

**AUSTRIA CONNECT CHINA 2026**  
**STRATEGIC CHOICES:**  
**ENHANCING YOUR COMPETITIVE EDGE IN CHINA**  
Shanghai, 17 – 19 May 2026



## SPONSORSHIP INFORMATION

### ABOUT AUSTRIA CONNECT

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AUSTRIA CONNECT China is **the largest Sino-Austrian business event** in China and the annual flagship event of ADVANTAGE AUSTRIA, Austria's official foreign trade promotion organization. Every year, one of our ADVANTAGE AUSTRIA offices in China hosts this top-level event in one of China's major cities. The event is supported by go-international, a joint initiative of the Austrian Federal Ministry of Economy, Energy and Tourism and the Austrian Federal Economic Chamber.

The next AUSTRIA CONNECT China will take place **May 17 - 19, 2026**, in the vibrant metropolis of **Shanghai**, China's economic powerhouse and hub for many foreign-invested firms. This year's conference motto **"Strategic Choices: Enhancing your competitive edge in China"** addresses the critical challenges of rising competition and localization pressures that many companies are facing. Amidst geopolitical tensions and economic uncertainties, our expert keynotes and panel discussions will explore how foreign-invested companies can strengthen their competitive advantages in China.

AUSTRIA CONNECT provides an **excellent communication & networking platform** for all Austrians and representatives of Austrian companies doing business in China or thinking about entering the market. We expect around 200 Austrian CEOs, managing directors and local representatives of Austrian companies as well as colleagues from ADVANTAGE AUSTRIA Greater China and the Austrian Embassy & Consulates General in China to participate in this high-profile event. The Austrian Federal Economic Chamber's President or Vice President will also attend the AUSTRIA CONNECT China.

### THE CONFERENCE PROGRAM 2026

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An **intensive conference program** and the **exchange with representatives of Austrian businesses** in China are at the very core of AUSTRIA CONNECT China 2026. Expert presentations will focus on challenges, new opportunities and strategic choices for Austrian companies doing business in China.

Highlights of the conference's **social-networking program** include a Welcome Cocktail Reception on Sunday 17 May, a Dinner Reception with immersive show elements on Monday 18 May and fascinating visits to successful Austrian key projects in Shanghai on Tuesday 19 May.

### POSITION YOUR COMPANY AT AUSTRIA CONNECT 2026

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AUSTRIA CONNECT is a non-profit event. We therefore depend on YOU as our sponsoring partner. Use this platform, essential for representatives of Austrian companies in Greater China, as the perfect opportunity to highlight your company and its services to the large Sino-Austrian business community. You may choose from a range of sponsorship packages tailored to meet your needs and interests.

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## **SPONSORSHIP PACKAGES**

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We offer the following sponsorship packages for our partners:

<b>DIAMOND PARTNER</b>	Sponsoring of a Key Networking Event (e.g. Welcome Reception, Dinner Reception, etc.)
<b>GOLD PARTNER</b>	CNY 50.000
<b>SILVER PARTNER</b>	CNY 40.000
<b>BRONZE PARTNER</b>	CNY 25.000
<b>SUPPORTING PARTNER</b>	CNY 10.000

### Supporting 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](http://www.advantageaustria.org/cn)

### Bronze Partner

- All benefits a Supporting 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

### Silver Partner

- All benefits a Bronze Partner enjoys, PLUS:
- Company name/logo will be included on roll-ups and backdrops used throughout the event
- Waiver of one participation fee

### Gold Partner

- All benefits a Silver Partner enjoys, PLUS:
- Free one page advertisement in the conference booklet
- Inclusion of your promotion material/goodies in our conference bag
- Waiver of an additional participation fee (in total two)

### Diamond Partner

- All benefits a Gold Partner enjoys, PLUS:
- Inclusion of your company name at sponsored Key Networking Event (e.g. "XY Welcome Cocktail")
- Individual presentation of your company, i.e. 5-minutes speech or other media (short film etc.) on the opening day
- Waiver of an additional participation fee (in total three)

Special sponsorship packages for supply of beverages and foodstuffs are also available.

Want to become a sponsor? Please fill in the **Sponsorship Confirmation** form and revert to Ms. Linda Huang at [shanghai@advantageaustria.org](mailto:shanghai@advantageaustria.org) or contact us at T +86 21 6289 7123.