

### MADE IN ASIA

**BEYOND SUPPLY CHAINS** 

12TH EDITION HYBRID CONFERENCE

### Decarbonisation in supply chains SPONSORSHIP KIT

17 NOV 2022





### Made in Asia returns in November 2022!

Now in its 12<sup>th</sup> edition, Made in Asia has carved out a reputation as a must-attend event for anyone looking to understand the forces shaping today's supply chains.

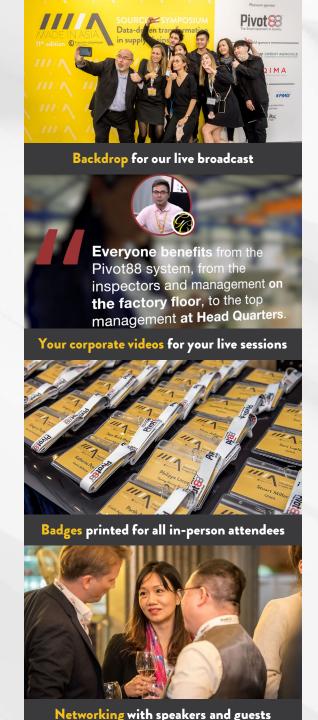
Organised by the French Chamber of Commerce and Industry in Hong Kong, and supported by its Sourcing Committee, Made in Asia gathers some of sourcing and supply chain's biggest names and welcomes 600 viewers from across the globe.



See replays from recent editions



# Benefit from extensive exposure Your company and logo in the spotlight





# Reach a premium audience Tap into our network of decision makers across the global supply chain

15+

Sectors represented

Consumer goods, apparel, logistics, manufacturing, luxury, advanced technologies, professional services, trade finance, legal, and more. 100,000+

Social media reach before and after the conference

This year, we're launching a new dedicated LinkedIn page for Made in Asia in addition to the French Chamber's main page.

More coverage, more exposure, more return on spend for your brand.

600

viewers from across four continents including in-person guests





### Top speakers from recent editions at a glance

#### Speakers have included:















Amazon Global Selling









Sponsorship Offer	Platinum Sponsor HK\$132,000 (Exclusive to one company)	Gold Sponsor HK\$70,000 (No exclusivity)	Silver Sponsor HK\$29,000 (No exclusivity)
EXPOSURE BEFORE THE SYMPOSIUM			
Your logo in all dedicated Made in Asia EDM (11,000+ contacts) and social media communications (18,000+ followers)	✓	✓	✓
Your logo and hyperlink on FCCIHK website and dedicated Made in Asia website (madeinasia.hk)	✓	✓	✓
Promotion through our media partners' database (subject to future agreement)	✓	✓	✓
EXPOSURE DURING THE SYMPOSIUM			
Exclusive speaking opportunity (3 minutes during opening remarks)	✓		
Verbal acknowledgment given during opening and closing remarks	✓	✓	✓
Your logo displayed on event signage and backdrop	✓	✓	✓
Intersession corporate video (up to 2 minutes)	✓	✓	
Your logo on registration badges	✓		
Exclusive use of branded lanyard	✓		
Your logo on the live streaming platform	✓		
Your promotion materials handed out to in-person participants	✓	✓	
Complimentary in-person tickets	6 tickets	4 tickets	2 tickets
Complimentary virtual access	10 passes	8 passes	5 passes
EXPOSURE AFTER THE SYMPOSIUM			
Your logo event on recap and replay page on FCCIHK website	✓	✓	✓
Your brand mentioned in post-event social media posts	✓	✓	✓
Logo displayed in all post-event email communications and in our HongKongEcho magazine write-up	✓	✓	✓
Complimentary advertising	One full-page advertisement in the French Chamber magazine, HongKongEcho, in the issue following the symposium	One top banner for one week in the Chamber's weekly events newsletter, EventsInfo	

## Decarbonisation in supply chains

### A vital topic for tumultuous times

17 Nov 2022 (tentative) | Hong Kong (in person) | Worldwide (online)
Visit <u>MadeInAsia.hk</u> for more information

Six years on from the Paris Agreement, sustainability has well and truly entered the mainstream.

As efforts to reach ambitious net zero targets gain momentum. companies demand increasingly granular visibility of their supply chains and game-changing measures for a more sustainable way of doing business.

### From execution to acceleration, how do we put decarbonisation into action?

Join us as we hear from actors across the global supply chain about how to make decarbonisation a reality.





#### Last year's sponsors

Platinum sponsor



Gold sponsors









Silver sponsors

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### Contact us



### For inquiries, please contact us

events@fccihk.com

Or visit our website

MadeInAsia.hk