AHK Greater China is the key support of German foreign business development in China, working on behalf of the Government of the Federal Republic of Germany. With five main offices in Beijing, Shanghai, Guangzhou, Hong Kong and Taipei and seven supporting offices, it represents German business interests in China and advocates Sino-German business cooperation. The first office in the Greater China Region was established in 1981 in Taipei. AHK Greater China has been active in mainland China since 1994.

Official representation (AHK)
The Delegations of German Industry and Commerce are the most important partners of the German Federal Ministry of Economics and Technology in terms of promotion of German business in Greater China. Together with Germany’s missions abroad (embassy and consulates) the Delegations officially represent the interests of Germany’s industry and commerce towards political and administrative authorities in China.

Service provider (GIC)
The service provider (GIC) of the network of German Chambers of Commerce (AHK) in Greater China supports companies with their market entry and business development in China and Germany. Under the brand DEinternational it provides business services, which encompass all aspects of the market entry process. These include market research and business partner search, company establishment and patent registration, recruitment and training, as well as PR and marketing support.

Member Organization (GCC)
The German Chamber of Commerce in China (GCC) is the official member organization of German companies in China. By providing up to date market information and practical advice the German Chamber helps its members to succeed in China. It offers a platform for the Sino-German business community and represents its members’ interests towards stakeholders including government bodies and the public. The Chamber was founded in 1999 and currently has 2,400 members in mainland China.
### Event Statistics Shanghai 2018

<table>
<thead>
<tr>
<th>Flagship Events</th>
<th>Frequency</th>
<th>Number of Participants per Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chamber Meetings</td>
<td>Nine times per year</td>
<td>110-240 Participants</td>
</tr>
<tr>
<td>Workshops</td>
<td>Twice to four per week</td>
<td>20-100 Participants</td>
</tr>
<tr>
<td>Sino-German Coordinating Forum</td>
<td>Once per year</td>
<td>10-200 Participants</td>
</tr>
<tr>
<td>Neighboring Provinces</td>
<td>Twice to four per month</td>
<td>10-30 Participants</td>
</tr>
<tr>
<td>Stammtisch and Social Gathering</td>
<td>Twice a week</td>
<td>15-40 Participants</td>
</tr>
<tr>
<td>Inter-Chamber Mixes</td>
<td>Twice a year</td>
<td>400-1,000 Participants</td>
</tr>
<tr>
<td>German Ball</td>
<td>Once per year</td>
<td>1,300 Participants</td>
</tr>
<tr>
<td>Welcome Back Party</td>
<td>Once per year</td>
<td>1,000 Participants</td>
</tr>
</tbody>
</table>

### Type of Membership

#### Category 2018

- Corporate-Micro: 250
- Corporate-Small: 878
- Corporate-Medium: 235
- Corporate-Large: 54
- Corporate-Micro: 28
- Private-Young Professional: 17
- Private-over 30yrs: 28
- Corporate-Micro: 93

**TOTAL 1,560**

**Status: 30th June 2018**

### Business Classification

- Accommodation and Food Services Activities
- Activities of Extra-territorial Organizations and Bodies
- Activities of Households As Employers
- Undifferentiated Goods- and Services-Producing Activities Of Households For Own Use
- Administrative and Support Services Activities
- Agriculture, Forestry and Fishing
- Arts, Entertainment and Recreation
- Construction
- Education
- Electricity; Gas, Steam and Air Conditioning Supply
- Financial and Insurance Activities
- Human Health and Social Work Activities
- Information and Communication
- Manufacturing
- Mining and Quarrying
- Other Service Activities
- Professional, Scientific and Technical Activities
- Public Administration and Defence; Compulsory Social Security
- Real Estate Activities
- Transportation and Storage
- Water Supply; Sewerage; Waste Management and Remediation Activities
- Wholesale and Retail Trade; Repair Of Motor Vehicles and Motorcycles
- Computer and Related Activities

**Status: 30th June 2018**

### Become a Member

#### Membership Duration
- Membership becomes effective as soon as the payment is received
- The yearly membership begins on 1st January and terminates at the end of the calendar year [on 31st December]

#### Membership Benefits
- For companies with more than 1,000 employees in their legal business entity in China
- Every employee of corporate member can apply digital membership card
- RMB 11,500

<table>
<thead>
<tr>
<th>Categories</th>
<th>Description</th>
<th>ANNUAL FEE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Corporate Member <em>Large</em></td>
<td>For companies with more than 1,000 employees in their legal business entity</td>
<td>RMB 12,500</td>
</tr>
<tr>
<td>Corporate Member <em>Medium</em></td>
<td>For companies with 251 to 1,000 employees in their legal business entity</td>
<td>RMB 7,500</td>
</tr>
<tr>
<td>Corporate Member <em>Small</em></td>
<td>For companies with 11 to 250 employees in their legal business entity</td>
<td>RMB 4,800</td>
</tr>
<tr>
<td>Corporate Member <em>Micro</em> (new in 2018)</td>
<td>For companies with up to 10 employees in their legal business entity</td>
<td>RMB 4,000</td>
</tr>
<tr>
<td>Private Member (Young Professionals)</td>
<td>Individual membership for non-Chinese citizen</td>
<td>RMB 4,000</td>
</tr>
</tbody>
</table>

### Regional Contacts

- Ms. Daisy Zhu
  Regional Manager Shanghai
  Tel.: +86 21 3858 5030
  Email: dzhu.jingjing@sh.china.ahk.de

- Ms. Johanna Spaen
  Regional Manager Neighboring Provinces
  Tel.: +86 21 3858 5056
  Email: spee.johanna@sh.china.ahk.de

### Contact Person

- Ms. Xiaolin Du
  Project Manager Membership
  Tel.: +86 21 3858 5089
  Email: dxiaolin@sh.china.ahk.de

- Ms. Yan Chen
  Junior Project Manager Business Development & Membership
  Tel.: +86 21 3858 5009
  Email: chyan.yan@sh.china.ahk.de
GET INVOLVED…

…and become a speaker at our workshops in East China

For many years, the German Chamber of Commerce in China | Shanghai offers various business events in Shanghai and in the provinces Zhejiang and Jiangsu to support the Sino-German business connections.

The workshops take place during weekdays in central locations such as hotels, the German Chamber office, or are combined with company visits in Shanghai and also in the provinces Zhejiang and Jiangsu.

During these workshops important facts and accurate information are presented to you by experts. They also enable an exchange of experience in a Q&A session. The workshops are also perfect opportunities for networking, business conversations or just to catch up with your partners and friends.

The covered topics will be chosen by the German Chamber in agreement and consultation with our Workshop Leaders. We are constantly looking for speakers to share their knowledge on a wide variety of topics at these workshops. Get personally involved to become an active part of the German business community!

For more information please visit our website www.china.ahk.de or follow us on WeChat

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Ms. Johanna Spee
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spee.johanna@sh.china.ahk.de

Contact Person
Ms. Jessica Qi
Project Manager Events
Tel. +86 21 3858 5050
qi.jiaying@sh.china.ahk.de

GET INVOLVED…

…and become a Workshop Leader

The German Chamber of Commerce in China | Shanghai successfully organizes more than 100 workshops per year with around 1,200 participants total. Over the years, the Chamber has developed different series of workshops to address the information needs of German companies in China.

We are still looking for new workshop leaders, either to support existing workshop series or to support us to create new workshop series. Workshops could involve topics such as chemical industry, healthcare, pharmaceutical industry, food industry and any other fields that might be interesting to our members. If you want to explore this opportunity, we would like to get to know you and discuss about your ideas!

Currently, the following workshop series are being offered:
- Workshop Automotive Industry
- Workshop Business & Society
- Workshop Construction & Building Operation
- Workshop Controlling & Finance
- Workshop Finance & Controlling Jiangsu
- Workshop Human Resources (also in Chinese)
- Workshop Information Technology
- Workshop Legal & Tax (also in Chinese)
- Workshop Machine Building & Plant Construction
- Workshop Marketing & Sales
- Workshop Production & Logistics
- Workshop Wirtschaftsjunioren | Young Leaders Shanghai
- Workshop Women in Business
- Workshop Young Professionals
- …
…and become a speaker at our Chamber Meeting

The Chamber Meeting is one of the most important events of the German business community, usually held on the last Thursday of the month nine times per year and joined by more than 100 participants each time. On these evenings, numerous members and many non-members come together to listen to interesting and current topics from the economic and business world. The speakers are high level representatives from business and society. Become a speaker to benefit from an engaged audience, as well as from various discussion partners.

…become a Board Member of the German Chamber of Commerce in China | Shanghai

The Board of Directors of the German Chamber of Commerce in China | Shanghai was elected at the end of March 2018, the next elections will be held in 2020. The Board is composed of 9 members, 8 of whom are elected as the chief representatives of the German Chamber of Commerce | Shanghai every two years and come from leading positions in the German industry. If you are a member of the German Chamber of Commerce in China | Shanghai, take a chance at the next election for the Board of Directors or nominate other candidates who represent your interests.

Requirements for the candidates

- The candidates are to represent corporate members of the German Chamber of Commerce in China | Shanghai. Consistent with the Chamber’s statute, the candidates should presently hold a senior management position, i.e., either General Manager, Member of the Board, or Chief Representative.
- They have a good standing in German-Chinese business relations.
- They are willing to accept the nomination and to assume the task to serve on the Board. One term lasts two years.

Contact Person
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zhu.jingjing@sh.china.ahk.de

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spee.johanna@sh.china.ahk.de

Contact Person
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Project Manager Events
Tel. +86 21 3858 5050
qi.jiaying@sh.china.ahk.de

Get involved...
BENEFIT PROGRAM: GC DEALS

China-wide reward program of the German Chamber of Commerce in China

GC Deals, the Benefit Program of the German Chamber of Commerce in China offers rewards to each of our more than 2,400+ German Chamber individual and corporate members in mainland China. Partners include, for instance, hotels, hospitals, language schools and business providers.

Your Benefits as GC Deals Partner

- Reach our members in Shanghai (Taicang & the neighboring provinces), North China, and South & Southwest China
- Attract your target group by offering B2B or B2C benefits
- Gain publicity on our website, The WIRE newsletter, and a listing on the German Chamber of Commerce in China | Shanghai’s WeChat channel in the following categories:
  - Bars, Restaurants & Food Services
  - Hotels
  - Pollution Protection, Medical & Dental Services
  - Transportation
  - Education
  - Business & Retail Services
  - Sport & Relaxation
  - Publications

Partner Responsibilities

Offer a discount of at least 10% or an equivalent benefit to all of our members. The members can enjoy your discount upon presentation of their membership card to ensure recognition.

In order to create great events and workshops, we rely on the professional support of our venue and food & beverage partners. The German Chamber runs a wide range of events ranging from conferences and seminars to luncheons, information breakfasts, and from cocktail evenings to the annual German Ball and many more events. Our Chamber partnership opportunities offer event venue and food & beverage partners to demonstrate their event space, service quality and food quality to the members and friends of the German Chamber of Commerce in China | Shanghai.

Partnering with the German Chamber is an excellent way to increase your company’s exposure. Benefits to become a partner may include branding opportunities, product exposure, partner recognition at exclusive events, advertisement, and much more.

Events at a glance:

- Chamber Meetings
- Flagships Conferences / Forums / Summits
- German Ball
- More than a Market Awards Gala and Forum
- Roundtables and working groups
- Business Workshops
- Social Events
Chamber members have the opportunity to submit their events to be published on our community calendar on our website.

Promote your Event Packages*

<table>
<thead>
<tr>
<th></th>
<th>Option 1</th>
<th>Option 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top Banner* in &quot;The WIRE&quot; Newsletter (bi-weekly)</td>
<td></td>
<td>G</td>
</tr>
<tr>
<td>Regular Banner* in &quot;The WIRE&quot; Newsletter (bi-weekly)</td>
<td>G</td>
<td>G</td>
</tr>
<tr>
<td>Entry in German Chamber Event Newsletter (monthly, every Monday, around 9000 contacts) in the category &quot;From Members for Members&quot;</td>
<td>G</td>
<td>G</td>
</tr>
<tr>
<td>Entry in German Chamber Event calendar (will be notified one month prior to the event date. The entry will be marked with the tag [From Members for Members])</td>
<td>G</td>
<td>G</td>
</tr>
<tr>
<td>Direct mailing to the German Chamber Event Newsletter contact list (around 9000 contacts)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Usage of registration mask of the German Chamber Event calendar</td>
<td>G</td>
<td></td>
</tr>
<tr>
<td>Marketing Fee (incl. tax)</td>
<td>RMB 9,600</td>
<td>RMB 8,800</td>
</tr>
</tbody>
</table>

*Optional features. Please contact us for more information.

Important notice - Quality assurance:

- The German Chamber will check that there is no conflict with the regular events of the German Chamber in terms of:
  - Event date and time
  - Event topic
  - Event target audience
  - Event pricing
- The German Chamber requires detailed information about the event incl. information about speakers, location and participation conditions which will be used for the publication of the event.

"Great opportunities and good support from GCC."
- Rödl & Partner

The information in this brochure may be subject to change without notice. GCC Shanghai reserves the right to final interpretation.

Regional Contacts
Ms. Daisy Zhu
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Tel. +86 21 3858 5030
zhu.jingjing@sh.china.ahk.de

Ms. Johanna Spee
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Tel. +86 21 3858 5056
spee.johanna@sh.china.ahk.de

Contact Person
Ms. Jessica Qi
Project Manager Events
Tel. +86 21 3858 5050
qi.jiaying@sh.china.ahk.de

The German Business Directory brings together the profiles of over 5,000 German companies operating in China, including more than 2,400 members of the German Chamber of Commerce in China and thus provides the most comprehensive overview and up-to-date contact information on the Sino-German business community.

The German Business Directory is of great benefit and a vital source of information to anyone dealing with Sino-German business operations in China - a must for all decision-makers involved in the Sino-German business community.

Do you want to gain China-wide exposure for your business/products, or increase your visibility in certain regions only?

Then advertising in the German Business Directory is definitely the right choice

For more information on advertisement options, please contact:
Ms. Xiaolin Du | Project Manager Membership | Tel. +86 21 5081 2266 ext. 1689 | du.xiaolin@sh.china.ahk.de
Any Member Company is welcome to apply to become a Yearly Sponsor of the German Chamber of Commerce in China | Shanghai and present itself as one of our leading partners over the course of next year. The price for the Yearly Sponsorship is RMB 135,600 net. The sponsorship lasts from 1st Jan. 2019 until 31st Dec. 2019. All interested parties should write an email to the German Chamber of Commerce | Shanghai before 16th Nov. 2018.

**Benefits for Basic Package**

- 3 free entrances for Chamber Meetings with VIP seating
- 1 free entrance per GCC Shanghai workshop for your company
- 2 free German Ball tickets
- Yearly Sponsors who are also German Ball Gold Partners can buy tickets for second table at standard ticket price (22560 RMB instead of 66800 RMB)
- Priority access to closed-door, high-level thematically relevant events, [e.g. working groups, political delegations]
- Logo featured in the German Chamber of Commerce in China | Shanghai WeChat account with short company introduction and link to your webpage

**Duration of Sponsorships**

**Application Deadline**
16th Nov. 2018

**Price of Sponsorship**
RMB 135,600 net

**Contact Person**
Dr. Sigrid Winkler
Executive Chamber Manager
Tel. +86 21 5081 2266 ext.1605
winkler.sigrid@sh.china.ahk.de

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**Logo exposure**

- In our daily, regular and special email correspondence
- On all newsletters (weekly Event Newsletter, bi-weekly newsletter WIRE), individual event invitations (approximately 200). Each direct mailing reaches up to 9000 contacts
- On our Website – www.china.ahk.de (about 250,000 hits per month)
- In our German Chamber Ticker (16,500 copies)
- In our Annual Report (sent to all members)
- At our Chamber events (on the backdrop and roll-up banners at our regular Chamber events, approx. 200)

**International Top Management (PMO)**

- For Premium Yearly Sponsorship, we offer tailor made modules catering towards your needs. Please feel free to contact us for details.

**Contact Person**
Dr. Sigrid Winkler
Executive Chamber Manager
Tel. +86 21 5081 2266 ext.1605
winkler.sigrid@sh.china.ahk.de
Our most anticipated event—the German Ball—welcomes over 1,000 guests every year. What began in 1998 has now become a yearly tradition in Shanghai and is widely regarded as one of the highlights of the German and international social calendar. Luxurious surroundings, enchanting entertainment and delicious food await our guests every year. In 2019, we are delighted to host the 22nd German Ball in Shanghai.

Lucky Draw Partner
Become a partner of the German Ball’s prestigious Lucky Draw is a way to promote your products or services amongst our guests. Every year it is traditionally held at midnight. The prizes offered during the Lucky Draw are of high-value and should be in line with previous lucky draw prizes.

Benefits
- Partner logos will be included in the German Ball Brochure
- Partners will be announced during the event
- Partner logos will be shown on the German Ball website (http://www.german-ball-china.com/)

Door Gift Partner
Do you have a great product that you would like our ball guests to take home after the ball? Then become a gift partner for our door bag at the German Ball 2019! It is an unforgettable way to spread awareness of your products amongst the Ball guests in 1,000 door gift bags.
Every year the German Chamber of Commerce in China | Shanghai hosts a large “Welcome Back Party” in cooperation with the German School for around 1,000 guests. At the event, families can share their experiences during the long summer break and catch up with old friends. Of course, everything will be accompanied with an entertainment program for all ages. Activities will vary and also live music will be offered throughout the afternoon and the early evening. The German Chamber of Commerce in China | Shanghai welcomes partnerships for activity booths, food and drinks as well as a live music.

The Sino-German Controlling Forum wants to raise the awareness for the role controlling plays in an organization and simulate the exchange of the latest controlling trends and approaches among the Sino-German business community. Taking place since 2012, the Sino-German Controlling Forum is one full day conference of key note speeches, focus sessions and networking opportunities. It is designed as a platform of networking and exchange for both financial and non-financial executives and professionals from the industry (manufacturing, automotive, chemical, etc.) who would like to improve their controlling practice to support future growth and performance excellence in China.

- Raise the awareness for the role controlling plays in an organization
- Support the improvement of the controlling practice in China
- Exchange latest controlling trends
- Engage with industry experts in the Sino-German business community

### Sponsorship

<table>
<thead>
<tr>
<th>Available upon signing sponsorship</th>
<th>6</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mention in conference speech</td>
<td>C</td>
</tr>
<tr>
<td>Free conference registrations</td>
<td>2</td>
</tr>
<tr>
<td>Priority purchase of 5 entrance tickets at VIP price</td>
<td>VIP: RMB 600 per ticket</td>
</tr>
<tr>
<td>Partner logo on all marketing materials incl. German Chamber Website (Event Calendar Entry)</td>
<td>C</td>
</tr>
<tr>
<td>Direct-Email Campaign (invitations and reminders)</td>
<td>C</td>
</tr>
<tr>
<td>Event Roll-Ups, Stage Backdrop</td>
<td>C</td>
</tr>
<tr>
<td>Conference Program</td>
<td>C</td>
</tr>
<tr>
<td>Logo included in infinite loop presentation of partners</td>
<td>C</td>
</tr>
<tr>
<td>Your selection of materials in conference Give-Away Bags</td>
<td>C</td>
</tr>
<tr>
<td>Push-Post on the German Chamber WeChat Channel</td>
<td>C</td>
</tr>
<tr>
<td>Stand Placement (presentation table for your materials)</td>
<td>C</td>
</tr>
<tr>
<td>Partner advertisement in the conference brochure</td>
<td>C</td>
</tr>
<tr>
<td>Additional Exposure</td>
<td>C</td>
</tr>
</tbody>
</table>

### Participants

**Target Group**

- CEOs, CFOs and financial & controlling managers 
- and professionals from mainly German-invested companies with a high share of participants from the industry

**Participants** 100–150

### Regional Contacts

**Ms. Daisy Zhu**
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zhu.jingjing@sh.china.ahk.de

**Ms. Johanna Spee**
Regional Manager Neighboring Provinces
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### Contact Person

**Ms. Ida Cheng**
Junior Project Manager Events
Tel. +86 21 3858 5250
cheng.songyun@sh.china.ahk.de

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### Partnerships Opportunities

<table>
<thead>
<tr>
<th>Partnerships</th>
<th>Premium Partnership</th>
<th>Food &amp; Beverage Booth*</th>
<th>Activity Booth**</th>
</tr>
</thead>
<tbody>
<tr>
<td>Partnership logo on all marketing materials</td>
<td>Large logo</td>
<td>Medium logo</td>
<td>Medium logo</td>
</tr>
<tr>
<td>Partner logo on the event roll up</td>
<td>C</td>
<td>C</td>
<td>C</td>
</tr>
<tr>
<td>Partner logo on the stage backdrop</td>
<td>C</td>
<td>C</td>
<td>C</td>
</tr>
<tr>
<td>Partner logo on Welcome Back Party banner</td>
<td>C</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Complimentary booth</td>
<td>C</td>
<td>C</td>
<td>C</td>
</tr>
<tr>
<td>Choice of booth location</td>
<td>C</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Banners with logo for own booth</td>
<td>C</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Have a mention in Welcome Speech</td>
<td>C</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Number of Partnerships available</td>
<td>8</td>
<td>10</td>
<td>25</td>
</tr>
<tr>
<td>Partnership fee (excl. tax)</td>
<td>Non-Member: RMB 3,500</td>
<td>Non-Member: RMB 1,500</td>
<td>Non-Member: RMB 2,000</td>
</tr>
</tbody>
</table>

* Possibility to present some products during the event
** Must ensure to offering a nice activity for family & kids — all ideas are welcome
The More than a Market initiative offers a platform for social engagement designed to:

- Create partnerships between German and Chinese organizations and people
- Collect social engagement projects of the German business community and make them more visible
- Catalyze further joint action among the German Chamber members
- Present awards to recognize and honor companies that set a positive example with their social engagement

The More than a Market Awards Gala

To get involved, you are invited to participate in our next More than a Market Awards on 30 May 2019! Hand in your company’s CSR project demonstrating that you view China as More than a Market! Hand in your application form until 18 January 2019!

To participate, simply fill out the brief application form online at www.morethanamarket.cn

As a Gala Supporter, you have the opportunity to sponsor a table and invite your colleagues and project partners from government and society.

The More than a Market Forum and Business & Society Workshops

You can volunteer as a speaker or a venue partner for our workshops and panel discussions.

You can also seize the opportunity to exchange experiences, find new partners and get inspiration for meaningful CSR projects at the workshops of the More than a Market initiative and the More than a Market Forum.

As a Forum Supporter, you cover the costs of a workshop to enable dialogue and thought exchange on relevant CSR topics.

Overview of Support Opportunities and Partner Benefits

<table>
<thead>
<tr>
<th>Options</th>
<th>Forum &amp; Gala Supporter Gold</th>
<th>Forum Supporter</th>
<th>Gala Supporter Gold</th>
<th>Gala Supporter Silver</th>
</tr>
</thead>
<tbody>
<tr>
<td>Logo on event supporters backdrop</td>
<td>(Large)</td>
<td>(Large)</td>
<td>(Large)</td>
<td>(Medium)</td>
</tr>
<tr>
<td>Logo on Forum &amp; workshop backdrops</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo on conference brochure</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo on Gala backdrop</td>
<td>(Large)</td>
<td>(Large)</td>
<td>(Large)</td>
<td>(Medium)</td>
</tr>
<tr>
<td>Free Gala entrances</td>
<td>10</td>
<td>2</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>Logo on Gala table</td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo in GC Ticker</td>
<td>(Large)</td>
<td>(Large)</td>
<td>(Large)</td>
<td>(Large)</td>
</tr>
<tr>
<td>Logo on initiative’s website</td>
<td>(Large)</td>
<td>(Large)</td>
<td>(Large)</td>
<td>(Medium)</td>
</tr>
<tr>
<td>Logo on screen in foyer</td>
<td>(Large)</td>
<td>(Large)</td>
<td>(Large)</td>
<td>(Medium)</td>
</tr>
<tr>
<td>Supporter fee</td>
<td>RMB 32,000</td>
<td>RMB 20,000</td>
<td>RMB 16,000</td>
<td>RMB 8,000</td>
</tr>
</tbody>
</table>

1 The information may be subject to change. The GCC Shanghai reserves the right to final interpretation.
2 Prices exclude VAT.
Benefits of Advertising in German Chamber Ticker:

- **Exposure** – With our sizeable readership your advert will have direct access to our member companies and all other interested partners and stakeholders of the Sino-German business community in mainland China.
- **Information** – Share the latest updates on company and business news and keep our readers informed on what is going on in your industry.
- **Brand Promotion** – Increase the visibility of your products and services among our large readership.
- **Focus** – Each issue has a specific cover story, so that you can decide to place an ad when it is most relevant to the promotion of your company.
- **Flexibility** – Our flexible and affordable advertising options enable you to find the perfect way to address our international readership of senior executives and high level professionals in German and international companies.

### Our 2018 ad rates (in RMB)**

<table>
<thead>
<tr>
<th>Placement</th>
<th>1x Yearly placement discount</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>New!</strong> Advertorial Spread *</td>
<td>30,000</td>
</tr>
<tr>
<td><strong>New!</strong> Full Page *</td>
<td>18,500</td>
</tr>
<tr>
<td><strong>New!</strong> Half Page *</td>
<td>12,300</td>
</tr>
<tr>
<td><strong>New!</strong> Spread</td>
<td>18,500</td>
</tr>
<tr>
<td><strong>New!</strong> Full Page with Fold out Page</td>
<td>34,800</td>
</tr>
<tr>
<td><strong>New!</strong> Full Page</td>
<td>16,640</td>
</tr>
<tr>
<td><strong>New!</strong> Page next to</td>
<td>15,995</td>
</tr>
<tr>
<td><strong>New!</strong> Page before/after preface &amp;</td>
<td>16,640</td>
</tr>
<tr>
<td><strong>New!</strong> Share your CSR Success Story</td>
<td>18,630</td>
</tr>
<tr>
<td><strong>New!</strong> “in person” Interview &amp; Ad Page</td>
<td>16,640</td>
</tr>
<tr>
<td><strong>New!</strong> New Members’ Logo Display</td>
<td>2,800</td>
</tr>
</tbody>
</table>

*Advertorial Spread to be submitted 1 to 3 weeks before regular ad deadline. Enlarge your brand visibility with featured interviews or sponsored company presentations – in our advertorial format – for more details please contact the editorial team.

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### Readership

**German Chamber Ticker** is equally popular among the international and local community with official and informal ties to the work of the Chamber. At a total circulation of its printed version of around 16,500 copies, as well as the frequent monthly downloads of its online version and through WeChat, each issue reaches over 26,000 readers.

**Distribution**

German Chamber Ticker has total circulation of around 16,500 printed copies, distributed by direct mail with 6,300 copies delivered to senior executives and decision makers across China. Around 4,000 copies are additionally distributed at hundreds of Chamber events and key locations throughout Beijing, Tianjin, Shanghai, Hangzhou, Suzhou and South & Southwest China on a regular basis. Furthermore, around 6,000 copies of each German Chamber Ticker issue can be found on Lufthansa flights from China to Germany.

### Online Presence

The full version of the magazine, with all articles, interviews, extended features and much more can be read online and downloaded from the German Chamber website: www.china.ahk.de/Ticker

**Get Ticker on WeChat**

Content can also be read on our new German Chamber Shanghai WeChat account - Follow us on GermanChamberSH
Use our WeChat channel to let members and potential clients know about you and your company updates in real-time!

The German Chamber of Commerce in China | Shanghai is excited to announce its newest platform for spreading info, facilitate, support, and represent our members with WeChat. WeChat will give members, friends, and anyone interested in the happenings of the Sino-German community access to all information right at their fingertips.

For posting template and more information on how you can utilize the German Chamber of Commerce | Shanghai's WeChat to grow your business further, please contact Ms. Jessica Downer.

Advertisement Rates

<table>
<thead>
<tr>
<th>Description</th>
<th>Rate in RMB*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lead push post</td>
<td>4000 per post</td>
</tr>
<tr>
<td>Secondary push post</td>
<td>2500 per post</td>
</tr>
<tr>
<td>Banner inside content page - top</td>
<td>4000 for 1 month</td>
</tr>
<tr>
<td>Banner inside content page - regular</td>
<td>2500 for 1 month</td>
</tr>
</tbody>
</table>

* Membership-discount: Members of the German Chamber of Commerce in China receive an additional 10% discount, all rates subject to tax

Lead push post

<table>
<thead>
<tr>
<th>Position</th>
<th>Price</th>
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</thead>
<tbody>
<tr>
<td>Top Banner (above Market Watch)</td>
<td>RMB 4,250</td>
</tr>
<tr>
<td>Regular Banner (after Upcoming Events or Partner News)</td>
<td>RMB 3,500</td>
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</tbody>
</table>

Price

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Discount for full year and half year frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>-5%</td>
<td>-7.5%</td>
</tr>
<tr>
<td>-10%</td>
<td>-15%</td>
</tr>
</tbody>
</table>

Place your banner in the WIRE and gain immediate exposure to over 6,000 executives and senior decision makers in and around Shanghai.

The WIRE, the German Chamber of Commerce in China | Shanghai's bi-monthly newsletter informs readers about market news, recent Chamber updates, partner news, and upcoming events in and around Shanghai.

Distribution:
Around 6,000 per mailing

Readership:
All Shanghai members plus other interested executives and senior decision makers.

Frequency:
Bi-weekly

Language:
English/German

Contact Person
Ms. Chen Ting
Sales and Marketing Manager
Tel. +86 21 3858 6237
chen.ting@sh.china.ahk.de

Contact Person
Ms. Jessica Downer
Junior Editor
Tel. +86 21 3858 5073
downer.jessica@sh.china.ahk.de

Don’t Forget Ballroom Ticket Lottery Available Now!

The registration for the Ballroom Ticket Lottery 2018 is open now and will take place from 19th June 2018 - 5th September 2018!

The lottery winners are entitled to purchase only one Ballroom Tickets for this year's Ball on, at the cost of 4999 RMB per ticket. The tickets are only sold in pairs.

Contact Person
Ms. Chen Ting
Sales and Marketing Manager
tel. +86 21 3858 6237
chen.ting@sh.china.ahk.de
The Annual Report grants an overview on the broad range of the activities organized by the German Chamber of Commerce in China Shanghai in the past year. This publication features all business and social events, be it Chamber meetings, workshops, seminars, excursions or networking events. It is the reference book which is distributed among all members and regularly handed out at key Chamber events, business partner and stakeholder meetings.

Advertising in the Annual Report will give you wide exposure to key players in the Sino-German business community in and around Shanghai.

**PUBLICATION PERIOD** Yearly (March)

**LANGUAGE** English

**PRINT-RUN** 2,500, Shanghai

**PAGES** 70+

**READERSHIP** 3,000+

**Free of charge**

**DISTRIBUTION:** Direct mailing, website and display at all key Chamber events in Shanghai and the Neighboring Provinces

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**AD BOOKING DEADLINE:** 30TH JANUARY 2019

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**AD DIMENSIONS AND FILE REQUIREMENTS**

<table>
<thead>
<tr>
<th>Size</th>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/2 Page – Horizontal</td>
<td>180 x 120 mm</td>
</tr>
<tr>
<td>Full Page</td>
<td>210 x 285 mm (+ 3mm bleed)</td>
</tr>
</tbody>
</table>

**PRICE**

- Inside front cover: RMB 12,000
- Inside back cover: RMB 11,000
- Page next to inside back cover: RMB 11,000
- Full page: RMB 10,000
- Half page horizontal: RMB 6,000

**TECHNICAL REQUIREMENTS**

- Color Code: CMYK color
- File Format: jpg, tif or pdf
- Min. Resolution: 300 dpi

**CONTACT**

Ms. Chen Ting | Sales & Marketing Manager
Tel. +86 21 6875 8536 ext. 1837
email. chen.ting@sh.china.ahk.de

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**FOR INQUIRIES PLEASE CONTACT:**

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MARKETING OPPORTUNITIES 2019