



AMCHAM BELGIUM

AMERICAN CHAMBER OF COMMERCE IN BELGIUM

Corporate
Brochure
2009



What is AmCham Belgium?

The American Chamber of Commerce in Belgium (AmCham Belgium) is a dynamic not-for-profit organization that promotes business relations between the US, Belgium and Europe. AmCham Belgium adds value to its 600+ members by being their:

- **Business Broker** providing business opportunities, contacts and lobbying on their behalf
- **Knowledge Broker**, a one-stop-shop for doing business in Belgium, on best practices and access to experts
- **Leader in the Community** involved in education, partnerships

Our Mission



AmCham Belgium is the undisputed leader in improving business and investment opportunities for the US-Belgian business community

AmCham Belgium pursues its mission through four goals:

- To be the voice of US business in Belgium
- To influence Belgian policy
- To recruit and retain members
- To increase business and investment opportunities in Belgium for our members

What do we do?

AmCham Belgium's services are geared toward helping members do better business in Belgium. We focus on the following three activity areas:



Policy shaping

Representing members' business interests to help shape government policies

- Foreign Investors' Agenda
- Extensive Committee Network
- Issue-Oriented Conferences
- Targeted Position Papers
- US Direct Investment in Belgium Survey
- US Ambassador's Roundtable
- Direct Participation in Ministerial Meetings through Committees
- Lobby Flash
- Annual Reception with Belgian Officials



Networking

Providing opportunities to establish contacts and exchange views with leading business and government figures

- Business After Hours Receptions
- Company Showcase Events
- Young Professionals Interaction
- CEO Luncheons
- VIP Gala Receptions and Dinners
- Member to Member Discounts (M2M)
- Special AmCham Events
- Sponsorship Opportunities



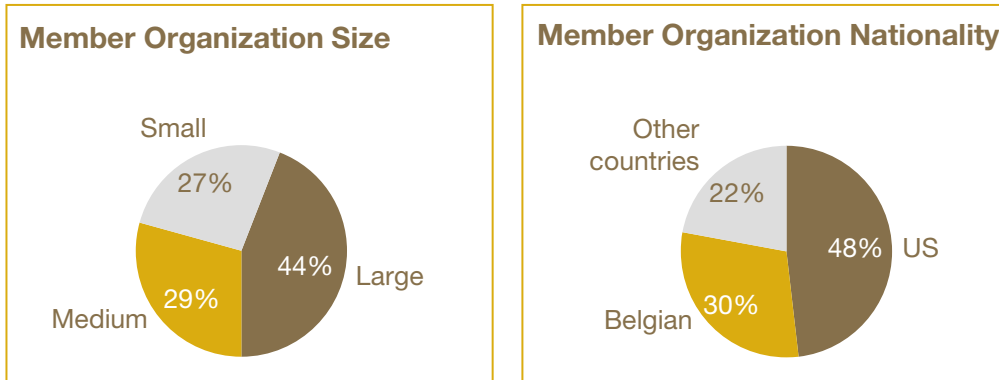
Knowledge sharing

Presenting high-quality information to the business and government community

- Annual Directory
- AmCham e-Magazine
- Members Only section on AmCham Website
- AmCham Directory Online
- Annual Report
- Third Party Publications

Membership and organization

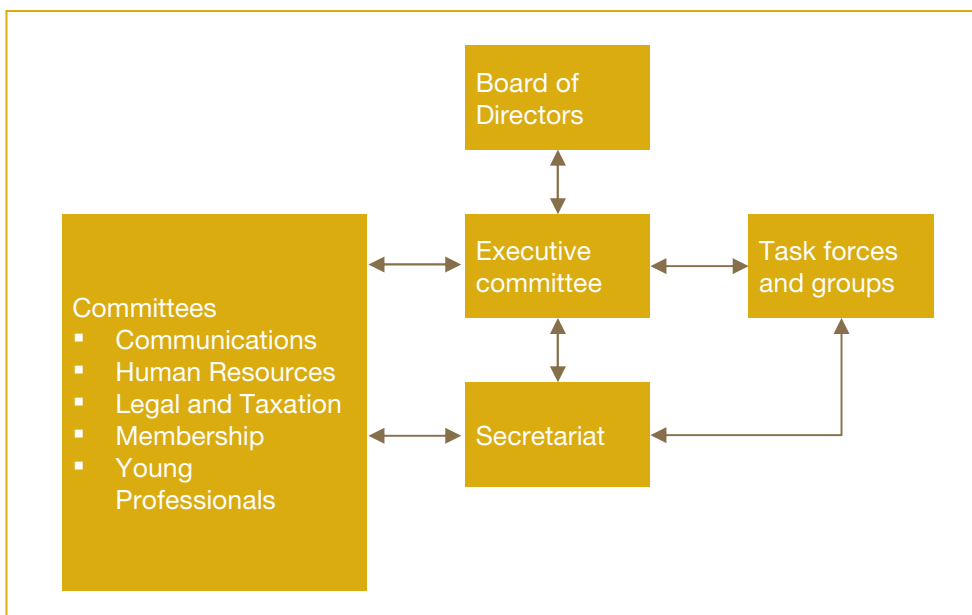
More than 600 businesses of all sizes, nationalities and fields of activity, have chosen the American Chamber of Commerce in Belgium as the fastest way to get desired results for boosting business and gaining access to the decision-makers in Belgium.



AmCham Belgium is managed and directed by a **Board of Directors** and an **Executive Committee**.

Our **Legal and Taxation Committee** is charged with working to improve the climate for doing business in Belgium, particularly for American companies in Belgium. Equally, the **Human Resources Committee** strives to improve the business climate for American companies in Belgium by focusing exclusively on HR related issues.

The Chamber also coordinates the **Communications**, the **Membership** and the **Young Professionals Committees**. AmCham Belgium's **Secretariat** employs seven permanent staff members plus interns.



Who is behind the Chamber?

Executive Committee



Scott Beardsley
President
McKinsey
& Company



Scott Alcott
Vice-President
Belgacom



Lieve Verplancke
Vice-President
Bristol-Myers
Squibb



Ludo M. Deklerck
Secretary
Thompson
Hine



John D. Largent
Treasurer

Committee Chairs



Jan Van Heuverswyn
Communications
Committee
Interel



Eric van der Stichelen
Rogier
Human
Resources
Committee



Howard Liebman
Legal and
Taxation
Committee
Jones Day



Dave Deruytter
Membership
Committee
ING Belgium



Matthias Tourlousse
Young
Professionals
Committee
Bank Degroof

Secretariat



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A high profile AmCham

Press



Event speakers



Guy Verhofstadt
Former Prime
Minister of
Belgium



Herman Van Rompuy
Prime Minister
of Belgium



Sam Fox
Former US
Ambassador
to Belgium



Bill Clinton
Former
President
US



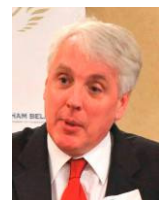
Didier Reynders
Deputy Prime
Minister,
Minister of Finance



Al Gore
Former Vice-
President US



Donald L. Evans
Former US
Secretary of
Commerce



Jamie Shea
Director of
Policy Planning
NATO

Our services bring value to different segments

Large Multinationals

Lobbying	Doing Business	Learning and Development	Social and Peer Contacts	Advisory Capacity Share Information	Visibility
<ul style="list-style-type: none"> ▪ Raise Concerns ▪ Share Recommendations ▪ Committee Membership ▪ Sponsorship Opportunities ▪ Work with Peers ▪ Meet Government Contacts 	<ul style="list-style-type: none"> ▪ Networking Events ▪ Committee Membership ▪ Conferences & Seminars ▪ Find & Be Found in Directory Online ▪ Annual Directory 	<ul style="list-style-type: none"> ▪ Workshops ▪ Conferences & Seminars ▪ Luncheons ▪ Young Professionals ▪ Business Information Online ▪ AmCham and 3rd Party Publications ▪ All Employees are Members 	<ul style="list-style-type: none"> ▪ Networking Events ▪ Young Professionals ▪ Gala Evenings ▪ Online Networking ▪ Committee Membership ▪ CEO and Patron Events ▪ All Employees are Members 	<ul style="list-style-type: none"> ▪ Co-organize Events ▪ Online Networking ▪ Business Information Online ▪ Committee Membership ▪ Publish your Studies, Articles 	<ul style="list-style-type: none"> ▪ Exclusivity/Prestige ▪ Showcase Events ▪ Advertising ▪ Find & Be Found in Directory Online ▪ Sponsorship Opportunities ▪ Co-organize Events ▪ Patron Member Visibility ▪ Visibility in AmCham publications

Small and Medium Sized Companies

Doing Business in Belgium	Learning and Development	Social and Peer Contacts	Advisory Capacity	Opportunities and Promotion
<ul style="list-style-type: none"> ▪ Networking Events ▪ Showcase Events ▪ Workshops ▪ M2M Discount Program ▪ Conferences & Seminars ▪ Find & Be Found in Directory Online ▪ Annual Directory 	<ul style="list-style-type: none"> ▪ Workshops ▪ Conferences & Seminars ▪ Luncheons ▪ Young Professionals ▪ Business Information Online ▪ AmCham Belgium's and 3rd Party Publications 	<ul style="list-style-type: none"> ▪ Networking Events ▪ Young Professionals ▪ Gala Evenings ▪ Online Networking 	<ul style="list-style-type: none"> ▪ Workshops ▪ Online Networking ▪ Business Information Online ▪ AmCham and 3rd-Party Publications ▪ Conferences & Seminars 	<ul style="list-style-type: none"> ▪ Exclusivity/Prestige ▪ Showcase Events ▪ Advertising ▪ Improve own Standing ▪ Find & Be Found in Directory Online ▪ M2M Discount Program

What our members are saying...

"Citibank Belgium has been a patron member of AmCham since the 60's and we continually appreciate the activities and the business opportunities that AmCham offers us. As we are a major American corporation, it is absolutely crucial for us to stay in touch with other American businesses that are based in Belgium. Throughout the decades of our membership we have profited from a variety of excellent networking possibilities and the expertise that AmCham offers in a number of fields. We also value the exposure that the AmCham membership has given us over the years."

 – José de Penaranda de Franchimont
CCO

"With more than 2800 employees, Coca-Cola Enterprises Belgium actively promotes local integration. Therefore, we have been an active member of AmCham Belgium since 1991 and consider it an important element of our corporate citizenship. AmCham works tirelessly to keep the issues that are important to the business community in front of the decision makers and the international community in Belgium."



– Jean Eylenbosch
Vice President
Public Affairs Benelux

"We decided to upgrade our membership to Patron status because AmCham Belgium primarily offers an excellent networking platform and is committed to increasing business and investment in Belgium. AmCham events offer us a forum of discussion and, as a patron member we believe that we will have even more possibilities to maximize this exposure within the organization. AmCham enables us to meet high level decision-makers and top managers in order to discuss, develop and evaluate new ideas and take positions in critical business issues. Such opportunities are important to improving every day business."



– Roel Nieuwdorp
Partner

"Since Pfizer became a Patron Member with AmCham Belgium in 1952, the Chamber has constantly been at the forefront of their field. Providing us with continual networking possibilities and expertise in a number of fields, AmCham Belgium has proven themselves to be one of the top knowledge houses for US business operating within Belgium"



– Koenraad Bostoen
Country Manager

"3M has been a Patron Member and continued supporter of AmCham Belgium since 1963, and as a major American corporation the need to stay in contact with other US companies operating within Belgium is invaluable. AmCham Belgium has always been in front with current situations affecting business stability in Belgium. AmCham Belgium's yearly events also offer us the added opportunity to network and discuss common areas within business."



– Koen Wilms
Managing Director

"PricewaterhouseCoopers has been a long-standing supporter of AmCham. AmCham Belgium shows real authority in representing the corporate interests, facilitating business activities and contributing to the growth of trade and foreign direct investment in the Belgian economy. It helps make Belgium a more competitive, easier place to do business for large and small companies, and provides a terrific network of social contacts that make business a pleasure."



– Roger Heijens
Chairman

"AmCham Belgium duly represents American companies that are part of the fabric of our Belgian economy in virtually every aspect of their strategy and operations. In addition, AmCham Belgium offers a network that allows to further develop the relationship between members, who are often leading companies in their field. Being privileged to count many of these members amongst our clients, Accenture continues to derive value from the AmCham Belgium activities."


High performance. Delivered.

– Eric Lonbois,
Managing Director

Group Patron Members



Patron Members



Membership benefits

Membership Benefits	Membership Levels			
	Regular	Sustaining	Patron	Group Patron
Includes membership for all group entities in Belgium ³				✓
Lobbying Issues				
Belgian – US Bilateral	✓	✓	✓	✓
Events				
Business After Hours Networking ¹	✓	✓	Free	Free
US Ambassador's Dinner ¹	✓	✓	✓	✓
VIP Gala Dinners & Receptions ¹	✓	✓	✓	✓
Issue Oriented Conferences ¹	✓	✓	✓	✓
Certain AmCham EU Events ¹	✓	✓	✓	✓
Year End Reception with Belgian Officials ¹	✓	✓	✓	✓
Additional Invitations			✓	✓ ⁴
Specific Patron Members' events			✓	✓ ⁴
Patron Members' Reception			✓	✓ ⁴
Business Development Services				
Sponsorship Opportunities	✓	✓	✓	✓
Company & Personnel Press Releases	✓	✓	✓	✓
Authorship Opportunities for Magazine	✓	✓	✓	✓
Use of Monthly eNews (e newsletter)	✓	✓	✓	✓
Recognition in Annual Directory		✓	✓	✓
Company Logo in Annual Directory			✓	✓
Recognition in AmCham e-Magazine			✓	✓ ⁴
Company Logo displayed at events and link on AmCham website			✓	✓ ⁴
Website				
Access to Members Only Section	✓	✓	✓	✓
Online Annual Directory	✓	✓	✓	✓
Online Guide for Organizing Events	✓	✓	✓	✓
Online Meeting Facilities Directory	✓	✓	✓	✓
Online US Investment data (2006)	✓	✓	✓	✓
Online M2M (member to member) discounts	✓	✓	✓	✓
Publications				
Annual Directory, 2,000 company entries	✓	✓	✓	✓
e-magazine ²	✓	✓	✓	✓
Additional Complimentary Copies			✓	✓
Foreign Investors' Survey (bilateral lobbying paper)			✓	✓
Membership Rates (EUR)	€550	€1650	€5500	€6500

¹ Offered at special membership prices.

² AmCham Belgium members are given priority to contribute editorial content to the AmCham Business Journal.

³ Group Patron Membership makes the benefits of AmCham Belgium membership available to all group entities in Belgium and all of their employees.

All other memberships are restricted to the one legal entity

⁴ Benefits are available to the one entity designated as 'Group Patron'.



10 reasons to join AmCham Belgium

- 1** Develop your business
Promote your company to 1,800 US companies in Belgium
- 2** Defend your interests
Support AmCham Belgium's efforts in shaping policy for a better business environment
- 3** Enhance your visibility through strategic sponsorship
Take up our Diamond or Gold Sponsorship packages for high visibility
- 4** Get out & about – access to business and government leaders
Meet decision makers, federal and regional ministers, US government and business leaders at AmCham Belgium's events
- 5** Keep up to date
Attend our content-driven luncheons and seminars with guest speakers on Belgian and US business topics, with our main 2009 theme: 'Navigating through Economic Uncertainties'
- 6** Profile your company
Act as speaker or sponsor at one of our events or media campaigns
- 7** Benefit from knowledge sharing
Keep up to date with our regular communications and publications and our knowledge packed website
- 8** Mingle with movers and shakers in the US business community
Network with executives of US companies in Belgium
- 9** Access AmCham Belgium's resources
Consult our expanding online resources including 8,000 executive contacts, in the **Members Only** section of amcham.be. New 'eAmCham' interactive tools will be launched during 2009!
- 10** Get involved with our committees
Add your voice and share your ideas in AmCham Belgium's Communications, Human Resources, Legal & Taxation, Membership, Business Policy and Young Professionals Committees.



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Commerce in Belgium
ASBL/VZW

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