutes.*

The above mentioned dues are per fiscal year (calendar year) according to AmCham's statutes. Resignation of memberships needs to be received in writing before November 1st of the current fiscal year. Failing to do so the member shall be obliged to pay the dues for the next fiscal year. Please let the Chamber know if you would like to receive a complementary copy of the Chamber's statutes by printed or regular mail. Above mentioned amounts are valid for 2012 only.

P LIST OF PATRON MEMBERS



SPONSORSHIP AND ADVERTIZING: STAND OUT IN THE CROWD

The American Chamber of Commerce in the Netherlands regularly organizes events which are open to sponsorship. Events include presentations by business and community leaders as part of our Leaders on the AmCham Podium series, as well as social occasions such as the Annual Gala Ball and the AmCham Golf Tournament.

AmCham events provide an excellent and cost effective opportunity for your company to:

Profile your company amongst the AmCham membership and stand out ...

- Directly communicate with business leaders in the Dutch economy about your company's newest initiatives in the Netherlands
- Draw valuable attention of senior-level executives and government officials
- Influence these individuals
- Highlight your company's expertise
- Gain exposure in press and media

Whatever the goal, AmCham aims to provide sponsors with a 'custom made' package, designed to meet their individual objectives in the most efficient and effective manner possible.

Please contact the AmCham office for more information.

Benefit of below market rates on above market meeting facilities ...

Meeting rooms

The American Chamber of Commerce offers all members a unique members only service. All members of AmCham are able to make use of its first class private meeting rooms at WTC Schiphol Airport. This location offers direct access to Schiphol International Airport's arrival and departure halls, train station and is easy accessible by car with ample parking space.

The AmCham office is located in the World Trade Center at Schiphol Airport, D-Tower, 6th floor. Easily accessible through the terminal building away from the big crowds of leisure passengers and loud announcements.



Totally decorated as an oasis of Feng Shui everybody will instantly feel at ease and at home. A warm welcome will be given to you and your guests in our lounge area of the AmCham office. The lounge is equipped with complementary WiFi internet service. An oversized Philips plasma flat screen television keeps everybody up to speed on US and international news. Members may use our lounge as a premier airport lounge with personal service. Coffee and tea are offered.

Members will receive more detailed information on our meeting rooms in their welcome package which they receive after their enrollment as member.

Get to know us; we are at your service



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Bookkeeper

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AmCham staff: here for you

The AmCham office is conveniently located in the World Trade Center at Schiphol Airport. The daily operations of the Chamber are managed by its Executive Director: Riëtte Blacquière-Schalen. The staff comprises of 2 fulltime employees and 3 part timers who are more than happy to assist you. The Chambers' public hours are from Monday to Friday from 9:00 AM until 5:00 PM.

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The offices of the American Chamber of Commerce in the Netherlands at the WTC Schiphol are supported by Schiphol Real Estate.



