

China-Britain Business Council Breakfast Briefing Series 2023

Location: Beijing & Shanghai
Sponsorship Opportunities





China-Britain
Business Council
英中贸易协会

CBBC is seeking **Corporate and Venue Sponsors** for our breakfast briefing series featuring senior figures from business, government, media, and academia. Attendees will be invited to compare notes on how they appraise the challenges faced by their business while seeking to grow their operations in both scope and scale in China.

Taking place **once per quarter and alternating between Beijing and Shanghai**, CBBC hopes to provide a forum where senior decision-makers can confidentially impart their knowledge of any developments in business-critical areas.



Our series of breakfast briefings will cover four key themes of high interest to British business in China. Attendees will be senior-level representatives from leading UK (primarily), US, European, and Chinese industry; Ambassadors and senior diplomats, as well as key thought leaders from global institutions and academia.

Sponsors will have the opportunity to collaborate with CBBC on recommending speakers, agenda items, chairing discussions, or presenting their latest research as a dedicated agenda item. We look forward to working together with you.

Tom Simpson, Managing Director, China at the China-Britain Business Council (CBBC)



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Breakfast Briefings (Four in total)

The series of four briefings will take place between **April 2023 to March 2024**

Beijing: two briefings @ 5-star hotel located centrally (or sponsor venue)

Shanghai: two briefings @ 5-star hotel located centrally (or sponsor venue)

Participants: the briefings will be strictly invitation only with seats allocated to our guest speaker(s), sponsors, and CBBC Managing Director. Other seats will be allocated to senior business representatives from industry. A total of **12-15 attendees** will be targeted per breakfast.

Speakers and Themes will include:

- British Ambassador, Caroline Wilson, and other senior diplomats (EU, US)
- MofCom Director-General, YU Yuantang
- Chief Economists from AIIB, HSBC, KPMG, Hang Seng Bank
- Themes will cover sustainability, globalisation and supply chains, Government relations, and market access





Corporate Sponsor

Full Series: RMB 58,000 + VAT
Single session: RMB16,000 + VAT



Logo placement on all promotional materials, including the event flyer, invitation, backdrop, and any related collateral, listed as Corporate Sponsor



Opportunity to **present** your company's latest research as a dedicated agenda item, chair a group discussion, or nominate speakers



Be positioned next to the VIP guest speaker and have up to **two company representatives** in attendance. Meet with speakers privately prior to the briefing.



2-minute opening **speech** to welcome attendees and introduce your company

Venue Sponsor

Venue Sponsor

Venue Sponsors will provide full venue setup and all related food & beverage costs.
Details to be discussed with CBBC's event team



Logo placement on all promotional materials, including the event flyer, invitation, backdrop, and any related collateral, listed as host



Greet the VIP guest speaker and have a **private audience** after the breakfast's conclusion



Recognition of sponsorship in the opening and closing remarks



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If you are interested in the sponsor opportunities outlined above, please contact **Serena Li, Assistant Director, Events, at CBBC based in Beijing:**

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