A vibrant night scene of Hong Kong's skyline, featuring the Hong Kong Convention and Exhibition Centre in the foreground and numerous skyscrapers in the background. The sky is filled with a massive display of colorful fireworks in shades of red, orange, and white. The water in the foreground reflects the lights from the buildings and fireworks.

Don't miss out. Be part of history  
celebrating Hong Kong and the  
Chamber's place in this vibrant city!

**Advertise in our  
HongKong *Echo***

**100<sup>th</sup>**  
**EDITION**



**Premium collector's edition**



**High-level business audience**



**Print and digital visibility**



# Hong Kong *Echo* Magazine

Don't miss out. Be part of history for our landmark 100<sup>th</sup> edition where we'll be talking to some of Hong Kong's biggest names in business – as well as a few surprises from our A-list honour role of former contributors and friends of the Chamber from its 30-plus year history.



Position	Members rate (HK\$)		Non-members rate (HK\$)	
	1 issue (-10%)	4 issues (-20%)	1 issue	4 issues
Back cover	27,000	96,000	30,000	120,000
Double page spread	21,000	70,400	23,100	88,000
Inside front cover	17,100	60,800	19,000	76,000
Inside back cover	17,100	60,800	19,000	76,000
Full page facing Content	15,300	54,400	17,000	68,000
Full page facing <i>What we're watching</i>	15,300	54,400	17,000	68,000
Full page	13,500	48,000	15,000	60,000
Half page	9,000	32,000	10,000	40,000
Flyer Insertion	— On quotation —		— On quotation —	

100

Interested in other visibility?  
We have plenty more to offer.

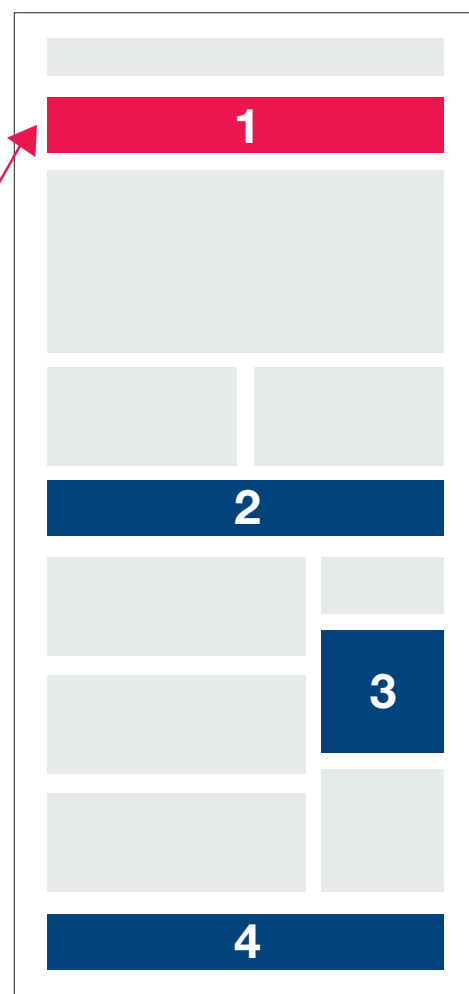
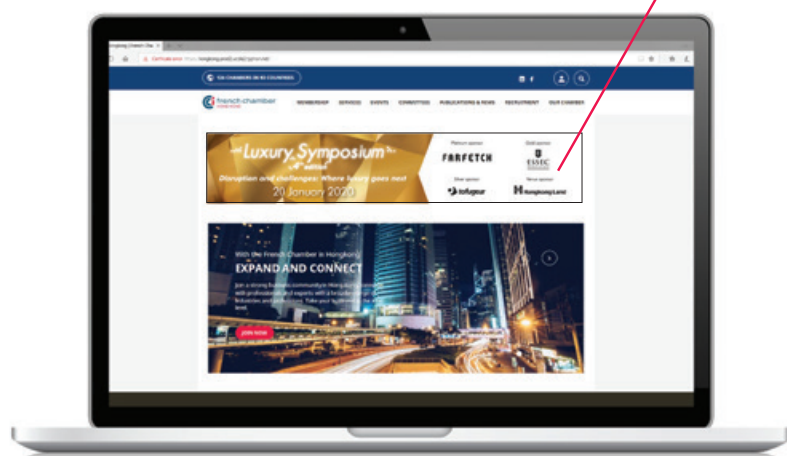
## « MEDIA AND SPONSORSHIP KIT



# Our website

## A HIGHLY-FREQUENTED PLATFORM

With 12,000+ unique visitors and 90,000+ page views per month, our website is a fantastic launchpad for visibility towards a wide audience.



## POSITION

Homepage	Members rate (HK\$)		Non-members rate (HK\$)	
	2 weeks	1 month	2 weeks	1 month
<b>1</b> Top Banner	3,000	5,400	3,600	6,500
<b>2</b> Inline Banner (Below Carousel)	2,600	4,700	3,100	5,600
<b>3</b> Square Banner (Right Column)	2,000	3,600	2,400	4,320
<b>4</b> Footer Banner	1,500	2,700	1,800	3,240

Upcoming events page	Members rate (HK\$)		Non-members rate (HK\$)	
	2 weeks	1 month	2 weeks	1 month
<b>1</b> Top Banner	2,600	4,700	3,100	5,600

News page	Members rate (HK\$)		Non-members rate (HK\$)	
	2 weeks	1 month	2 weeks	1 month
<b>1</b> Top Banner	2,000	3,600	2,400	4,300



# Our newsletters

## AN EFFECTIVE MEDIA TO QUICKLY REACH OUR WIDE BUSINESS COMMUNITY

### EVENTSINFO

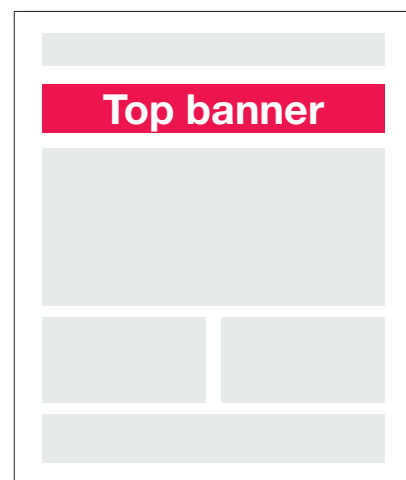
#### Sent out weekly on Mondays

The newsletter informs members and non-members specifically about upcoming French Chamber events.

### FLASHINFO

#### Sent out fortnightly on Fridays

Aside from introducing new members, the newsletter informs readers about the latest Chamber news and events, while also featuring prominent members' news.



**7,000+**  
contacts

**18%**  
open rate


 **Direct link**  
to your digital platform

EVENTSINFO AND FLASHINFO	Members rate (HK\$)	Non-members rate (HK\$)
Top banner	(-20%)	
1 issue	3,900	4,900
2 issues	5,500	6,900

### JOBLINK

#### Sent out fortnightly on Wednesdays

The recruitment newsletter is an efficient resource for many company managers as it features various high calibre candidates suited for junior to top management level positions in sectors ranging from business development, finance, retail, sales, marketing, IT and many more.

 **@** A premium visibility towards HR leaders and executive managers

**4,500+**  
contacts

**15%**  
open rate

JOBLINK	Members rate (HK\$)	Non-members rate (HK\$)
Top banner	(-20%)	
1 issue	3,000	3,800
2 issues	4,400	5,500

# Event sponsorship: Visibility at every stage

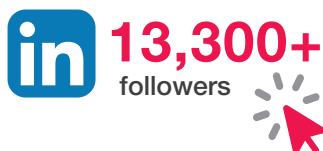


## SHOWCASE YOUR BRAND WITHIN THE FRENCH AND INTERNATIONAL BUSINESS COMMUNITY

Get your company visible through all communication collaterals dedicated to the event:

- **Pre-event:** Mention and/or logo on promotion materials (webpage, EDM, electronic programme, media coverage, social media...)
- **During the event:** Verbal acknowledgment by the moderator during opening and closing remarks, logo on signage, on-site visibility (badges, hard copy programme, company banner...)
- **Post event:** Mention and/or logo on our social media post, press releases, recap video or replay, past event webpage ; mention, logo and/or advertising in the French Chamber magazine *HongKongEcho*.

### LinkedIn



### Facebook



### Website



### Newsletters



### HongKongEcho



# Our signature events and series



## MADE IN ASIA

Our long-standing sourcing symposium, Made in Asia, has carved out a reputation as a must-see for anyone in the industry. It celebrated its landmark 10<sup>th</sup> edition in 2020.

Month: TBC

Format: Full day conference

Attendees: 200 industry leaders, c-levels and decision makers

Platinum sponsor: 128,000 HKD (Exclusivity)

Gold sponsor: 68,000 HKD

Silver sponsor: 28,000 HKD



## LUXURY SYMPOSIUM

An inspirational event by professionals, for professionals, with leading insights from key players in the luxury sector and a 200+ strong audience featuring decision makers in the industry.

Month: Q1 2021

Format: Half-day conference

Attendees: 200 industry leaders, c-levels and decision makers

Platinum sponsor: 80,000 HKD (Exclusivity)

Gold sponsor: 42,000 HKD

Silver sponsor: 20,000 HKD



## THE GREATER BAY AREA SERIES

The continuation of a series of seminars launched by the French Chamber in 2019, to address the development of different aspects in the GBA, with a number of leading players, institutional actors, entrepreneurs and start-ups across the region.

Frequency: 3 events throughout the year

Format: Conferences

Attendees: 50+ professionals for each event

Platinum sponsor: 45,000 HKD (Exclusivity) **SOLD**

Gold sponsor: 15,000 HKD



## BUSINESS FOR GOOD SERIES

A first-of-a-kind series of webinars and events to inspire, connect, and share solutions to reach global sustainable development goals. Join us and a global movement of people using business as a force for good!

Frequency: 3 events throughout the year

Format: Conferences

Attendees: 50+ professionals for each event

Gold sponsor: 28,000 HKD

Silver sponsor: 12,000 HKD

NOTE: Your health and safety are important to us and, as such, any of these in-person events could take place online subject to prevailing circumstances.

# Our yearly events



## BACK TO WORK

Each year, the French Chamber organises a special 'Morning Talk' to kick-off the business year with high level insight on topical issues from a prominent figure in the business community.

Month: September  
Format: Conference  
Attendees: 50+ professionals

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Sponsor package: 8,000 HKD / event



## PROMINENT SPEAKER SERIES

Influential leaders from a range of backgrounds share their immense experience and expertise to enable high-level conversations.

Frequency: 1 or 2 events per year  
Format: Conferences  
Attendees: 50+ professionals

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Sponsor package: 8,000 HKD / event



## PIONEER TALKS

Hear from inspiring individuals who have pushed the boundaries in their life or business. These unique speakers share their journey and vision of achievement and success.

Frequency: 1 or 2 events per year  
Format: Conferences  
Attendees: 50+ professionals

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Sponsor package: 8,000 HKD / event



## MENTORING PROGRAMME

Every year, the French Chamber's mentoring programme matches ambitious young professionals with senior business executives as part of a two-way learning experience to further careers and enrich understanding.

Month: 1 event in September  
Format: 1 match making session + visibility throughout the year  
Attendees: 20+ mentors and 20+ mentees

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Sponsor package: 15,000 HKD for the full year

NOTE: Your health and safety are important to us and, as such, any of these in-person events could take place online subject to prevailing circumstances.



# Our networking events



## AGM + ANNUAL DINNER

The French Chamber's Annual Dinner is one of the most important events in our calendar as we bring together members, partners, and friends to kick-start the business year in style. We welcome the newly-elected members of the French Chamber's Council along with guests from all sectors and industries from our wide community.

Month: September

Format: Cocktail + Dinner

Attendees: 150 professionals, senior management

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Platinum sponsor: 42,000 HKD (Exclusivity)

Gold sponsor: 20,000 HKD

Silver sponsor: 10,000 HKD



## NEW MEMBERS WELCOME EVENTS

To welcome our new members we organise gatherings to meet and mingle with a drink. A dedicated moment to help our members make the most of their membership.

Frequency: 4 times per year

Format: Members-only casual cocktail reception

Attendees: 30+ members

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Sponsor package: 18,000 HKD for 4 sessions

10,000 HKD for 2 sessions

6,000 HKD for 1 session



## JOB SEEKER WORKSHOPS

Thanks to our experience, we have put together a list of tips for finding a job for newly arrived professionals that we share in these very popular and useful workshops.

Frequency: 10 sessions throughout the year

Format: Conferences

Attendees: 15 professionals

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Sponsor package: 15,000 HKD for the whole year

2,500 HKD per session



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