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Cecilia Linden	Janar Sutt	20.02.2025	20250220_COUNCIL MEETING 1	02

SCAN. CHAMBER COUNCIL MEETING, FEBRUARY 20, 2025

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RELEVANT DOCUMENTS

The appendices and documents listed below are of essential value for the understanding of this document.

Document

No.	Document title
1.	20250220_Chamber_Council_Meeting.pdf

INVITATION

Venue:	Metropol Spa Hotel, Roseni tn 9, Tallinn
Time:	February 20, 2025; 16.00 – 17.00
Invited:	Extended Council members and Manager



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AGENDA SCANDINAVIAN CHAMBER COUNCIL MEETING 20TH FEBRUARY 2025

	Time	Subject	Comment	Resp
2.1	16.00-16.02	Welcome and Opening of the Remarks		Janar
2.2	16.02-16.03	Election of Chair and Minute Taker		Everyone
2.3	16.04-16.05	Approval of the Agenda		Everyone
2.4	16.05-16.07	Overview of the latest meeting minutes		Cecilia
2.5	16.07-16.18	Financial / Budget Overview		Cecilia, Peter
2.6	16.18-16.35	Membership Status		Cecilia
2.7	16.35-16.48	Event and Activity Planning		Cecilia, everyone
2.8	16.48-16.54	Branding, Visibility & Website Development		Cecilia, everyone
2.9	16.54-16.58	Other Business		Jaanus, everyone
2.10	16.58-16.59	Action Points and Next Steps		Cecilia
2.11	17.00-17.00	Closing Remarks		Janar

PARTICIPANTS

1. Hans Magnar Aanansen (online)
2. Janar Sutt
3. Marco Iovino
4. Peter Thomsen
5. Kristiina Koel
6. Karolina Ullman
7. Cecilia Linden
8. Jaanus Stern

2.1 Welcome and opening of the remarks

Janar welcomed all attendees to the first council meeting of the Scandinavian Chamber of Commerce.

2.2 Election of Chair and Minute Taker

The council proceeded with the election of the Chair and Minute Taker for the meeting. Janar was unanimously elected as Chair, and Cecilia was appointed as Minute Taker.

2.3 Approval of Agenda

The Agenda for the meeting was reviewed by all council members and unanimously approved without changes.



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2.4 Overview of the latest Meeting Minutes

Cecilia walked through the latest meeting minutes, providing an overview of key decisions and discussions.

The council confirmed that meetings will be held monthly, excluding the summer months. A quorum for decision-making requires two-thirds of council members to be present, with the Chair holding a deciding vote in case of a tie. Decisions will be made by a simple majority vote.

Cecilia will serve as the official Minute Taker, ensuring that meetings records are maintained accurately.

Decisions:

- The Board meetings will be held monthly, excluding the summer months. A quorum for decision-making requires two-thirds of council members to be present, with the Chair holding a deciding vote in case of a tie. Decisions will be made by a simple majority vote.

2.5 Financial / Budget Overview

Peter presented an alternative budget, dividing contributions proportionally based on the number of members each legacy chamber brought into the new organization. This approach aimed to ensure that all former chambers retained a similar balance in their respective accounts. In this model, Cecilia would need to maintain a dedicated folder to monitor and track expenditures, ensuring that the funds from each former chamber were spent according to their preferences.

Kristiina explained that a previous proposal suggested transferring a fixed amount per member from each legacy chamber's account to the new chamber was agreed on the latest NECC council meeting. However, Janar argued that this approach did not align with the chamber's transition into a unified organization. He emphasized that the budget should reflect the collective resources and vision of the new chamber rather than maintaining separate financial contributions.

Janar introduced a third option, explaining that since the new chamber will be self-sustaining through membership fees, all remaining funds from the legacy chambers will be transferred to the Scandinavian Chamber's bank account. These funds will be earmarked, allowing the legacy chambers to use them for country-specific events, sponsorships, or other future initiatives.

Cecilia brought up the issue of invoicing for 2025, as no invoices had been sent yet. The council agreed that new members and founding members of the Scandinavian Chamber should be invoiced now, while other members will be invoiced after the merger is officially approved. Since the Scandinavian Chamber currently has no income yet, Cecilia will temporarily invoice SCCE for her monthly services. In the meantime, the Swedish Chamber can cover operational expenses for the Scandinavian Chamber, which will be then reimbursed once its financial situation stabilizes.

Decisions:

- All remaining funds from the legacy chambers will be transferred to the Scandinavian Chamber's bank account. These funds will be earmarked, allowing the legacy chambers to use them for country-specific events, sponsorships, or other future initiatives.
- Founding and new members of the Scandinavian Chamber will be invoiced as soon as possible, the other members will be invoiced after the merger has officially been approved and announced in the Commercial Registry



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2.6 Membership Status

Cecilia provided an overview of the current membership numbers. The Scandinavian Chamber currently has 131 members, plus affiliated members, bringing the total to approximately 150 members. She noted that some members might decide not to renew once invoices are sent out, leading to a slight decrease in numbers.

The membership count includes honorary members, such as embassies, and partners. The council discussed whether to send an invoice to the Nordic Council of Ministers office, as both SCCE and DECC previously had them as paying members. It was decided that an invoice for membership in the Scandinavian Chamber should be sent.

The council also discussed the role of embassies as honorary members and how they should participate in events. It was agreed that for official events where ambassadors are present, participation should be free of charge. For dinners and more expensive events, embassies should be entitled to two free spots, with additional participants paying the regular fee.

The council discussed ways to make membership more valuable and attractive for both current and potential members. A common inquiry from outside businesses is how to establish and operate in Estonia. Since the chamber already has several consultancy firms (and other relevant companies) as members, a proposal was made to create a pool of consultancy and other services. This pool would allow consultancy members to offer competitive deals to businesses seeking support in Estonia, fostering business opportunities within the chamber.

Recruitment of new members was also addressed. It was agreed that council members should invite at least one potential member to each event, helping to organically grow the network.

Cecilia introduced an idea from SCCE to develop a digital membership card that would provide members with exclusive discounts and benefits. Some members already offer discounts on hotel bookings, restaurants, and other services, and a formalized membership benefits program could serve as a strong selling point for new and existing members. Cecilia will continue to explore options for implementing this digital membership card.

Jaanus suggested allowing members to advertise service requests in the chamber's newsletter. This would encourage trade and collaboration within the community, enabling members to connect for business opportunities.

Lastly, the council discussed the distribution of newsletters within member companies. Currently, newsletters are often sent to a single contact person, which limits visibility. To improve reach, Cecilia will include a note in the next email, encouraging companies to share the newsletter more broadly within their organizations and invite additional colleagues to subscribe.

Decisions:

- The Nordic Council of Ministers will be invoiced as a regular member.
- Embassies will be honorary members, with two free spots at official events while additional participants will need to pay.
- A service pool will be established to connect consultancy and service members with businesses seeking support in Estonia.
- Council members will each invite at least one potential member to every event to help with recruitment.
- Cecilia will continue developing the digital membership card to offer discounts and benefits to members.



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- The newsletter distribution will be improved, with companies encouraged to share it more broadly within their organizations and add additional email addresses.

2.7 Event and Activity Planning

Cecilia walked through the planned events for the upcoming months. The Grand Opening has been rescheduled to March 27th, and she will continue to look for suitable venues for the event.

Kristiina informed the council about an upcoming event organized by Møller Auto and the Norwegian Embassy on March 7th, focusing on electric vehicles. The organizers have requested attendees, and it was decided that an invitation should be sent to Scandinavian Chamber members to encourage participation.

Another key event is the economic forum in collaboration with SEB, scheduled for May 8th. Cecilia emphasized the need to finalize speakers as soon as possible and requested the council members to share any suggestions or relevant contacts. Janar proposed Peeter Raudsepp as a potential speaker. Additionally, the council discussed the idea of incorporating a roundtable discussion into the event. Peter suggested Karsten Staehr, a professor at TalTech, who is also a member of the chamber, as another strong speaker candidate.

Karolina provided an update on ESTO 2025, explaining that instead of hosting the business events in Narva, the event will now feature a business tour on wheels. Participants will travel by bus from Narva to Tallinn, stopping at various businesses along the route. The tour will conclude with an event organized by the Ministry of Foreign Affairs (MFA) in Tallinn on July 3rd, where all ESTO 2025 participants will gather. The chamber will be involved in this event to strengthen engagement with key stakeholders.

Decisions:

- The Grand Opening was rescheduled to March 27th, and Cecilia will continue looking for a suitable venue.
- The invitation will be shared to members for the Møller Auto and Norwegian Embassy event on March 7th to encourage attendance.
- The council will finalize speakers for the economic forum on May 8th, with Peeter Raudsepp and Karsten Staehr suggested as potential speakers.
- The chamber will participate in the ESTO 2025 business tour and the MFA event in Tallinn on July 3rd.

2.8 Visuality and Marketing / Website

Cecilia provided an update on the chamber's website, which is now live and undergoing regular updates to ensure accuracy and relevance. The chamber's social media presence has been established across Instagram, Facebook, LinkedIn, and X. The platforms will be used strategically, with Facebook primarily focused on event promotion, while LinkedIn will highlight professional updates and member stories.

The roll-up banner, which was approved in a previous council meeting, has been ordered and collected. Cecilia also presented the design for tote bags, which could be handed out at the Grand Opening on March 27th, along with additional marketing materials. The council agreed that business cards should also be ordered for promotional use.

The council discussed the prepared information letter drafted by Kristiina. It was agreed that Cecilia



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should sign the letter and send it to all members to ensure clear communication about the latest updates and developments within the chamber.

Additionally, the council discussed the need to engage the embassies in planning the Scandinavian Business Awards. It was agreed that outreach should begin as soon as possible to ensure their involvement in the initiative.

Decisions:

- The roll-up banner has been collected, and tote bags will be handed out at the Grand Opening on March 27th.
- Cecilia will order business cards for promotional use.
- Cecilia will sign and send the information letter prepared by Kristiina.
- The council will begin engaging embassies for the Scandinavian Business Awards.

2.9 Other Business

The Nomination Committee provided a brief update on their progress in identifying candidates for the new council. While the final list is still being compiled, some confirmed candidates have already been secured. The committee's goal is to present a complete "package" of council members at the AGM, allowing members to vote as a whole (pro or against) rather than selecting individual candidates.

Decisions:

- The Nomination Committee will finalize the list of candidates and present a complete package of council members at the AGM for a pro/against vote.

2.10 Action Points and Next Steps

Cecilia summarized the key decisions made during the meeting and outlined the next steps:

Financial Structure: It was confirmed that all legacy chambers will retain their existing funds rather than transferring them to the new chamber. These funds can be used for country-specific events, sponsorships, or other initiatives, as determined by their respective councils.

Invoicing: Cecilia will begin invoicing the founding companies to ensure initial funds are collected for the new chamber's account. Additionally, she will invoice SCCE for January, with the understanding that SCCE can receive a refund from the Scandinavian Chamber once sufficient funds are available.

Nordic Council of Ministers: Since both SCCE and DECC have previously had the Nordic Council of Ministers office as a paying member, the council agreed to invoice them as a regular member of the Scandinavian Chamber.

Embassy Participation: Embassies will be considered honorary members. They can attend events free of charge for up to two participants, while additional attendees will be required to pay the regular event fee.

Service Pool for Businesses: To increase the value of membership and assist companies seeking business services in Estonia, a service pool will be created, consisting of chamber members offering consultancy and other services. This will allow members to respond to inquiries from external businesses and compete by offering competitive deals.

Member Recruitment Initiative: To support membership growth, each council member is encouraged to invite at least one potential new member to every chamber event, increasing exposure and



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engagement.

Digital Membership Cards: Cecilia will continue exploring the development of a digital membership card, which could provide members with discounts and special offers at partner businesses.

Newsletter Service Requests: Members seeking services for specific projects will have the opportunity to publish their requests in the newsletter. This initiative aims to foster business exchanges within the community by encouraging members to trade and collaborate.

Marketing Materials: Cecilia will order business cards for the chamber.

Member Communication: Cecilia will finalize and send the information letter prepared by Kristiina to all members, ensuring they are informed about recent developments and upcoming activities.

The next council meeting date will be decided via a poll, either 14th or 17th of March.

2.11 Closing Remarks

The meeting concluded on a positive note, with council members expressing satisfaction at the successful completion of the second council meeting of the Scandinavian Chamber of Commerce.