



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

The European Chamber of Commerce in Hong Kong

**Europe Days May 2024
Partnership Opportunities**

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 1st-15th, 2024

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



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



Europe Days

Europe Days Celebration:

- Dates: 1 -15th of May, focused around 9th May, Europe Day.
- Aimed at showcasing European cultural diversity, innovation, and businesses.

Europe Day Official Celebration:

- Co-organisers: EU office to Hong Kong and Macau and EuroCham.
- Date: May 9th (afternoon).
- Place: Soho House, 33 Des Voeux Rd W, Sheung Wan
- Anticipated attendance of 250 high-profile guests from government and business sectors in Hong Kong.

“Europe Street”

- A new component to the Official celebration on May 9th to enhance the '*unity in diversity*' theme.
- With participation from Member States Consulates-General/ Member Chambers/ companies showcasing their countries' products and services.
- Individual area for each chamber (Specific space table plus wall space) is provided.
- Scheduled to run for the entire afternoon/ early evening before and during the cocktail event. (Specific schedule to be released at a later stage)

Member Chambers' Involvement:

- Encouraged the organisation of side events under the 'Europe Days' branding.
- Provides an opportunity to highlight Europe's diverse cultural and business aspects.

SPONSORSHIP TIERS

SPONSORSHIP TIERS	PLATINUM (60,000 HKD)	GOLD (40,000 HKD)	SILVER (20,000 HKD)
PRE EVENT BENEFITS Company logo on online event communication (website, social media, eDMs) Stand-alone eDM with your company profile	✓ ✓	✓ ✗	✓ ✗
AT EVENT BENEFITS Verbal acknowledgement as a Platinum/Gold/Silver Sponsor (where applicable) Company logo on collaterals Complimentary tickets (where applicable)	✓ ✓ 4	✓ ✓ 3	✓ ✓ 2
POST EVENT BENEFITS Company logo and mention across marketing materials (Website, Social Media, EDMs) Dedicated eDM and Survey Questionnaires Discount on sponsorship of next event (applicable to sponsorships for 2 or more events on 2024)	✓ ✓ 10%	✓ ✗ 5%	✓ ✗ 3%

SPONSORSHIP TIERS

SPONSORSHIP PACKAGE	BRONZE (15,000 HKD)	IN-KIND	F & B
PRE EVENT BENEFITS Company logo on online event communication (website, social media, EDMs) A stand-alone email with your company profile	✓ ✗	✓ ✗	✓ ✗
AT EVENT BENEFITS Verbal acknowledgement as a Platinum/Gold/Silver Sponsor Company logo on presentation Dedicated space on event brochure Complimentary tickets (where applicable)	✗ ✗ ✗ 1	✗ ✗ ✗ TBD	✗ ✗ ✗ TBD
POST EVENT BENEFITS Company logo and mention across marketing materials (Website, Social Media, eDMs) Complimentary tickets for future events Discount on sponsorship of next event	✓ ✗ ✗	✗ ✗ ✗	✗ ✗ ✗

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

Reach out!

The tiers outlined in this document are designed for Europe Days. Similar benefits apply for Greenway: The Dialogue in April and EuroCham's First Annual Conference in November. Contact us to learn about our packages for partnerships of two or more events in 2024. We are happy to discuss and customise our packages to suit your goals and objectives.

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