



**EUROPEAN CHAMBER
OF COMMERCE IN HONG KONG**
香港歐洲商務協會

The European Chamber of Commerce in Hong Kong

Events and Partnership Opportunities 2024

About Us

Initiated in 1997, the European Chamber of Commerce in Hong Kong (EuroCham) is a **non-governmental business interest group**. The EuroCham is a '**Chamber of Chambers**' with its membership comprising 16 European Chambers based in Hong Kong. The appointed representatives of these chambers make up EuroCham's Board of Directors.

The relationship between Europe and Hong Kong continues to benefit from extensive people-to-people contacts, notably in research, academic cooperation, student mobility, culture and creative industries.

The Business Councils are the core of our Chamber's activities. They are composed of members of our National Chambers and bring experts from business sectors to **discuss policy, regulation, and market access and engage with the Government and other relevant stakeholders**. The Business Councils research and study European-related business, trade and investment topics relevant to Hong Kong and Macau and the rest of the Greater Bay Area and facilitate networking. Some of our Business Councils are the European Automotive Council (EAC), the Sustainable Finance Working Group (SFWG), the European Travel and Tourism Council (ETTC) and the Wine and Spirit Business Council (WSBC).

Our main objectives:

Providing a **forum to exchange information** and discuss common challenges our members are facing

Promoting commercial, industrial, scientific and economic exchange between Hong Kong, Macau, the Greater Bay Area and the rest of Europe.

Facilitating networking between stakeholders

Actively **advocating** for the interests and concerns of our members, facilitating a favourable business environment within the Hong Kong and European markets

Our Network Outreach

Members

16 National Chambers: Belgium/Luxembourg, British, Danish, Dutch, Finnish, French, German, Greek, Irish, Italian, Lithuanian, Norwegian, Polish, Spanish, Swedish and Swiss

Newsletter



3000 + Contacts

Website



600+ Unique Visitors/
month

LinkedIn



7000+ Page
Followers

Events



4-5 large-scale
events per year

Event Timeline 2024



The Green Way 2024
April 29th, 2024

Enter the Dragon Networking
February 29th, 2024



Europe Days
May 8th and 9th, 2024

European Pavilion @ ReThink 2024
12th-13th September, 2024



EuroCham's Annual Conference
28th November, 2024 (TBC)



The Green Way | April 29th 2024

#Unleash the Power of Green

For the third year, The European Chamber of Commerce, in collaboration with the European Union Office in Hong Kong and Macau, invites you to be a trailblazer in the green revolution as we present The Green Way 2024 – one of our yearly flagship events that bring together industry leaders, government officials, universities, start-ups and visionaries to shape the future of sustainability.

The Green Way 2024 will present industry-specific discussions leading to actionable recommendations handed to the government on the same day to inform, educate and promote sustainability and green practices within our societies, mainly focusing on HK.

The event will count with the participation of the Hong Kong Chief Executive and/ or other senior government officials.



Why Partner with The Green Way 2024?

1. Exposure: Align your brand with the forefront of sustainable innovation, gaining exposure to a diverse audience of industry experts, government officials, and key opinion leaders.

2. Thought Leadership: Position yourself as a thought leader by participating in discussions that shape policies, drive innovation, and set the agenda for green practices in our society.

3. Networking Opportunities: Forge valuable connections with relevant players in the sustainability landscape. The event provides an exclusive platform for networking with industry leaders, decision-makers, and potential collaborators.

4. Brand Recognition: Enjoy extensive brand visibility through event marketing materials, social media promotions, and exclusive partner mentions during the event.

5. Have your voice heard: As we issue the event's recommendations and deliver them to the HKSAR Government, you can be a part of policymaking and shaping the future.

Take advantage of this chance to make a lasting impact. Secure your partnership now and join us on the path to a greener, more sustainable tomorrow!

Europe Days | May 8th-9th, 2024

Elevate Your Brand on Europe Days 2024



Europe Days 2024 is an event presented by EuroCham to celebrate and explore collaboration opportunities between Europe, Hong Kong and the world. It will feature keynotes, discussions, business insights and networking sessions. The gathering serves as a closure to several days of events promoting Europe, its businesses, values and connections to the Hong Kong community.

Europe Days formally closes with a cocktail event organised by the European Union Office in Hong Kong and Macau on May 9th, the official date celebrating European peace and unity.

Get ready to be at the heart of the European celebration in Hong Kong. The European Chamber of Commerce invites you to seize a unique partnership opportunity for Europe Days 2024 – an extraordinary event that brings together government officials, business luminaries, and relevant stakeholders to celebrate European excellence and innovation.

Why partner with Europe Days 2024?

1. Premier Brand Exposure: Align your brand with the prestige of Europe Days and gain visibility among a select audience of industry leaders, government officials, and influential personalities.

2. Strategic Positioning: Elevate your brand as a key player supporting the European Chamber's mission, showcasing your commitment to fostering business relationships between Europe and Hong Kong.

3. Networking Opportunities: Engage in exclusive networking opportunities with decision-makers, industry experts, and potential collaborators during the main event and the after-event cocktail gathering. Take advantage of this chance to position your brand at the forefront of European business in Hong Kong.

Join us in celebrating Europe Days 2024, when your brand will take centre stage in an event that exemplifies the spirit of European excellence and its connections with the Hong Kong business space.

European Pavilion @ ReThink | September 12th- 13th

ReThink HK is Hong Kong's leading sustainable business conference and expo, aiming to accelerate sustainable development through cross-sector collaboration. It's designed for business leaders and sustainability practitioners to explore net-zero and ESG strategies, demonstrating real solutions for a resilient and sustainable future.



The European Chamber in Hong Kong, in collaboration with the European Union Office in Hong Kong and Macau, coordinates The European Pavilion, designed to be a central hub for showcasing Europe's leadership in sustainable development and innovation.

It will provide our partners with a reputable platform to present their commitment to sustainability in the most relevant event of the year in Hong Kong.

The pavilion aims to engage participants through products and services, presentations, workshops, and discussions, focusing on practical solutions and partnerships that drive forward the sustainability agenda.

This strategic positioning not only enhances the visibility of our partners but also demonstrates their active role in supporting a sustainable future, offering a unique blend of marketing exposure and substantive engagement with industry leaders and decision-makers.

EuroCham's Annual Conference | November 28th (TBC)

Join us at the first edition of EuroCham's Annual Conference in Hong Kong, where we showcase a year of impactful work and successful advocacy achievements.

This event is an unparalleled opportunity for our partners to align with the forefront of policy influence and business leadership in Hong Kong.

Engage in enriching discussions on policy change and network with key policymakers and business leaders. Discover how the Chamber's efforts have shaped the business landscape and explore collaborative opportunities in an environment that celebrates progress and innovation.

Seize the chance to be part of a gathering that highlights achievements and sets the agenda for future advocacy and success.



Why Partner with EuroCham's Annual Conference

- 1. Brand Visibility:** Prominent exposure to a distinguished audience of policymakers, business leaders, and industry influencers.
- 2. Networking Opportunities:** Direct engagement with senior decision-makers and potential partners.
- 3. Leadership Positioning:** Association with advocacy and policy-shaping discussions, positioning sponsors as thought leaders.
- 4. Insight and Influence:** Early insights into policy developments and the chance to contribute to advocacy discussions.
- 5. Community Engagement:** Supporting the Chamber's mission strengthens community ties and corporate social responsibility profile.

Our partners gain strategic advantage, enhancing their market presence and influence in shaping the business landscape.

**Do you have any
questions or want to
know more about our
partnership
opportunities?**

Reach out!

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