



## **AUSTRIA CONNECT CHINA 2021**

### **CHINA'S NEW FIVE YEAR PLAN: OPPORTUNITIES FOR AUSTRIAN COMPANIES?**

28-30 October 2021 | Beijing

## **SPONSORSHIP INFORMATION**

### **ABOUT AUSTRIA CONNECT**

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AUSTRIA CONNECT China is **THE** business event of the Austrian business community in China. It is organized by ADVANTAGE AUSTRIA. The event is supported by go-international, a joint initiative of the Austrian Federal Ministry for Digital and Economic Affairs and the Austrian Federal Economic Chamber.

AUSTRIA CONNECT China 2021 will be held from 28-30 October 2021 in Beijing on the occasion of the 50<sup>th</sup> anniversary of diplomatic relations between Austria and China.

The theme for this year's conference will be 'China's New Five Year Plan: Opportunities for Austrian companies?'. China's recent political initiatives, Covid-19 as well as the increasing complexity of the Chinese market require Austrian companies to rethink their strategy and long term goals in China.

Being an on-site event, we expect around 100 CEOs, managing directors and local representatives of Austrian companies to participate in this high-level event.

### **PROGRAMME 2021**

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A well-structured programme is at the core of AUSTRIA CONNECT China 2021. Presentations and discussions will focus on various aspects to be considered when (re)developing a strategy for the Chinese market in the near future. The conference will provide ample information for participants with knowledge of China.

Effective networking events will create opportunities to exchange views and experiences. In addition to a welcome reception on Thursday, 28 October, the conference itself concluded by a gala dinner will take place on Friday, 29 October, followed by an excursion on Saturday, 30 October. Coffee breaks and lunches provide additional platforms for exchanges.

### **POSITION YOUR COMPANY AT AUSTRIA CONNECT 2021**

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Since AUSTRIA CONNECT China is a non-profit event we depend on YOU as our sponsoring partner. We offer you an event which is a must for representatives of Austrian businesses in China. These are the perfect target group for you to showcase your company to the Austrian business community.

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### SPONSOR PACKAGES

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We offer the following sponsorship packages for our partners:

<b>PLATINUM PARTNER</b>	Sponsoring of a Key Networking Event (e.g. Welcome Cocktail, Gala Dinner); Package price as per individual agreement
<b>GOLD PARTNER</b>	EUR 4.000   CNY 31.200
<b>SILVER PARTNER</b>	EUR 2.000   CNY 15.600
<b>BRONZE PARTNER</b>	EUR 1.000   CNY 7.800
<b>PRODUCT SPONSOR</b>	Individual packages for supply of beverages and food items

#### Benefits for sponsoring partners:

All sponsoring partners:

1. Company name/logo will be mentioned in the conference booklet and in online media

Bronze Partner (additionally):

2. Company name/logo will be included in all promotional mailings prior to, during and after the event
3. Cocktail table with company name/logo at networking events

Silver Partner (additionally):

4. Company name/logo will be included on roll-ups used throughout the event
5. Waiver of participation fee (300 EUR/ 2.360 CNY) for one person

Gold Partner (additionally):

6. One page advertisement in the conference booklet
7. Waiver of participation fee for one more person (2 persons in total)

Platinum Partner (additionally):

8. Inclusion of your company name at sponsored Key Networking Event (e.g. 'XY Welcome Cocktail')
9. Inclusion of your promotion material/goodies in our conference bag
10. Waiver of participation fee for one more person (3 persons in total)