



**MINISTRY OF FOREIGN AFFAIRS  
OF DENMARK**  
*The Trade Council*

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# **DANISH BUSINESS CLUB IN BELGIUM**

## **ORGANISATION AND RULES**

Date  
File No.  
Our ref.  
Case No.

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### **1. INTRODUCTION**

The Danish Business Club in Belgium is organised by the Danish Embassy in Brussels to create a forum for the promotion of Denmark, providing Danish and local companies an opportunity to meet and network on a regular basis.

The Ambassador of Denmark will serve as Chairman of the Business Club and the Trade Department of the Embassy acts as Secretariat.

### **2. PURPOSE OF THE BUSINESS CLUB**

The purpose of the Business Club is to provide an organized and continuing platform for Danish companies and business-interests for effective networking and to facilitate exchange of views and information between members, government bodies and other companies as well as between members and the Embassy.

The forum is an exclusive meeting place for members to discuss economic and political topics of relevance to their daily commercial- and public affairs-agenda, and to stimulate contact between companies. The Business Club offers a mix of leadership, business development and access to decision makers.

Building on the input of the members, the agenda of the Business Club is intended to be engaging and meaningful.

### **3. COMMITMENTS OF THE EMBASSY**

The Embassy facilitates a minimum of 4 events per year for which members of the Business Club are invited. Events may include:

- Annual General Assembly
- Talks by selected Danish or Belgian speakers on subject of common interest
- Networking events with other similar business organizations  
Social/Danish events.

The General Assembly will be held in November and will be for members only. Here, the draft program for the following year will be presented and discussed.

In addition, the Embassy provides the following services to members of the Business Club:

- Information about planned meetings, travelling etc. of the Embassy
- Information about planned Embassy/Danish-events that might be of interest for members as branding-opportunities through sponsorships
- List of member-companies with contact-details (as provided by companies) will be available on the website of the Embassy
- Possibility of having the Ambassador/Embassy-staff (depending on availability) attend company-events free of charge (speeches, if so desired, are charged in accordance with the general regulations of the Danish Trade Council)
- Easy access to the commercial staff of the Embassy
- Possibility of establishing sub-groups of relevant companies for specific activities within designated areas (e.g. pharma; energy; it; design)

### **4. PROGRAMME, THEMES AND TOPICS**

The subjects for discussion at meetings of the Business Club have to be of relevance to the commercial, political and/or economic agenda of the members and to be an inspiring source for their daily business activities.

In order to create high and added value to the members, the Embassy invites all members to contribute to the programme with ideas, specific topics and speakers of relevance.

### **5. MEETINGS**

The meetings of the Business Club will normally take place in the residence of the Danish Ambassador or in the Danish Embassy in Brussels. Networking events or meetings may also be organized in larger provincial cities in connection with planned trips by the Ambassador to these locations.

If appropriate, events may be organized as external meetings, i.a. at hotels or other similar facilities. Also, members are welcome to host meetings at their premises.

Each company is invited to participate in the events with up to two persons.

If appropriate, the Secretariat may invite selected groups of non-members (fx other Nordic companies) to participate in specific events at full cost-price. In this case, members will be notified ahead of the event.

## **6. MEMBERSHIP AND CONDITIONS**

The Business Club is open for membership for Danish companies and for representatives of Danish commercial interests in Belgium.

Application for membership of the Business Club shall be submitted to the Secretariat. The application for membership should provide relevant details for a contact-person (e-mail-address; telephone-number) as well as invoicing details for the company.

The annual membership fee for the following year to cover administration and costs in connection with events (rent of venue, catering etc.) will be decided at the General Assembly in November.

The Agreement for membership for the upcoming year will be forwarded to members immediately following the Annual General Assembly. It should preferably be signed and returned to the Embassy before the first meeting of the year.

If a company decides to terminate the membership, the Embassy should be informed before 1 November.

## **7. NEW MEMBERS**

The Embassy intends to strengthen the Business Club continuously by inviting relevant persons or companies to join the Club.

Similarly, the Embassy invites members to consider and to recommend new potential members to join the Business Club.

## **8. ADMINISTRATION**

The daily administration of the Business Club is anchored with the Trade Department of the Danish Embassy:

Royal Danish Embassy  
Rue d'Arlon 73  
B-1040 Bruxelles  
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