



RE-THINK

**SUSTAINABLE BUSINESS
FORUM & SOLUTIONS EXPO**

**12 & 13 SEPTEMBER 2024
HALL 1CDE, HKCEC**

**HONG KONG'S BEST ATTENDED AND
MOST AMBITIOUS BUSINESS EVENT
FOR SUSTAINABLE DEVELOPMENT**

#OnlyWayForward

CO-ORGANISER:



European Pavilion

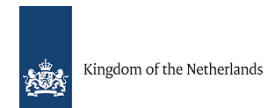
Co hosted by **Green Collaboration Partners**



Confirmed Supporting Chambers (As of 18 April 2024)



Confirmed Supporting Consulate Generals (As of 18 April 2024)



Pavilion Proposal

European Pavilion*

- RETHINK** A go-to location for member companies to engage with attendees under the umbrella of European Pavilion
- RETHINK** Enhanced design with EuroCham identity
- RETHINK** Networking Lounge to facilitate conversation between Supporting Organisations, Pavilion companies and delegates ***BIGGER for 2024**
- RETHINK** European Stage for EuroCham, Supporting Organisations and Tier 3 European Pavilion sponsors to demonstrate their sustainability initiatives with panel discussions and innovation/ solution pitches ***NEW**
- RETHINK** Full booth display, power and furniture is included to provide a hassle-free set-up
- RETHINK** Enable live demonstrations, networking and group activities within the Pavilion

*Additional handling fees or production costs incurred due to changes required vs the organiser's standard pavilion design will be charged to client.

All booth materials are sustainable and will be produced, installed, removed and recycled/reused by the main contractor. All printing files to be provided by client and submit by organiser's standard deadlines, late submission fees will be applicable.

European Pavilion Conceptual Design

EU PAVILION

3.5mH

Graphic on
honeycomb
board

2.5mH

2.13mH

Graphic on
honeycomb
board

1mH



Booth Inclusions

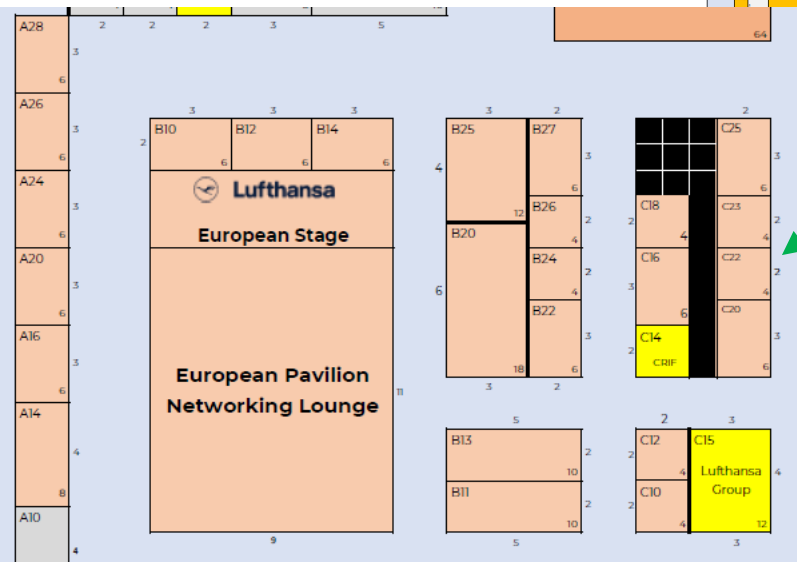
4sqm or 6sqm booth area

- Overhead tower banner*
- Backdrop graphic**
- Podium with graphic**
- 2 x bar stools
- 1 x Longarm spotlights
- 1 x 500W socket
- Eco Carpet

*artwork file to be provided by EuroCham

** artwork file to be provided by Pavilion company
EuroCham/Pavilion company to order additional furniture/equipment with own cost. ReThink HK to refer official main contractor for direct communication

Reference from ReThink HK 2023



The background features a series of thin, curved lines in various colors (green, purple, blue, orange, yellow) that originate from the left side and converge towards a bright, glowing point on the right. The lines create a sense of motion and depth, set against a dark, gradient background that transitions from black on the left to a deep green on the right.

Pavilion Exposure

Marketing Exposure – Pre-event

ReThink HK to provide:

Each pavilion company

 A-Z listing with profile, logo and social media links on the ReThink HK website and delegate event app

Additional exposure for the Pavilion

 Unlimited posts on the [ReThink HK:Insight web-blog](#) ^

 Dedicated eDM with pavilion company profiles sent to all registered delegates (within August) ^*

 Shoutout service on EuroCham's social media channels and e-newsletter ([reference link](#))

^ Companies needs to submit the materials by organiser's deadlines

* Subject to minimum of 12 pavilion members

Pre-Event Exposure



Reference from RTHK23

Branded social media images to promote the pavilion companies

Marketing Exposure – Pre-event

*Additional exposure for the pavilion**





4 weeks to go – make sure you stop by the European Pavilion!

ReThink HK <hello@rethink-event.com> (ReThink HK)
To Jessica @ ReThink HK

22/8/2023

1 If there are problems with how this message is displayed, click here to view it in a web browser. We could not verify the identity of the sender. Click here to learn more. The actual sender of this message is different than the normal sender. Click here to learn more.

Stop By The European Pavilion

| | |
|--|---|
|  AFRY <small>AF PÖYRY</small> AFRY Booth no.: EU6 |  ASTRAKHAN INNOVATION MANAGEMENT <small>PARIS - HONG KONG</small> Astrakhan APAC Limited Booth no.: EU13 |
|  CRIF Synesgy <small>Together in the next level</small> CRIF Hong Kong Limited Booth no.: EU12 |  E-G Matters ESG Matters Limited Booth no.: EU22 |

Pre-event marketing content including:

- HK\$50 Uber rides discount code for your trip going to or leaving from HKCEC.
- Even More For You To Experience At ReThink HK: Official Networking Certificate, Photo Booth, Live Streaming, etc.
- Stop By The European Pavilion: AFRY (Booth no. EU6), Astrakhan APAC Limited (Booth no. EU13), CRIF Hong Kong Limited (Booth no. EU12), ESG Matters Limited (Booth no. EU22).

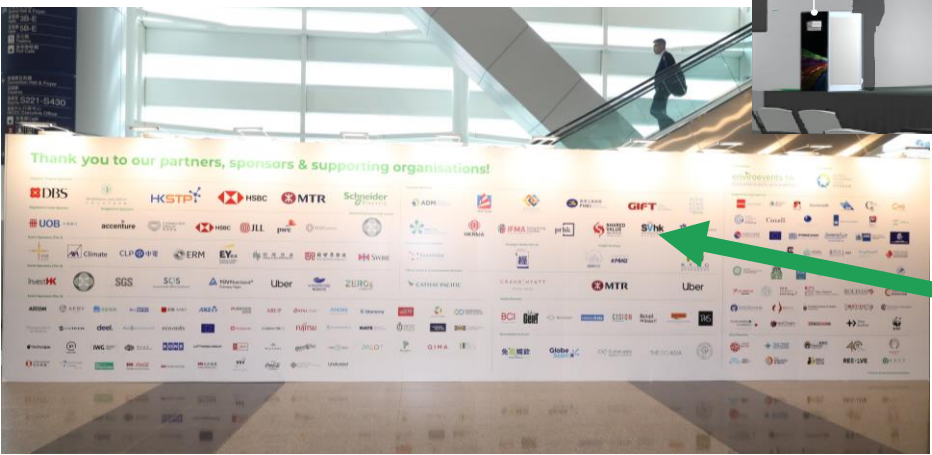
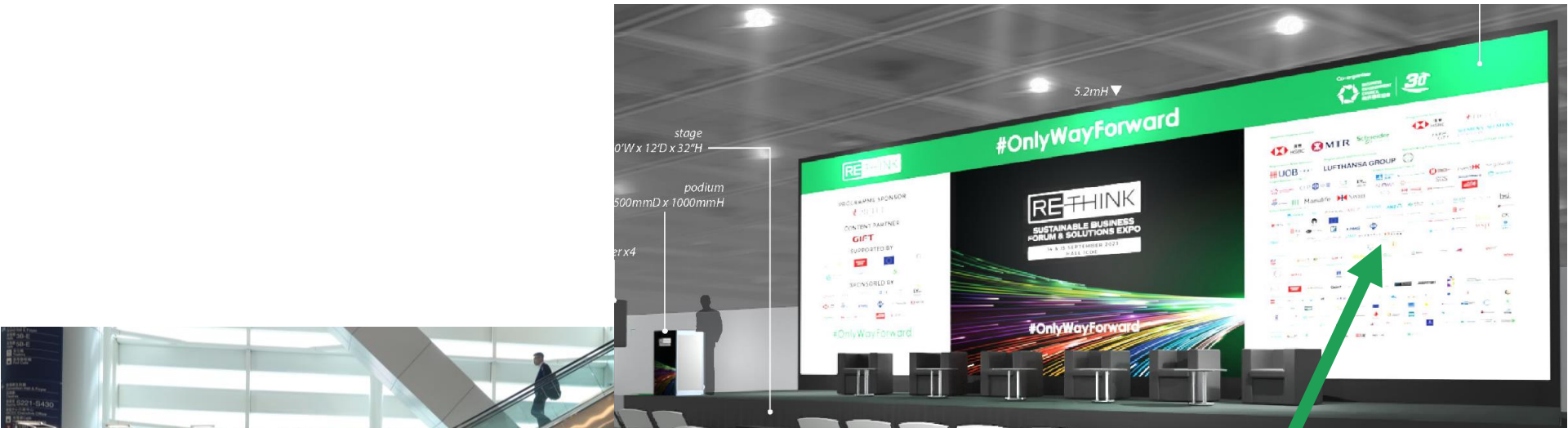
Exhibitors, Partners & Sponsors grid including:

- IJM International Africa Project (Booth no. EU9)
- IWG (Booth no. EU23)
- LUFTHANSA GROUP (Lufthansa Cargo (Booth no. EU15))
- 卓越企業大獎 EXCELLENCE AWARDS 2023
- AFRY (Booth no. EU6)
- ASTRAKHAN INNOVATION MANAGEMENT (PARIS - HONG KONG) (Booth no. EU13)
- CRIF Hong Kong Limited (Booth no. EU12)
- ESG Matters Limited (Booth no. EU22)

Privilege Services to European pavilion exhibitors

At Event:

- RETHINK VIP Sustainability Leaders Tour arranged to the Pavilion
- RETHINK Promo code for preferential rates for additional delegate passes
- RETHINK Networking Lounge Area provided courtesy of ReThink HK
- RETHINK Exclusive participation at European Stage for **first 20 confirmed** European Pavilion exhibitors
 - 1 x tech talk solo pitches (4-6 mins)
OR 1 x Panel speaker in Fireside / Panel discussions (30 mins)
 - Opening Welcome for European Stage Headline/co-Headline sponsor(s) (Max 2)



Logo exposure as pavilion member @ all event signage

The background features a series of vibrant, multi-colored light trails (green, purple, blue, orange) that originate from a bright focal point on the right and fan out towards the left, creating a sense of motion and depth against a dark background.

Financial Contribution

Booths & Tier 3 sponsorship

European pavilion pricing

All rates until
31 May 2024

Standard
European
Booth

| Showcase Booth Area | No. of Panels | Available No. of Booths | Booth Numbers | Exhibitor passes (2 days) | Staff delegate passes (2 days) | Guest passes (1 day) | Rate*# / Booth |
|---------------------|---------------|-------------------------|---|---------------------------|--------------------------------|----------------------|----------------|
| 4sqm ⁺ | 2 | 7/8 | B24, B26, C10, C12, C14, C18, C22, C23 | 2 | 2 | 2 | \$28,792 |
| 6sqm ⁺ | 3 | 13/13 | A16, A20, A24, A26, A28, B10, B12, B14, B22, B27, C16, C20, C25 | 3 | 2 | 2 | \$41,938 |
| 8sqm ⁺ | 4 | 1/ 1 | A14 | 3 | 2 | 2 | \$55,084 |
| 10sqm ⁺ | 5 | 2/ 2 | B11, B13 | 4 | 2 | 2 | \$68,230 |
| 12sqm ⁺ | 4 | 1/ 1 | C15 | 4 | 3 | 2 | \$76,536 |
| 12sqm ⁺ | 7 | 1/ 1 | B25 | 4 | 3 | 2 | \$83,796 |
| 18sqm ⁺ | 9 | 1 / 1 | B20 | 6 | 3 | 4 | \$120,814 |

*Pricing is for the set European Pavilion design concept booth with power socket, lighting, podium, high stools, carpet and installed/recycled backdrop panels

#EMF Subsidy is subject to eligibility and application

Financial Contribution*

European Pavilion

| Booking Period | Example: 4 sqm booth only rate | After EMF* |
|----------------------|-----------------------------------|-------------|
| Until 12pm 31 May 24 | HK\$ 28,792 | HK\$ 14,396 |
| After 12pm 31 May 24 | HK\$ 29,581 | HK\$ 14,791 |

Payment Terms

50% deposit payment 30 days after invoice issued

50% balance payment on or before 13th June 2024

*Subject to HKSARG SME EMF Funding Scheme's eligibility, application and approval

EMF Application

ReThink HK 2024 has been pre-approved by the Trade & Industry Department as an eligible activity for funding support under the EMF. It means eligible, non-listed, companies can apply SME Export Marketing Fund (EMF).

Each successful application will cover 50% of the total approved expenditure incurred or HK\$100,000, whichever is less.

Each pavilion company that is eligible for EMF must apply directly to TID.

EMF Guide - [please click here for details and download our EMF Guide here.](#)

Details on eligibility, scope, funding ceilings, types of application, application period and application procedures, you can also refer to:

emf.tid.gov.hk/eng

Subject to TID's latest information and their application approval

High Profile Engagement Tools to Enhance Visibility to the Ecosystem

- RETHINK Headline Theatre Sponsorship
- RETHINK Co-Headline Theatre Sponsor
- RETHINK Programme Sponsorship
- RETHINK Event Sponsorship – Tier 1/2/3
- RETHINK Curated Panel Sponsorship
- RETHINK Online Delegate Registration Sponsor
- RETHINK Delegate Registration & Check-in Sponsor
- RETHINK Central Networking Lounge Sponsor
- RETHINK Networking Drinks Event Sponsor
- RETHINK Roundtable Sponsor
- RETHINK Workshop Host Sponsor
- RETHINK SDG Goal Wall Sponsor
- RETHINK Speaker HQ Sponsor
- RETHINK Speaker Water Sponsor
- RETHINK Delegate Water Refill Sponsor
- RETHINK A3 Event Planner Adverts

*Subject to change and availability

Thank you!

Stay in touch

ReThink HK

ReThink:Lifestyle

ReThink Foundation



ReThink HK



@rethink_event



@rethinkhongkong



@rethink2855