



Tiitel/Title: Scandinavian Chamber Council Meeting 8				Leht/Page: 1(7)
Koostas/Issued by: Cecilia Linden	Kinnitas/Approved: Peter Thomsen	Kuupäev/Date: 25.09.2025	Dokumendi nr./Document no: 20250529_COUNCIL _MEETING 8	Rev: 02

SCAN. CHAMBER COUNCIL MEETING, SEPTEMBER 25th, 2025

Table of Content

AGENDA SCANDINAVIAN CHAMBER COUNCIL MEETING 28TH AUGUST 2025	2
8.1 <i>Welcome and opening of the remarks</i>	2
8.2 <i>Election of Chair and Minute Taker</i>	2
8.3 <i>Approval of Agenda</i>	3
8.4 <i>Review of Previous Meeting Minutes and Follow-Up Items</i>	3
8.5 <i>Work Group Updates</i>	3
8.6 <i>Survey</i>	4
8.7 <i>Financial Overview</i>	4
8.8 <i>Unpaid Invoices</i>	5
8.9 <i>Membership Update</i>	5
8.10 <i>Scandinavian Business Awards</i>	5
8.11 <i>Event Planning and Upcoming Activities</i>	5
8.12 <i>Other Businesses</i>	6
8.13 <i>Action Points and Next Steps</i>	6
8.14 <i>Closing Remarks and Next Meeting</i>	7

RELEVANT DOCUMENTS

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

Document

No.	Document title
1.	20250925_Chamber_Council_Meeting.pdf

INVITATION

Venue: Manpower OÜ, Estonia pst 9, Tallinn
Time: September 25th, 2025; 15.30 – 17.20
Invited: Council Members, Manager and Members



Tiitel/Title: Scandinavian Chamber Council Meeting 8			Leht/Page: 2(7)	
Koostas/Issued by: Cecilia Linden	Kinnitas/Approved: Peter Thomsen	Kuupäev/Date: 25.09.2025	Dokumendi nr./Document no: 20250529_COUNCIL _MEETING 8	Rev: 02

AGENDA SCANDINAVIAN CHAMBER COUNCIL MEETING 28TH AUGUST 2025

	Time	Subject	Comment	Resp
1	15.30-15.58	Welcome and Opening of the Remarks		Peter
2	15.58-15.59	Election of Chair and Minute Taker		Everyone
3	15.59-16.00	Approval of the Agenda		Everyone
4	16.00-16.03	Review of Previous Meeting Minutes and Follow-Up items		Peter
5	16.03-16.13	Work Group Updates		Everyone
6	16.13-16.25	Strategic Planning / Survey		Everyone
7	16.25-16.32	Financial Overview		Cecilia
8	16.32-16.39	Unpaid Invoices		Cecilia
9	16.39-16.47	Member Status & Update		Cecilia
10	16.47-16.53	Scandinavian Business Awards		Peter, Kristiina & Cecilia
11	16.53-17.06	Event Planning & Upcoming Activities		Cecilia
12	17.06-17.08	Other Businesses		Peter
13	17.08-17.09	Action Points & Next Steps		Peter
14	17.09-17.09	Closing Remarks & Date for the Next Meeting		Peter

PARTICIPANTS

1. Hans Magnar Aanansen (online)
2. Peter Thomsen
3. Kristiina Koel
4. Ksenia Bogdanova
5. Cecilia Linden
6. Jaanus Stern
7. Ulrica Fors
8. Maarja-Maria Aljas (online)
9. Heigo Kaldra
10. Veikko Toomere (online)

8.1 Welcome and opening of the remarks

The meeting was opened by Peter Thomsen, who welcomed all participants. Each member gave a brief update on their company and the market situation in Estonia, offering useful insights into the current business climate across different industries.

8.2 Election of Chair and Minute Taker

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



Tiitel/Title: Scandinavian Chamber Council Meeting 8			Leht/Page: 3(7)	
Koostas/Issued by: Cecilia Linden	Kinnitas/Approved: Peter Thomsen	Kuupäev/Date: 25.09.2025	Dokumendi nr./Document no: 20250529_COUNCIL _MEETING 8	Rev: 02

8.3 Approval of Agenda

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

8.4 Review of Previous Meeting Minutes and Follow-Up Items

Peter provided a short summary of the previous meeting. Among the points noted were the approval of the outreach poster, the continuation of the “Facts Friday” social media campaign, and the delay of Scandi Scope until autumn.

The member survey draft had been completed with a deadline for feedback on September 15.

Financially, the chamber was stable, though at risk of a deficit if outstanding invoices remained unpaid.

The Scandinavian Business Awards had been confirmed with two categories, originally considered to be combined with the Christmas dinner, and several event plans had been reviewed including the crayfish party, After Works, Executive Breakfasts, and company visits.

8.5 Work Group Updates

Member Outreach – Veikko, Jaanus, Hans-Magnar

Janar and Veikko and Hans-Magnar presented their work on outreach.

They had obtained a list of companies in Estonia with Scandinavian ownership from the commercial register. While extensive, the list required review since some companies with very minor ownership were included, while others with stronger Scandinavian ties were missing.

The council members should review the list with regards to the countries from which they are familiar with to have the best available list to proceed with.

The plan is to upload the list to the shared drive and divide the review by country, with council members checking for accuracy. An outreach email has been drafted to present the chamber in a friendly, professional way, including a one-pager on membership levels.

The question of legality was raised, as emails would be sent without prior permission. Maarja noted that banks and service providers do similar outreach to new companies, and Veikko agreed to check this issue with his colleagues.

Social Media (SoMe) – Ulrika, Ksenia, Cecilia

Ksenia was asked to continue with the “Facts Friday” posts. The campaign generated good interaction and an increase in followers on the Chamber’s channels.

Cecilia noted that the chamber’s website had seen a significant increase in visitors, showing strong visibility.

Events – Cecilia

No detailed discussion was held at this point, as events were scheduled for a later agenda item.

Scandinavian Business Awards – Kristiina, Peter, Cecilia

The working group held a short pre-meeting before the council, but decided to reserve detailed discussion for Agenda Point 8.10.



Tiitel/Title: Scandinavian Chamber Council Meeting 8			Leht/Page: 4(7)	
Koostas/Issued by: Cecilia Linden	Kinnitas/Approved: Peter Thomsen	Kuupäev/Date: 25.09.2025	Dokumendi nr./Document no: 20250529_COUNCIL _MEETING 8	Rev: 02

Scandi Scope – Cecilia

Cecilia reported that several contributors failed to submit promised material before summer and are still missing. This delayed the release of the magazine, which will now be published in hopefully end of October.

Decisions:

- Membership outreach list to be uploaded and reviewed by council members.
- Outreach email to be finalized with a membership one-pager.
- Veikko to confirm legality of outreach emails.
- Cecilia will make sure that the missing material for ScandiScope will be collected and the finalization of the magazine will be done and sent to a printer.

8.6 Survey

Cecilia presented the draft of the member survey.

It was suggested that “Owner” should be added as an option under positions.

The council agreed that the survey should be limited to members only and open for two weeks, as most responses are typically received immediately. There was also a suggestion to create a separate survey for non-members to better understand their expectations of membership.

Results of the survey should be shared openly with members for transparency, and also used for marketing, including selected quotes.

Decisions:

- “Owner” to be added as a position in the survey.
- Survey limited to members and open for two weeks.
- Non-member survey may be developed later.
- Results to be shared with members and used for marketing.

8.7 Financial Overview

Cecilia presented the latest financial overview from the bookkeeper. The report now also included profit and loss from events, giving a clearer picture of results. Several invoices remained unpaid, and it was agreed that unpaid invoices should be reflected in future financial reports for greater accuracy. The council also decided to consolidate old unpaid event invoices into new ones where necessary, and to set payment deadlines for events to the day before or the day of the event.

Decisions:

- Future financial overviews to include unpaid invoices.
- Consolidated invoices to be issued where needed.
- Event payments to follow stricter deadlines.



Tiitel/Title: Scandinavian Chamber Council Meeting 8			Leht/Page: 5(7)	
Koostas/Issued by: Cecilia Linden	Kinnitas/Approved: Peter Thomsen	Kuupäev/Date: 25.09.2025	Dokumendi nr./Document no: 20250529_COUNCIL _MEETING 8	Rev: 02

8.8 Unpaid Invoices

The council reviewed the status of unpaid membership invoices. It was agreed that final reminders would be sent, and that members failing to pay could be blocked from attending upcoming events.

Decisions:

- Final reminders to be sent.
- Event restrictions for non-paying members confirmed.

8.9 Membership Update

Cecilia reported that 15 companies had joined since January 2025, including four since the last council meeting. The chamber continues to attract new members, helped by increased visibility through the website and social media. Several new prospects are also in the pipeline.

Decisions:

- Monthly membership updates to continue.

8.10 Scandinavian Business Awards

Cecilia presented the current draft of the Scandinavian Business Awards, prepared in cooperation with Enterprise Estonia and the embassies.

The format will include a morning seminar and an evening gala dinner with the awards. Jaanus has provided guidelines for criteria to ensure measurable and transparent evaluation. Peter encouraged members to propose candidates for the jury, suggesting Karsten Stehr from TalTech as one possible member. It was also considered important to include a representative from the industrial sector. A draft press release has been uploaded to the drive for review.

The materials including the homepage should be ready by first week of October to launch as soon as possible after that and the applications deadline will be first week of November.

Decisions:

- Two award categories approved: *Company of the Year* and *Rising Star*.
- One category for members only; one category open to non-members.
- Potential partners identified (Nordic Council of Ministers, EAS, Ministry of Economy).
- Event to be combined with Christmas and Lutefisk Dinner.
- Jaanus to upload NECC criteria for adaptation.
- Venue scouting to begin.

8.11 Event Planning and Upcoming Activities

Cecilia Cecilia reviewed the upcoming events.

The first topic was the monthly After Work sessions, which sometimes see low attendance. She asked whether introducing themes could attract more participants.

Ulrika suggested adding a short 15-minute speaker or structured networking elements such as "Meet the Member."

Another idea was to allow members a one to two-minute sales pitch about their company and how they could collaborate with others, making the session both engaging and informative. It was agreed that this would be discussed further at the next Tuesday meeting.



Tiitel/Title: Scandinavian Chamber Council Meeting 8			Leht/Page: 6(7)	
Koostas/Issued by: Cecilia Linden	Kinnitas/Approved: Peter Thomsen	Kuupäev/Date: 25.09.2025	Dokumendi nr./Document no: 20250529_COUNCIL _MEETING 8	Rev: 02

The council also reviewed the planned Economic Outlook event with SEB, which will be moved to spring since a similar event was already held recently with Madis Müller.

Discussion then turned to the Christmas Party. Originally, the idea was to combine it with the Scandinavian Business Awards, but since Enterprise Estonia and the embassies are now involved, the awards have grown too large to be held together.

The Christmas Party will therefore take place separately on **November 21, 2025**, featuring traditional Scandinavian dishes such as Lutefisk, Danish pork, and Swedish classics.

The cost will be €50–60 per person *excluding* drinks, with a glass of glögg as a pre-drink, while additional drinks will be purchased individually. Given the limited time until November, it was agreed that a separate planning meeting should be scheduled soon.

Decisions:

- After Work sessions to be developed with themes, speakers, or pitches.
- Economic Outlook event with SEB postponed to spring.
- Christmas Party confirmed for November 21, 2025, with Scandinavian menu (€50–60, excl. drinks).
- Separate Christmas Party planning meeting to be held.

8.12 Other Businesses

Peter raised the need to begin preparing for next year's council rotation. He asked members to review their availability for 2026 so that the chamber can plan early for possible vacancies. He also confirmed that he will contact the Nomination Committee to initiate the process of identifying and proposing new candidates for the next term.

Decisions:

- Council members to review their availability for 2026.
- Peter to contact the Nomination Committee.

8.13 Action Points and Next Steps

The council reviewed the action points moving forward.

These included finalizing and legally checking the outreach list and email, implementing the member survey and sharing results, and continuing to strengthen follow-up on unpaid invoices with stricter payment rules. Membership updates will continue monthly, while the Scandinavian Business Awards will move forward with refined criteria and jury proposals.

Upcoming events focus on enhancing After Work sessions, scheduling the spring Economic Outlook with SEB, and preparing the November Christmas Party.

Council members were also reminded to review their availability for 2026, with Peter responsible for coordinating with the Nomination Committee.



Tiitel/Title: Scandinavian Chamber Council Meeting 8				Leht/Page: 7(7)
Koostas/Issued by: Cecilia Linden	Kinnitas/Approved: Peter Thomsen	Kuupäev/Date: 25.09.2025	Dokumendi nr./Document no: 20250529_COUNCIL _MEETING 8	Rev: 02

Decisions:

- Outreach list finalized, legal check confirmed.
- Member survey finalized, runs for two weeks, results shared.
- Unpaid invoices followed up, stricter payment rules applied.
- Membership updates continue monthly.
- Business Awards criteria refined, jury candidates proposed.
- After Work sessions developed; SEB event in spring.
- Christmas Party planning confirmed for November 21.
- Council availability for 2026 reviewed; Nomination Committee contacted.

8.14 Closing Remarks and Next Meeting

Peter closed the meeting, thanking all participants for their contributions and active involvement. The next council meeting will take place on **October 30th** (venue to be confirmed).