

MADE IN ASIA

BEYOND SUPPLY CHAINS

12TH EDITION **HYBRID CONFERENCE**

Decarbonisation in supply chains **SPONSORSHIP KIT**

17 NOV 2022



MADEINASIA.HK



Made in Asia returns in November 2022!

Now in its 12th 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



Made in Asia 2022 - Sponsorship Kit

Benefit from extensive exposure Your company and logo in the spotlight



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11th edition
SOURCING SYMPOSIUM
Data-driven transformation
in supply chains

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EXCELCITE CENTRE
Event Space

Backdrop for our live broadcast

Everyone benefits from the Pivot88 system, from the inspectors and management on the factory floor, to the top management at Head Quarters.

Your corporate videos for your live sessions

Badges printed for all in-person attendees

Networking with speakers and guests

french chamber
HONG KONG

EVENTS

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EXCELCITE CENTRE
Event Space

Regular EDMs 11,000 contacts

MADE IN ASIA 2021

Social media 18,000+ followers

SPONSORS IN 2021

Website 12,000+ unique visitors

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:



Jean-Pascal Tricoire
Chairman and CEO,
Schneider Electric



Caroline Tissot
Group Chief Procurement
Officer, Accor



Chouaib Rokbi
Chief Transformation Officer
STMicroelectronics



Antoine Vanlaeys
Chief Operations Officer & Executive
Committee member, L'Oréal



Regine Picard
Regional Head of Lead Logistics
A.P Moller - Maersk



Jim Yang
Senior Director
Amazon Global Selling



May Lam
Vice President - IT
Newtimes Group



Christophe Roussel
Executive Vice President of
Global Sourcing, Gap Inc.



Eddie Hui
Lead, Digital Innovations
Lenovo



Mourad Tamoud
Chief Supply Chain Officer Global
Supply Chain, Schneider Electric

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 <i>HongKongEcho</i> 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 MadeInAsia.hk 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.



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For inquiries, please contact us

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Or visit our website

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