



# ***INCREASE YOUR BRAND EXPOSURE***

DISCOVER OUR EVENT SPONSORSHIP KIT

« 2021-2022 »



# A showcase of our stellar events

We put together a showcase of stellar events throughout the year as a platform for members and the wider business community to learn, connect and share.

From our numerous morning talks to larger scale events and symposiums, there is no shortage of occasions to get premium visibility and business opportunities.

Our packed calendar of events allows you to get ahead of the competition by sponsoring industry-specific talks and symposiums. Likewise, you can demonstrate your corporate social responsibility by supporting one of our change-making conferences and reach new audiences.

Be visible in one of the largest business communities in Hong Kong!



**3,000+**

participants  
per year



Targeted high-level  
attendees



More than  
1 event per week

## The French Chamber's key numbers

Our diverse activity helps to make us one of the most prominent chambers in Asia.

- 5th largest French Chamber in the world
- 800+ members





Made In Asia



Luxury Symposium



HeForShe series



Talks and conference series



New members welcome cocktail



Mentoring programme



Greater Bay Area Series

# Visibility at each stage of an event



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

**13,300+**  
followers

## Facebook

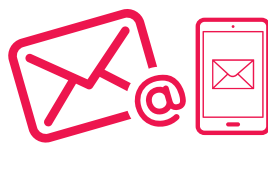
**3,000+**  
followers

## Website

**12,000+**  
unique visitors  
per month

## Newsletters

**11,000+**  
contacts



**18%**  
open rate

## HongKongEcho

**4,000+**  
online copy





# 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: November 2021  
Format: Half-day hybrid conference  
Attendees: 600+ online viewers

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Platinum sponsor: 128,000 HKD (Exclusivity)  
Gold sponsor: 68,000 HKD  
Silver sponsor: 28,000 HKD



## 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

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Platinum sponsor: 42,000 HKD (Exclusivity) **SOLD**  
Gold sponsor: 28,000 HKD  
Silver 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

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Gold sponsor: 28,000 HKD  
Silver sponsor: 12,000 HKD



## HEFORSHE SERIES

A longstanding partnership with the Hong Kong General Chamber of Commerce, this flagship initiative for gender equality from the French Chamber has already gathered over 1,500 participants in 3 years. This series builds on the success of the 500+ strong International Women's Day Celebrations we first launched in 2016.

Frequency: 4 events throughout the year  
Format: Conferences  
Attendees: 30+ professionals for conferences

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Gold sponsor: 28,000 HKD  
Silver sponsor: 12,000 HKD

# 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: 40+ professionals

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

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

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

Sponsor package: 20,000 HKD for the full year

# Our networking events



## ANNUAL GENERAL MEETING

The French Chamber's Annual General Meeting is a crucial moment in the calendar where members gather to elect the Chamber's Councillors and review the activity of the past year. As a key element of our governance, this event is a must-attend for members who wish to have their voice represented in the development of the Chamber's strategy.

Month: 30 September, 2021

Format: Conference

Attendees: 30-40 professionals

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Platinum sponsor: 20,000 HKD

Gold sponsor: 15,000 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: 15-20 members per session

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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



# Five ways to showcase your brand



HongKongEcho  
magazine



Website



Newsletters



French Shopping & Dining  
in Hong Kong Blog



Event  
sponsorship

**Request our event benefits package for details  
regarding exposure and visibility.**

**We would be delighted to discuss any opportunity  
to tailor our service to your needs!**

**« Contact us: [events@fccihk.com](mailto:events@fccihk.com)**





« EVENTS@FCCIHK.COM

in @FRENCH CHAMBER IN HONG KONG

f FACEBOOK.COM/FCCIHK

FCCIHK.COM