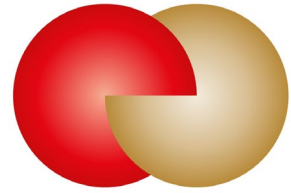


AUSTRIA CONNECT CHINA 2024

Navigating New Horizons: Unleashing Opportunities in Hong Kong and The Greater Bay Area

AUSTRIA CONNECT
China 2024



24-26 October 2024 | Hong Kong

SPONSORSHIP INFORMATION

ABOUT AUSTRIA CONNECT

AUSTRIA CONNECT China is the largest Sino-Austrian business event in the Greater China region (China, Hong Kong SAR, Macau SAR, Taiwan) and the annual flagship event of ADVANTAGE AUSTRIA, Austria's official foreign trade promotion organization. Every year, one of our five ADVANTAGE AUSTRIA in China offices takes the lead and brings this top-class event to a Chinese hotspot city. The event is supported by go-international, a joint initiative of the Austrian Federal Ministry for Labor and Economy, and the Austrian Federal Economic Chamber.

The next **AUSTRIA CONNECT China** event will be held from **October 24 - 26, 2024 in Hong Kong**. We have given this year's conference the motto

"Navigating New Horizons – Unleashing Opportunities in Hong Kong and The Greater Bay Area"

AUSTRIA CONNECT China provides participants and sponsors alike with great networking opportunities and serves as an excellent information platform. We expect around 150 Austrian CEOs, Managing Directors, and local representatives of Austrian companies to participate in this unique, high-level event.

PROGRAM 2024

Thursday, 24 October

- Welcome Cocktail Networking Reception at The Murray Rooftop Bar Popinjays

Friday, 25 October

- Full-day Conference with keynotes by international experts at The Murray Hotel conference room
- Workshops and panels with a special focus on the Greater Bay Area
- Plenty of time for individual exchanges during coffee breaks and a networking lunch on the terrace
- Evening Reception in celebration of the Austrian National Day at Marco Polo Hotel, Tsim Sha Tsui

Saturday, 26 October

- Optional leisure side program

The conference topics and discussions are relevant to those with plenty of experience in China, as well as those looking to enter the Chinese market for the first time. Participants will gain exceptional insights into the current and future developments of China's economy with a special focus on topics including the Greater Bay Area and Hong Kong's role in the fast-changing economic landscape of both China and the region. Even more importantly, we will look at the impact that these changes will have on international companies doing business in China.

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POSITION YOUR COMPANY AT AUSTRIA CONNECT 2024

AUSTRIA CONNECT China is a non-profit event. Therefore we depend on YOU as our sponsoring partner. We present to you this great event, essential for representatives of Austrian companies in China and Asia, as an exceptional opportunity to highlight your company and its services to the Sino-Austrian business community. You may choose from a range of sponsorship packages tailored to your needs and interests.

SPONSOR PACKAGES

DIAMOND PARTNER	EUR 6.000	HKD 51.000	CNY 47.100
GOLD PARTNER	EUR 4.500	HKD 38.300	CNY 35.300
SILVER PARTNER	EUR 3.000	HKD 25.500	CNY 23.600
BRONZE PARTNER	EUR 1.500	HKD 12.800	CNY 11.800

Bronze Partner

- Company name/logo will be mentioned in the conference booklet and in online media
- Company name/logo will be mentioned on our homepage www.advantageaustria.org/cn

Silver Partner

- All benefits a Bronze Partner enjoys, PLUS:
- Company name/logo will be included in all promotional mailings prior to, during and after event
- Cocktail table with company name/logo at networking events and coffee breaks
- Waiver of one participation fee

Gold Partner

- All benefits a Silver Partner enjoys, PLUS:
- Company name/logo will be included on roll-ups and backdrops used throughout the event
- Free participation as a speaker during one of the planned workshops/panels
- Free one page advertisement in the conference booklet
- Inclusion of your promotion material/goodies in our conference bag
- Company Name /logo on the backdrop used at the Austrian National Day Reception
- Waiver of an additional participation fee (in total two)

Diamond Partner

- All benefits a Gold Partner enjoys, PLUS:
- Broadcast of your image video during the Austrian National Day Reception
- Waiver of an additional participation fee (in total three)

Want to become a sponsor? Please fill in the **Sponsorship Confirmation** form and revert to Ms. Carola Mautner Markhof at hongkong@advantageaustria.org by **31st May 2024**