



Press release

CHANGING OF THE GUARD  
**PETER DUWEL AT THE HELM OF CANAL COMPANY**

**Amsterdam, 28 October 2016 – Today, Jan Larsén, CEO of the Swedish Strömma Group, is announcing the appointment of Peter Duwel as the new CEO of Canal Company. This Amsterdam shipping company, set up by Felix Guttman, passed into Swedish hands this spring. Peter Duwel already worked for the company as CFO and will now take over the helm from Arjan van der Meer who is leaving the company.**

**Focus**

Jan Larsén of the Swedish Strömma Group: "With Peter Duwel as CEO The Netherlands, we are going to expand the company further. We will focus on the online and offline distribution of our cruise products and the related tourist offerings. We will do so independently as well as with partners. For instance, this spring we began with the exploitation of A'DAM LOOKOUT – the popular attraction at the A'DAM Tower – a wonderful new part of our company. We wish to be able to continue to fascinate visitors to the city and at the same time help the city to profile itself internationally. After all, quality is vital for Amsterdam in order to maintain its international competitive position and to attract high-quality tourism."

Peter Duwel: "Canal Company has realized an important position in the city because since the 1980's we have worked from the basis of love and passion for Amsterdam. Felix has been the driving force behind numerous developments, including the recent Amsterdam Light Festival. The city is now faced with a considerable challenge with regard to regulating the bustle of visitors. In the future, we will commit ourselves even more to offering solutions and helping to distribute tourism. An example is our Harbour Cruise, which takes tourists to other waters than the top-rated but busy canals. In this way, we are expanding the city and reducing the problem, and thus making the city that bit more beautiful."

**Changing of the guard**

In recent years, founder Felix Guttman, Peter Duwel and the departing Arjan van der Meer jointly formed the management of Canal Company. "I wish to thank Arjan for the collaboration and his boundless dedication. New challenges will follow, but we will keep on course and continue to share our love for Amsterdam with the guests!", says Duwel. On the 1<sup>st</sup> of November, Arjan van der Meer will hand over the helm: "Canal is a wonderful company. Since I am taking a step in a new direction, I am handing over my tasks to Peter with the greatest confidence. I will continue to be involved in the running and will officially depart in early 2017."

**About Canal Company and the Strömma Group**

Canal Company is a typical Amsterdam company. In 1984, Felix Guttman introduced the pedal boats under the name 'Canal Bike', as a new tourist product on the Amsterdam canals which were still quiet at that time. Meanwhile, as market leader, Canal Company is the largest shipping company in Amsterdam with more than 1.5 million guests on an annual basis. Since it was set up, Canal Company has aimed to be the most hospitable and inspiring tourist company in Amsterdam, with sustainability as a high priority. For instance, 25 years ago the company was the first in Europe to introduce clean CNG engines and is the only shipping company in Europe to hold the Golden Green Key certificate. Since spring 2016, Canal Company has been part of the Swedish Strömma Group, which has been engaged in shipping and tourism for two hundred years and is owned by the family of Hans von Rettig. Strömma Turism & Sjöfart, originally established in Stockholm, has expanded its activities in recent years, with various branches in Sweden, Norway, Finland, Denmark and the Netherlands. Also visit [www.canal.nl](http://www.canal.nl) and follow Canal Company on Facebook, Instagram and Twitter.

**Editor's note, not for publication**

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