



SPONSORING PACKAGES

AUSTRIA CONNECT CHINA 2020

SHANGHAI & DIGITAL, 6 NOVEMBER 2020

ABOUT AUSTRIA CONNECT

AUSTRIA CONNECT China is **the largest Sino-Austrian business event** in the China region (China, Hong Kong SAR and Macau SAR) and the annual flagship event of ADVANTAGE AUSTRIA, Austria's official foreign trade promotion organization. Every year, one of our four ADVANTAGE AUSTRIA offices takes the lead and brings this top-class event to a Chinese hotspot. The event is co-sponsored by **go-international**, a shared export-initiative of the Federal Ministry for Digital and Economic Affairs and the Austrian Federal Economic Chamber.

Due to the special situation in 2020 the next AUSTRIA CONNECT China event will be held

physically in Shanghai and digitally all over China on Friday, November 6, 2020.

We have given this year's conference the motto **"Staying ahead of the curve – Navigating China's new business reality"**. AUSTRIA CONNECT China provides participants and sponsors alike with an **excellent communication opportunity and networking platform**. We expect around 200 Austrian CEO's, Managing Directors, and local representatives of Austrian companies to participate in this unique, high-level event.

PROGRAM 2020

Our **half-day event** combines an **online conference** with presentations by national and international experts, panel discussions and **ample time for individual virtual pre-arranged one-on-one meetings**. **Networking receptions** in Shanghai and Hong Kong (if no restrictions) provide additional possibilities for face-to-face exchanges. All the topics, themes, and panels 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 an exceptional insight into the **current and future developments of China's economy** with a special focus on a post-COVID global economic order including changes in supply chains and consumer behavior as well as an accelerated digital boom in manufacturing.

POSITION YOUR COMPANY AT AUSTRIA CONNECT 2020

AUSTRIA CONNECT China is a non-profit event. Therefore, we depend on YOU as our sponsoring partner. We offer you this great event that is a must for representatives of Austrian companies in China and an outstanding opportunity for you to showcase your company and its services to the Sino-Austrian business community.

Special times require new and humble approaches and ideas. Therefore, we made some changes to our range of sponsoring packages.



SPONSORING PACKAGE

We offer the following sponsorship package for our partners:

PARTNER EUR 1,000 | CNY 8,100 | HKD 9,160

Benefits for sponsoring partners:

- Company name will be mentioned in promoting the conference at event listings at www.advantageaustria.org and in mailings
- Company name/logo will be visible on the online conference platform and communicated in the registration process
- Possibility to upload company presentations, image videos etc. on a designated Partner page on the online conference platform
- Free half a page advertisement in the online conference booklet (design to be provided by sponsor)
- Inclusion of your company logo at the key networking event, the ABC Dinner in Shanghai
- Waiver of one participation fee

Special sponsorship packages for the supply of beverages and foodstuffs are available for the ABC Dinner in Shanghai. Please contact us at shanghai@advantageaustria.org or T +86 (21) 6289 7123.

CONTACT FOR DETAILS

If you are interested to become a sponsoring partner of AUSTRIA CONNECT China 2020, please contact us at shanghai@advantageaustria.org or on T +86 (21) 6289 7123 for further details.