MARKETING OPPORTUNITIES 2018
SPONSORSHIP & ADVERTISING OPTIONS

Linking you with the German Chamber Network • South & Southwest China

FACILITATE. INFORM. SUPPORT. REPRESENT.

GERMAN CHAMBER of Commerce in China • South & Southwest

AHK

DE INTERNATIONAL
Content

4 About us
5 Your Potential Target Group
   - Event Statistics
   - Member Statistics
6 Boost your Marketing by Becoming a Member
7 Membership Benefits
8 Partnership Opportunities
9 Yearly Sponsorship 2018/19
11 Discover Germany
12 HR Summit
13 Sino - German Economic Forum
14 More Than a Market
16 Spring Reception
17 German Chamber Sports Day
18 Christmas Market
19 Kammerdinner
20 Oktoberfest
21 Advertisement Opportunities
22 German Chamber Ticker
24 Newsletter Advertising
25 AHK Greater China Website
27 DE Job Market
28 German Business Directory
29 Annual Report 2017
30 Media Statistic 2018
31 Get personally involved...
32 …and become a keynote speaker or workshop leader
33 …and become a venue or food & beverage partner!
34 …and become a board member of the German Chamber!
35 New Benefit Program: GC Deals
36 Imprint
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.

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 2,600 members in mainland 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.
Event Statistics South & Southwest China 2017

<table>
<thead>
<tr>
<th>Events</th>
<th>Frequency</th>
<th>Number of Participants per Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Events</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Seminars/Workshops</td>
<td>monthly</td>
<td>10-55 Participants</td>
</tr>
<tr>
<td>Roundtables</td>
<td>twice per month</td>
<td>7-30 Participants</td>
</tr>
<tr>
<td>Company Visits</td>
<td>bi-monthly</td>
<td>15-30 Participants</td>
</tr>
<tr>
<td>HR Summit</td>
<td>once per year</td>
<td>75 Participants</td>
</tr>
<tr>
<td>Social Events</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Stammtische</td>
<td>two per month</td>
<td>10-30 Participants</td>
</tr>
<tr>
<td>InterChamber</td>
<td>monthly</td>
<td>130-230 Participants</td>
</tr>
<tr>
<td>Discover Germany</td>
<td>once in two cities</td>
<td>1000-1500 Participants</td>
</tr>
<tr>
<td>Oktoberfest</td>
<td>annually in 5 cities</td>
<td>1,000 Participants</td>
</tr>
<tr>
<td>Football Tournament</td>
<td>once per year</td>
<td>200-250 Participants</td>
</tr>
<tr>
<td>Spring Reception/Kammerdinner</td>
<td>quarterly</td>
<td>30-50 Participants</td>
</tr>
</tbody>
</table>

Type of Membership

<table>
<thead>
<tr>
<th>Category 2017</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Corporate Small</td>
<td>152</td>
<td>Corporate Large 8</td>
</tr>
<tr>
<td>Private Member</td>
<td>19</td>
<td>Special Member 14</td>
</tr>
<tr>
<td>Corporate Medium</td>
<td>44</td>
<td>Corporate Medium 44</td>
</tr>
<tr>
<td>Total: 237</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Business Classification

- Mining and Quarrying
- Manufacturing
- Electricity, Gas, Steam and Air Conditioning Supply
- Water Supply; Sewerage, Waste Management and Remediation Activities
- Construction
- Wholesale and Retail Trade; Repair of Motor Vehicles and Motorcycles
- Transportation and Storage
- Accommodation and Food Service Activities
- Information and Communication
- Financial and Insurance Activities
- Real Estate Activities
- Professional, Scientific and Technical Activities
- Administrative and Support Service
- Public Administration and Defence;
  Compulsory Social Security
- Education
- Human Health and Social Work Activities
- Other Service Activities
- Activities of Extraterritorial Organisation and Bodies

Status: 1st October 2017
BOOST YOUR MARKETING BY BECOMING A MEMBER

You can bring the awareness of your brand to the next level and make your company visible to the large German business community by becoming a member of the German Chamber of Commerce in South & Southwest China.

Become Our Member

As our member you can enjoy exclusive access* or member price for the key benefits below

Stay Connected
- Discover Germany
- Kammerdinner
- Business Events
- Workshop Series
- Social Events
- CSR: More than a Market
- Access to Directories
- Summits & Forums
- Roundtable Events

Stay Visible
- Sponsorship Opportunities
- Member News*
- New Members List*
- Advertisement Opportunities
- Profile in Directories
- Profile in Publications

Stay Efficient
- Fast Track for Visa to Germany*
- Online Job Market
- Corporate Design Services
- Website Setup and Hosting
- German Pavilion at Trade Fairs
- Job Fairs
- Credit Reports
- Marketing Reports

Stay Informed
- Annual Surveys*
- Benefit Program*
- Monthly Newsletter
- Press Monitoring
- Training Programs
- Business Magazine: German Chamber Ticker
- Economic Outlooks

*Exclusively for members
For more information about benefits, please feel free to contact us anytime. We're more than happy to introduce them to you in person.

Contact Person
Ms. Vanice Du
Manager Events & Membership
Tel. +86 20 8755 2353 Ext. 217
du.vanice@gz.china.ahk.de
MULTIPLY YOUR BENEFITS
and become a member of the German Chamber of Commerce in China now!

Types of Membership

<table>
<thead>
<tr>
<th>CATEGORIES</th>
<th>DESCRIPTION</th>
<th>ANNUAL FEE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Corporate Member</td>
<td></td>
<td></td>
</tr>
<tr>
<td>&quot;Large&quot;</td>
<td>For companies with more than 1,000 employees in their legal business entity</td>
<td>RMB 11,500</td>
</tr>
<tr>
<td></td>
<td>Membership benefits for all employees of the business entity</td>
<td></td>
</tr>
<tr>
<td></td>
<td>20 membership cards</td>
<td></td>
</tr>
<tr>
<td>Corporate Member</td>
<td></td>
<td></td>
</tr>
<tr>
<td>&quot;Medium&quot;</td>
<td>For companies with 251 to 1,000 employees in their legal business entity</td>
<td>RMB 7,500</td>
</tr>
<tr>
<td></td>
<td>Membership benefits for all employees of the business entity</td>
<td></td>
</tr>
<tr>
<td></td>
<td>15 membership cards</td>
<td></td>
</tr>
<tr>
<td>Corporate Member</td>
<td></td>
<td></td>
</tr>
<tr>
<td>&quot;Small&quot;</td>
<td>For companies with 11 to 250 employees in their legal business entity</td>
<td>RMB 4,800</td>
</tr>
<tr>
<td></td>
<td>Membership benefits for all employees of the business entity</td>
<td></td>
</tr>
<tr>
<td></td>
<td>10 membership cards</td>
<td></td>
</tr>
<tr>
<td>Corporate Micro (new in</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2018)</td>
<td>For companies with up to 10 employees in their legal business entity</td>
<td>RMB 4,000</td>
</tr>
<tr>
<td></td>
<td>Membership benefits for all employees of the business entity</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Up to 10 membership cards</td>
<td></td>
</tr>
<tr>
<td>Private Member*</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Young Professionals**</td>
<td>Individual membership for non-Chinese citizen</td>
<td>RMB 1,800*</td>
</tr>
<tr>
<td></td>
<td>Private member over 30 years old*</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Private member under 30 years old**</td>
<td>RMB 1,300**</td>
</tr>
</tbody>
</table>

Please note

Due to Chinese legal regulations, for Corporate Membership, only the representative offices and branches of foreign companies, enterprises and other economic organizations lawfully established in the Chinese territory may join our chamber. For Private Membership, only persons who hold foreign passports may join our chamber.

- 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).

Contact Person
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PARTNERSHIP OPPORTUNITIES

Take advantage of the largest German business network in mainland China for your marketing needs!
Any Member Company is welcome to apply to become a Yearly Sponsor of the German Chamber of Commerce in China | South & Southwest China and present itself as one of our leading partners over the course of next year. The price for the Yearly Sponsorship is is RMB 70,000 net for the whole region of GCC South & Southwest China. The sponsorship lasts 365 days.

Sponsor Benefits

**Priority Access**

Get priority access and front row seating (if applicable) to/in our business conferences and delegation receptions (approx. 20/year).

**Your Logo in our Daily Email Correspondence**

Your logo in the signature on all daily, regular and special email communication of the German Chamber offices in Guangzhou, Shenzhen and Chengdu respectively (>5000 emails per week on average).

**Your Logo in all Newsletters**

Your logo in our Newsletters and invitations to our regular Chamber Events (e.g. Chamber Meeting, workshops, social events, delegation etc.). During each year, the German Chamber of Commerce in China | South and Southwest China conducts more than 140 events.

**Your Logo on our Website – www.china.ahk.de**

Our website is the joint website of the Delegation of Industry and Commerce, German Chamber and GIC and has about 250,000 hits per month. As a Yearly Sponsor your logo will be placed on the banner advertisement on our homepage – German Chamber South & Southwest China section - with a link of your choice.

**Half Page Interview in German Chamber Ticker**

Introduce your senior representative to our members and readers in a half page interview. For sponsors in all three regions, we even offer a half page interview paired with a half page advertisement.

**Duration of Sponsorships**

365 days

**Price of Sponsorship**

<table>
<thead>
<tr>
<th></th>
<th>All offices</th>
<th>Guangzhou</th>
<th>Shenzhen</th>
<th>Chengdu</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>(member price)</strong></td>
<td>RMB 70,000</td>
<td>RMB 40,000</td>
<td>RMB 30,000</td>
<td>RMB 20,000</td>
</tr>
<tr>
<td><em>tax not included</em></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Price of Sponsorship**

<table>
<thead>
<tr>
<th></th>
<th>All offices</th>
<th>Guangzhou</th>
<th>Shenzhen</th>
<th>Chengdu</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>(non-member price)</strong></td>
<td>RMB 85,000</td>
<td>RMB 50,000</td>
<td>RMB 40,000</td>
<td>RMB 30,000</td>
</tr>
<tr>
<td><em>tax not included</em></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Contact Person**

Mr. Marc Piesbergen
Executive Chamber Manager
Tel. +86 20 87755 8203
piesbergen.marc@gz.china.ahk.de
**YEARLY SPONSORSHIP 2018/19**

**Duration of Sponsorships**
365 days

**Price of Sponsorship (member price)**
- All offices: RMB 70,000
- Guangzhou: RMB 40,000
- Shenzhen: RMB 30,000
- Chengdu: RMB 20,000
*tax not included

**Price of Sponsorship (non-member price)**
- All offices: RMB 85,000
- Guangzhou: RMB 50,000
- Shenzhen: RMB 40,000
- Chengdu: RMB 30,000
*tax not included

**Your Logo in our German Chamber Ticker**

Your logo in our quarterly member magazine “German Chamber Ticker”, which has a print run of 16,500 copies and is distributed in Beijing, Shanghai and South & Southwest China as well as in the Lufthansa Business Class flights from China.

**Your Logo in our Annual Report**

An interesting overview of the events, services and membership development of the German Chamber of Commerce in China | South & Southwest China during the year, sent to all members around South & Southwest China.

**Your Logo at our Chamber Events**

Your Logo will be placed among the Yearly Sponsors on the backdrop and roll-up banners at our regular Chamber Events (e.g. chamber meetings, workshops, social events, delegations etc.). During each year, the German Chamber of Commerce in China | South & Southwest China conducts more than 140 events.

**Contact Person**
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Executive Chamber Manager
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In 2017, the German Chamber of Commerce in China | South & Southwest launched a new Sino-German event in Guangzhou and Chengdu in cooperation with the German Consulates to promote Germany’s business landscape, culture, education, travel destinations and F&B. The festival “Discover Germany” attracted more than 30 sponsors and partners and welcomed over 1,500 guests in Guangzhou and more than one thousand visitors in Chengdu.

The festival offers a wide range of experiences towards Germany, from advanced technology, latest trendy cars, user-friendly home products to refreshing imported beer, traditional food, and a large collection of sweets. However, Discover Germany is more than just a festival. It is also a perfect opportunity for an intercultural exchange between Chinese and German spectators outside the office in a pleasant and relaxed atmosphere.

In 2018, Discover Germany will take place in Guangzhou, Shenzhen and Chengdu. If you want to get involved or learn about sponsorship opportunities, please contact us directly.

**Target Group**
Chinese and German Business Community with Family

**Participants**
in GZ in 2 days > 1,500;
in CD in 1 day >1,000

**Contact person**

**Guangzhou**
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**Chengdu**
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Regional Manager Sichuan & Chongqing
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Effective human resources management continues to be a big challenge for German companies with operations in China. As China’s economy is transitioning towards becoming a “knowledge economy” the needs of employers and employees alike are changing as well. Our annual member surveys among our 1600 member companies support this claim: Rising labor costs, flattening productivity and an overall shortage of skilled workers remain the primary concerns of our member companies.

Created to address these pressing concerns “HR Summit South China” has been established successfully in 2017 to serve as a yearly flagship HR event for German companies in China. Speakers from various industries share their best practises and HR experts exchange ideas.

Sponsorship & Exhibition Opportunities

<table>
<thead>
<tr>
<th>No.</th>
<th>Sponsorship &amp; Exhibition Opportunities</th>
<th>Platinum Sponsor</th>
<th>Golden Sponsor</th>
<th>Conference Exhibitor</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Conference Speech</td>
<td>✚</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Premium recognition on screens in conference location</td>
<td>✚</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Logo on all mailings and print ads</td>
<td>✚</td>
<td>✚</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Logo on conference banner in the conference location</td>
<td>✚</td>
<td>✚</td>
<td>✚</td>
</tr>
<tr>
<td>5</td>
<td>Logo on GCC Ticker - Events Overview</td>
<td>✚</td>
<td>✚</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Stand placement</td>
<td>✚</td>
<td>✚</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>VIP seats</td>
<td>✚</td>
<td>✚</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>Free registrations</td>
<td>4</td>
<td>1</td>
<td>2</td>
</tr>
</tbody>
</table>

prices on request
Since the successful establishment in 2016, the Sino-German Economic Forum is the biggest annual Sino-German Economic Forum in Southwest China, held in Chengdu.

The forum provides a platform for exchange with high-level representatives from German and Chinese political and economic backgrounds. The event focuses on the topics that concern Sino-German cooperation in Southwest China, such as Industry 4.0 and Smart Manufacturing, participation opportunities and current developments of investment on the One Belt One Road-Initiative in Sichuan.

The forum provides a solution-oriented environment for companies and politicians to get together and discuss and exchange views on current developments, challenges and opportunities in different industries in Sichuan and the surrounding region. The forum is followed by a B2B- matchmaking event between German and Chinese companies.

**Target Group:**
German and Chinese Companies and Organizations

**Participants:** 200

**Sponsorship opportunities:**

- Have your logo displayed on press release and forum brochure
- One page of advertisement insertion in the forum’s brochure
- Mentions in social media post and newsletter
- Reserved seats at VIP meeting
- Reserved seats at the forum
- Priority to give a speech
- Reserved seats at VIP lunch
- Company road show at the matchmaking session
- Recognition and acknowledgement in all of the forum’s collaterals which includes venue backdrop, marketing and advertising collaterals
- Post-forum social media mentions
- Credit mention in thank you email to participants

**Contact person**
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Regional Manager Sichuan & Chongqing
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wen.jfay@gz.china.ahk.de
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 2018! Hand in your company’s CSR project demonstrating that you view China as More than a Market! Registration is open until 15th January 2018.

To participate, simply download the brief application form online at www.morethanamarket.cn and send it via mail to morethanamarket@sh.china.ahk.de

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

Contact Person
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Regional Manager Shenzhen
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schulz.lydia@gz.china.ahk.de
The More than a Market Forum and Business and 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>Options1</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 in conference brochure</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo on Gala backdrop</td>
<td></td>
<td>(Large)</td>
<td>(Medium)</td>
<td></td>
</tr>
<tr>
<td>Free Gala entrances</td>
<td>10</td>
<td>2</td>
<td>10</td>
<td>5</td>
</tr>
<tr>
<td>Logo on Gala table</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo in GC Ticker</td>
<td>(Large)</td>
<td>(Large)</td>
<td>(Large)</td>
<td>(Medium)</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 fee2</td>
<td>RMB 12,000</td>
<td>RMB 20,000</td>
<td>RMB 16,000</td>
<td>RMB 8,000</td>
</tr>
</tbody>
</table>

1 Some information may be subject to change. The GCC Shanghai reserves the right to final interpretation.
2 Prices exclude VAT.
Our most elegant event is the spring reception combining fine arts with exclusive networking opportunities. In 2017, the event took place at the Qiao Shiguang Art Museum on Shamian Island. Our guests enjoyed an exquisite international buffet at one of Guangzhou’s most interesting historical locations.

In February 2018, the Spring Reception will be at the Contemporary Art Gallery ART23 showing the temporary Sino-German exhibition INTUITION hosted by the German Consulate General in Guangzhou.

Present your company to our members at this very special event with a booth, as cash or F&B sponsor or with a gift for the Lucky Draw or Door Gift.

**Door Gift Partner**

Do you have a great product that you would like our guests to take home after the event? Then become a gift partner for our gift bag at the Spring Reception or Kammerdinner. It is an unforgettable way to spread awareness of your products amongst the guests in door gift bags.

**F&B Partner**

Draw our guests’ attention by sponsoring premium food and beverage at a booth. The guests will highly appreciate your gracious partnership.

**Benefits of Partnership**

- The names of our cash and F&B sponsors will be announced during the evening
- Logo exposure of all partners on our flyers and on-site screens
- Free tickets for cash sponsors and discount on additional tickets

**Contact us for more information on partnership opportunities and sponsorship packages.**
GERMAN CHAMBER SPORTS DAY - OCTOBER/NOVEMBER

Following our fellow German Chambers, we are happy to announce that we bring one of the most famous German traditions to Guangzhou with an annual Football Tournament. The teams from different companies come together to compete for the trophy in the Football Tournament. With several teams and hundreds of spectators, the tournament attracts high attention among the Sino-German business community. Take this unique opportunity to present your company and services at the 2nd Football Tournament and create a lasting impression for future clients or customers and experience a fun day with employees and their families. Due to the great success of last year’s football tournament, we will offer an additional competition in badminton at the same time this year!

Join the tournament with your company’s soccer and badminton team!

Sponsorship Opportunities

- Have your logo displayed on all marketing material, including banners, backdrops and the website
- Sponsor our volunteer’s T-shirts and display your logo
- Sponsor water for the players
- Sponsor breakfast and/or lunch boxes for our players
- Showcase your company to our guests with your own booth. Present information and promote your services
- Additionally, you can offer entertainment for children, such as bouncy castles, face painting and other attractions

Register your team!

<table>
<thead>
<tr>
<th></th>
<th>Member</th>
<th>Non-Member</th>
</tr>
</thead>
<tbody>
<tr>
<td>Football Team</td>
<td>7,000 RMB</td>
<td>8,500 RMB</td>
</tr>
<tr>
<td>Badminton Team</td>
<td>1,500 RMB</td>
<td>2,800 RMB</td>
</tr>
</tbody>
</table>

Contact person
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Manager Events & Membership
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CHRISTMAS MARKET – DECEMBER 2018

Target group
Chinese and International Community with Families

Locations
Guangzhou, Chengdu

Following the example of last year’s German Christmas Market in Chengdu, we will have a typical Christmas Market in Chengdu and Guangzhou in December 2018. Look forward to getting into Christmas mood with the smell of mulled wine, the taste of traditional German food and the sound of Christmas carols! Spend an unforgettable time with your family, friends, colleagues, customers and partners!

You can show your products and services to a happy crowd of Chinese and international families over a couple of days at one of the most prosperous downtown areas or present your organization on stage!

If you want to get involved or learn more about sponsorship possibilities, please contact us directly.

Contact person
Guangzhou
Ms. Vanice Du
Manager Events & Membership
Tel. +86 20 8755 2353 Ext. 217
du.vanice@gz.china.ahk.de

Chengdu
Mr. Xiaofei Wen
Regional Manager Sichuan & Chongqing
Tel. +86 28 8533 6840
wen.jfay@gz.china.ahk.de
Mingle with friends and colleagues, meet new people and enjoy a fun evening

In addition to our regular Stammtisch, we invite our members and friends to social get-togethers in the more formal surrounding of a Kammerdinner. The attendance of the German consul general, the visit of a high-ranking delegation or festive seasons can be the reason for the gathering with exquisite food and inspiring conversations with new and old friends.

Contact us for partnership opportunities as event host, F&B or cash sponsor.

Target group
German Business Community

Contact person
Guangzhou
Ms. Vanice Du
Manager Events & Membership
Tel. +86 20 8755 2353 Ext. 217
du.vanice@gz.china.ahk.de

Shenzhen
Ms. Suzanne Su
Project Manager Events
Shenzhen
Tel. +86 755 8635 0485
su.suzanne@gz.china.ahk.de

Chengdu
Mr. Xiaofei Wen
Regional Manager Sichuan & Chongqing
Tel. +86 28 8533 6840
wen.jfay@gz.china.ahk.de
OKTOBERFEST - OCTOBER 2018

Our most anticipated event - the German Oktoberfest - welcomes thousands of guests every year in Guangzhou, Shenzhen, Dongguan, Chengdu and Chongqing. What began in 2005 in Guangzhou has now become a yearly tradition in South and Southwest China and is widely regarded as one of the highlights of the German and international social calendar.

An authentic Bavarian Oktoberfest surrounding, fun entertainment with live music and show by a band flown in from Germany and freshly draught Munich beer await our guests every year in all major cities across South and Southwest China.

Target Group
Local Chinese and Expat Community in South and Southwest China; Exclusive Nights ideal for Corporate Dinners with Customers & Employees

Locations
Guangzhou, Shenzhen, Dongguan, Chengdu, Chongqing

We promise you nothing less than our unique Oktoberfest package Sponsorships

Become our Sponsor and present your company during the whole festival. This is your unique chance to reach a large international crowd in a fun atmosphere!

Benefits
- Get extensive media coverage in South and Southwest China
- Have your logo displayed on your company table, on beer mugs, on banners at the venue and on all printed and online advertisement
- Get free tickets and join the Oktoberfest with your guests
- Actively use the unique atmosphere for your corporate events and team building
- Save on additional tickets and merchandise
- 5 minutes’ sponsor video display every night

Exclusive Company Nights

Celebrate the Oktoberfest with long-term business partners, honored clients or employees and improve your business relations in a relaxed atmosphere. Take your chance to celebrate the company culture at this special event and let this night become unforgettable for your guests.

Benefits
- All-inclusive German cuisine and free flow German beer all night
- Entertainment by an authentic Bavarian band
- Product display, promotional booth, gifts, corporate give-aways available
- Complementary tickets
- VIP seating
- Company logo on tables, tent, backdrop etc.
- Opening ceremony by your company representative

For Partner Package, please contact German Chamber of Commerce in China | South & Southwest China for details.

Contact person
Guangzhou
Ms. Vanice Du
Manager Events & Membership
Tel. +86 20 8755 2353 Ext. 217
du.vanice@gz.china.ahk.de

Shenzhen
Ms. Suzanne Su
Project Manager Events
Shenzhen
Tel. +86 755 8635 0485
su.suzanne@gz.china.ahk.de

Chongqing & Chengdu
Mr. Xiaofei Wen
Regional Manager Sichuan & Chongqing
Tel. +86 28 8533 6840
wen.jfay@gz.china.ahk.de

For Partner Package, please contact German Chamber of Commerce in China | South & Southwest China for details.
ADVERTISEMENT OPPORTUNITIES

Advertise with us and reach your target group through our channels!
**GERMAN CHAMBER TICKER**

The German Chamber Ticker is the German Chamber of Commerce’s free quarterly business magazine published throughout mainland China.

The cover stories and industry reports provide high-quality editorial coverage of the latest economic and social trends to the German and international business community.

German Chamber Ticker is available online as well as being distributed to more than 2,500 member companies of the German Chamber of Commerce in China and its partners. It is the ideal way to reach executives and senior decision makers, along with business centers, airlines, restaurants and hotels, as well as other important stakeholders of the Sino-German business community.

With our flexible advertising options both small and large businesses have access to our international readership of senior executives and high-level professionals in German and international companies.

**Key Facts**

<table>
<thead>
<tr>
<th>Publication Period</th>
<th>quarterly</th>
</tr>
</thead>
<tbody>
<tr>
<td>Language</td>
<td>English</td>
</tr>
<tr>
<td>Print-Run</td>
<td>Around 16,500, mainland China</td>
</tr>
<tr>
<td>Pages</td>
<td>80+</td>
</tr>
<tr>
<td>Price</td>
<td>Free of charge</td>
</tr>
<tr>
<td>Readership</td>
<td>Over 26,000</td>
</tr>
<tr>
<td>Distribution</td>
<td>Direct mailing, WeChat, website (2,500 downloads per month), Lufthansa flights and in selected locations and outlets in South and Southwest China</td>
</tr>
</tbody>
</table>

**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 displayed 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/gc-ticker

**Membership-discount**

Members of the German Chamber of Commerce in China receive an additional 10% discount.

**Contact**

**South and Southwest China**
Ms. Lydia Schulz
Regional Manager Shenzhen
Tel. +86 755 8635 0487
schulz.lydia@gz.china.ahk.de

Shanghai
Ms. Chen Ting
Sales and Marketing Manager
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chen.ting@sh.china.ahk.de

**North China**
Ms. Johanna Heinzmann
Project Manager
Tel. +86 10 6539 6664
heinzmann.johanna@bj.china.ahk.de

**Publication Period**
quarterly

**Language**
English

**Print-Run**
Around 16,500, mainland China

**Pages**
80+

**Price**
Free of charge

**Readership**
Over 26,000

**Distribution**
Direct mailing, WeChat, website (2,500 downloads per month), Lufthansa flights and in selected locations and outlets in South and Southwest China

**Issue** | **Cover Story** | **Industry Report** | **Ad Booking Deadline**
---|---|---|---
1 | Spring 2018 (Mar.-May.) | China Branching Out | Chemical | January 17th
2 | Summer 2018 (Jun.-Aug.) | A look into the Virtual Future | Automotive | April 27th
3 | Autumn 2018 (Sept.-Nov.) | Catering to the New Middle Class | Medical Technology | August 2nd
4 | Winter 2018 (Dec.-Feb.) | The Future of Work | Smart Manufacturing | November 9th

**Publication Period**
quarterly

**Language**
English

**Print-Run**
Around 16,500, mainland China

**Pages**
80+

**Price**
Free of charge

**Readership**
Over 26,000

**Distribution**
Direct mailing, WeChat, website (2,500 downloads per month), Lufthansa flights and in selected locations and outlets in South and Southwest China
Benefits of Advertising in German Chamber Ticker:

- **Exposure** – With our sizeable readership your advert will have direct access to more than 2,500 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.
NEWSLETTER ADVERTISING

The German Chamber of Commerce in China | South & Southwest China’s monthly newsletter informs readers about market news, recent Chamber updates, partner news, and upcoming events in and around South & Southwest China.

Distribution: around 4,000 per issue
Readership: All South & Southwest China members plus other interested executives and senior decision makers
Frequency: monthly
Language: English

Place your banner in the monthly newsletter or weekly event update and gain immediate exposure to over 4,000 executives and senior decision makers in and around South & Southwest China.

<table>
<thead>
<tr>
<th>format</th>
<th>price per newsletter</th>
</tr>
</thead>
<tbody>
<tr>
<td>monthly</td>
<td></td>
</tr>
<tr>
<td>article</td>
<td>2000 RMB</td>
</tr>
<tr>
<td>monthly</td>
<td></td>
</tr>
<tr>
<td>banner</td>
<td>1000 RMB</td>
</tr>
<tr>
<td>weekly</td>
<td></td>
</tr>
<tr>
<td>article</td>
<td>1000 RMB</td>
</tr>
</tbody>
</table>

All rates are subject to VAT. Please contact us for more information on frequency discounts.

Format of articles
1 picture + up to 200 words

Format of banners
Regular banner:
Size: 600 width x 150 pixel height

Side banner:
Size: 100 width x 350 pixel height

To book a banner, please contact:
Ms. Suzanne Su
Project Manager Events
Shenzhen
Tel. +86 755 8635 0485
su.suzanne@gz.china.ahk.de

Ms. Lydia Schulz
Regional Manager Shenzhen
Tel. +86 755 8635 0487
schulz.lydia@gz.china.ahk.de

Regular Banner

Format of articles
1 picture + up to 200 words

Format of banners
Regular banner:
Size: 600 width x 150 pixel height

Side banner:
Size: 100 width x 350 pixel height
www.china.ahk.de

is the joint trilingual website of the German Chamber Network Greater China.

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Media Data 2017
- 62,000 monthly visits
- 80,000 monthly page views
- 30,000 unique visitors monthly accessing our website from Germany and Greater China

Be present on the largest Sino-German business platform online!

---

Our Visitors

- Enterprise Executives
  With our web content we cater to the needs of decision makers in over 6,000 German companies in the Greater China region as well as for another 10,000 companies yearly trading with China or inquiring market information.

- Investors
  Yearly around 60,000 investors from China and Germany consult our webpage for strategic market information and business advice.

- Business Travelers
  Yearly over 100,000 business travelers from China and Germany inform themselves on our website about events and up-to-date market information.
## Banner Advertising Options

<table>
<thead>
<tr>
<th>Type</th>
<th>Price/Month</th>
<th>Price/3 months (15% discount)</th>
<th>Price/6 months (25% discount)</th>
<th>Price/1 year (35% discount)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Skyscraper</td>
<td>RMB 8,000</td>
<td>RMB 20,400</td>
<td>RMB 36,000</td>
<td>RMB 62,400</td>
</tr>
<tr>
<td>Half Banner (Homepage)</td>
<td>RMB 3,000</td>
<td>RMB 7,650</td>
<td>RMB 13,500</td>
<td>RMB 23,400</td>
</tr>
<tr>
<td>Full Banner (Single Content Page)</td>
<td>RMB 3,000</td>
<td>RMB 7,650</td>
<td>RMB 13,500</td>
<td>RMB 23,400</td>
</tr>
<tr>
<td>Half Banner (Single Content Page)</td>
<td>RMB 1,500</td>
<td>RMB 3,825</td>
<td>RMB 6,750</td>
<td>RMB 11,700</td>
</tr>
<tr>
<td>Half Banner (Additional Content Page)</td>
<td>RMB 800</td>
<td>RMB 2,040</td>
<td>RMB 3,600</td>
<td>RMB 6,240</td>
</tr>
</tbody>
</table>

## Company Listing

Be visible for companies looking for business partners or support in a specific business field in China.

<table>
<thead>
<tr>
<th>Type</th>
<th>Content</th>
<th>Duration &amp; Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Standard Listing</td>
<td>Listing your company in one category of your choice with your logo, introduction and link to your webpage</td>
<td>1 year: RMB 3,000</td>
</tr>
<tr>
<td>Additional Category</td>
<td>List your company in an additional category</td>
<td>1 year: RMB 1,000</td>
</tr>
<tr>
<td>Special Promotion</td>
<td>Display your logo and introduction on top of the company listing section</td>
<td>1 month: RMB 1,500, 3 months: RMB 4,000</td>
</tr>
</tbody>
</table>

## Investment Promotion

Be visible for Chinese investors seeking information about German market and vice versa.

<table>
<thead>
<tr>
<th>Type</th>
<th>Content</th>
<th>Duration &amp; Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Investment Promotion Listing</td>
<td>Present your investment offer to German/Chinese companies right when they are looking for it</td>
<td>Year: RMB 8,000</td>
</tr>
</tbody>
</table>

* 15% German Chamber Member Discount  * Additional VAT of 6.72% applies
DE Job Market is an efficient source for domestic and international talents, and the preeminent platform for reaching qualified candidates particularly with strong background in STEM (science, technology, engineering and mathematics) disciplines, business and foreign languages and with oversea study/work experiences. On DE Job Market companies will gain access to our big pool of highly qualified candidates and elevate the company profile to job seekers.

Banner Advertising

Be visible for Sino-German Professionals and HR Specialists by placing a banner advertisement

Prices per month:

<table>
<thead>
<tr>
<th>Ad Position</th>
<th>Full Banner Top (648*75px)</th>
<th>Full Banner Bottom (648*75px)</th>
<th>Half Banner Sidebar (258*72px)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Homepage</td>
<td>RMB 4,000</td>
<td>RMB 2,000</td>
<td>RMB 3,000</td>
</tr>
<tr>
<td>Job Section</td>
<td>RMB 3,000</td>
<td>RMB 1,500</td>
<td>RMB 2,000</td>
</tr>
<tr>
<td>Internship Section</td>
<td>RMB 2,000</td>
<td>RMB 1,000</td>
<td>RMB 1,500</td>
</tr>
<tr>
<td>Company Section</td>
<td>RMB 3,000</td>
<td>RMB 1,500</td>
<td>RMB 2,000</td>
</tr>
<tr>
<td>Employer Section</td>
<td>RMB 3,000</td>
<td>RMB 3,000</td>
<td>RMB 3,000 (250x350px)</td>
</tr>
</tbody>
</table>

VIP Company Profile

<table>
<thead>
<tr>
<th>Content</th>
<th>Duration &amp; Price</th>
</tr>
</thead>
</table>
| List your company with logo, profile and link to your webpage | 6 months: 1,500 RMB  
1 year: 3,000 RMB |

* Prices including taxes  
* Additional 10% discount for German Chamber members
The German Business Directory will bring together the profiles of over 5,000 German companies operating in China, including more than 2,500 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's definitely the right choice

For more information on advertisement options, please contact:
Ms. Vanice Du | Membership & Events Manager | Tel. +86 20 8755 2353 ext. 217 | du.vanice@gz.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 | South & Southwest China 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 South & Southwest China.

**Publication Period** Yearly (March)

**Language** English

**Print-Run** 500

**Pages** 40+

**Readership** 800+

Free of charge

**Distribution:** Direct mailing, website and display at all key Chamber events in South & Southwest China

**Ad Dimensions and File Requirements**

<table>
<thead>
<tr>
<th>Ad Type</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>

**Technical Requirements**

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

**Price**

- Inside front cover: RMB 2,500
- Inside back cover: RMB 2,200
- Page next to inside back cover: RMB 2,200
- Full page: RMB 2,000
- Half page horizontal: RMB 1,200

**Contact**

Ms. Lydia Schulz | Regional Manager Shenzhen
Tel. +86 755 8635 0487
schulz.lydia@gz.china.ahk.de

**AD Booking Deadline:** 28th February 2018
German Chamber Ticker
Publication Period: Quarterly
Language: English
Print-Run: 16,500 mainland China
Pages: 90+
Readership: Over 26,000
Language (5% Chinese, 15% Expats, 35% Germans general, 45% Germans Business)
Distribution: Lufthansa Flights
Website (2,500 downloads per month)
direct mailing, chamber events and key locations in South and Southwest China, wechat

Annual Report
Publication Period: Yearly
Language: English
Print-Run: 500
Pages: 40+
Readership: 800+
Distribution: Direct Mailing, Website and events in South and Southwest China

Newsletter
Publication Period: Monthly
Language: English
Readership: 4,000
Distribution: Direct Mailing

Event Update
Publication Period: Weekly
Language: English
Readership: 3,800

The AHK Website (www.china.ahk.de)
Page Impressions/Month: 80,000
Visits/Month: 62,000
Unique Visitors/Month: 30,000

Training Brochure South & Southwest China
Publication Period: Yearly
Language: English/Chinese
Print-Run: 800
Distribution: Direct Mailing, Website
Pages: 30+
Sponsorship: Available via Advertisements
(first come first served, Deadline is 5th of December)
Readership: German and Chinese Companies
GET INVOLVED...

Become a speaker and present your topic and branch!
GET INVOLVED…

…and become a keynote speaker or workshop leader

For many years, the German Chamber of Commerce has organized nearly 100 successful business events per year. Through each workshop, attended by 20-100 participants, the Chamber helps to share important information about China to German companies. These workshops are constantly developed and the variety of topics is steadily rising.

Currently, workshops, seminars and roundtables are offered to the following topics:
- Human Resources
- Manufacturing
- Tax & Legal
- Corporate Social Responsibility

The workshops take place during weekdays in central locations such as hotels or the German Chamber office or are combined with company visits. 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. Furthermore we are still looking for new workshop leaders, either to support existing working groups OR to help us to create new working groups. Get personally involved to become an active part of the German business community!

New working groups could involve topics such as new technologies and innovation, marketing, logistics, energy and environment, food industry and any other fields that might be interesting to our members.

Contact Person
Ms. Vanice Du
Manager Events & Membership
Tel. +86 20 8755 2353 Ext. 217
du.vanice@gz.china.ahk.de
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 Kammerdinner and many more events. Our Chamber partnership opportunities offer event venue and food & beverage partners to demonstrate their event space as well as service and food quality to the members and friends of the German Chamber of Commerce.

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
- Kammerdinner
- Roundtables and Working Groups
- Business Workshops
- Social Events (i.e. Interchamber Mixer)

Contact Person

Guangzhou
Ms. Vanice Du
Manager Events & Membership
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Shenzhen
Ms. Suzanne Su
Project Manager Events
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Chengdu
Mr. Xiaofei Wen
Regional Manager Sichuan & Chongqing
Tel. +86 28 8533 6840
wen.jfay@gz.china.ahk.de
GET INVOLVED…

…and become a Board Member of the German Chamber!

We are looking forward to having your expertise and experience in our board and working with you on the further, successful development of the German Chamber!

The Board of Directors of the German Chamber of Commerce in China | South & Southwest China was elected at the end of March 2016, the next elections will be held in March 2018. The Board is composed of 7 members, 6 of whom are elected as the chief representatives of the German Chamber of Commerce | South & Southwest China 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 | South & Southwest, 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 | South & Southwest China. 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
Mr. Marc Piesbergen
Executive Chamber Manager
Tel. +86 20 87755 8203
piesbergen.marc@gz.china.ahk.de

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Contact Person
Mr. Marc Piesbergen
Executive Chamber Manager
Tel. +86 20 87755 8203
piesbergen.marc@gz.china.ahk.de
China-wide Discount Program of the German Chamber of Commerce

GC DEALS is the German Chamber of Commerce in China’s new benefit program. GC DEALS offers discounts, deals and special offers to each of our 2,500+ German Chamber individual and corporate members in mainland China. Partners include hotels, hospitals, restaurants, language schools and many other business providers throughout the region.

Your Benefits

- Reach our members in South & Southwest China, Shanghai and North China
- Attract your target group by offering B2B or B2C benefits
- Gain publicity on our website 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. Higher discounts offer higher exposure opportunities and more to our GC DEALS partners.

For more information please visit our website china.ahk.de/chamber/benefit-partner/ or get in touch with your Chamber team directly.

Contact Person
Ms. Vanice Du
Manager Events & Membership
Tel. +86 20 8755 2353 Ext. 217
du.vanice@gz.china.ahk.de
Our marketing brochure is also available in Shanghai and North China

Contact person
South & Southwest China

Mr. Marc Piesbergen
Executive Chamber Manager
Tel. +86 20 8755 8203
piesbergen.marc@gz.china.ahk.de

Contact person
North China

Ms. Johanna Heinzmann
Project Manager
Tel. +86 10 6539 6664
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Contact person
Shanghai

Ms. Daisy Zhu
Manager
Business Development
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zhu.jingjing@sh.china.ahk.de

Publisher
German Chamber of Commerce in China | South & Southwest China
Room 1903, Leatop Plaza
No. 32 Zhujiang East Road
Guangzhou 510620 | PR China

Idea and Concept
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Manager
Business Development
zhu.jingjing@sh.china.ahk.de

Some information in this brochure may be subject to change without notice. GCC South & Southwest China reserves the right to final interpretation.

Yearly Sponsors of German Chamber of Commerce in China | South & Southwest China 2017/2018
Some information in this brochure may be subject to change without notice. GCC South & Southwest China reserves the right to final interpretation.