



AMCHAM BELGIUM

AMERICAN CHAMBER OF COMMERCE IN BELGIUM



Membership
Manual
2012



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Mission Statement

AmCham Belgium is dedicated to improving business and investment opportunities for US companies in Belgium. To ensure we meet our goal of facilitating business opportunities for US businesses in Belgium and to best serve the needs of our members, AmCham Belgium coordinates numerous lobbying, networking and knowledge-sharing activities. As a result, AmCham Belgium is the undisputed leader when it comes to doing business in Belgium.

Maximizing Your Membership

Members of AmCham Belgium gain exclusive access to numerous benefits reserved for members only. Although specific benefits depend on the type of membership level you chose, all serve as essential resources for doing business in Belgium.

This **Membership Manual** is written to answer your questions about what the benefits are and how you can take advantage of them. All employees of member companies are considered members, so spread the word!

The Fine Print

Membership runs for 12 months from the first of the month in which your membership fee was paid. Four weeks before the end of your membership, we will send you a renewal invoice. If you should decide not to renew, all you need to do is inform us **in writing** before the end of the first month of your new membership year. You can find a detailed explanation in our **Articles of Association**, available on the website and from the Secretariat.

From the Chief Executive



Welcome to AmCham Belgium!

We appreciate your new membership and want to make sure you derive maximum benefit from your involvement with one of the most active foreign chambers in Belgium. With this **Membership Manual** we wish to provide you with the information and tools needed to easily discover all the benefits we offer. Together with our website and our presence on various new social media platforms, we hope you will find all you are looking for.

In addition, we aim to constantly monitor our members' satisfaction or concerns in order to make sure we continue to meet your expectations. We therefore would appreciate it if you share with us any suggestions or concerns you might have, either through our website, our regular member satisfaction surveys or by contacting us directly. You will find contact details for all staff members on the back cover.

Once again, welcome to AmCham Belgium and enjoy the ride!

Thank you for your support,

A handwritten signature in black ink, appearing to be 'J. P. ...', written over a horizontal line.

Chief Executive

1. Policy Shaping

I want to get involved with AmCham's policy shaping initiatives, what can I do?

Among AmCham Belgium's most visible activities are its policy shaping initiatives with the Belgian Federal and Regional Governments, the US Government and other essential governmental business-related entities. The best way to get involved at this level is to join – and actively participate in – one of our committees.

Which committees can I join?

AmCham Belgium has many committees, sub-committees and task forces for you to get involved in:

Communications: positions AmCham Belgium as the authority on improving the climate for doing business in Belgium and for US Investment in Belgium. **Editorial Subcommittee:** in charge of planning and producing *AmCham Connect* – AmCham Belgium's official e-newsletter.

Human Resources: aims to improve the overall climate for doing business in Belgium by offering a unique HR perspective and working closely with members, the government, employers, employee associations and all businesses in Belgium with the support of various task forces.

Membership: works to understand the needs and requirements of our diverse membership and identifies and implements new services and benefits, with the goal of strengthening the AmCham Belgium membership.

Legal and Taxation: monitors significant tax and legal developments occurring in Belgium and the EU that have important implications to US businesses in Belgium and works to influence legislative and administrative decisions with the support of various task forces.

Young Professionals: stimulates and optimizes the dialogue between the younger professionals (18-35) and the American/Belgian business community.

AmCham Women Leaders (AWL) Group: aims to achieve gender balanced leadership with the collaboration of top level male leaders through networking, knowledge sharing, alliances with existing women organizations and coaching as role models.

How do I join a committee?

The first step is to dust off your CV and send it with a brief letter stating your motivation to join a particular committee and what you can bring to it to the committee liaison. Once received, your application will be placed on the agenda of the next scheduled committee meeting for review and approval. You will be contacted by the committee liaison regarding the decision.

How are all these committees, and the organization as a whole, managed?

AmCham Belgium is managed and directed by the Executive Committee and Board of Directors. Both are chaired by the AmCham Belgium's President and meet – along with the Chief Executive, Senior Manager and Committee Chairs – on a regular basis. Together, these groups define the organization's policy and lobbying strategies, review all of AmCham Belgium's networking and related business events and oversee the execution of organizational policies and the day-to-day activities of the Secretariat. Recommendations to join the Board come through the Nominations Committee.

What is AmCham Belgium working on now?

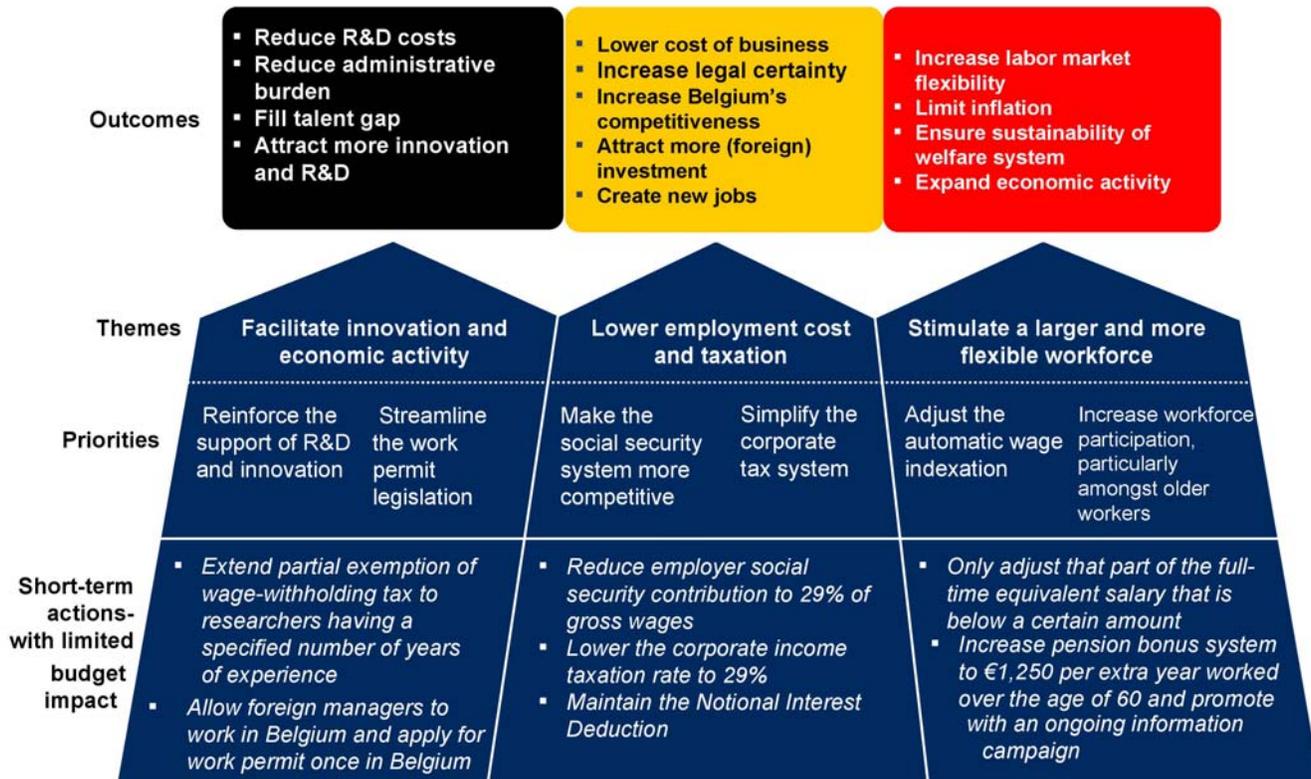
At AmCham Belgium, there's always something happening – particularly in the policy shaping sphere. Here's just a brief list of some of the initiatives we take throughout the year:

Priorities for a Prosperous Belgium (PPB)

The *PPB* sets the benchmarks for the year's lobbying efforts. The overarching goal is to make Belgium a more competitive place in which to do business and thus attractive to US investment. The 2011 *PPB* was released in May. Contact our Secretariat if you'd like to receive more information concerning this publication.



Priorities for a Prosperous Belgium 2011 – Summary



US Direct Investment in Belgium (USDI)

In order to stay on top of new information and developments affecting businesses in Belgium and adjusting our lobbying plan accordingly, AmCham Belgium publishes its annual *US Direct Investment in Belgium Report (USDI)*, which is accompanied every three years by either a topical or general business confidence survey. The report contains detailed information on the current business climate and provides the necessary data to support our lobbying campaigns. The 2011 *USDI* was released in November: the full report can be found on www.amcham.be.

2. Knowledge Sharing

I'm a busy person, but I want to stay up-to-date on the latest news and happening at AmCham Belgium. How?

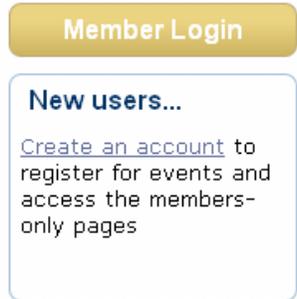
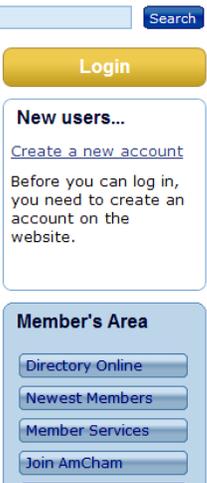
Go first on www.amcham.be. Our site serves as a one-stop-shop for all things related to AmCham Belgium and doing business in Belgium. It serves as the center for organizational communications – linking members, committees, businesses and government leaders. Be sure to visit often as we regularly update our homepage with Focus Articles, which give you the latest news, opinions and insights into the issues affecting our members.

Although AmCham Belgium is open to the general public, **many of its features are reserved for members only**. For example, only registered members have access to the designated Members' Area, which includes such things as the Directory Online, Member to Member offers and the *USD!*

To register, follow these simple steps:

- Click on "Create an account".
- Fill in the required information.
- Your Display Name is how you will be addressed on the website. It can be the same as your User Name.
- Remember to use your professional email address so our system will recognize you as a member!
- When the form is filled out, submit your information by clicking on "Register".

You will be sent a verification email containing a link. Clicking on this link will finalize the registration process, taking you back to the Member Login page from which you can log in and begin taking advantage of the many Member Only benefits of www.amcham.be!



I don't have the time to check your website every day. Will I miss out on things?

Stay in touch with us on social media

Don't worry, we've got you covered: you can sign up for an **RSS feed** on our homepage to get the latest articles and policy analyses delivered right into your inbox. You can also follow us on **LinkedIn** and **Twitter**. @AmChamBE reports on events, policy issues, and what's going on in the US-Belgian business community in general. It's a very easy way of getting in touch with us, too!



Take a look at our newsletter *AmCham Connect*

AmCham Connect is our official electronic newsletter, arriving in your inbox the first Monday of every month and providing you with a wide range of information – from the latest on the lobbying front to tips and tricks, event coverage and exclusive interviews with some of the Belgian business community's top business leaders and the country's key decision makers. *AmCham Connect* is written by our members for our members.



Sounds interesting. I think I might have an idea for an article!

Who do I contact?

Have something interesting to share? Contact our Editor, Nick Klenske, at editor@amcham.be and tell him your idea for an article or news item.

My company just published a paper on a topic that I think may be of interest to other members. How can I share this information?

Add it to the shelf of our AmCham Belgium Business Library on our website. The Business Library is where a wealth of ideas, knowledge and information are available. Here you can find relevant information on doing business both in Belgium and the US. Whether you are looking for studies, reports or articles, our collection of third-party publications are written by some of the business world's leading minds and, regardless of the topic, all present a unique perspective on the US-Belgium business climate. In order to facilitate easy browsing of our comprehensive collection, the library is organized according to topics and sub-topics.

Are you or your company interested in adding to our library? For further inquiries, contact the Communications and Policy Coordinator at acanning@amcham.be.

Our Annual Directory

What is it about?

Our *Annual Directory* is the Who's Who of US companies doing business in Belgium – listing 2,000 companies, including all AmCham Belgium member companies. It's an essential resource to over 4,000 high-level executives and decision makers and is distributed to leading executives, boardrooms, office lobbies and libraries and has a well-earned reputation as being the go-to source all year round.

How do I make sure my company is in the *Annual Directory*?

As a member of AmCham Belgium, your company will be included in the *Annual Directory* with the information you provided on your application form. Every June, AmCham Belgium will send you a request to review and update your listed information. Once we receive your updated information, we'll be sure to make the changes in the latest printed edition.

You can update your information any time you want via our website. Don't forget that members (and therefore all of your colleagues) have access to the Directory Online, available as a member benefit on our website and updated hourly. **Be sure that your company is listed!**

What's the difference between the *Annual Directory* and the Directory Online?

They both contain basically the same information, with one important difference: the *Annual Directory* is printed once a year, while the Directory Online always shows the latest updates. As a member, you can use it to run a search with specific parameters (city or region, NAICS code, function in company for individuals, and many more).



I see that some companies advertise on the website, in *AmCham Connect* and in the *Annual Directory*. Can I advertise?

Advertising with AmCham Belgium's publications - the *Annual Directory*, website and *AmCham Connect* - gives you exposure to an elite audience. For more information on our unique advertising opportunities, you can download our Media Kit from our website or request a print copy by emailing sales@klenskeink.com.

Besides advertising, are there any other ways I can increase my company's visibility?

How about a Three-Year Strategic Sponsorship Program? Our sponsorships are an excellent opportunity to reach thousands of executives, business and political leaders and others throughout the US-Belgium business community and to demonstrate your exceptional support to the work of AmCham Belgium. Offered in both Diamond and Gold options, as a strategic sponsor you receive special opportunities to strengthen your corporate communications activities. For example, AmCham Belgium provides acknowledgement of sponsors' support through broad and ongoing sponsorship recognition – allowing for extra visibility and exposure. Both options are three-year packages and are entirely tax deductible. For more information, contact Sheila Rosseau at srosseau@amcham.be.

Diamond Sponsorship

€10,000 per year

Benefits include: involvement in our *US Direct Investment in Belgium Report*, free attendance and a table of ten at both of our Galas and one free place at all other events, increased visibility on the AmCham website, use of the AmCham Belgium logo, Diamond Sponsor recognition on all organizational publications, discounts on advertising, and more.

AmCham Belgium's 2012 Diamond Sponsors



Gold Sponsorship

€5,000 per year

Benefits include: invitations to and promotional visibility with the *US Direct Investment in Belgium Report* and launch event, complimentary table of ten at the Gala event of your choice, name placed on the AmCham website, recognition in all organizational publications, discounts, and more.

AmCham Belgium's 2012 Gold Sponsors

3M • Accenture • AWEX • Boston Consulting Group • Baxter • Center for Creative Leadership • Cisco Systems • DHL Global Forward • Donaldson • Dupont de Nemours • Eli Lilly • Ernst & Young • ExxonMobil • Flanders Investment & Trade • Metropole Hotel • St John's International School

Member-to-Member Discounts

I'm not sure if a Sponsorship is right for my company. Are there any other opportunities?

Don't forget our Member-to-Member discount program! Our M2M discount program is a free initiative that provides unique and exciting discounts every month where you can promote your business services and products by offering exclusive discounts and promotions to AmCham Belgium members. All offers are posted on our website's M2M section alongside your corporate logo and contact information. As an added bonus, your M2M offer is published in our monthly *AmCham Connect* e-newsletter. **You can find the offers via the link located on our homepage.**

3. Networking and Events

Speaking of visibility, I want to increase my business network. What does AmCham Belgium have as far as networking goes?

We take pride in the fact that we are an essential link in the US-Belgium networking chain. We serve as the link between all types of businesses – providing valuable business networking opportunities in the form of our physical events or via online interaction and visibility.

What kind of events do you put on?

Every year, AmCham Belgium organizes around 30 – 40 events. We regularly host and organize conferences on various topics relevant to doing business in Belgium, along with business showcasing events, VIP gala dinners and cocktail receptions. All of our networking activities are aimed at facilitating business relationships within the Belgium business community and with government officials.

Where can I find out more about AmCham's events?

On www.amcham.be of course! Look at the top left corner of the homepage for the golden box entitled "Upcoming events". This is also where you can read up on past events and have a look at the pictures taken.

You can also request to receive email invitations to all our events that are open to the general public. Just contact the Secretariat, and you'll never miss an event again.

How do I register for events?

Event registration is all online. All you have to do is log in and head to the Events section, located at the top left hand corner of our homepage. When registering for an event online, you have the option of paying immediately by credit card (AMEX, VISA and MC accepted) or later by bank transfer. If you find your schedule has changed and you cannot attend the event, don't forget to cancel before the cancellation deadline!

I'm registered, but can other people from my company attend?

Any person from within a member company can attend an event so long as that event is open to all members. Don't forget, as your company is a member, all staff members can enjoy AmCham Belgium's member benefits. For example, AmCham Belgium's networking events are free for every employee of the company. This includes four Business After Hours Receptions, the New Year Reception with Belgian Officials, and the New Members' Open House Reception. Some events are open to Patron or Sustaining level only. Others are CEO-only and require a personal invitation.

Upcoming events

- [Communications Committee Meeting](#)
Tuesday, January 10, 2012
 - [New Year Reception with Belgian Officials](#)
Thursday, January 12, 2012
 - [Workshop on Social Media Strategy](#)
Wednesday, January 18, 2012
 - [Cocktail Briefing and Book Launch](#)
Wednesday, February 8, 2012
 - [Young Professionals@Noon - Avaya](#)
Thursday, February 16, 2012
- ✦ [See all upcoming events](#)
✦ [Past events and photos](#)

I like the idea of networking, but I'm rather busy. What can I do?

Thanks to social media, networking is no longer restricted to face-to-face events. To facilitate an online dialog, we launched a LinkedIn Group - a forum where business leaders of all sizes and types gather and make connections, share ideas and grow their business network. Be sure to join the AmCham Belgium LinkedIn Group and reach out to fellow members from your own desk!

Thanks for the great information, but I have a unique question not covered here. Who can I talk to?

The AmCham Belgium team is ready to help you. You can contact us at:

Rue du Commerce 41 Handelsstraat
1000 Brussels (Belgium)
As of Feb 1st, 2012:
Trône 60 Troonstraat
1150 Brussels
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Fax: +32 (0)2 513 35 90
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